The State Nutrition Action Council (SNAC) Toolkit

A GUIDE FOR DEVELOPING STATE-LEVEL PARTNERSHIPS TO REDUCE OBESITY

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SNAC Background

- High rates of obesity
- USDA Food and Nutrition Services (FNS) has prioritized SNAC
- SNAC implement state-level initiatives to reduce obesity
- Reduce redundancy and inefficiency among FNS-funded agencies
Poll #1

Are you currently participating in a State Nutrition Action Council?

- Yes
- No
Toolkit Background

- Created to guide state-level agencies through the SNAC process:
  - Recruiting partners
  - Selecting an initiative
  - Developing a plan
  - Implementing and evaluating the initiative
- Includes tips, success stories, tools, and activities
The 4-Step SNAC Process

1. Recruit and Retain Partners
2. Select an Initiative
3. Develop A Plan
4. Implement and Evaluate the Initiative
Poll #2

Where are you in the SNAC Process?

- I am not currently involved in a SNAC
- **Step 1**- Recruiting and Retaining Partners
- **Step 2**- Selecting an Initiative
- **Step 3**- Developing a Plan
- **Step 4**- Implementing and Evaluating the Initiative
- I’m not sure
Step 1: Recruiting and Retaining Partners
Five Steps to Successfully Recruit and Retain Partners

1. Determine who should be at the table
2. Hold your first SNAC meeting
3. Assess your team
4. Establish group operating principles
5. Retain Partners
Step 1: Content

1. Determine who should be at the table
   - Identify a group leader/facilitator
   - Identify, select, and invite partners to participate

2. Hold your first SNAC meeting
   - Tips for hosting a productive first meeting

3. Assess your team
   - Conduct a SWOT Analysis to identify assets and gaps

4. Establish group operating principles
   - Develop shared expectations
   - Establish the SNAC decision-making process

5. Retain Partners
   - Tips to maintaining partner engagement
Step 2: Selecting an Initiative
Four Steps to Successfully Select an Initiative

1. Define the problem
2. Explore and identify solutions
3. Identify resources to support your work
4. Select your initiative
Step 2: Content

1. Define the problem
   • Identify factors that contribute to obesity in your state
   • Map the factors using the SEM

2. Explore and identify solutions
   • Identify evidence-based initiatives to reduce obesity
   • Identify existing strategies in your state
   • Map the strategies using the SEM

3. Identify resources to support your work
   • Identify and leverage existing resources
   • Seek grant funding

4. Select your initiative
   • Establish criteria for selecting the initiative
   • Select your initiative
Step 3: Develop a Plan
Four Steps to Successfully Develop a Plan

1. Develop your vision and mission
2. Establish your goals and objectives
3. Create your timeline and action plan
4. Establish your evaluation plan
Step 3: Content

1. Develop your vision and mission
   - Vision development activity
   - Mission statement development activity

2. Establish your goals and objectives
   - Develop broad goals for the SNAC
   - Establish SMART Objectives tool

3. Create your Action Plan and Timeline
   - Action plan development activity and template
   - Create your timeline

4. Develop your Evaluation Plan
   - Assess the effectiveness of the initiative
   - Assess the effectiveness of the partnership
   - Identify evaluation methods
   - Evaluation plan template
Step 4: Implement and Evaluate your Initiative
Four Steps to Successfully Implement and Evaluate your Initiative

1. Engage key stakeholders in implementation
2. Implement your initiative
3. Monitor and evaluate progress
4. Share your success!
Step 4: Content

1. Engage key stakeholders in implementation
   - Identify key stakeholders
   - Prepare stakeholders for implementation

2. Implement your initiative
   - Put your plans into action

3. Monitor and evaluate progress
   - Self-monitoring and evaluation
   - Participatory monitoring and evaluation

4. Celebrate and share your success
   - Success story suggestions and template
Appendices

SNAC Examples:
- Utah SNAC
  - Utah Breakfast Expansion Team (UBET)
  - Farmer’s Market Outreach
- California SNAC
  - California Nutrition Incentive Program (CNIP)
Questions?