

INDIANA SNAP-ED
**COMMUNITY
ADVISORY
BOARD (CAB)**
**RECRUITMENT
GUIDE**

2024



ABOUT THE INDIANA CAB

On behalf of the Indiana Department of Health (IDOH) Division of Nutrition and Physical Activity, the Public Health Institute Center for Wellness and Nutrition (PHI CWN) is launching a statewide Community Advisory Board to inform strategies focused on Nutrition and Physical Activity. We are asking for support from community partners to promote this opportunity and recruit interested community residents.

Background

The Supplemental Nutrition Assistance Program (SNAP), previously known as Food Stamps, is the largest federal food safety net program that offers nutrition assistance to millions of eligible, low-income individuals and families to reduce hunger and help put healthy food on the table. SNAP-Ed is the nutrition education program of SNAP, which provides direct nutrition education for youths, adults, seniors, and families. SNAP-Ed also supports communities through the implementation of policy, system, and environmental changes.

The Indiana State Nutrition Action Committee (SNAC) is a state-level collaborative led by the Indiana Department of Health with representation from organizations across Indiana on addressing disparities in nutrition education, food access, and safe physical activity environments in communities. SNAC is a federal directive and accompanies the implementation of state SNAP-Ed programming.

The goal of this project is to authentically engage community residents to actively serve as board members lending their lived experiences to inform SNAC and SNAP-Ed strategies throughout the state.

How Partners Can Help

IDOH invites all implementing agencies and community partners to support recruitment of SNAP-Ed eligible participants. This recruitment guide is intended to assist with a widespread search for CAB members. The search for participants will run into April 2024, and there are a variety of ways for partners to help reach a broad network of Indiana residents.

- Promoting on social media. Use social media templates and talking points to engage with your followers on social media.
- Posting or distributing recruitment and outreach materials in the community.
- Distributing recruitment and outreach materials during community nutrition education events.

To support easy collaboration with recruitment activities, we have included recruitment and outreach material online for easy access to download and utilize.

RECRUITMENT PLAN OVERVIEW

Target Audience

The goal is to recruit board members from across the state that represent a diverse set of former and/or current SNAP and/or SNAP-Ed participants. Ideally, the CAB will include a diverse set of Indiana residents presenting various ages, races, ethnicities, cultural identities, gender identities, sexual orientation, and physical abilities, inclusive of all with visible or invisible disabilities, various lifestyles, education levels, religious beliefs, citizenship status, and experience. This committee will provide an opportunity to embed community voice in programming. The more diverse the representation of community, the better.

Timelines

March 15th, 2024	Application Launch
March 18th, 2024	Partner information Session Join us for a short information session to discuss how you can support recruitment efforts. Link to Meeting: https://us02web.zoom.us/j/86125607126
April 30th, 2024	Application Deadline
May 15th, 2024	Announce Selected Members
June TBD	First Meeting

Application Process for Interested Residents

Community residents who are interested in applying must do so by April 30th. We want to make the process of applying as easy and user friendly as possible. There are two easy ways to apply:

- Online Application:



Community residents can apply today online by scanning the QR code or by visiting <https://www.surveymonkey.com/r/IN-CAB-Apply>

- Phone Application:



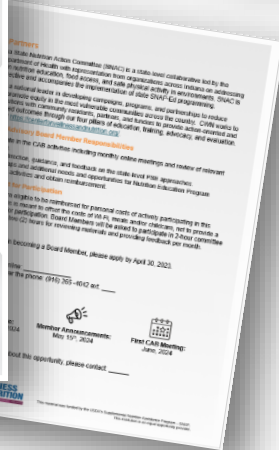
Community residents can also call (916) 265-4042 ext.128 to apply over the phone if it is easier for them.

RECRUITMENT & OUTREACH MATERIALS

All the listed resources are available for download here: <https://rb.gy/o9ioul>

Flyers

The recruitment flyers are one-page sheets that can be distributed electronically or in person to spread the word about this opportunity. The flyer briefly describes the committee with links and QR code to connect interested residents to the online application.



Information Packet

The information packet goes into more detail than the flyer by providing more context and details about the Committee for community residence to consider when applying.

Social Media Resources

Social media is also a great way to share this opportunity. The social media tools below can be used for the promotion of the campaign on various platforms such as Twitter, Facebook, and Instagram.



COMMUNICATION STRATEGY

The information that follows provides some key messages and talking points about the CAB and the opportunity for community residents to get involved. These talking points will assist in the ongoing recruitment of Indiana residents who will serve as change agents in the community.

Key Messages:

- Indiana residents as Community Connectors
- SNAP or SNAP-Ed Participants are encouraged to apply
- Empowering Community Voices
- Informing SNAP-Ed Programming
- We're all working together to make healthy food choices and be physically active!

General Talking Points for CAB Recruitment

- The success of a Community Advisory Board (CAB) will depend on a diverse group of trusted messengers who will actively contribute ideas for how to expand and improve programming.
- One of the benefits of joining the Community Advisory Board is that your input, recommendations, and advice will seriously be considered and shared with state staff. Members have a chance to learn about and give input on the Supplemental Nutrition Assistance Program – Education (SNAP-Ed).
- The Community Advisory Board members will use their diverse 'lived experience', skills, ideas, and knowledge to give input on the Supplemental Nutrition Assistance Program – Education (SNAP-Ed).
- Being part of the Community Advisory Board is an opportunity to provide a unique perspective, and to improve programs and initiatives in your local community, as well as statewide. Become a community connector!
- Members attending virtual meetings and completing assignments will receive reimbursement for expenses of participating.
- Serving on the Community Advisory Board can be a rewarding and valuable decision for you since it connects your neighbors to state decision-makers.
- Community Advisory Board members gain valuable skills in leadership, organization, teamwork, strategizing and problem-solving.
- Community Advisory Board members gain insight and give fresh, new perspectives to programs that benefit themselves and their communities.
- Community Advisory Board members have an opportunity to impact the lives of others by making a positive difference in the community.
- As a Community Advisory Board member, residents can speak up, and offer valuable feedback about the nutritional and environmental needs of their community!

Frequently Asked Questions

What qualifications do I need to join the committee?

None. We welcome interested participants who are current or former SNAP, WIC, TANF, or have children on free or reduced lunch. We welcome people that have suggestions on how to support people to make the best decisions about food and physical activity choices. People who are passionate about health and want to contribute their own knowledge, skills, and expertise that affect federally funded programs that serve the greater community are encouraged to apply.

How much time will I spend attending the committee?

The committee members will spend 90 minutes per month meeting via Zoom video conference calls. The committee members will also spend up to 2 hours per month completing various short assignments to provide feedback and opinions.

What can I expect to do during the meetings?

All meetings are virtual or can be attended from anywhere. The meetings are informal, casual, personal small group conversations discussing various topics related to SNAP-Ed programming and ways to improve communication and services to the greater community. We welcome all voices and opinions to have open and honest conversations with the group to ensure community voices are heard. Short assignments will be announced and given time to complete them before the next meeting.

What type of equipment do I need to participate and attend meetings?

All meetings are virtual or can be attended remotely from anywhere. A computer, smart phone, or cell phone can connect to conference calls via Zoom. Participants need reliable internet connection or cell phone connection to connect to the conference call.

What type of incentive or reimbursement will I get for joining this committee?

We know that your time is valuable and will provide eligibility for reimbursement information to participants. Eligibility will be based on participation and completion of assignments at the end of the federal fiscal year (September). You may use the reimbursement funds for childcare and/or any applicable travel costs associated with attending the monthly meetings and completing assignments.

If you have any questions about this opportunity, please contact:

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