



Michelle Lujan Grisham, Governor
Kari Armijo, Acting Secretary
Alex Castillo Smith, Deputy Secretary
Kathy Slater-Huff, Acting Deputy Secretary
Lorelei Kellogg, Acting Medicaid Director

July 31, 2023

James Abraham, Regional SNAP
Director Supplemental Nutrition Assistance Program USDA Food and Nutrition Service
Southwest Regional Office 1100 Commerce Street
Dallas, TX 75242

Dear James Abraham;

The Human Services Department/Income Support Division is pleased to submit the State of New Mexico's proposed SNAP-Ed amendment to the Multi-Year Plan for FFYs 2022 - 2024. As outlined in the plan, NM SNAP-Ed expects to spend **\$5,909,599** in FFY 2024 to expand outreach and carry out the scope of the program. New Mexico estimates needing to utilize \$600,000 in carry over funds from FFY 2023 to add to this year's grant of award amount of \$5,309,599 to carry out the second year of this multi-year plan.

Should you have any questions, please contact Adele Blue-Sky at 505-841-2652 or Noelle Sanchez at 505-841-2602.

Sincerely,

Karmela Martinez
Division Director,
Human Services Department/Income Support Division

Assurances Checklist

State Agency completion only: To assure compliance with policies described in this Guidance, the SNAP-Education Plan shall include the following assurances. Mark your response to the right. The assurances and signature checklist can be downloaded on SNAP-Education connection (<https://snaped.fns.usda.gov/program-administration/snap-ed-plan-guidance-and-templates>) or through the N-PEARS system.

SNAP-Education Plan Assurances	Yes	No
The SNAP State agency is accountable for the content of the State SNAP-Education Plan and provides oversight to any sub-grantees. The SNAP State agency is fiscally responsible for nutrition education activities funded with SNAP funds and is liable for repayment of unallowable costs.		
Efforts have been made to target SNAP-Education to the SNAP-Education target population.		
Only expanded or additional coverage of those activities funded under the Expanded Food and Nutrition Education Program (EFNEP) are claimed under the SNAP-Education grant. Approved activities are those designed to expand the State's current EFNEP coverage in order to serve additional SNAP-Education individuals or to provide additional education services to EFNEP clients who are eligible for SNAP. Activities funded under the EFNEP grant are not included in the budget for SNAP-Education.		
Documentation of payments for approved SNAP-Education activities is maintained by the State and will be available for USDA review and audit.		
Contracts are procured through competitive bid procedures governed by State procurement regulations.		
Program activities are conducted in compliance with all applicable Federal laws, rules, and regulations including Civil Rights and OMB circulars governing cost issues.		
Program activities do not supplant existing nutrition education programs, and where operating in conjunction with existing programs, enhance and supplement them.		
Program activities are reasonable and necessary to accomplish SNAP-Education objectives and goals.		
All materials developed or printed with SNAP Education funds include the appropriate USDA nondiscrimination statement and credit to SNAP as a funding source.		
Messages of nutrition education and obesity prevention are consistent with the Dietary Guidelines for Americans.		

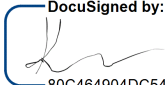
Signature Page

The Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) Annual Plan Signature Page

Name of State SNAP Agency:


Date:

Federal Fiscal Year:

Certified By: 
80C464004DC542C...
Kari Armijo, HSD Acting Secretary

Date: 8/14/2023

SNAP State Agency Fiscal Reviewer

Signature: 
FB45A08045244DA...
Carolee Graham, ASD, Director

Date: 8/14/2023



2024 Annual Plan

New Mexico Human Services Department (State Agency)

Exported on August 02, 2023 01:46:48 PM

Target Audience and Needs Assessment

Needs Assessment Process

Stakeholders engaged in the needs assessment process

“The goal of SNAP-Ed is to improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current DGA and the USDA food guidance.” NM SNAP-Ed will also improve access to healthy foods, and on-line shopping, particularly in food deserts. As such, SNAP-Ed is an empowering asset for the state of New Mexico with its large eligible population. The multi-year plan addresses a continued need for the program, demonstrates evidence-based results, explains plans for future SNAP-Ed endeavors, and outlines the budgetary funding request needed to carry out the SNAP-Ed mission.

SNAP-Ed is designed to address and improve nutrition concerns for low-income individuals. Nutrition education is more important than ever across the nation and in New Mexico. State Implementing Agencies (IA's) recognize this and strive to reach all qualified individuals with needed interventions. New Mexico SNAP-Ed is fortunate to have multiple IAs working to educate eligible populations, Early Child Education through Seniors, about good nutrition and the benefits of physical activity.

New Mexico oversees six (6) agencies implementing SNAP-Ed programming throughout this state to support USDA's goal. This Plan will outline how each one proposes to do so centered around the FFY2024 SNAP-Ed Guidance with amendments written for years two and three accordingly.

New Mexico Implementing Agencies include Cooking with Kids (CWK), Kids Cook! (KC!), NM Department of Health (DOH)-Obesity, Nutrition, and Physical Activity Program (ONAPA), NMSU Ideas for Cooking and Nutrition (ICAN), UNM PRC- Evaluation, UNM PRC-Social Marketing Eat Smart Play Hard (ESPH), and UNM Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus). Statistics regarding poverty, obesity, and chronic diseases have been considered and utilized across the state to formulate programs and activities for best combating poor nutrition. The IAs have compiled plans that do not duplicate efforts but collaborate and expand on each other to reach the target populations.

Based on the findings of this Needs Assessment, NM has formulated a plan to address issues and concerns.

To carry out the NM SNAP-Ed Plan, the State Agency (SA) and all Implementing Agencies (IAs) will meet Individually monthly. SA and IA's will meet as a group at least monthly; with at least two in-person meetings each year. A full financial desk audit will be completed by the SA in response to every invoice submitted for provided SNAP-Ed services. Yearly Management Evaluation Reviews will be done by the SA of each IA.

The Implementing Agencies will submit quarterly reports to the State Agency identifying progress made toward SNAP-Ed goals and quantification amounts of people reached. SA and IA's will enter data in the national PEARS (N-PEARS) database by December 31st of each year to prepare an annual report. The SA will prepare a yearly budget report, per USDA guidelines, which will be submitted to the Regional Coordinator.

To deliver the important work of nutrition education for SNAP- Eligible persons, SNAP-Ed provides various methods for program delivery, through Direct Education, and Policy, Systems and Environmental (PSE) changes.

Process used to determine the State's priority goals and develop objectives and indicators to track progress toward them

The New Mexico Human Services Department (NMHSD) will continue to manage year three of the three-year SNAP-Ed plan. NMHSD will provide oversight to the program as outlined in SNAP-Ed 2024 Guidance and Codes of Federal Regulation. To plan, implement, and operate the SNAP-Ed program, NMHSD will:

Work collaboratively across State agencies to include those administering other FNS Programs as well as additional agencies to promote healthy eating and active living among the SNAP-Ed target population;

Develop a coordinated, cohesive State SNAP-Ed Multi-Year Plan based on the 2022 state-specific needs assessment of diet-related disease and obesity that addresses national and state priorities while linking SNAP-Ed to SNAP benefits;

Provide leadership, direction, and information to entities contracted to deliver SNAP-Ed services ensuring the program appropriately serves its audience and is consistent with SNAP-Ed policies;

Submit a unified State SNAP-Ed plan to FNS and provide assurances that plan activities comply with SNAP-Ed policies; Submit a final SNAP-Ed performance report to FNS;

Monitor activities of all implementing agencies in the State's approved SNAP-Ed Plan to include ensuring allowable expenditures, approving educational items, observing training materials, per the FY 2024 SNAP-Ed Guidance Procedures;

Provide budget information to FNS as required;

Collect and report data regarding participation in SNAP-Ed and progress made toward the state's goals and objectives.

Document payments for approved SNAP- Ed activities and maintain files that will be available for USDA review and audit.

Procure contracts through competitive bid process and governed by State procurement regulations. The State agency maintains copies of interagency agreements and are available for review.

Needs Assessment Findings

State-Specific Nutrition and Physical Activity-Related Data on Target Population

Topic	Age Group Range	Finding	Data Source
Obesity	<ul style="list-style-type: none"> • 10 to 17 • 18 to 64 • 65 to 80 	<ul style="list-style-type: none"> • 20.0 % • 34.0 % • 26.0 % 	2020 State of Childhood Obesity
Type 2 diabetes	<ul style="list-style-type: none"> • 18 to 64 	<ul style="list-style-type: none"> • 13.0 % 	2021 Behavioral Risk Factor Surveillance System
Cancer	<ul style="list-style-type: none"> • 18 to 64 	<ul style="list-style-type: none"> • 5.0 % 	2021 Behavioral Risk Factor Surveillance System
Hypertension	<ul style="list-style-type: none"> • 18 to 64 	<ul style="list-style-type: none"> • 32.0 % 	2021 Behavioral Risk Factor Surveillance System
High cholesterol	<ul style="list-style-type: none"> • 18 to 64 	<ul style="list-style-type: none"> • 35.0 % 	2021 Behavioral Risk Factor Surveillance System
Fruit consumption	<ul style="list-style-type: none"> • 18 to 64 	<ul style="list-style-type: none"> • 41.0 Consumed fruit less than one time per day 	2021 Behavioral Risk Factor Surveillance System
Vegetable consumption	<ul style="list-style-type: none"> • 18 to 64 	<ul style="list-style-type: none"> • 22.0 Consumed vegetables less than one time per day 	2021 Behavioral Risk Factor Surveillance System
Physical activity behaviors	<ul style="list-style-type: none"> • 18 to 64 	<ul style="list-style-type: none"> • 20.0 Self-reported Physical Inactivity among Non-Hispanic American Indian/Alaska Native Adults 	2020 Behavioral Risk Factor Surveillance System
Household food insecurity	<ul style="list-style-type: none"> • 10 to 17 	<ul style="list-style-type: none"> • 23.0 Percentage of children who are food insecure 	2018 State of Childhood Obesity
Other: Childhood Overweight and Obesity Prevalance	<ul style="list-style-type: none"> • 5 to 6 • 8 to 9 	<ul style="list-style-type: none"> • 17.0 Percentage of Kindergarten obesity rate • 28.0 Percentage of Third grade obesity rate 	2022 State Department of Health data

Community Food Access Data

File Attachments: [2019 LI and LA.png](#)

Demographic Characteristics of SNAP-Ed Target Audiences

Age

1,108,713	18-59
356,706	5-17
151,759	76 or older
115,102	Younger than 5
383,597	60-75

Source: American Community Survey, 2021

Ethnicity

1,056,641	Not Hispanic/Latino
1,059,236	Hispanic/Latino

Source: American Community Survey, 2021

Race

955,024	White
42,824	Black or African American
197,031	American Indian or Alaska Native
34,739	Asian
1,350	Native Hawaiian or Other Pacific Islander

Source: American Community Survey, 2021

582,525 Other

Source: American Community Survey, 2021

Members of State and federally recognized Tribes

706 Acoma Pueblo and Off-Reservation Trust Land

721 Isleta Pueblo

402 Jemez Pueblo

70 Jicarilla Apache Nation Reservation and Off-Reservation Trust Land

1,192 Laguna Pueblo and Off-Reservation Trust Land

1,049 Mescalero Reservation

348 Nambe' Pueblo and Off-Reservation Trust Land

63,633 Navajo Nation Reservation and Off-Reservation Trust Land

1,461 Okay Owingeh

435 Picuris Pueblo

223 Pueblo de Cochiti

502 Pueblo of Pojoaque and Off-Reservation Trust Land

836 San Felipe Pueblo

479 San Ildefonso Pueblo and Off-Reservation Trust Land

1,353 Sandia Pueblo

200 Santa Ana Pueblo

Source: American Community Survey, 2021

2,581 Santa Clara Pueblo and Off-Reservation Trust Land

564 Santo Domingo (Kewa) Pueblo

1,274 Taos Pueblo and Off-Reservation Trust Land

195 Tesuque Pueblo and Off-Reservation Trust Land

572 Ute Mountain Reservation and Off-Reservation Trust Land

123 Zia Pueblo and Off-Reservation Trust Land

2,542 Zuni Reservation and Off-Reservation Trust Land

Source: American Community Survey, 2021

Primary language spoken in household

356 Thai **667** Urdu

4,586 Vietnamese **1,332,627** English

593 Polish **64,628** Navajo

748 Hindi **80** Creole

89 Cantonese **32,571** Other Native North American languages

950 Swahili Laotian

5,334 German **2,584** Arabic

181 Mandarin **1,514** Apache languages

1,026 Chinese Amharic

510,402 Spanish **403** Serbo-Croatian

Source: American Community Survey, 2021

Somali	788 Tagalog
47 Armenian	755 Russian
5,873 Keres	413 Farsi
4,014 French	1,139 Filipino
11 Hmong	11 Khmer
2,158 Korean	499 Portuguese

Source: American Community Survey, 2021

County, Ward, Parish

105,525 Bernalillo	801 Catron	13,813 Chaves	7,580 Cibola	2,427 Colfax
9,443 Curry	300 De Baca	42,594 Doña Ana	9,160 Eddy	6,228 Grant
832 Guadalupe	95 Harding	923 Hidalgo	16,603 Lea	2,553 Lincoln
815 Los Alamos	6,687 Luna	23,109 Mckinley	829 Mora	14,992 Otero
2,230 Quay	9,000 Rio Arriba	4,375 Roosevelt	32,483 San Juan	6,773 San Miguel
12,204 Sandoval	18,733 Santa Fe	2,894 Sierra	5,360 Socorro	9,243 Taos
3,595 Torrance	742 Union	17,679 Valencia		

Source: American Community Survey, 2021

SNAP Participation

County, Ward, Parish

95,807 Bernalillo	0 Catron	12,153 Chaves	4,284 Cibola	2,006 Colfax
9,596 Curry	0 De Baca	35,034 Doña Ana	7,005 Eddy	5,082 Grant
0 Guadalupe	0 Harding	2 Hidalgo	9,218 Lea	2,450 Lincoln
0 Los Alamos	5,831 Luna	13,370 Mckinley	0 Mora	7,273 Otero
2,385 Quay	8,231 Rio Arriba	0 Roosevelt	12,076 Sandoval	18,418 San Juan
6,207 San Miguel	11,368 Santa Fe	3,115 Sierra	3,235 Socorro	5,354 Taos
1,583 Torrance	0 Union	10,442 Valencia		

Source: Prepopulated from Bi-Annual County Level SNAP Participation and Issuance Data, 2023. Values may have been adjusted by the State agency.

Program Access for Diverse Target Audiences

Gaps in geographic reach of SNAP-Ed and related programs for the target audiences

Description of the areas of the State that have a significant number of SNAP-Ed-eligible individuals but little or no current programming from SNAP-Ed or other nutrition programs

SNAP-Ed New Mexico is currently not in Catron, De Baca, Harding, Los Alamos, and Union Counties. Los Alamos County is generally not SNAP-Ed eligible by income. The other four counties are extremely rural with very small populations making it difficult to deliver in-person SNAP-Ed education. New Mexico continues to grow an online presence among various social media platforms as well as virtual education. We have done our best to bring services and reach to our SNAP-eligible population throughout New Mexico.

File Attachments: [Community Food Access Data - National PEARS.png](#)

Factors that limit the geographic reach of SNAP-Ed in the State

New Mexico is a minority-majority state and statistics show that minority populations have a greater risk of developing obesity, chronic diseases, food insecurity, etc. Nearly 40% of New Mexicans speak a language other than English. This fact, combined with the vast ruralness of the state, often makes obtaining access to services difficult, if not impossible.

The SNAP-Ed State agency and implementing agencies can address the identified gaps in the State by:

New Mexico SNAP-Ed is fortunate to have multiple IAs working to educate eligible populations, Early Child Education through Seniors, about good nutrition and the benefits of physical activity. Statistics regarding poverty, obesity, and chronic diseases have been considered and utilized across the state to formulate programs and activities for best combating poor nutrition. Federally funded programs such as WIC, FDIPR, EFNEP, food banks, public health offices, and obesity prevention programs are available nutrition and/or physical activity programs that fill the gaps. The IAs have compiled plans that do not duplicate efforts but collaborate and expand on each other to reach the target populations.

Other factors affecting program access for diverse target audiences**Description of how SNAP-Ed programming is reaching all groups within its target audiences**

Direct Education (DE) and Policy, Systems, and Environmental change (PSE) programming is offered where the target audiences live, work, shop, play, eat and learn. Implementing agencies consider and ensure appropriateness is not limited to accommodations, target audience, culture, languages offered, and mode of delivery.

NMSU/ICAN uses primarily DE and PSE efforts via a paraprofessional model to deliver programming in a variety of settings for youth to adults/seniors across the entire state. UNM Chile Plus is a multi-level, multi-component strategy utilizing DE and PSE efforts through multiple counties throughout the state. The primary audience is Head Start, Early care and Education (ECE) settings where predominantly Hispanic and American Indian children are enrolled. UNM Social Marketing program initially developed for SNAP-eligible Spanish speaking elementary students and their families has evolved to include SNAP-Eligible High Schools, Senior centers and a potential collaboration with the Office of Indian Elder Affairs. NM Department of Health/Obesity, Nutrition, and Physical Activity Program (ONAPA) PSE audience includes SNAP eligible pre-school and elementary school-age children, families, adults and older adults/seniors of various counties and Tribal communities. Kids Cook! (KC!) DE is held with both English and non-English speaking families and entire communities surrounding the students (families, teachers, school staff, mobile food pantry participants, farmers market participants, health care providers when appropriate, and other community organizations.) Cooking with Kids (CWK), DE audience is prek-8th grade attending SNAP eligible schools and/or after school programs.

Key factors supporting access to SNAP-Ed programming for each of these groups

Agencies facilitating DE adapted quickly to address COVID-19 restrictions in early childcare centers, schools, senior centers and other community partners. IA's resumed established and expanded their online presence through social media platforms and virtual education to support SNAP-Ed programming to accommodate access, location, language barriers, and transportation limitations. IA's have found the online presence allowed for greater SNAP-Ed reach

and connection to include families and communities where they cook and eat. IA's continuously evaluate and adjust strategies to reach our target audience as new circumstances present themselves.

Key factors limiting access to SNAP-Ed programming

New Mexico has high poverty levels in the state. Poverty results in a host of concerns including food insecurity, poor health care, lack of transportation, or adequate housing, etc. and NM faces many of these challenges.

New Mexico ranks poorly in many areas of concern. Physical activity of children under the age of 18 falls short of the national average while food insecurity in the state exceeds it. More New Mexicans live below the poverty level than Americans as a whole. Nearly one third of NM residents have a chronic medical condition and 16% are disabled per NM Department of Health Office of Health Equity (<https://www.nmhealth.org/about/asd/ohe>).

Nearly 40% of New Mexicans speak a language other than English. This fact, combined with the vast ruralness of the state, and lack of broadband access; often makes obtaining access to services difficult.

The State agency and implementing agencies can address the above limiting factors by:

SNAP-Ed will return to in-person direct education and PSE efforts in schools, community centers, senior centers, etc., and will continue offering virtual opportunities for participation, therefore expanding reach and providing nutrition education for those unable or unwilling to leave the comfort of their homes.

Participation increases as people become accustomed to the new formats available and will continue to be offered in addition to in-person nutrition education opportunities.

Program appropriateness for diverse target audiences

Strengths of current SNAP-Ed programming regarding its appropriateness for target audiences

Implementing Agency (IA) collaboration with social marketing ESPH, helps with SNAP-Ed eligible school partnerships and extending the messages taught during DE efforts allows for greater statewide reach. The collaboration strengthens DE and PSE work by generating the desired behavior change of eating more fruit and vegetables using the evidence-based theory of social marketing. This exchange translates to actual behavior change vs change in education, knowledge, and awareness.

NMSU IA's Youth Education DE efforts for school age through series, single sessions and activities have been successful and a reported increase in participation. Adult age SNAP-eligible participants are provided with opportunities to engage and build skills related to community and home gardens, leading to the economical production and consumption of healthy and fresh foods.

ESPH collaborated with Native American communities to tailor and adapt program materials to meet the needs of each individual tribal community. ESPH collaborated with NM Aging and Long-Term Services Department in the development of a recipe book, activity book, and recipe/activity/nutrition education calendar for older adults, 60 years and older.

Cooking with Kids (CWK), had several successful established and new collaborations with multiple chefs, farmers, and partner organizations. CWK programming in SNAP-Ed eligible schools has a successful hands-on nutrition education, Teacher trainings and Technical assistance, and virtual family and community events.

NMDOH/ONAPA, recruited 8 pilot early childhood programs from diverse, underserved areas of NM with high Hispanic, Native American, and US border population representation to implement comprehensive, culturally appropriate Farm to Preschool programs, including purchasing NM grown produce for meals and snacks, growing edible gardens, nutrition education and hands-on gardening lessons, and family and community engagement.

NMDOH/ONAPA Golden Chile Awards recognizes NM Grown participant taking place in Early Childhood Education (ECE) programs, K-12 schools, and senior centers and celebrating farmers, producers, and ranchers on the NM Grown Approved supplier list. NMDOH has contracts with indigenous food experts and chefs to provide culturally appropriate staff wellness, nutrition & health education, and indigenous food program training. A partnership with Red Mesa Cuisine to create 10 training videos on healthy meal preparation, and one presentation on *Tribal Food Sovereignty*. Trainings focus on using indigenous, local foods with culturally appropriate recipes for staff of Native American elder centers.

NMDOH partnerships with Public Education Department (PED), NM Food Distribution Programs on Indian Reservations (FDPIR), Aging and Long-Term Services Department (ALTSD), and Office of Indian Elder Affairs (OIEA); provided professional development opportunities on healthy meal preparation and nutrition education for food programs that reached 19 total Tribal communities.

IA CHILE Plus has worked on re-establishing previous partners and has continued to offer interactive online development trainings as a supplement of in-person training. The virtual online training is available on the SNAP-Ed toolkit.

IA's partner with each other and other state agencies: Aging and Long-Term Services Department, WIC, FDIPR to complement existing services and avoid duplication of efforts.

Weaknesses of current SNAP-Ed programming regarding its appropriateness for target audiences

COVID-19 Pandemic health restrictions and social distancing mandates affected direct education during food distribution pick up, in-person DE in schools and senior centers, and delivery State agency offices. SNAP-Ed IA's lost established network contacts and connections from previous partners during restrictions. Restrictions also caused loss of family volunteers in Schools and resulted in nutrition educators being overwhelmed and overworked.

The SNAP-Ed State agency and implementing agencies can address weaknesses related to the appropriateness of programming for its target audiences by:

Expand DE and PSE efforts in schools, increase online presence using social media platforms, providing virtual lessons, and distributing educational materials. Reconnect and re-establish relationships with State offices and local partners such as WIC, FDIPR, Income Support Division offices, and food distribution sites. Distribute educational materials in the form of recipes that encourage our food distribution recipients to use the food that is included in their food boxes. NMSU Seed to Supper is available with a on-demand self-paced, online class available in English and Spanish at no cost. IA's Collaborate with City of Albuquerque, Department of Senior affairs, who will bring older Americans (by bus) to local grocery stores for a tour of the grocery store and a

lesson from an ICAN educator on how to stretch food dollars and save money. IA's will hire additional Nutritional Educators to focus on teaching curriculum in several counties with large native populations.

Coordination and Partnerships With Programs and Organizations From Multiple Sectors

Strengths of coordination and partnerships among SNAP-Ed and other nutrition education, obesity prevention, and health programs and organizations from multiple sectors

NM DOH partners with federal means tested food benefit programs: SNAP, The Emergency Food Assistance Program (TEFAP), Commodity Supplemental Food Program (CSPF), Food Distribution Program on Indian Reservations (FDIPR), Women, Infants and Children (WIC) program and/or food pantries.

PSE audience includes SNAP eligible School staff and administrators, food service staff and statewide partners (e.g., NM DOH Healthy Kids Healthy Communities coordinators), and other state agencies, counties, and Tribal Organizations as directed by NMHSD.

Important areas for improved coordination and partnerships among SNAP-Ed and other nutrition education, obesity prevention, and health programs and organizations from multiple sectors

Areas for improvement-reconnecting with pre-covid partners and re-engaging with partner agencies, students, families and communities. Recruitment and retention of staff to address the increase in the number of programming opportunities.

Agency/Workforce Capacity

Strengths of the SNAP-Ed workforce at the State and implementing agency levels for program planning, implementation, and evaluation

Implementing agency collaboration to conduct research on, develop, create, and evaluate evidence-based social marketing, DE and PSE programming specifically for NM. Implementing agency collaborations significantly contributes and enhances DE and PSE efforts for successful outcomes of programming efforts that support healthy eating and increase physical activity. Evaluation feedback allows IA's to adjust strategy to reach and expand target audience. Program planning collaboration increases reach to strengthen community food policies and systems (production, access, and education) across NM.

Needs of the SNAP-Ed workforce at the State and implementing agency levels for program planning, implementation, and evaluation

Recruiting and retention of staff is a concern with all implementing agencies. COVID-19 restrictions prohibited volunteers and staff access to programming locations. Return to work policies, hiring process, and low salary led to lack of staffing.

IA's have developed training within their own agencies. CHILE Plus team developed an online professional development training platform that allows the CHILE Plus team to deliver physical activity and nutrition education to schoolteachers/staff.

ESPH hosts a training summit for IA agency staff to come together to learn and share experiences across the state.

NMDOH Partnered with two tribal Food Distribution Program on Indian Reservations (FDPIR) to provide professional development training, staff wellness training and health and nutrition information on FDPIR food program. Staff of ENIPC-FDPIR serves Nambé, Picuris, San Ildefonso, Pojoaque, Tesuque, Ohkay Owingeh, Santa Clara, Taos pueblos, and Jicarilla Apache reservation. Staff of FSIP-FDPIR distributes food to Cochiti, Jemez, Sandia, Santa Ana, Zia, Santo Domingo, San Felipe, Isleta, (8 pueblos).

Kids Cook! Working with educators on expanding nutrition knowledge, understanding of feeding relationships, and social emotional learning techniques for students.

CWK provided Teacher training/delivery for tastings in school classrooms. Training and Technical Assistance to food service personnel and other SNAP-Ed IA's (DOH HKHC) in Santa Fe, Rio Arriba and additional counties.

UNM Evaluation shares with Implementing Agencies and participating schools to identify potential areas for improving nutrition and physical activity supports at the school. Individual reports are developed and provided to each school to include recommendations for next steps and ideas for resources.

Selected State Priority Goals Based on Needs Assessment

PRIORITY GOAL 1

New Mexico will expand opportunities for healthy eating and physical activity where SNAP-Ed eligible children and adults live, learn, play, work, eat, and shop.

Goal Type(s)

- Improve policies, systems, or environment of settings

PRIORITY GOAL 2

New Mexico will increase healthy eating and physical activity behaviors among SNAP- Ed eligible children and adults

Goal Type(s)

- Improve health behaviors

<p>PRIORITY GOAL 3 New Mexico will build state and local partnerships while also coordinating activities to maximize collective impact of SNAP-Ed interventions</p>	<p>PRIORITY GOAL 4 New Mexico will assist in decreasing childhood and adult obesity-related health issues through teaching healthy life-style changes including behavioral changes</p>
<p>Goal Type(s)</p> <ul style="list-style-type: none">Expand or strengthen coordination and collaboration with other programsCollaborate with multiple sectors	<p>Goal Type(s)</p> <ul style="list-style-type: none">Improve health behaviors
<p>PRIORITY GOAL 5 New Mexico will implement SNAP-Ed interventions, which are culturally and developmentally appropriate and meet the needs of Limited English Proficiency (LEP) participants.</p>	
<p>Goal Type(s)</p> <ul style="list-style-type: none">Improve SNAP-Ed accessImprove appropriateness of SNAP-Ed programming	

Action Plans

Priority Goals

<p>PRIORITY GOAL 1 New Mexico will expand opportunities for healthy eating and physical activity where SNAP-Ed eligible children and adults live, learn, play, work, eat, and shop.</p>
--

SMART Objectives

Expanding into 6-10 Early Childcare Centers

SNAP-Ed Evaluation Framework Indicators: Healthy Eating Behaviors (MT1), Nutrition Supports (MT5)

Other Performance Indicators: Number of early childhood centers

Increasing the number of school gardens by 7 and community gardens by 3-4

SNAP-Ed Evaluation Framework Indicators: Healthy Eating Behaviors (MT1), Food Resource Management Behaviors (MT2), Nutrition Supports (MT5)

Other Performance Indicators: Number of school gardens, number of community gardens

Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables

SNAP-Ed Evaluation Framework Indicators: Healthy Eating Behaviors (MT1), Food Resource Management Behaviors (MT2), Nutrition Supports (MT5)

Other Performance Indicators: Number of food demonstrations and tastings

Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming

SNAP-Ed Evaluation Framework Indicators: Healthy Eating Behaviors (MT1), Food Resource Management Behaviors (MT2), Physical Activity & Reduced Sedentary Behavior (MT3), Educational Policies (MT9)

Other Performance Indicators: Number of schools and/or community centers

Expand Social Marketing Eat Smart to Play Hard in community centers and after-school programming

SNAP-Ed Evaluation Framework Indicators: Social Marketing (MT12)

Other Performance Indicators: Number of Community centers and after-school programs

Expand Social Marketing, SNAP express/PSA wire on virtual sites

SNAP-Ed Evaluation Framework Indicators: Social Marketing (MT12)

Other Performance Indicators: Number of social marketing impressions/reach/engagements. Number of social marketing segments

Goal Types

- Improve policies, systems, or environment of settings

PRIORITY GOAL 2

New Mexico will increase healthy eating and physical activity behaviors among SNAP- Ed eligible children and adults

SMART Objectives

Increase fruit and vegetable consumption among participants

SNAP-Ed Evaluation Framework Indicators: Healthy Eating Behaviors (MT1)

Other Performance Indicators: servings of fruit and servings of vegetables

Increase physical activity among participants

SNAP-Ed Evaluation Framework Indicators: Physical Activity & Reduced Sedentary Behavior (MT3)

Other Performance Indicators: hours of physical activity and hours of screen time

Increase food resource management among participants

SNAP-Ed Evaluation Framework Indicators: Food Resource Management Behaviors (MT2)

Other Performance Indicators: Direct Education behavior change

Goal Types

- Improve health behaviors

PRIORITY GOAL 3

New Mexico will build state and local partnerships while also coordinating activities to maximize collective impact of SNAP-Ed interventions

SMART Objectives

Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health Offices, Income Support Offices, EFNEP sites, FDPIR locations, tribal communities, pueblos, virtual platforms, Farm Stands, health care organizations, community food projects, universities, etc..

SNAP-Ed Evaluation Framework Indicators: Multi-Sector Partnerships and Planning (ST8), Agriculture (MT8), Educational Policies (MT9), Health Care Clinical-Community Linkages (MT11)

Other Performance Indicators: Number of partnerships

Goal Types

- Expand or strengthen coordination and collaboration with other programs
- Collaborate with multiple sectors

PRIORITY GOAL 4

New Mexico will assist in decreasing childhood and adult obesity-related health issues through teaching healthy life-style changes including behavioral changes

SMART Objectives

Consulting and training with additional food retailers, farmers, food distributors, etc. on increasing access to and promotion of healthy eating

SNAP-Ed Evaluation Framework Indicators: Organizational Partnerships (ST7), Physical Activity and Reduced Sedentary Behavior Supports (MT6), Multi-Sector Partnerships and Planning (ST8)

Other Performance Indicators: Number of consultations and training

Collaborating with further federal, state, and locally funded obesity prevention grant programs on physical and nutrition activities that align with NM SNAP-Ed goals to institute PSE changes

SNAP-Ed Evaluation Framework Indicators: Organizational Partnerships (ST7), Nutrition Supports (MT5), Physical Activity and Reduced Sedentary Behavior Supports (MT6), Multi-Sector Partnerships and Planning (ST8), Government Policies (MT7), Agriculture (MT8), Educational Policies (MT9)

Other Performance Indicators: Number of new collaborations

Goal Types

- Improve health behaviors

PRIORITY GOAL 5

New Mexico will implement SNAP-Ed interventions, which are culturally and developmentally appropriate and meet the needs of Limited English Proficiency (LEP) participants.

SMART Objectives

Pilot Tribal specific curricula in at least 3 schools

SNAP-Ed Evaluation Framework Indicators: Healthy Eating Behaviors (MT1), Food Resource Management Behaviors (MT2), Physical Activity & Reduced Sedentary Behavior (MT3)

Other Performance Indicators: Number of pilots

Provide culturally and developmentally appropriate materials or media to individual communities

SNAP-Ed Evaluation Framework Indicators: Healthy Eating Behaviors (MT1), Food Resource Management Behaviors (MT2), Physical Activity & Reduced Sedentary Behavior (MT3), Food Safety Behaviors (MT4)

Other Performance Indicators: percentage of interventions using culturally and developmentally appropriate materials and/or media

Provide Limited English Proficiency (LEP) materials.

SNAP-Ed Evaluation Framework Indicators: None

Other Performance Indicators: Percentage of materials provided in a dual language

Goal Types

- Improve SNAP-Ed access
- Improve appropriateness of SNAP-Ed programming

Projects Linked to the State Objectives

Project Name/Title	Agency Conducting Project	SMART Objective(s) to be Addressed
NMSU Ideas for Cooking and Nutrition (ICAN)	New Mexico State University ICAN (Implementing Agency)	<ul style="list-style-type: none"> Increasing the number of school gardens by 7 and community gardens by 3-4 Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health Offices, Income Support Offices, EFNEP sites, FDPIR locations, tribal communities, pueblos, virtual platforms, Farm Stands, health care organizations, community food projects, universities, etc.. Consulting and training with additional food retailers, farmers, food distributors, etc. on increasing access to and promotion of healthy eating Collaborating with further federal, state, and locally funded obesity prevention grant programs on physical and nutrition activities that align with NM SNAP-Ed goals to institute PSE changes Increase fruit and vegetable consumption among participants Pilot Tribal specific curricula in at least 3 schools Increase physical activity among participants Provide culturally and developmentally appropriate materials or media to individual communities Provide Limited English Proficiency (LEP) materials. Increase food resource management among participants Expand Social Marketing, SNAP express/PSA wire on virtual sites
Kids Cook!	Kids Cook! (Implementing Agency)	<ul style="list-style-type: none"> Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health Offices, Income Support Offices, EFNEP sites, FDPIR locations, tribal communities, pueblos, virtual platforms, Farm Stands, health care organizations, community food projects, universities, etc.. Collaborating with further federal, state, and locally funded obesity prevention grant programs on physical and nutrition activities that align with NM SNAP-Ed goals to institute PSE changes

Project Name/Title	Agency Conducting Project	SMART Objective(s) to be Addressed
		<ul style="list-style-type: none"> • Increase fruit and vegetable consumption among participants • Increase physical activity among participants • Provide culturally and developmentally appropriate materials or media to individual communities • Provide Limited English Proficiency (LEP) materials.
Cooking with Kids	Cooking with Kids (Implementing Agency)	<ul style="list-style-type: none"> • Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables • Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming • Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health Offices, Income Support Offices, EFNEP sites, FDPIR locations, tribal communities, pueblos, virtual platforms, Farm Stands, health care organizations, community food projects, universities, etc.. • Consulting and training with additional food retailers, farmers, food distributors, etc. on increasing access to and promotion of healthy eating • Increase fruit and vegetable consumption among participants • Provide culturally and developmentally appropriate materials or media to individual communities • Provide Limited English Proficiency (LEP) materials.
Healthy Kids Healthy Communities	NM DOH/Obesity, Nutrition, and Physical Activity Program (ONAPA) (Implementing Agency)	<ul style="list-style-type: none"> • Expanding into 6-10 Early Childcare Centers • Increasing the number of school gardens by 7 and community gardens by 3-4 • Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health Offices, Income Support Offices, EFNEP sites, FDPIR locations, tribal communities, pueblos, virtual platforms, Farm Stands, health care organizations, community food projects, universities, etc.. • Consulting and training with additional food retailers, farmers, food distributors, etc. on increasing access to and promotion of healthy eating • Increase fruit and vegetable consumption among participants

Project Name/Title	Agency Conducting Project	SMART Objective(s) to be Addressed
University of New Mexico Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus)	University of New Mexico Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus) (Implementing Agency)	<ul style="list-style-type: none"> • Expanding into 6-10 Early Childcare Centers • Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables • Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming • Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health Offices, Income Support Offices, EFNEP sites, FDPIR locations, tribal communities, pueblos, virtual platforms, Farm Stands, health care organizations, community food projects, universities, etc.. • Consulting and training with additional food retailers, farmers, food distributors, etc. on increasing access to and promotion of healthy eating • Collaborating with further federal, state, and locally funded obesity prevention grant programs on physical and nutrition activities that align with NM SNAP-Ed goals to institute PSE changes • Increase fruit and vegetable consumption among participants • Pilot Tribal specific curricula in at least 3 schools • Increase physical activity among participants • Provide culturally and developmentally appropriate materials or media to individual communities • Provide Limited English Proficiency (LEP) materials.
NM Social Marketing- Eat Smart to Play Hard	University of New Mexico- PRC Social Marketing Eat Smart to Play Hard (ESPH) (Implementing Agency)	<ul style="list-style-type: none"> • Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health Offices, Income Support Offices, EFNEP sites, FDPIR locations, tribal communities, pueblos, virtual platforms, Farm Stands, health care organizations, community food projects, universities, etc.. • Collaborating with further federal, state, and locally funded obesity prevention grant programs on physical and nutrition activities that align with NM SNAP-Ed goals to institute PSE changes • Increase fruit and vegetable consumption among participants • Pilot Tribal specific curricula in at least 3 schools • Increase physical activity among participants

Project Name/Title	Agency Conducting Project	SMART Objective(s) to be Addressed
		<ul style="list-style-type: none">• Expand Social Marketing Eat Smart to Play Hard in community centers and after-school programming• Provide culturally and developmentally appropriate materials or media to individual communities• Provide Limited English Proficiency (LEP) materials.
Statewide Evaluation	University of New Mexico-PRC SNAP-Ed Evaluation (Implementing Agency)	<ul style="list-style-type: none">• Increase fruit and vegetable consumption among participants• Increase physical activity among participants

Nonproject Activities Linked to the State Objectives

No data submitted

SNAP-Ed Outreach

Methods that the State agency will use to notify SNAP applicants, participants, and eligible individuals of the availability of SNAP-Ed activities. Including a description of any specific target groups for these outreach efforts and, if relevant, how SNAP-Ed is working with State and local SNAP offices to reach participants and applicants.

State agencies, Income Support Offices, WIC offices and other agencies will provide SNAP-Ed information via linkages and referrals on office bulletin boards within facilities and programs that serve the low-income population . Local agencies, food banks, etc. provide information through posters and fliers within food boxes. SNAP-Ed information is provided through electric media, and on seven large delivery trucks that travel throughout the state distributing food from other federal programs.

Action Plan Overview

Overview of how the planned SNAP-Ed efforts across implementing agencies and subgrantees fit together to address the target audiences' needs, accomplish SMART objectives, and complement other programs in the State to support individuals and families with low incomes in improving their healthy eating and physical activity behaviors.

NM Implementing agencies (IA's) communicate among each other and across State agencies to include those administering other FNS Programs as well as additional appropriate agencies to promote healthy eating and active living among the SNAP-Ed target population. IA's also work with various local partners and access resources to increase reach and strengthen impact of programming. Collaborations and coordinated efforts among SNAP-Ed IA's strengthen impact and prevent duplication of services.

Planned Projects and Activities

New Mexico State University ICAN (Implementing Agency) Projects and Activities

NMSU Ideas for Cooking and Nutrition (ICAN)

Project Description

Ideas for Cooking and Nutrition (ICAN) is a New Mexico State University Cooperative Extension Service (NMSU CES) program that provides nutrition education to SNAP-eligible audiences in New Mexico. Our mission is to inspire New Mexico's families to make healthy food and lifestyle choices, and to make those choices possible by creating health-friendly communities. ICAN delivers Direct Ed programming to youth and adults statewide on a variety of topics including healthy eating, food resource management, physical activity, and food gardening. Additional approaches supplement ICAN's Direct Ed programming to create a comprehensive, multilevel project.

Linked SMART Objectives

- Increasing the number of school gardens by 7 and community gardens by 3-4
- Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables
- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health Offices, Income Support Offices, EFNEP sites, FdPIR locations, tribal communities, pueblos, virtual platforms, Farm Stands, health care organizations, community food projects, universities, etc..
- Consulting and training with additional food retailers, farmers, food distributors, etc. on increasing access to and promotion of healthy eating
- Collaborating with further federal, state, and locally funded obesity prevention grant programs on physical and nutrition activities that align with NM SNAP-Ed goals to institute PSE changes
- Increase fruit and vegetable consumption among participants
- Pilot Tribal specific curricula in at least 3 schools
- Increase physical activity among participants
- Provide culturally and developmentally appropriate materials or media to individual communities
- Provide Limited English Proficiency (LEP) materials.
- Increase food resource management among participants
- Expand Social Marketing, SNAP express/PSA wire on virtual sites

Project Outreach

Statewide, ICAN uses the following social media platforms to notify eligible individuals of project offerings: Facebook, Instagram, Twitter, YouTube. Short recipe recordings on YouTube can be used to augment in-person or online classes, or can be played on rotation in the lobbies of SNAP-Ed eligible sites.

ICAN educators perform outreach at the county level both online through county Facebook pages and with physical flyers. Using Canva (canva.com), the ICAN State Office provides a variety of splash images and short videos to enhance the look and appeal of educator Facebook posts. Both Facebook splash images and flyer templates are provided in English and Spanish. Flyers offer multiple routes of enrollment, including online enrollment via QR code, calling or emailing the educator, and the "just walk in!" option.

To help educators communicate the value of ICAN programming to site contacts, they are also provided an Academic Standards Alignment flyer for schools, and various styles of infographics.

ICAN also utilizes single-session *Reinforcing Activities*—derived from the DGAs and other Federal data sources such as the Nutrition Facts Label Update—to promote and reinforce Direct Ed programming. Reinforcing Activities can be delivered at sites that would not support traditional Direct Ed series classes, such as most food assistance sites and farmstands. Demonstrating how to use fruits and vegetables for purchase at a SNAP-authorized farmstand is a fun and accessible way to promote SNAP-Ed Direct Ed classes and use of the New Mexico Double Up Food Bucks program.

Supporting Files: [project outreach materials.pdf](#)

Settings and Approaches

Direct Education

Direct Ed Stages: Implementing

Provided in [English](#), [Spanish](#)

Settings

- Emergency shelters and temporary housing sites (0 tribal / 0 rural / 1 total)
- Faith-based centers/places of worship (0 tribal / 0 rural / 3 total)
- Food assistance sites (e.g, food banks, food pantries food shelves) (2 tribal / 6 rural / 19 total)
- Adult education, job training and work (e.g, SNAP E&T), TANF, and veteran services sites (0 tribal / 1 rural / 5 total)
- Healthcare clinics and hospitals (0 tribal / 2 rural / 6 total)
- Indian Reservations (0 tribal / 1 rural / 4 total)
- Public housing sites (includes public housing for seniors and disabled individuals) (1 tribal / 4 rural / 14 total)
- Group living arrangements/homes (0 tribal / 0 rural / 2 total)
- Community and recreation centers (1 tribal / 3 rural / 10 total)
- Worksites with low-wage workers (0 tribal / 2 rural / 6 total)
- USDA Summer Meal sites (0 tribal / 0 rural / 1 total)

PSE Initiatives

PSE Stages: Planning and preparing for implementation (e.g., contacting sites, assessment, training), Implementing changes

Settings

- Gardens (community/school) (0 tribal / 2 rural / 6 total)
- Large food stores and retailers (four or more registers) (0 tribal / 11 rural / 34 total)
- Schools (K-12, elementary, middle, and high) (6 tribal / 21 rural / 64 total)

Social Marketing Campaigns

Campaign Stages: Developing (design and consumer testing), Implementing

Provided in [English](#), [Spanish](#)

[Entire State \(all media markets\)](#) is the largest geographic unit.

Projected reach: 1,644,069

- Before- and afterschool programs (1 tribal / 4 rural / 12 total)
- Early care and education facilities (includes childcare centers, daycare homes, Head Start, preschool, and prekindergarten programs) (0 tribal / 0 rural / 2 total)
- Extension offices (0 tribal / 2 rural / 6 total)
- State/county fairground (0 tribal / 2 rural / 6 total)
- Gardens (community/school) (0 tribal / 2 rural / 6 total)
- Parks and open spaces (0 tribal / 1 rural / 4 total)
- Congregate meal sites/senior nutrition centers (3 tribal / 9 rural / 27 total)
- Family resource centers (1 tribal / 5 rural / 16 total)
- Libraries (0 tribal / 1 rural / 5 total)
- Schools (colleges and universities) (0 tribal / 0 rural / 1 total)
- Schools (K-12, elementary, middle, and high) (6 tribal / 21 rural / 64 total)
- WIC clinics (0 tribal / 1 rural / 4 total)
- Farmers' markets (0 tribal / 2 rural / 6 total)
- Online-only (no physical site) (0 tribal / 0 rural / 9 total)

Priority Populations

Priority Age Groups

Priority Racial Groups

Priority Ethnic Groups

Priority Gender Groups

Prioritizes Disabled

- No age group priority

- No racial group priority

- No ethnic group priority

- No gender group priority

People with disabilities

Interventions

SNAP-Ed Toolkit Interventions

Cooking Matters

Not adapted for this project

Create Better Health Curriculum

Not adapted for this project

Brighter Bites

Not adapted for this project

The OrganWise Guys Program

Not adapted for this project

Eagle Adventure

Not adapted for this project

Cooking Matters at the Store

Not adapted for this project

Previously Developed Interventions

MyPlate for My Family

Not adapted for this project

Practice tested:

Jacobs, L., LeGros, T., & Orzech, K. (2017). (rep.). *FFY16 Annual Evaluation Report*. Arizona Nutrition Network. Retrieved June 2023, from <https://nutritioneval.arizona.edu/sites/nutritioneval.arizona.edu/files/materials/FFY16%20AzNN%20Annual%20Evaluation%20Report%20v2.0pdf.pdf>

Schultz, J., & Litchfield, R. (2016). Evaluating Nutrition Education Programming by Using a Dietary Screener. *The Journal of Extension*, 54(5), Article 24. doi:[10.34068/joe.54.05.24](https://doi.org/10.34068/joe.54.05.24)

Eat Smart Live Strong

Not adapted for this project

Research tested: SNAP-Ed Library

EatFit

Not adapted for this project

Research tested:

Citations retrieved from [UC CalFresh Evidence-Based Summaries](#).

Shilts, MK, Lamp, C, Horowitz, M, Townsend, M. Pilot Study: EatFit Impacts Sixth Graders' Academic Performance on Achievement of Mathematics and English Education Standards. *JNEB* 2009; 41(2):127-131.

Shilts, MK, Horowitz, M, Townsend, M. Guided goal setting: Effectiveness in a dietary and physical activity intervention with low-income adolescents. *Int J Adolesc Med Health* 2009; 20(1):111-122.

Shilts, MK, Townsend, M. A goal setting intervention positively impacts adolescents' dietary behaviors and physical activity self-efficacy. Journal of Youth Development Bridging Research & Practice 2012; 7(4): 92-108.

Horowitz, M, Shilts, MK, Townsend, M. EatFit: A Goal-Oriented Intervention that Challenges Adolescents to Improve Their Eating and Fitness Choices. JNEB 2004; 36, 43-44).

Warner, J, Byron, J. EatFit guides adolescents to improve health and fitness. California Agriculture 2004; 58(1): 10-11.

Shilts, MK, Townsend, M, Horowitz, M. Pilot Study of the EatFit Intervention to Determine Sample Size and Protocol for a Randomized Controlled Trial. Center for Advanced Studies in Nutrition and Social Marketing, University of California at Davis 2002; 2.

UP4it

Not adapted for this project

Emerging: Addresses State or local priorities/strategic plans

Learn Grow Eat and Go

Not adapted for this project

Research tested:

Citations retrieved from [LGEG Published Research Results](#).

Evans, A., Ranjit, N., Hoelscher, D. et al. Impact of school-based vegetable garden and physical activity coordinated health interventions on weight status and weight-related behaviors of ethnically diverse, low-income students: Study design and baseline data of the Texas, Grow! Eat! Go! (TGEG) cluster-randomized controlled trial. BMC Public Health 16, 973 (2016). doi:[10.1186/s12889-016-3453-7](#)

Spears-Lanoix EC, McKyer EL, Evans A, et al. Using Family-Focused Garden, Nutrition, and Physical Activity Programs To Reduce Childhood Obesity: The Texas! Go! Eat! Grow! Pilot Study. Child Obes. 2015;11(6):707-714. doi:[10.1089/chi.2015.0032](#)

Fair KN, Solari Williams KD, Warren J, McKyer ELJ, Ory MG. The Influence of Organizational Culture on School-Based Obesity Prevention Interventions: A Systematic Review of the Literature. J Sch Health. 2018;88(6):462-473. doi:[10.1111/josh.12626](#)

Botany on Your Plate

Not adapted for this project

Practice tested:

Barrett, Katharine D., et al. "Effectiveness Study." Botany on Your Plate: Investigating the Plants We Eat, National Gardening Association, Burlington, VT, 2008, pp. 4–5.

Seed To Supper

Not adapted for this project

Practice tested:

Cassady, S. (2020). P85 The Seed to Supper Program and Its Effect on Fruit and Vegetable Consumption Among Low-Income Beginning Gardeners in New Mexico. Journal of Nutrition Education and Behavior, 52(7), S56–S56. doi:[10.1016/j.jneb.2020.04.131](https://doi.org/10.1016/j.jneb.2020.04.131)

Cassady, S. (2021). P6 The Seed to Supper Online Program and Its Effect on Motivation to Consume Fruit and Vegetables Among Beginning Gardeners in New Mexico. Journal of Nutrition Education and Behavior, 53(7), S26–S26. doi:[10.1016/j.jneb.2021.04.398](https://doi.org/10.1016/j.jneb.2021.04.398)

Edmunds, B. A., Hadekel, C., & Monnette, P. (2017). The Seed to Supper Program and Its Effect on Low-Income Beginning Gardeners in Oregon. The Journal of Extension, 55(3), Article 19. doi:[10.34068/joe.55.03.19](https://doi.org/10.34068/joe.55.03.19)

SNAP ExpressAdapted for this project:

Culturally relevant recipes for New Mexico to be featured on a state-specific website.

Emerging: Reflects the social, cultural, and/or linguistic needs and resources of the low-income population(s) served, Addresses the results and implications of a State or community needs assessment, Addresses State or local priorities/strategic plans

New Interventions

No data submitted

NM DOH/Obesity, Nutrition, and Physical Activity Program (ONAPA) (Implementing Agency) Projects and Activities

Healthy Kids Healthy Communities

Project Description

The New Mexico (NM) Department of Health's (DOH) Obesity, Nutrition, and Physical Activity (ONAPA) program's focuses its obesity prevention efforts on increasing opportunities for healthy eating and physical activity using a policy, systems, and environmental (PSE) change approach. Obesity is a serious health issue in NM and the complex connection between poverty, food insecurity, and social and environmental dynamics can have an adverse effect on children and adult lifestyle behaviors and health outcomes. In 2022, 31% of NM kindergarten students and 42.7 of third graders were overweight or obese. The upward shift in overweight and obesity between kindergarten and third grade highlights the need to prevent excessive weight gain by shaping healthy behaviors at an early age.

The Healthy Kids Healthy Communities (HKHC) project builds state and local partnerships to increase opportunities for healthy eating and physical activity in 11 high-need, geographically diverse communities across NM. Efforts are supported by local coordinators who are selected for their expertise and social connectivity within each community. Coordinators are the backbone of local coalitions where stakeholders and partners collaborate to advance sustainable healthy eating and physical activity efforts.

Three healthy eating interventions implemented in preschools, elementary schools, and communities in HKHC project.

Audience:

Preschools: preschool-age children, parents and families, and all staff in SNAP-eligible Early Childhood Education (ECE) programs participating in the Children and Adult Care Food Program (CACFP).

Activities:

- Establish/implement wellness policies supporting healthy eating and physical activity,
- comprehensive Farm-to-Preschool initiatives,
- the Family 5.2.1.0 Challenge supporting families to adopt healthy lifestyle behaviors at home.

Elementary Schools: school-age children, parents and families, and all staff in SNAP-eligible public schools, and parents and families of elementary school children.

Activities:

- strengthen/implement school wellness policies supporting healthy eating and physical activity,

- comprehensive Farm-to-School initiatives,
- offering salad bars/premade salads,
- healthy cafeteria promotions/fundraisers,
- implementing the Healthy Kids 5.2.1.0 Challenge supporting children and families to adopt healthy behaviors at home,
- Eat Smart to Play Hard (ESPH) social marketing campaign.

Communities: families, adults, and older adults in HKHC communities who qualify for federally means-tested food or benefits programs including: SNAP, TEFAP, CSFP, FDPIR, WIC, and/or food banks/pantries.

Activities:

- comprehensive Farm-to-Senior Center initiatives,
- food tastings/cooking demos, and nutrition education in grocery stores, farmers' markets, WIC clinics, food distribution sites, food bank/pantries, and community gardens,
- increase/promote availability of fresh produce and other healthy food options in grocery stores,
- establish/expand farmers' markets,
- establish/maintain edible community gardens.

Key Educational Messages: based on ONAPA's Healthy Kids 5.2.1.0 Challenge and in alignment with national best practices to prevent obesity and support healthy behavior goals.

1. Eat 5 or more fruits and vegetables/day,
2. Limit screen time to 2 hours or less/day,
3. Get at least 1 hour of physical activity/day,
4. Drink lots of water (H2O)/day.

ONAPA works with key partners including Public Education Department (PED), Early Childhood Education and Care Department (ECECD), Aging and Long Term Services Department (ALTSD), statewide NM Grown Coalition, and local HKHC coalitions to align efforts, build capacity, increase awareness, and maximize impact of healthy eating interventions.

Linked SMART Objectives

- Expanding into 6-10 Early Childcare Centers
- Increasing the number of school gardens by 7 and community gardens by 3-4
- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health Offices, Income Support Offices, EFNEP sites, FDPIR locations, tribal communities, pueblos, virtual platforms, Farm Stands, health care organizations, community food projects, universities, etc..

- Consulting and training with additional food retailers, farmers, food distributors, etc. on increasing access to and promotion of healthy eating
- Increase fruit and vegetable consumption among participants

Settings and Approaches

Direct Education

Direct Ed Stages: This project does not include direct education

PSE Initiatives

PSE Stages: Planning and preparing for implementation (e.g., contacting sites, assessment, training), Implementing changes, Maintaining changes

Settings

- Early care and education facilities (includes childcare centers, daycare homes, Head Start, preschool, and prekindergarten programs) (3 tribal / 17 rural / 20 total)
- Schools (K-12, elementary, middle, and high) (10 tribal / 92 rural / 92 total)
- Congregate meal sites/senior nutrition centers (3 tribal / 11 rural / 11 total)
- Gardens (community/school) (3 tribal / 25 rural / 25 total)
- Farmers' markets (0 tribal / 7 rural / 7 total)

Social Marketing Campaigns

Campaign Stages: This project does not include social marketing

Priority Populations

Priority Age Groups

- Younger than 5

Priority Racial Groups

- No racial group priority

Priority Ethnic Groups

- No ethnic group priority

Priority Gender Groups

- No gender group priority

- 5-17
 - 5-7 (or grades K-2)
 - 8-10 (or grades 3-5)

Interventions

SNAP-Ed Toolkit Interventions

Cooking with Kids for a Healthy Future (CWK)

Adapted for this project:

Cooking with Kids for a Healthy Future (CWK) tasting lessons are used for healthy cafeteria promotions, classrooms, and some after school programs in HKHC elementary schools. CWK tasting lessons do not include every type of fruit or vegetable offered to elementary school students. The format of CWK tasting lessons can be easily adapted for all types of fruits and vegetables. HKHC elementary schools focus on NM grown, school garden produce, and produce offered in the federal Fresh Fruit and Vegetable program for tasting lessons in classrooms, cafeterias, and afterschool programs.

Child Health Initiative for Lifelong Eating and Exercise (CHILE) Plus

Not adapted for this project

Eat Smart to Play Hard

Adapted for this project:

Based on feedback from HKHC coordinators and elementary schools in HKHC communities, the Eat Smart to Play Hard social marketing campaign was shortened from 6 weeks to 4 weeks. This adaptation will continue in the upcoming school year.

Farm to Early Care and Education

Adapted for this project:

Since December of 2020, the ONAPA program has planned and implemented Farm to Early Care and Education across NM. We use the National Farm to School Network's information and resources but have adapted them to meet New Mexico's diverse populations and culture.

Farm to School

Not adapted for this project

Alliance for a Healthier Generation (Healthier Generation) Healthy Schools Program (HSP)

Adapted for this project:
ONAPA follows the Alliance for a Healthier Generation's 6 step process to improve school nutrition and physical activity environments. We also incorporate the Center for Disease Control and Prevention's (CDC) Whole School, Whole Community, Whole Child (WSCC) model, CDC's framework for addressing health in schools. The WSCC model is student-centered and emphasizes the role of the community in supporting the school, the connections between health and academic achievement, and the importance of evidence-based school policies and practices.

Previously Developed Interventions

No data submitted

New Interventions

No data submitted

University of New Mexico-PRC SNAP-Ed Evaluation (Implementing Agency) Projects and Activities

Statewide Evaluation

Project Description

The University of New Mexico (UNM) Prevention Research Center (PRC) was contracted by the State of New Mexico Human Services Department to conduct an evaluation of the state’s Supplemental Nutrition Assistance Program-Education (SNAP-Ed) programs. The goal was to measure health behaviors related to SNAP-Ed NM programming. Six different implementing agencies (IAs) were contracted to deliver SNAP-Ed to children in New Mexico and are included in this evaluation: CHILE Plus, Cooking with Kids (CWK), Eat Smart to Play Hard (ESPH), Kids Cook! (KC!), Las Cruces Public Schools (LCPS), New Mexico Department of Health (NMDOH) Healthy Kids Healthy Communities (HKHC), and New Mexico State University (NMSU) Ideas for Cooking and Nutrition (ICAN).

Linked SMART Objectives

- Increase fruit and vegetable consumption among participants
- Increase physical activity among participants

Settings and Approaches

Direct Education	PSE Initiatives	Social Marketing Campaigns
<p>Direct Ed Stages: Implementing</p> <p>Provided in <u>English, Spanish</u></p> <p>Settings</p> <ul style="list-style-type: none">• Early care and education facilities (includes childcare centers, daycare homes, Head Start, preschool, and prekindergarten programs) (0 tribal / 0 rural / 20 total)	<p>PSE Stages: Implementing changes</p> <p>Settings</p> <ul style="list-style-type: none">• Schools (K-12, elementary, middle, and high) (0 tribal / 0 rural / 20 total)	<p>Campaign Stages: Implementing</p> <p>Provided in <u>English, Spanish</u></p> <p><u>School(s)</u> is the largest geographic unit.</p> <p>Description of areas covered:</p> <p>Key strategies in the school system include updating and implementing school wellness policies, establishing edible school gardens and salad bars, working with community partners to conduct fruit and vegetable tastings and gardening lessons, integrating local produce into school meals, making neighborhood schoolyards and parks more active and welcoming, and establishing regular walk and roll to school programs and in-school walking clubs. Key strategies in the</p>

community food system and built environment include establishing farmers' markets and community gardens, working with community partners to conduct tasting, gardening, and cooking lessons at food assistance program sites and WIC clinics, etc.

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups	Prioritizes Disabled
<ul style="list-style-type: none">• Younger than 5• 5-17<ul style="list-style-type: none">◦ 5–7 (or grades K–2)◦ 8–10 (or grades 3–5)◦ 11–13 (or grades 6–8)	<ul style="list-style-type: none">• No racial group priority	<ul style="list-style-type: none">• No ethnic group priority	<ul style="list-style-type: none">• No gender group priority	People with disabilities

Interventions

SNAP-Ed Toolkit Interventions
No data submitted
Previously Developed Interventions

No data submitted

New Interventions

No data submitted

Kids Cook! (Implementing Agency) Projects and Activities

Kids Cook!

Project Description

Kids Cook! seeks to increase students' and their families' opportunities and willingness to try diverse, healthy foods and to learn healthy food preparation methods while gaining sanitation and safety skills. We emphasize families cooking and eating together and the need for regular exercise paired with good nutrition to promote a healthy lifestyle throughout the lifespan. Our program includes direct education, multi-level interventions and public health approaches.

Linked SMART Objectives

- Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables
- Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming
- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health Offices, Income Support Offices, EFNEP sites, FDPIR locations, tribal communities, pueblos, virtual platforms, Farm Stands, health care organizations, community food projects, universities, etc..
- Collaborating with further federal, state, and locally funded obesity prevention grant programs on physical and nutrition activities that align with NM SNAP-Ed goals to institute PSE changes
- Increase fruit and vegetable consumption among participants
- Increase physical activity among participants

- Provide culturally and developmentally appropriate materials or media to individual communities
- Provide Limited English Proficiency (LEP) materials.

Settings and Approaches

Direct Education

Direct Ed Stages: Implementing, Evaluating

Provided in English, Spanish

Settings

- Farmers' markets (0 tribal / 0 rural / 1 total)
- Schools (K-12, elementary, middle, and high) (1 tribal / 1 rural / 18 total)
- Before- and afterschool programs (1 tribal / 2 rural / 5 total)
- Community and recreation centers (0 tribal / 0 rural / 16 total)
- Healthcare clinics and hospitals (0 tribal / 0 rural / 1 total)
- Gardens (community/school) (0 tribal / 0 rural / 5 total)

PSE Initiatives

PSE Stages: Implementing changes, Maintaining changes, Conducting follow-up assessments, evaluation, and/or monitoring

Settings

- Schools (K-12, elementary, middle, and high) (1 tribal / 1 rural / 18 total)

Social Marketing Campaigns

Campaign Stages: This project does not include social marketing

Priority Populations

Priority Age Groups

- 5-17
 - 5-7 (or grades K-2)

Priority Racial Groups

- No racial group priority

Priority Ethnic Groups

- No ethnic group priority

Priority Gender Groups

- No gender group priority

Prioritizes Disabled

People with disabilities

- 8–10 (or grades 3–5)
- 11–13 (or grades 6–8)

Interventions

SNAP-Ed Toolkit Interventions
<div><div>Kids Cook!</div><div>Not adapted for this project</div></div>
Previously Developed Interventions
No data submitted
New Interventions
No data submitted

University of New Mexico- PRC Social Marketing Eat Smart to Play Hard (ESPH) (Implementing Agency) Projects and Activities

NM Social Marketing- Eat Smart to Play Hard

Project Description

New Mexico Social Marketing developed Eat Smart to Play Hard (ESPH) to increase fruit and vegetable consumption among 8–11-yr-olds and their families. ESPH is currently implemented in elementary schools. It includes mass outdoor promotion containing FNS core nutrition messages, which contribute to home environmental changes. ESPH also promotes increased physical activity and water consumption, eating whole grains, healthy food preparation and reducing screen time. It has a strong parent engagement component. Choose H2O, a campaign for teen audiences, focuses on increasing water consumption and reducing sugary sweetened beverages. For the older adult population, social marketing has developed a nutrition/recipe calendar product, based on two years of formative research, to increase cooking healthy meals at home as well as promoting increased physical activity.

Social Marketing uses FNS Core nutrition messages for the Eat Smart to Play Hard campaign. Key messages include “Eat smart to play hard. Eat fruits and veggies at meals and snacks”, “Want your kids to reach for a healthy snack, make sure fruits and veggies are in reach” and “They take their lead from you. Eat fruits and veggies and your kids will to”. Other educational messages include my plate, whole grains, food preservation tips, and nutrition education about fruits and vegetables.

Services for Social Marketing interventions take place in elementary schools, high schools, senior centers, and through NM state home delivered meals. UNM directly implements ESPH in Bernalillo and Santa Fe Co. and Dept of Health HKHC, school staff and community experts deliver in other counties. The adults 60+ calendar with outcome evaluation and other evaluation tools have been delivered through Aging and Long-term Services and senior center providers.

Social marketing began formative research for ESPH in 2011. The program was pilot tested in 2015 and has been implemented each academic year until present. Outcome evaluation has shown participation in ESPH increases fruit and vegetable consumption. ESPH has reached over 20, 000 students from 2015 through 2022. The teen campaign has reached over 500 and the senior campaign has reached over 1500 NM adults 60+.

FNS core nutrition messages are promoted at participating elementary schools each academic year for 8 weeks during the ESPH campaign. Mass promotion, including billboards and bus ads, are promoted. Also the messages are permanently displayed on the food trucks that deliver supplemental foods to schools in NM. Social marketing programming is implemented in schools that receive over 50% free and reduced lunch and low-income communities based on zip code and community data reports.

Three years of formative research was conducted with the primary and secondary audience to develop ESPH. Fun is the primary value and motivation for this segment of the population, so the program is based on this. Program materials encourage physical activity and completing recipes that require fruit and vegetables. Process evaluation for audience awareness is conducted each year with minor adjustments in response to the data. Annual training is provided for ESPH program implementers to ensure fidelity and facilitate process evaluation.

Linked SMART Objectives

- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health Offices, Income Support Offices, EFNEP sites, FDPIR locations, tribal communities, pueblos, virtual platforms, Farm Stands, health care organizations, community food projects, universities, etc..
- Collaborating with further federal, state, and locally funded obesity prevention grant programs on physical and nutrition activities that align with NM SNAP-Ed goals to institute PSE changes
- Increase fruit and vegetable consumption among participants
- Pilot Tribal specific curricula in at least 3 schools
- Increase physical activity among participants
- Expand Social Marketing Eat Smart to Play Hard in community centers and after-school programming
- Provide culturally and developmentally appropriate materials or media to individual communities
- Provide Limited English Proficiency (LEP) materials.

Project Outreach

Classroom and school introductions will notify eligible individuals about campaign participation.

Settings and Approaches

Direct Education

Direct Ed Stages: Implementing

Provided in [English](#), [Spanish](#)

PSE Initiatives

PSE Stages: Planning and preparing for implementation (e.g., contacting sites, assessment, training), Implementing changes, Maintaining changes

Settings

- Congregate meal sites/senior nutrition centers (5 tribal / 10 rural / 15 total)
- Schools (K-12, elementary, middle, and high) (2 tribal / 32 rural / 45 total)

Social Marketing Campaigns

Campaign Stages: Planning (formative research), Developing (design and consumer testing), Implementing, Evaluating

Provided in [English](#), [Spanish](#)

[ZIP Code](#) is the largest geographic unit.

Areas covered:

- 87004
- 87105
- 87106
- 87107
- 87108

- 87110
- 87114
- 87116
- 87327
- 87507
- 87510
- 87532
- 87740
- 88036
- 88045
- 88061
- 88101
- 88116
- 88118
- 88130
- 88203
- 88230
- 88232
- 88353
- 88435

Projected reach: 400,000

Priority Populations

Priority Age Groups

- 5-17
 - 8–10 (or grades 3–5)
 - 14–17 (or grades 9–12)
- 18-59
- 60-75

Priority Racial Groups

- American Indian or Alaska Native

Priority Ethnic Groups

- Hispanic/Latino

Priority Gender Groups

- No gender group priority

- 76 or older

Interventions

SNAP-Ed Toolkit Interventions

Eat Smart to Play Hard

Not adapted for this project

Previously Developed Interventions

No data submitted

New Interventions

No data submitted

University of New Mexico Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus)
(Implementing Agency) Projects and Activities

University of New Mexico Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus)

Project Description

The Child Health Initiative for Lifelong Eating and Exercise (CHILE) Plus is a multi-component nutrition and physical activity education program for preschool age children and their families. CHILE Plus is the dissemination project of CHILE, a randomized control trial conducted by the University of New Mexico Prevention Research Center (UNM PRC). CHILE Plus is based on the socioecological model and includes 6 components that fit into this model: the classroom curriculum, staff professional development, food service, family engagement, grocery store collaboration, and partnership with local health care providers and Women, Infants and Children (WIC) program providers. CHILE Plus has partnered with more than 120 Head Start centers across New Mexico and involving 5000 preschoolers and their families every year.

Linked SMART Objectives

- Expanding into 6-10 Early Childcare Centers
- Growing the number of tastings, Double Up Food Bucks (DUFB) use, demonstrations, etc. featuring fresh fruits and vegetables
- Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming
- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health Offices, Income Support Offices, EFNEP sites, FDPIR locations, tribal communities, pueblos, virtual platforms, Farm Stands, health care organizations, community food projects, universities, etc..
- Consulting and training with additional food retailers, farmers, food distributors, etc. on increasing access to and promotion of healthy eating
- Collaborating with further federal, state, and locally funded obesity prevention grant programs on physical and nutrition activities that align with NM SNAP-Ed goals to institute PSE changes
- Increase fruit and vegetable consumption among participants
- Pilot Tribal specific curricula in at least 3 schools
- Increase physical activity among participants
- Provide culturally and developmentally appropriate materials or media to individual communities
- Provide Limited English Proficiency (LEP) materials.

Project Outreach

We attend local early childhood/public health meetings to promote our program. We also reach out to head start centers that are not currently working with us to understand their interest/willingness for working with us. As of July 2023, we are partnering with more than 65% head start centers in New Mexico.

Settings and Approaches

Direct Education

PSE Initiatives

Social Marketing Campaigns

Direct Ed Stages: Planning (formative research), Developing (design and consumer testing), Implementing

Provided in English, Spanish

Settings

- Early care and education facilities (includes childcare centers, daycare homes, Head Start, preschool, and prekindergarten programs) (4 tribal / 62 rural / 120 total)

PSE Stages: Planning and preparing for implementation (e.g., contacting sites, assessment, training), Implementing changes, Maintaining changes, Conducting follow-up assessments, evaluation, and/or monitoring

Campaign Stages: This project does not include social marketing

Priority Populations

Priority Age Groups

- Younger than 5

Priority Racial Groups

- No racial group priority

Priority Ethnic Groups

- Hispanic/Latino

Priority Gender Groups

- No gender group priority

Interventions

SNAP-Ed Toolkit Interventions

Child Health Initiative for Lifelong Eating and Exercise (CHILE) Plus

Not adapted for this project

Previously Developed Interventions

No data submitted

New Interventions

No data submitted

New Mexico Human Services Department (State Agency) Projects and Activities

No data submitted

Cooking with Kids (Implementing Agency) Projects and Activities

Cooking with Kids

Project Description

Cooking with Kids (CWK) programming uses direct education (DE) and policy, systems, and environmental change (PSE) initiatives in public schools to positively influence healthy food preferences and eating behaviors in students and their families and to support healthy food initiatives in school cafeterias. Combined, these DE and PSE approaches amplify overall impact and allow CWK to leverage SNAP-Ed resources to secure additional government and private funding and partnerships.

CWK’s target populations are students in grades preK-8 attending SNAP-Ed eligible public schools (at least 50% of students qualify for free and reduced-price school meals) in Rio Arriba, San Miguel and Santa Fe counties, and Ohkay Owingeh Tribal Community, as well as the families of these students. Many of our schools are in underserved, rural communities. 85% of our students identify as Hispanic, and about one-third are English Language Learners.

CWK's main partner organizations are public school districts. They provide the dedicated kitchen classrooms, teacher time, scheduling flexibility and easy family contact that make CWK a truly community-based, embedded school program. PSE changes result from close collaboration with district administrators and other agencies and stakeholders. CWK provides training and support for school food service scratch-cooking and farm to school initiatives in our partner school districts and at the state level. In addition, CWK participates in School Health Advisory Committees and supports school gardens.

Services are delivered to approximately 5,500 students in 23 - 27 schools. Over 1,000 family volunteers participate annually, as children explore, learn, and practice cooking skills and enjoy fresh, healthy, affordable foods from diverse cultural traditions. All students at each school participate in DE programming about once every 6 weeks as part of the regular school day, and in some instances, in after-school and summer. In addition, fruit and vegetable promotions occur regularly in cafeterias, and CWK participates in out-of-school time family engagement events. Parents, classroom teachers, farmers and chefs are important partners in both classroom and cafeteria initiatives.

Programming is formatted as a series, and CWK's research- and practice-tested curriculum and lesson plans are used. Year-round staff trainings and monitoring ensure fidelity to CWK program design. Each classroom lesson includes a take-home packet of student materials with home recipes and key messages that encourage increased consumption of fruits, vegetables, and whole grains, while also encouraging family meals. Key messages include "Eat a Rainbow Every Day" (for children), and "Sometimes New Foods Take Time" (for caregivers). All materials are designed for low-income SNAP-eligible audiences and are printed in Spanish and English.

The audience's awareness and access to healthy foods and beverages is addressed in several ways. CWK uses affordable, easily accessible foods along with in-season fresh fruits and vegetables. CWK's bilingual curriculum is culturally sensitive and considers varying levels of awareness and experience with healthy foods. PSE work that creates changes in school cafeterias and lunchrooms often involves the training of staff who have limited experience in preparing and promoting healthy foods. Engaging those staff members as change agents and co-creators of healthy lunchroom initiatives has shown great success.

Linked SMART Objectives

- Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables
- Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming
- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health Offices, Income Support Offices, EFNEP sites, FDPIR locations, tribal communities, pueblos, virtual platforms, Farm Stands, health care organizations, community food projects, universities, etc..
- Consulting and training with additional food retailers, farmers, food distributors, etc. on increasing access to and promotion of healthy eating
- Increase fruit and vegetable consumption among participants
- Provide culturally and developmentally appropriate materials or media to individual communities
- Provide Limited English Proficiency (LEP) materials.

Settings and Approaches

Direct Education**Direct Ed Stages:** ImplementingProvided in English, Spanish**Settings**

- Schools (K-12, elementary, middle, and high) (1 tribal / 10 rural / 26 total)

PSE Initiatives**PSE Stages:** Implementing changes,
Maintaining changes**Settings**

- Schools (K-12, elementary, middle, and high) (1 tribal / 10 rural / 26 total)

Social Marketing Campaigns**Campaign Stages:** This project does not include social marketing**Priority Populations****Priority Age Groups**

- Younger than 5
- 5-17
 - 5-7 (or grades K-2)
 - 8-10 (or grades 3-5)
 - 11-13 (or grades 6-8)

Priority Racial Groups

- No racial group priority

Priority Ethnic Groups

- Hispanic/Latino

Priority Gender Groups

- No gender group priority

Interventions**SNAP-Ed Toolkit Interventions****Cooking with Kids for a Healthy Future (CWK)**

Not adapted for this project

Previously Developed Interventions

No data submitted

New Interventions

No data submitted

Planned Evaluations

New Mexico State University ICAN (Implementing Agency) Evaluations

No data submitted

NM DOH/Obesity, Nutrition, and Physical Activity Program (ONAPA) (Implementing Agency) Evaluations

No data submitted

University of New Mexico-PRC SNAP-Ed Evaluation (Implementing Agency) Evaluations

SNAP-Ed Evaluation

Projects

- Statewide Evaluation

Impact 10/01/2023 - 09/30/2024

Project Components Evaluated:

- Social Marketing Campaign

Objectives:

- Increase fruit and vegetable consumption among participants
- Increase physical activity among participants

Data Collection Methods:

- Self-administered paper survey

Planned Use of Results:

- Dissemination
- Intervention adaptation or improvement
- Conference presentation

Evaluation Design:

Not randomized, with comparison group

Measurements:

- Pretest
- Posttest
- Other: Midpoint assessment for stepped-wedge design

Outcome 10/01/2023 - 09/30/2024

Project Components Evaluated:

- Direct Education
- PSE
- Social Marketing Campaign

Objectives:

- Increase fruit and vegetable consumption among participants
- Increase physical activity among participants

Data Collection Methods:

- Self-administered paper survey

Planned Use of Results:

- Dissemination
- Intervention adaptation or improvement

Measurements:

- Pretest
- Posttest

Prior Evaluations:

https://hsc.unm.edu/medicine/departments/pediatrics/divisions/pps/_resources/snap-ed-nm-2017-18-evaluation-report-final-2-15-19.pdf

Kids Cook! (Implementing Agency) Evaluations

Kids Cook!

Projects

- Kids Cook!

Process 08/01/2023 - 05/31/2024

Project Components Evaluated:

- Direct Education

Data Collection Methods:

- Direct observation (e.g., monitoring tool)
- Self-administered paper survey

Planned Use of Results:

- Intervention adaptation or improvement
- Dissemination

Outcome 08/03/2023 - 05/31/2024

Project Components Evaluated:

- Direct Education

Objectives:

- Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming

Data Collection Methods:

- Self-administered paper survey
- Self-administered online survey
- Direct observation (e.g., monitoring tool)

Planned Use of Results:

- Intervention design
- Intervention adaptation or improvement

Measurements:

- Posttest

University of New Mexico- PRC Social Marketing Eat Smart to Play Hard (ESPH) (Implementing Agency) Evaluations

Evaluation of Social Marketing Programming

Projects

- NM Social Marketing- Eat Smart to Play Hard

Process 10/02/2023 - 06/03/2024

Project Components Evaluated:

- Social Marketing Campaign

Data Collection Methods:

- Self-administered paper survey
- Direct observation (e.g., monitoring tool)
- Focus group

Planned Use of Results:

- Intervention design
- Intervention adaptation or improvement
- Conference presentation
- Peer-reviewed paper

Outcome 12/05/2022 - 11/30/2023

Project Components Evaluated:

- Social Marketing Campaign

Objectives:

- Increase fruit and vegetable consumption among participants
- Increase physical activity among participants
- Provide culturally and developmentally appropriate materials or media to individual communities

Data Collection Methods:

- Self-administered paper survey

Planned Use of Results:

- Intervention design
- Intervention adaptation or improvement
- Dissemination
- Conference presentation
- Peer-reviewed paper

Measurements:

- Pretest
- Posttest

University of New Mexico Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus) (Implementing Agency) Evaluations

No data submitted

New Mexico Human Services Department (State Agency) Evaluations

No data submitted

Cooking with Kids (Implementing Agency) Evaluations

No data submitted

Coordination and Collaboration

New Mexico State University ICAN (Implementing Agency)

Coordination and Collaborations With Other Federal Nutrition, Obesity Prevention, and Health Programs

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Food and Nutrition Service, USDA						
Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)	✓	✓	⊘	⊘	⊘	
The Emergency Food Assistance Program (TEFAP)	⊘	✓	⊘	⊘	⊘	
National Institute of Food and Agriculture, USDA						
Expanded Food and Nutrition Education Program (EFNEP)	⊘	✓	✓	✓	✓	

Engagement With Multisector Partnerships/Coalitions

Brighter Bites Local**Sectors Represented**

- Education: 1
- Food industry: 1
- Food retailers: 1
- Agriculture: 1

Key Activities

This endeavor is just beginning and we are in the planning stages. Planning for direct education in 6 elementary schools in Dona Ana County that will include community engagement to provide produce to families that participate in order to have an effect on consumption of fresh fruits and vegetables.

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

Navajo Nation	Acoma, Laguna, Canyoncito (ACL)	Taos Pueblo	Jemez Pueblo	Laguna Pueblo	Isleta Pueblo
Nature of Work <ul style="list-style-type: none"> • Meeting with Tribal Organization for input on SNAP-Ed programming • Tribal Organization involved in SNAP-Ed activities 	Nature of Work <ul style="list-style-type: none"> • Meeting with Tribal Organization for input on SNAP-Ed programming • Tribal Organization involved in plan development 	Nature of Work <ul style="list-style-type: none"> • Meeting with Tribal Organization for input on SNAP-Ed programming • Tribal Organization involved in plan development 	Nature of Work <ul style="list-style-type: none"> • Other: Will ask for contacts within tribe. 	Nature of Work <ul style="list-style-type: none"> • Other: Recruiting for SNAP-Ed Activities. 	Nature of Work <ul style="list-style-type: none"> • Meeting with Tribal Organization for input on SNAP-Ed programming • Tribal Organization involved in plan development • Tribal Organization involved in
Description of the outcome of the		Description of the outcome of the	Description of written comments	Description of written comments	

<p>consultation and how it impacted the SNAP-Ed plan</p> <p>We will be using the native-specific curriculum, "Eagle Adventure" in 3rd grade classrooms in as many schools that can be recruited.</p> <p>Description of written comments received and outcome</p> <p>None to report at this time.</p>	<p>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</p> <p>Offering current services and conducting needs assessment for future endeavors.</p> <p>Description of written comments received and outcome</p> <p>None at this time.</p>	<p>consultation and how it impacted the SNAP-Ed plan</p> <p>Offering SNAP-Ed services according to current plan and conducting needs assessment for future collaborations.</p> <p>Description of written comments received and outcome</p> <p>None to report at this time.</p>	<p>received and outcome</p> <p>None to report at this time.</p>	<p>received and outcome</p> <p>None to report at this time.</p>	<p>SNAP-Ed activities</p> <p>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</p> <p>6-week Seed to Supper class provided (Beginning 5/9/23)</p> <p>Description of written comments received and outcome</p> <p>Additional Seed to Supper class desired. Need to hire staff in Bern. Co.</p>
--	---	--	--	--	--

Coordination and Collaboration With Minority-Serving Institutions

<p>Central New Mexico Community College Hispanic-serving institution</p>	<p>San Juan College Hispanic-serving institution</p>	<p>University of New Mexico Hispanic-serving institution</p>
<p>Nature of Planned Coordination and Collaboration</p> <ul style="list-style-type: none"> Meeting with MSI for input on SNAP-Ed programming 	<p>Nature of Planned Coordination and Collaboration</p> <ul style="list-style-type: none"> Other: Collaborating with Cooperative Extension Service on a Farm Initiative. 	<p>Nature of Planned Coordination and Collaboration</p> <ul style="list-style-type: none"> Other: Sister Implementing Agency Meeting with MSI for input on SNAP-Ed programming

- Other: Our offices are located on campus, offering opportunities to collaborate especially around community gardens.

Planned Coordination and Collaboration

Quarterly meeting to discuss collaborations

- Meeting with MSI for input on SNAP-Ed programming
- Involved in plan development

Planned Coordination and Collaboration

We are involved in providing direct education for a farm initiative.

- Involved in plan development
- Involved in SNAP-Ed activities

Planned Coordination and Collaboration

We collaborate with Eat Smart Play Hard; Chile Plus, and UNM's Evaluation Project as sister agencies for NM's SNAP-Ed grant.

NM DOH/Obesity, Nutrition, and Physical Activity Program (ONAPA) (Implementing Agency)

Coordination and Collaborations With Other Federal Nutrition, Obesity Prevention, and Health Programs

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Food and Nutrition Service, USDA						
Community Food Systems Programs (e.g., Farm to School and Community Food Projects)	✓	✓	✓	✗	✗	
Child and Adult Care Food Program (CACFP)	✓	✓	✓	✗	✗	
Fresh Fruit and Vegetable Program (FFVP)	✗	✗	✓	✗	✗	
Food Distribution Program on Indian Reservations (FDPIR)	✗	✓	✗	✗	✗	
National School Lunch Program (NSLP)	✗	✓	✓	✗	✗	

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Senior Farmers Market Nutrition Program (SFMNP)	⊘	✓	⊘	⊘	⊘	
Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)	⊘	✓	⊘	⊘	⊘	
The Emergency Food Assistance Program (TEFAP)	⊘	✓	⊘	⊘	⊘	
WIC Farmers Market Nutrition Program (FMNP)	⊘	✓	⊘	⊘	⊘	
National Institute of Food and Agriculture, USDA						
Gus Schumacher Nutrition Incentive Program (GusNIP)	⊘	✓	⊘	⊘	⊘	
Administration for Community Living, HHS						
Older Americans Act Title III-C Senior Nutrition Program	⊘	✓	⊘	⊘	⊘	
Centers for Disease Control and Prevention, HHS						
Other: Healthy Schools Grant	✓	✓	✓	⊘	⊘	
Other: Preventative Health and Health Services Grant	✓	✓	✓	⊘	⊘	

Engagement With Multisector Partnerships/Coalitions

New Mexico Grown Coalition State/Territory

Sectors Represented

- Agriculture: 15
- Childcare: 6
- Education: 17
- Government: 7
- Public health and healthcare: 2

Key Activities

The New Mexico (NM) Grown Coalition is a network of public institutions, community-based organizations, and individuals working to strengthen community food systems across NM by:

- Providing diverse leadership for the NM Grown movement through program and policy development rooted in community engagement.
- Supporting NM Grown practitioners through alignment of resources, professional development training, and networking opportunities.
- Advocating for systemic change and steward community food system resources and services to ensure equitable impacts for all New Mexicans through community engagement and capacity building.

The NM Grown Coalition has 3 main priorities: **New Mexico Grown & Local Procurement, Garden & Nutrition Education, Advocacy & Community Engagement.**

HKHC will provide support by co-chairing the coalition, and leading work of the Garden and Nutrition Education and Advocacy and Community Engagement priorities.

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

Zuni Youth Enrichment Project (ZYEP)

Nature of Work

- Meeting with Tribal Organization for input on SNAP-Ed programming

San Ildefonso Pueblo

Nature of Work

- Tribal Organization involved in SNAP-Ed activities

Community Outreach and Patient Engagement (COPE)

Nature of Work

- Tribal Organization involved in SNAP-Ed activities
- Tribal Organization receives SNAP-Ed funding (as an implementing or subcontracting agency): \$50,000.00

Description of the outcome of the consultation and how it impacted the SNAP-Ed plan

ZYEP partners with the Zuni Pueblo elementary school and Tribal Head Start to teach hands-on gardening lessons and nutrition education. All lessons incorporate the Zuni culture, traditions, and language. ZYEP works with cultural guides to teach children about native edible plants and all nutrition education has a indigenous ingredient focus. The HKHC project provides the intervention framework and local coordinators work with partners to implement each intervention in culturally and community appropriate way.

Description of written comments received and outcome

72% of Zuni parents and guardians noted a factor influencing their decision to sign up their children for the ZYEP summer camp is because of a variety of cultural activities offered including traditional waffle gardening and other important cultural activities that connect them to Zuni culture.

- Tribal Organization receives SNAP-Ed funding (as an implementing or subcontracting agency): \$28,000.00

Description of the outcome of the consultation and how it impacted the SNAP-Ed plan

In FY23, the HKHC project in San Ildefonso Pueblo has been in flux. COVID had a significant disruptive impact on Tribal departments and vacancies are still high. The Health and Human Services Department, which is home to the HKHC project, has had a difficult time hiring a local coordinator after the former coordinator left the position in early January. This was a loss because the coordinator was a San Ildefonso Tribal member, who spoke Tewa and was implementing HKHC interventions in culturally and traditionally appropriate ways. Again, the HKHC project provides the interventions and best practices and local coordinators are responsible for working with partners to implement them in place-based, culturally rooted ways.

Description of written comments received and outcome

We continue to work with the San Ildefonso Director of Health and Human Services on finding a new Tribal HKHC coordinator.

- Tribal Organization involved in SNAP-Ed activities

Description of the outcome of the consultation and how it impacted the SNAP-Ed plan

COPE currently implements the Navajo Fruit and Vegetable Prescription (FVRx) program in collaboration with health and outreach workers employed by Navajo Nation, IHS Service Units with catchment areas in New Mexico, and Tribal health organizations with catchment areas in New Mexico. COPE has long-standing relationships with all of these entities and has been working in close partnership with the teams listed above in the implementation of FVRx. COPE receives state general funds to implement FVRx and does not receive SNAP Ed funding. However, but our statewide FVRx program is related to our Healthy Eating in Communities intervention, increases access to fresh fruits and vegetables, and reaches New Mexico's Tribal and rural populations.

Description of written comments received and outcome

Tribal members receiving FVRx vouchers have reported completely changing the way they shop. One woman reported, "before receiving the vouchers, majority of my time was spent in the aisles. Now I only visit the produce, meat and dairy sections. I do not spend time in the aisles for boxed or can goods. Without having to overthink my family's diet, I was able to change it for the

better, just by having these vouchers available to me. The vouchers had changed my lifestyle without me having to overthink a purchase or to slowly tiptoe around adapting to something new. I just had to use the vouchers and figure out how to prepare or preserve fresh fruits and vegetables. I learned by doing. I would call this program a huge success for me and my family. I do hope it continues for others to learn from. Hopefully a project to learn from for the community of Navajo to begin utilizing their junk food tax dollars."

Coordination and Collaboration With Minority-Serving Institutions

University of New Mexico-PRC SNAP-Ed Evaluation (Implementing Agency)

Coordination and Collaborations With Other Federal Nutrition, Obesity Prevention, and Health Programs

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Other Federal Nutrition, Obesity Prevention, and Health Programs						
Other: CDC REACH Program	✓	✓	✓	⊘	⊘	Research and evaluation increasing opportunities for healthy eating and active living

Engagement With Multisector Partnerships/Coalitions

Healthy Here Local

Sectors Represented

- Neighborhood groups: 2
- Non-profit social service: 1
- Agriculture: 1
- Community design: 1
- Government: 2
- Public health and healthcare: 3
- Transportation: 1

Key Activities

Neighborhood street design - walkability assessments around schools

Cyclovia - event promoting walking and biking

Referral center for community engaged chronic disease prevention and management programming

Introducing local fresh produce to dollar stores in food desert communities

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

Coordination and Collaboration With Minority-Serving Institutions

University of New Mexico
Hispanic-serving institution

Nature of Planned Coordination and Collaboration

- Involved in plan development
- Involved in SNAP-Ed activities
- Receives SNAP-Ed funding (as an implementing or subcontracting agency): \$1,035,843.00

Planned Coordination and Collaboration

Two programs of SNAP-Ed NM - CHILE Plus and Social Marketing - that we will be evaluating are housed at the University of New Mexico, a Hispanic-serving Institution. We are coordinating with the IA and program coordinators to conduct the SNAP-Ed Outcome and Impact evaluations.

Kids Cook! (Implementing Agency)

Coordination and Collaborations With Other Federal Nutrition, Obesity Prevention, and Health Programs

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Food and Nutrition Service, USDA						
Summer Food Service Program (SFSP)	⊘	✓	⊘	⊘	✓	
Supplemental Nutrition Assistance Program (SNAP)	⊘	✓	✓	⊘	✓	
Other Federal Nutrition, Obesity Prevention, and Health Programs						
Other: Eat Smart to Play Hard	⊘	✓	⊘	⊘	✓	
Food and Nutrition Service, USDA						
Fresh Fruit and Vegetable Program (FFVP)	⊘	✓	⊘	⊘	✓	

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Other Federal Nutrition, Obesity Prevention, and Health Programs						
Other: NMSU	⊘	✓	⊘	⊘	⊘	
Other: Cooking with Kids	✓	✓	⊘	⊘	⊘	
Other: NM DOH ONAPA	⊘	✓	⊘	⊘	⊘	

Engagement With Multisector Partnerships/Coalitions

Bernalillo and Sandoval Public Schools Local	NM Farmers Market Association, Local Farmers and Food Collaborative Local	Three Sisters Kitchen Local	Presbyterian Center for Community Health Local	Service Learning Partners Local	City of Albuquerque Local
Sectors Represented <ul style="list-style-type: none"> Education: 2 Key Activities <p>For 20+ years, Kids Cook! has partnered with the school districts we serve. The purpose of our partnership is to engage students and families in opportunities and willingness to try</p>	Sectors Represented <ul style="list-style-type: none"> Agriculture: 10 Food retailers: 2 Education: 1 Key Activities <p>KC has a 20 year history of purchasing as much local</p>	Sectors Represented <ul style="list-style-type: none"> Community Food Space: 1 Food industry: 1 Key Activities <p>Kids Cook! began collaborating with Three Sisters Kitchen, a community kitchen initiative in downtown Albuquerque, in</p>	Sectors Represented <ul style="list-style-type: none"> Public health and healthcare: 1 Key Activities <p>Coordinated effort to help healthcare providers engage their patients in wellness activities such as healthy cooking classes. Focus on</p>	Sectors Represented <ul style="list-style-type: none"> Education: 6 Key Activities <p>UNM Community Health, Education and Nutrition Departments, UNM Work study, Amy Biehl High School, Sandoval Academy of Bilingual Education:</p>	Sectors Represented <ul style="list-style-type: none"> Government: 1 Key Activities <p>We are partnering with the City of Albuquerque to provide KC curriculum in all center sites in the summer, which are also summer feeding sites. The partnership allowed</p>

diverse, healthy foods and to learn healthy food preparation methods while gaining sanitation and safety skills. We emphasize families cooking and eating together and the need for regular physical activity paired with healthy eating to promote a healthy lifestyle.

produce as possible and has done crop planning with individual farms to increase farmer production and increase the amount of local fresh produce KC is able to use in our classes. For the past 3 years, KC has collaborated with NM Farmers Market Association and the Downtown Growers Market to increase access to fresh local fruits and vegetables. KC provided hands-on cooking and tasting of a recipe.

2016 to develop and implement a curriculum for health sector employees interested in integrating local food and healthy cooking strategies into their work with patients. We have jointly provide family cooking classes in their community kitchen space, and offer food tastings and cooking experiences through Three Sisters' ReFresh program providing local food boxes to low-income families in the downtown neighborhood until they closed related to the pandemic. Our partnership was especially valuable during

community and clinical linkages to further ensure consistent messaging while providing community members hands on exploration of fresh foods and culinary skill building.

KC has been committed to providing service learning opportunities since its inception. Our goal has been to maximize the reach and potential impact of Federal nutrition education and nutrition assistance programs by engaging high school and college students in teaching younger students about healthy eating and active living. This approach is an equal focus on the service being provided and the learning that is occurring. This is our 16th year collaborating with Amy Biehl High

Community Centers to coordinate services with us and also support our programming implementation.

the COVID-19 pandemic, when we supported Three Sisters staff in pivoting to online cooking classes. We continue to partner on ways to work with Explora Science Center and Children's Museum in food and culinary programming.

School providing placement for seniors to complete their Senior Project including 100 hours of service learning. Our off-site work-study program allows students majoring in health and nutrition to gain valuable work experience in their field while allowing KC to maximize our reach and minimize costs. Our most recent endeavor has been engaging Middle school students as health ambassadors, supporting them in creating simple, fun activities they can engage their peers in such monthly food tasting in the

Rio Grande Educational Collaborative Local	Running Medicine/Native Health Initiative Tribal
Sectors Represented <ul style="list-style-type: none">Education: 1 Key Activities <p>Providing after school programming in collaboration with the after school program at local school sites. Includes Bernalillo and Torrance County.</p>	Sectors Represented <ul style="list-style-type: none">Public health and healthcare: 1 Key Activities <p>Collaborating with the Native Health Initiative to support programming which families are engaged.</p>

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

Coordination and Collaboration With Minority-Serving Institutions

University of New Mexico- PRC Social Marketing Eat Smart to Play Hard (ESPH) (Implementing Agency)						
Coordination and Collaborations With Other Federal Nutrition, Obesity Prevention, and Health Programs						
	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Centers for Disease Control and Prevention, HHS						
Other: CDC Prevention Research Centers	✓	✓	⊘	⊘	⊘	
Other Federal Nutrition, Obesity Prevention, and Health Programs						

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Other: NM Aging and Long-term Services Department	✓	✓	✓	✓	✓	

Engagement With Multisector Partnerships/Coalitions

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

Coordination and Collaboration With Minority-Serving Institutions

University of New Mexico Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus) (Implementing Agency)

Coordination and Collaborations With Other Federal Nutrition, Obesity Prevention, and Health Programs

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Food and Nutrition Service, USDA						
Supplemental Nutrition Assistance Program (SNAP)	⊘	⊘	⊘	⊘	✓	

Engagement With Multisector Partnerships/Coalitions

NM Children Youth and Families Department (CYFD) State/Territory**Sectors Represented**

- Childcare: 15

Key Activities

The CHILE Plus Team has a decade long relationship with the NM Children Youth and Families Department (CYFD), which oversees the Child and Adult Care Food Program (CACFP), the FNS program utilized in HS and childcare centers and homes throughout NM. CYFD continues to support the program by allowing CHILE Plus activities to be used as approved activities for CACFP program compliance. New partners, including the Partnership for Community Action (PCA) and Three Sisters Kitchen, provide new access points to test CHILE Plus with the home provider audience in order to build evidence for how the program can most effectively engage this population in evidence-based nutrition education in their childcare setting. PCA has a network of providers they already work with, but they do not have the nutrition and physical activity curriculum or expertise to train them, so it is a unique and exciting new partnership for CHILE Plus, which began in FY19.

Nutrition and Obesity Policy Research and Evaluation Network (NOPREN) Multi-State**Sectors Represented**

- Childcare: 80

Key Activities

The UNM PRC's concurrent collaborations with HSD and SNAP-Ed Implementing Agencies as well as national partners including the CDC's Nutrition and Obesity Policy Research and Evaluation Network (NOPREN), provides further resources for collaboration at the state level and national level, and may increase the likelihood of consistent nutrition and physical activity messages across programs. University of New Mexico nutrition and health education students and dietetic interns volunteer on CHILE Plus as appropriate and are supervised by the CHILE Plus team. This provides future professionals with a better understanding of food and nutrition issues in early childhood, particularly among rural populations, and provides low-cost assistance to the CHILE Plus team for program implementation and evaluation.

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations**Eight Northern Indian Pueblos Council, Inc. (ENIPC)****Nature of Work**

- Meeting with Tribal Organization for input on SNAP-Ed programming

Haak'u learning center (Pueblo of Acoma)**Nature of Work**

- Meeting with Tribal Organization for input on SNAP-Ed programming

Five Sandoval Indian Pueblos Inc:**Nature of Work**

- Meeting with Tribal Organization for input on SNAP-Ed programming

Zuni Pueblo Head Start**Nature of Work**

- Meeting with Tribal Organization for input on SNAP-Ed programming

- Tribal Organization involved in SNAP-Ed activities

Description of the outcome of the consultation and how it impacted the SNAP-Ed plan

N/A

Description of written comments received and outcome

N/A

- Tribal Organization involved in SNAP-Ed activities

Description of the outcome of the consultation and how it impacted the SNAP-Ed plan

N/A

Description of written comments received and outcome

N/A

- Tribal Organization involved in SNAP-Ed activities

Description of the outcome of the consultation and how it impacted the SNAP-Ed plan

N/A

Description of written comments received and outcome

N/A

- Tribal Organization involved in SNAP-Ed activities

Description of the outcome of the consultation and how it impacted the SNAP-Ed plan

N/A

Description of written comments received and outcome

N/A

Coordination and Collaboration With Minority-Serving Institutions

University of New Mexico
Hispanic-serving institution

Nature of Planned Coordination and Collaboration

- Involved in plan development
- Involved in SNAP-Ed activities

Planned Coordination and Collaboration

Prevention Research Center at the University of New Mexico conducts research projects and receives fundings from SNAP-Ed via New Mexico Health Service Department

New Mexico Human Services Department (State Agency)

Coordination and Collaborations With Other Federal Nutrition, Obesity Prevention, and Health Programs

No data has been provided for this section.

Engagement With Multisector Partnerships/Coalitions

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

Coordination and Collaboration With Minority-Serving Institutions

Cooking with Kids (Implementing Agency)

Coordination and Collaborations With Other Federal Nutrition, Obesity Prevention, and Health Programs

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Food and Nutrition Service, USDA						
Community Food Systems Programs (e.g., Farm to School and Community Food Projects)	⊘	✓	✓	⊘	⊘	
National School Lunch Program (NSLP)	⊘	✓	✓	⊘	⊘	
Summer Food Service Program (SFSP)	⊘	✓	✓	⊘	⊘	

Engagement With Multisector Partnerships/Coalitions

NM Grown Coalition State/Territory**Sectors Represented**

- Agriculture: 15
- Childcare: 6
- Education: 18
- Government: 7
- Public health and healthcare: 2

Key Activities

The New Mexico (NM) Grown Coalition is a network of public institutions, community-based organizations, and individuals working to strengthen community food systems across NM by:

- Providing diverse leadership for the NM Grown movement through program and policy development rooted in community engagement.
- Supporting NM Grown practitioners through alignment of resources, professional development training, and networking opportunities.
- Advocating for systemic change and steward community food system resources and services to ensure equitable impacts for all New Mexicans through community engagement and capacity building.

The NM Grown Coalition has 3 main priorities: New Mexico Grown & Local Procurement, Garden & Nutrition Education, Advocacy & Community Engagement. Cooking with Kids will support the Garden & Nutrition Education by providing resources, technical support, and relationship connections.

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations**Ohkay Owingeh Tribal Organization****Nature of Work**

- Meeting with Tribal Organization for input on SNAP-Ed programming
- Tribal Organization involved in SNAP-Ed activities
- SNAP-Ed agency provides dedicated staff: 0.50

Description of the outcome of the consultation and how it impacted the SNAP-Ed plan

In September 2019, Cooking with Kids was invited to meet with the Ohkay Owingeh Community School (OOCs) board of education, through a connection with a CWK board member. At the meeting, nutrition education programming was requested for students at the tribal elementary school. At that point, the school principal (Claudia Sena) took over and subsequent communications have been with her. A scope of work was created in consultation with

Ms. Sena, and an OOCS purchase order was created to help offset program costs. Since this is a small school, programming was easily accommodated in the state SNAP-Ed plan.

Description of written comments received and outcome

Direct Education programming began in January 2020, but with the COVID-19 pandemic, DE was suspended until September 2022. Regular programming was completed for the 2022/2023 school year. An anonymous year-end survey of classroom teachers was conducted in May 2023. 86% of OOCS teachers responded. 100% of respondents agreed with the following statements: Cooking with Kids increases students' knowledge of healthy eating behaviors, and Cooking with Kids contributes to an increased consumption of fruits and vegetables. One teacher commented, "Cooking with Kids has helped my students work together better, taught valuable cooking skills, and helped them not be afraid to try new and unfamiliar foods." Surveys were also conducted with parents of participating OOCS students, and some of their comments follow:

- "Cooking with Kids is working great. My child is spending more time cooking dinner, lunch, or other food for events going on in the Pueblo."
- "Cooking with Kids teaches my children the basics of cooking. It also unites families together to create delicious meals."
- "I believe it has helped my children to try new foods and they also seem to want to help more in the kitchen. I'm very thankful that my children get to be a part of this valuable program and hope that it continues. I've also enjoyed trying new recipes."

Coordination and Collaboration With Minority-Serving Institutions

Planned Staffing and Budget

New Mexico State University ICAN (Implementing Agency) Budget

Total Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$2,243,094.88	\$0.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
a. Salary/Benefits ?	\$1,854,667.18	\$0.00
b. Contracts/Sub-Grants/Agreements	\$208,000.00	\$0.00
c. Non-Capital Equipment/Office Supplies ?	\$34,830.80	\$0.00
d. Nutrition Education Materials ?	\$89,236.90	\$0.00
e. Travel ?	\$56,360.00	\$0.00
f. Building/Space Lease or Rental	\$0.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
2. Indirect Costs , not including building space/ contracts/subgrants/agreements ?	\$224,309.48	\$0.00
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 10.00% Indirect costs are calculated at 10% or \$224,309.48 This falls well below the limit of 26% for colleges and universities.		
▼ Other Indirect Cost Explanation Indirect cost rate: 0.00% 0		
3. TOTAL Federal Funds <i>Current FFY allocation + Estimated unobligated balance/Carry-over from previous FFY</i>	\$2,467,404.36	\$0.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
4. Estimated unobligated balance/carry-over from previous FFY	\$0.00	
5. Funds requested from current FFY allocation	\$2,467,404.36	

Direct Cost Breakdown

Project Budgets

NMSU Ideas for Cooking and Nutrition (ICAN)	
\$1854667.18	Salary/Benefits
\$208000.00	Contracts/Sub-Grants/Agreements
\$34830.80	Non-Capital Equipment/Office Supplies
\$89236.90	Nutrition Education Materials
\$56360.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$2243094.88	Total Direct Cost

Other SNAP-Ed Expenditures

\$0.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$0.00	Nutrition Education Materials
\$0.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$0.00	Total Direct Cost

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Administrative Prof...	0.25	25.00%	0.00%	\$58,000.83	\$14,500.21
Administrative Prof...	0.75	75.00%	0.00%	\$57,376.00	\$43,032.00
Adrienne Christine ...	0.75	100.00%	100.00%	\$50,086.00	\$37,564.50
Alexis Peinado	0.75	100.00%	0.00%	\$57,294.00	\$42,970.50
Total SNAP-Ed-funded Salary/Benefits					\$1,854,667.18

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Amanda Owens	0.75	100.00%	0.00%	\$48,464.75	\$36,348.56
Amie Steen	0.75	100.00%	0.00%	\$51,830.00	\$38,872.50
Asia Yazzie	0.75	100.00%	100.00%	\$47,464.75	\$35,598.56
Beatrice Dominguez	0.75	100.00%	100.00%	\$62,603.58	\$46,952.68
Carolina Calderon	0.75	100.00%	100.00%	\$60,603.58	\$45,452.68
Chase Elkins	0.10	10.00%	0.00%	\$104,027.49	\$10,402.75
Data Manager	0.70	70.00%	0.00%	\$65,553.85	\$45,887.70
Dawn Strelow Cono...	0.75	100.00%	0.00%	\$55,135.45	\$41,351.59
Debby Maberry	0.10	10.00%	0.00%	\$77,746.18	\$7,774.62
Deborah Olivas	0.75	100.00%	0.00%	\$47,464.75	\$35,598.56
Diana Magallanez	0.30	30.00%	10.00%	\$85,730.97	\$25,719.29
Emily Bruton	0.10	10.00%	0.00%	\$86,113.58	\$8,611.36
Erika Baxter	0.75	100.00%	0.00%	\$47,464.75	\$35,598.56
Financial Manager	0.70	70.00%	0.00%	\$52,581.62	\$36,807.13
Food Systems Spec...	0.80	80.00%	20.00%	\$84,974.98	\$67,979.98
Gwen Jaramillo	0.75	100.00%	0.00%	\$59,407.00	\$44,555.25
HEdS	1.00	100.00%	0.00%	\$48,436.82	\$48,436.82
Total SNAP-Ed-funded Salary/Benefits					\$1,854,667.18

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
HEdS	1.00	100.00%	0.00%	\$48,436.82	\$48,436.82
Jennifer Neeley	0.75	100.00%	100.00%	\$53,835.45	\$40,376.59
Jessica Swapp	0.10	10.00%	0.00%	\$98,723.00	\$9,872.30
Joy Czmyrid	0.10	10.00%	0.00%	\$85,430.46	\$8,543.05
Katherine Turner	0.10	10.00%	0.00%	\$74,659.98	\$7,466.00
Kathy Landers	0.15	15.00%	0.00%	\$103,350.47	\$15,502.57
Katrina Uptain	0.75	100.00%	100.00%	\$59,046.58	\$44,284.94
Kelly Knight	0.10	10.00%	0.00%	\$132,222.75	\$13,222.28
Marcela Ochoa	0.75	100.00%	100.00%	\$55,935.45	\$41,951.59
Marcie Garcia	0.75	100.00%	0.00%	\$45,187.00	\$33,890.25
Margilena Luna	0.75	100.00%	100.00%	\$57,694.00	\$43,270.50
Mariaelena Jaramillo	0.75	100.00%	100.00%	\$53,835.45	\$40,376.59
Marla Caughron	0.75	100.00%	100.00%	\$55,235.45	\$41,426.59
Mary Marquez	0.75	100.00%	0.00%	\$51,086.00	\$38,314.50
Melody Gaines	0.10	10.00%	0.00%	\$67,222.43	\$6,722.24
Michelle Stizza	0.15	15.00%	0.00%	\$90,803.12	\$13,620.47
Mindy Turner	0.10	10.00%	0.00%	\$198,675.80	\$19,867.58
Total SNAP-Ed-funded Salary/Benefits					\$1,854,667.18

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Patrick Kircher	0.10	10.00%	0.00%	\$129,846.65	\$12,984.66
Program Director	0.70	70.00%	0.00%	\$120,393.31	\$84,275.32
Program Manager	0.75	75.00%	0.00%	\$83,461.07	\$62,595.80
Regional Coordinator	1.00	100.00%	5.00%	\$74,118.97	\$74,118.97
Regional Coordinator	0.60	60.00%	0.00%	\$19,670.72	\$11,802.43
Renee Zisman	0.75	100.00%	100.00%	\$61,503.58	\$46,127.68
Richard Griffiths	0.10	10.00%	0.00%	\$100,753.86	\$10,075.39
Sara Marta	0.10	10.00%	0.00%	\$90,332.25	\$9,033.22
Savannah Graves	0.10	10.00%	0.00%	\$131,364.23	\$13,136.42
Student Assistant	0.60	60.00%	0.00%	\$12,990.16	\$7,794.10
Student Assistant	0.60	60.00%	0.00%	\$12,990.16	\$7,794.10
Suzanne Porter-Bolt...	0.20	20.00%	10.00%	\$86,372.46	\$17,274.49
Tamara Schubert	0.10	10.00%	0.00%	\$86,033.08	\$8,603.31
Terri Werner	0.75	100.00%	100.00%	\$39,887.00	\$29,915.25
VACANT	0.10	10.00%	0.00%	\$74,361.04	\$7,436.10
VACANT	0.10	10.00%	0.00%	\$74,361.04	\$7,436.10
VACANT	0.10	10.00%	0.00%	\$74,659.98	\$7,466.00
Total SNAP-Ed-funded Salary/Benefits					\$1,854,667.18

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
VACANT	0.10	10.00%	0.00%	\$74,899.23	\$7,489.92
VACANT	0.75	100.00%	100.00%	\$45,187.00	\$33,890.25
VACANT	0.75	100.00%	0.00%	\$45,304.00	\$33,978.00
VACANT	0.75	100.00%	0.00%	\$45,304.00	\$33,978.00
VACANT	0.75	100.00%	100.00%	\$45,187.00	\$33,890.25
VACANT	0.75	100.00%	0.00%	\$45,187.00	\$33,890.25
Zandy Bunch	0.75	100.00%	0.00%	\$56,694.00	\$42,520.50
Total SNAP-Ed-funded Salary/Benefits					\$1,854,667.18

Full-Time Equivalent (FTE) Definition and Basis For Calculation

NMSU has a central system for officially recording staff/faculty effort. At the beginning of each fiscal year, allocations are entered into this system and can be updated as needed if staff/faculty responsibilities change via an Electronic Labor Redistribution.

The benefits rates below are for NMSU employees through June 30, 2024. They vary by type of employment and are indicated by the following percentages:

Regular employees 36.00 percent

Temporary employees 19.50 percent

Student employees 0.50 percent

All FTE figures are based on the calculation of 1.0 FTE= 2,080 hours worked per year.

Job Description Documents

[Staffing Plan - Template 3 FFY24.docx](#)

Planned Travel

In State Travel

A			
TOTAL TRIP COST			
\$30,360.00			
Staff positions of Approximately 50 nutrition educators, supervisors traveled to Nutrition educators and home economists based in each county will travel within that county to multiple locations			
The purpose/benefit to SNAP-Ed: This line item includes travel to conduct classes,. Recruit agencies, shop for class supplies, and attend trainings; Travel by ICAN county staff and ITO within their counties			
	# of Staff	Units	Total
Ground Transportation	1	\$30,360.00 per day x 1 days	\$30,360.00

B			
TOTAL TRIP COST			
\$16,000.00			
Staff positions of Approximately 50 nutrition educators, supervisors, ITO program coordinators traveled to Regional trainings will be held aroundn the state at locations convenient to coutny staff. The state training will likely be held in either Las Cruces or in Albuquerque			
The purpose/benefit to SNAP-Ed: This line item includes expenses connected to attendance at regional trainings, the ICAN state meeting, and initial triaining for new nutrition educators; travel by ICAN county staff and ITO program coordinators outside their counties			

	# of Staff	Units	Total
Ground Transportation	1	\$16,000.00 per day x 1 days	\$16,000.00

C

TOTAL TRIP COST
\$10,000.00

Staff positions of Approximately 12 ICAN state office employees traveled to Destinations will include counties across the state where ICAN programming is in process

The purpose/benefit to SNAP-Ed: This line item includes travel to conduct regional trainings and site visits, attend tainings and meetings sponsored by HSD and other agencies; travel by ICAN state office throughout the state

	# of Staff	Units	Total
Ground Transportation	1	\$10,000.00 per day x 1 days	\$10,000.00

Out of State Travel

ASNNA Annual Meeting			
TOTAL TRIP COST			
\$6,000.00			
Staff positions of Financial Manager and Regional Coordinator traveled to Washington D.C			
The purpose/benefit to SNAP-Ed: This line item includes registration fees, airfare, lodging, and meals for up to 2 staff members in the instance that the ASNNA meeting be in person rather than virtual			
	# of Staff	Units	Total
Air Travel	2	\$3,000.00 per person	\$6,000.00

Budget Narrative

For the current fiscal year, a total of **\$2,467,404.36** is needed to cover SNAP-Ed operating costs, including **\$2,243,094.88** in direct costs and **\$224,309.48** in indirect costs. Unobligated funds from the previous FFY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

Salary/Benefits

The total amount required for **salary/benefits** is **\$1,854,667.18**.
This line item includes salaries and benefits for the employees listed in the staffing template.

Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$208,000.00**.

NMSU will not enter into any subcontracts as part of its SNAP-Ed work. The line items include interdepartmental vouchers. Anticipated items include:

- *Technical assistance for development of materials and website: \$5,000*
- *Brighter Bites: \$100,000*
- *SNAP Express is a statewide social marketing and PSE effort: \$100,000*
- *Food Handlers Certification (Serve Safe): \$3,000*

Non-Capital Equipment/Office Supplies

The total amount required for **non-capital equipment/office supplies** is **\$34,830.80**.

This line item includes the following types of items; publications, books, and multimedia; office supplies; software; postage and freight; small equipment and furniture; associated supplies for computers; phone lines; cost-sharing in ICAN counties for internet, phone lines, copy machine rental or copier ink and paper supplies.

Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$89,236.90**.

This line item includes the following type of items; copying and printing for classes, printed supplies for classes; ICAN Calendar, educational reinforcements for participants; demonstration and food safety supplies for classes; food for hands-on educational activities; personal protective equipment (PPE) during pandemic.

Travel

The total amount required for **travel** is **\$56,360.00**.

- Planned number of In-State trips: **3**
- Planned number of Out-of-State trips: **1**

Building/Space Lease or Rental

The total amount required for **building/space lease or rental** is **\$0.00**.

No expenditures are anticipated for this line item.

Cost of Publicly-Owned Building Space

The total amount required for **cost of publicly-owned building space** is **\$0.00**.
No expenditures are anticipated for this line item.

Maintenance and Repair

The total amount required for **maintenance and repair** is **\$0.00**.
No expenditures are anticipated for this line item.

Institutional Memberships and Subscriptions

The total amount required for **institutional memberships and subscriptions** is **\$0.00**.
No expenditures are anticipated for this line item.

Equipment and Other Capital Expenditures

The total amount required for **equipment and other capital expenditures** is **\$0.00**.
No expenditures are anticipated for this line item.

NM DOH/Obesity, Nutrition, and Physical Activity Program (ONAPA) (Implementing Agency) Budget

Total Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$851,723.50	\$889,667.50
a. Salary/Benefits ?	\$291,598.00	\$324,500.00
b. Contracts/Sub-Grants/Agreements	\$532,500.00	\$544,900.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
c. Non-Capital Equipment/Office Supplies ?	\$8,420.00	\$7,855.00
d. Nutrition Education Materials ?	\$7,000.00	\$2,000.00
e. Travel ?	\$12,205.50	\$10,412.50
f. Building/Space Lease or Rental	\$0.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
2. Indirect Costs , not including building space/ contracts/subgrants/agreements ?	\$0.00	\$84,478.00
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 0.00% N/A		
▼ Other Indirect Cost Explanation Indirect cost rate: 10.00% The Department of Health, charges the maximum allowable indirect cost of 10% for this non-SNAP Ed funding source.		
3. TOTAL Federal Funds <i>Current FFY allocation + Estimated unobligated balance/Carry-over from previous FFY</i>	\$851,723.50	\$974,145.50
4. Estimated unobligated balance/carry-over from previous FFY	\$0.00	
5. Funds requested from current FFY allocation	\$851,723.50	

Direct Cost Breakdown

Project Budgets

Healthy Kids Healthy Communities

\$291598.00	Salary/Benefits
\$532500.00	Contracts/Sub-Grants/Agreements
\$8420.00	Non-Capital Equipment/Office Supplies
\$7000.00	Nutrition Education Materials
\$12205.50	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$851723.50	Total Direct Cost

Other SNAP-Ed Expenditures

\$0.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$0.00	Nutrition Education Materials
\$0.00	Travel

\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$0.00	Total Direct Cost

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Epidemiologist/Eval...	0.50	70.00%	30.00%	\$105,464.00	\$52,732.00
Health Educator #1	0.50	20.00%	80.00%	\$82,692.00	\$41,346.00
Health Educator #2	0.50	20.00%	80.00%	\$77,848.00	\$38,924.00
Healthy Eating/Phy...	0.50	60.00%	40.00%	\$93,858.00	\$46,929.00
HKHC Program Ma...	0.50	50.00%	50.00%	\$93,858.00	\$46,929.00
ONAPA Program M...	0.50	90.00%	10.00%	\$129,476.00	\$64,738.00
Total SNAP-Ed-funded Salary/Benefits					\$291,598.00

Full-Time Equivalent (FTE) Definition and Basis For Calculation

Full-time equivalent is defined as an employee's annual number of hours worked divided by 2080 hours (52 weeks x 40 hours). For example, an employee working 2080 hours per year is 1.0 FTE and an employee working 1040 hours per year is 0.5 FTE.

Job Description Documents

[FY24 ONAPA SNAP Ed Staffing Narrative - Final.docx](#)

Planned Travel

In State Travel

Healthy Kids Healthy Communities Statewide Training #1

TOTAL TRIP COST
\$708.00

Staff positions of 6 traveled to Albuquerque, NM

The purpose/benefit to SNAP-Ed:
Provide training, technical assistance, and resources to HKHC coordinators.

	# of Staff	Units	Total
Per Diem	6	\$59.00 per day x 2 days	\$708.00

Healthy Kids Healthy Communities Statewide Training #2

TOTAL TRIP COST
\$1,146.00

Staff positions of 6 traveled to Raton, NM

The purpose/benefit to SNAP-Ed:
Provide training, technical assistance, and resources to HKHC coordinators

	# of Staff	Units	Total
Lodging	6	\$77.50 per day x 2 days	\$930.00

# of Staff	Units	Total
---------------	-------	-------

HKHC Chaves County site visit

TOTAL TRIP COST
\$573.00

Staff positions of 3 traveled to Roswell, NM

The purpose/benefit to SNAP-Ed:
Chaves County is a HKHC community. We will conduct a site visit evaluation to assess and review progress on increasing opportunities for healthy eating and physical activity in local communities including Roswell, Dexter, Lake Arthur, and Hagerman. This will be a training opportunity on conducting site visits for 2 ONAPA health educators.

	# of Staff	Units	Total
Lodging	3	\$77.50 per day x 2 days	\$465.00
Per Diem	3	\$18.00 per day x 2 days	\$108.00

HKHC Colfax County site visit

TOTAL TRIP COST
\$573.00

Staff positions of 3 traveled to Raton, NM

The purpose/benefit to SNAP-Ed:
Colfax County is a HKHC community. We will conduct a site visit evaluation to assess and review progress on increasing opportunities for healthy eating and physical activity in local communities including Raton, Springer, and Maxwell. This will be a training opportunity on conducting site visits for 2

ONAPA health educators.

	# of Staff	Units	Total
Lodging	3	\$77.50 per day x 2 days	\$465.00
Per Diem	3	\$18.00 per day x 2 days	\$108.00

HKHC Guadalupe County site visit

TOTAL TRIP COST
\$573.00

Staff positions of 3 traveled to Santa Rosa, NM

The purpose/benefit to SNAP-Ed:
Guadalupe County is a HKHC community. We will conduct a site visit evaluation to assess and review progress on increasing opportunities for healthy eating and physical activity in local communities including Santa Rosa, Anton Chico, and Vaughn. This will be a training opportunity on conducting site visits for 2 ONAPA health educators.

	# of Staff	Units	Total
Lodging	3	\$77.50 per day x 2 days	\$465.00
Per Diem	3	\$18.00 per day x 2 days	\$108.00

HKHC Hidalgo County site visit

TOTAL TRIP COST

\$573.00

Staff positions of 3 traveled to Lordsburg, NM

The purpose/benefit to SNAP-Ed:

Hidalgo County is a HKHC community. We will conduct a site visit evaluation to assess and review progress on increasing opportunities for healthy eating and physical activity in local communities including Lordsburg and Animas. This will be a training opportunity on conducting site visits for 2 ONAPA health educators.

	# of Staff	Units	Total
Lodging	3	\$77.50 per day x 2 days	\$465.00
Per Diem	3	\$18.00 per day x 2 days	\$108.00

HKHC Roosevelt County site visit

TOTAL TRIP COST
\$573.00

Staff positions of 3 traveled to Portales, NM

The purpose/benefit to SNAP-Ed:

Roosevelt County is a HKHC community. We will conduct a site visit evaluation to assess and review progress on increasing opportunities for healthy eating and physical activity in local communities including Portales, Elida, and Floyd. This will be a training opportunity on conducting site visits for 2 ONAPA health educators.

	# of Staff	Units	Total
Lodging	3	\$77.50 per day x 2 days	\$465.00
Per Diem	3	\$18.00 per day x 2 days	\$108.00

HKHC Socorro County site visit

TOTAL TRIP COST
\$286.50

Staff positions of 3 traveled to Socorro, NM

The purpose/benefit to SNAP-Ed:
Socorro County is a HKHC community. We will conduct a site visit evaluation to assess and review progress on increasing opportunities for healthy eating and physical activity in local communities including Socorro and San Antonio. This will be a training opportunity on conducting site visits for 2 ONAPA health educators.

	# of Staff	Units	Total
Lodging	3	\$77.50 per day x 1 days	\$232.50
Per Diem	3	\$18.00 per day x 1 days	\$54.00

HKHC Zuni Pueblo site visit

TOTAL TRIP COST
\$573.00

Staff positions of 3 traveled to Zuni, NM

The purpose/benefit to SNAP-Ed:
Zuni Pueblo is a HKHC community. We will conduct a site visit evaluation to assess and review progress on increasing opportunities for healthy eating and physical activity in early childhood, and school, senior center settings, community food system, and built environment. This will be a training opportunity on conducting site visits for 2 ONAPA health educators.

	# of Staff	Units	Total
Lodging	3	\$77.50 per day x 2 days	\$465.00
Per Diem	3	\$18.00 per day x 2 days	\$108.00

Regional School Wellness Policy training #1			
TOTAL TRIP COST			
\$573.00			
Staff positions of 3 traveled to Farmington, NM			
The purpose/benefit to SNAP-Ed: Provide training, technical assistance, and resources on updating, strengthening, and implementing school wellness policies to school districts in San Juan County.			
	# of Staff	Units	Total
Lodging	3	\$77.50 per day x 2 days	\$465.00
Per Diem	3	\$18.00 per day x 2 days	\$108.00

Regional School Wellness Policy training #2			
TOTAL TRIP COST			
\$573.00			

Staff positions of 3 traveled to TBD

The purpose/benefit to SNAP-Ed:

TBD - Provide training, technical assistance, and resources on updating, strengthening, and implementing school wellness policies to school districts scheduled for an administrative review.

	# of Staff	Units	Total
Lodging	3	\$77.50 per day x 2 days	\$465.00
Per Diem	3	\$18.00 per day x 2 days	\$108.00

Regional School Wellness Policy Training #3 - Tribal and Bureau of Indian Education schools

TOTAL TRIP COST
\$573.00

Staff positions of 3 traveled to TBD

The purpose/benefit to SNAP-Ed:

Provide training, technical assistance, and resources to personnel in Tribal or Bureau of Indian Education schools on establishing and implementing school wellness policies.

	# of Staff	Units	Total
Lodging	3	\$77.50 per day x 2 days	\$465.00
Per Diem	3	\$18.00 per day x 2 days	\$108.00

Out of State Travel

2024 ASNNA Conference

TOTAL TRIP COST
\$4,908.00

Staff positions of 2 traveled to Arlington, VA

The purpose/benefit to SNAP-Ed:
To learn best practices for improving the nutritional status of SNAP recipients and those eligible for SNAP-Ed by utilizing comprehensive, integrated approaches to nutrition education and obesity prevention, food security, and physical activity.

	# of Staff	Units	Total
Air Travel	2	\$1,200.00 per person	\$2,400.00
Registration Fee	2	\$200.00 per person	\$400.00
Lodging	2	\$200.00 per day x 3 days	\$1,200.00
Ground Transportation	2	\$50.00 per day x 2 days	\$200.00
Per Diem	2	\$118.00 per day x 3 days	\$708.00
Mileage	0	\$0.000 per mile x 3 miles	\$0.00

Budget Narrative

For the current fiscal year, a total of **\$851,723.50** is needed to cover SNAP-Ed operating costs, including **\$851,723.50** in direct costs and **\$0.00** in indirect costs. Unobligated funds from the previous FFY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds

from the current fiscal year allocation are used.

Salary/Benefits

The total amount required for **salary/benefits** is **\$291,598.00**.

The ONAPA program manager and staff oversee implementation of the SNAP Ed workplan and budget. FTE and percentage of time spent on SNAP Ed administration and activities are detailed in FY23 SNAP Ed Staffing Plan. The ONAPA staffing narrative has been uploaded.

Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$532,500.00**.

The ONAPA program focuses exclusively on policy, system, and environmental (PSE) strategies in the Early Childhood Education, school, and food systems to increase opportunities for healthy eating and physical activity where children and low-income adults live, learn, play, work, eat and shop using a multi-sector, community coalition-driven approach.

FY24 SNAP Ed contracts:

Chaves County - Paula Camp: \$44,000

Colfax County – Elizabeth Hampl: \$30,500

Curry County - Mitch Gray: \$5,000 (for training new HKHC coordinator)

Curry County – TBD (to succeed Mitch Gray): \$30,000

Grant County - Alicia Edwards: \$30,000

Grant County – Cassandra Hartley: \$15,000

Guadalupe County - Guadalupe County Health Planning Board: \$33,000

Hidalgo County – Beth Cox: \$33,000

Roosevelt County - Caron Powers: \$32,000

San Juan County - San Juan County Partnership: \$35,000

Socorro County - City of Socorro: \$30,000

Pueblo de San Ildefonso: \$30,000

Zuni Pueblo – Zuni Youth Enrichment Program: \$50,000

Community Action Agency of Southern NM (HKHP): 75,000

Red Mesa Cuisine: \$60,000

Non-Capital Equipment/Office Supplies

The total amount required for **non-capital equipment/office supplies** is **\$8,420.00**.

Non-capital equipment/office supplies includes funding for the following types of items: training supplies, office supplies; postage and freight; small equipment and furniture; state vehicle lease; monthly Wi-Fi hot spot access costs, document shredding services, and computers and associated supplies. Non-capital equipment and office supply cost will be shared equally between SNAP Ed and non-SNAP Ed grant funding.

Item	Explanation	Price per Item	Quantity	Total
Verizon Hotspot	Used for internet access for trainings and work in low broadband areas across the state.	\$500	1	\$500
Horizons Document Shredding Services	Shredding of documents with PHI.	\$90	1	\$90
State Vehicle Lease	Required for work travel, trainings, and site visits throughout New Mexico.	\$2,880	1	\$2,880
Laptop computer and docking station for one staff person.	Laptop is used for work at the office, home, and during travel.	\$850	1	\$850
Storage Unit Rent	Store program materials and supplies used throughout the year.	\$1,500	1	\$1,500

Department of Health IT service costs	IT service costs.	\$1,200	1	\$1,200
Office supplies	Office supplies such as paper, pens, folders, tape, small equipment, and furniture used for program operations.	\$1,000	N/A	\$1,000
Postage	Postage is used to send materials and other documents throughout the state.	400	N/A	\$400
			Total	\$8,420

Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$7,000.00**.

Nutrition Education Materials includes the following types of items: copying and printing training materials, healthy eating promotional materials, Farm to ECE gardening kits, publications, books, posters, stickers, multimedia, and organizational memberships.

Item	Audience	Use	Cost per Item	Number of Items	Total Cost
Program promotional materials	Preschool and school age children	Promote healthy lifestyle behaviors, Farm to Cafeteria, Healthy Kids 5210 Challenge, newsletters, posters, stickers, program books, healthy eating coloring pages.	TBD	N/A	\$1500

Nutrition education materials such as healthy recipe one pagers in English and Spanish	SNAP eligible adults	Cooking demos, healthy food tastings, nutrition provider trainings	TBD	N/A	\$500.00
Farm to ECE Garden Kits	Staff and children in ECE and Head Start programs	Establish and implement starter edible garden kits in ECE and Head Start programs. Each garden kit contains grow bags, watering cans, small trowels, gloves, vegetable and pollinator seeds, row markers, sunscreen, and a garden tote.	\$125	40	\$5000
				Total	\$7,000

Travel

The total amount required for **travel** is **\$12,205.50**.

- Planned number of In-State trips: **12**
- Planned number of Out-of-State trips: **1**

Building/Space Lease or Rental

The total amount required for **building/space lease or rental** is **\$0.00**.

N/A

Cost of Publicly-Owned Building Space

The total amount required for **cost of publicly-owned building space** is **\$0.00**.
N/A

Maintenance and Repair

The total amount required for **maintenance and repair** is **\$0.00**.
N/A

Institutional Memberships and Subscriptions

The total amount required for **institutional memberships and subscriptions** is **\$0.00**.
N/A

Equipment and Other Capital Expenditures

The total amount required for **equipment and other capital expenditures** is **\$0.00**.
N/A

University of New Mexico-PRC SNAP-Ed Evaluation (Implementing Agency) Budget

Total Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$292,816.00	\$0.00
a. Salary/Benefits ?	\$227,818.00	\$0.00
b. Contracts/Sub-Grants/Agreements	\$0.00	\$0.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
c. Non-Capital Equipment/Office Supplies ?	\$57,460.00	\$0.00
d. Nutrition Education Materials ?	\$0.00	\$0.00
e. Travel ?	\$6,038.00	\$0.00
f. Building/Space Lease or Rental	\$1,500.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
2. Indirect Costs , not including building space/ contracts/subgrants/agreements ?	\$16,105.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 0.00% The University of New Mexico has a negotiated indirect cost rate with the NM Human Services Department at 5.5%		
▼ Other Indirect Cost Explanation Indirect cost rate: 0.00% There are no other planned funds.		
3. TOTAL Federal Funds <i>Current FFY allocation + Estimated unobligated balance/Carry-over from previous FFY</i>	\$308,921.00	\$0.00
4. Estimated unobligated balance/carry-over from previous FFY	\$0.00	
5. Funds requested from current FFY allocation	\$308,921.00	

Direct Cost Breakdown

Project Budgets

Statewide Evaluation

\$0.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$0.00	Nutrition Education Materials
\$0.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$0.00	Total Direct Cost

Other SNAP-Ed Expenditures

\$227818.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$57460.00	Non-Capital Equipment/Office Supplies
\$0.00	Nutrition Education Materials
\$6038.00	Travel

\$1500.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$292816.00	Total Direct Cost

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Accountant	0.10	100.00%	0.00%	\$76,119.00	\$7,611.90
Associate Scientist	0.25	10.00%	90.00%	\$68,862.00	\$17,215.50
Evaluation Coordina...	0.75	10.00%	90.00%	\$87,977.00	\$65,982.75
Graphic designer	0.25	5.00%	95.00%	\$73,023.00	\$18,255.75
Health Communicat...	0.50	10.00%	90.00%	\$87,977.00	\$43,988.50
Office Administrator	0.10	100.00%	0.00%	\$59,027.00	\$5,902.70
Professional Intern	0.25	10.00%	90.00%	\$51,323.00	\$12,830.75
Project Director	0.25	50.00%	50.00%	\$197,600.00	\$49,400.00
Total SNAP-Ed-funded Salary/Benefits					\$227,817.85

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Student Assistant	0.25	5.00%	95.00%	\$26,520.00	\$6,630.00
Total SNAP-Ed-funded Salary/Benefits					\$227,817.85

Full-Time Equivalent (FTE) Definition and Basis For Calculation

Regular Full-Time Employee

A regular full-time employee is hired for an indefinite period of time and is normally scheduled to work forty (40) hours per week. Appointment is continuous, subject to

satisfactory performance and availability of funding. University Business Policies and Procedures Manual #3200, Employee Classification

Job Description Documents

[Staffing job descriptions - SNAP-Ed Eval.docx](#)

Planned Travel

In State Travel

Statewide evaluation 1

TOTAL TRIP COST

\$91.70

Staff positions of Eval Coord or Assoc Scientist traveled to Santa Fe, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 140 miles	\$91.70

Statewide evaluation 10

TOTAL TRIP COST

\$294.75

Staff positions of Eval Coord or Assoc Scientist traveled to Las Cruces, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 450 miles	\$294.75

Statewide evaluation 11

TOTAL TRIP COST

\$13.10

Staff positions of Eval Coord or Assoc Scientist traveled to Albuquerque, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 20 miles	\$13.10

Statewide evaluation 12

TOTAL TRIP COST

\$184.71

Staff positions of Eval Coord or Assoc Scientist traveled to Gallup, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 282 miles	\$184.71

Statewide evaluation 13

TOTAL TRIP COST

\$91.70

Staff positions of Eval Coord or Assoc Scientist traveled to Santa Fe, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 140 miles	\$91.70

Statewide evaluation 14

TOTAL TRIP COST

\$262.00

Staff positions of Eval Coord or Assoc Scientist traveled to Roswell, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 400 miles	\$262.00

Statewide evaluation 15

TOTAL TRIP COST

\$288.20

Staff positions of Eval Coord or Assoc Scientist traveled to Clovis, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 440 miles	\$288.20

Statewide evaluation 16

TOTAL TRIP COST
\$294.75

Staff positions of Eval Coord or Assoc Scientist traveled to Las Cruces, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 450 miles	\$294.75

Statewide evaluation 17

TOTAL TRIP COST
\$13.10

Staff positions of Eval Coord or Assoc Scientist traveled to Albuquerque, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 20 miles	\$13.10

Statewide evaluation 18

TOTAL TRIP COST
\$184.71

Staff positions of Eval Coord or Assoc Scientist traveled to Gallup, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 282 miles	\$184.71

Statewide evaluation 2

TOTAL TRIP COST
\$262.00

Staff positions of Eval Coord or Assoc Scientist traveled to Roswell, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 400 miles	\$262.00

Statewide evaluation 3

TOTAL TRIP COST
\$288.20

Staff positions of Eval Coord or Assoc Scientist traveled to Clovis, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 440 miles	\$288.20

Statewide evaluation 4

TOTAL TRIP COST
\$294.75

Staff positions of Eval Coord or Assoc Scientist traveled to Las Cruces, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 450 miles	\$294.75

Statewide evaluation 5

TOTAL TRIP COST
\$13.10

Staff positions of Eval Coord or Assoc Scientist traveled to Albuquerque, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 20 miles	\$13.10

Statewide evaluation 6

TOTAL TRIP COST
\$184.71

Staff positions of Eval Coord or Assoc Scientist traveled to Gallup, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 282 miles	\$184.71

Statewide evaluation 7

TOTAL TRIP COST

\$91.70

Staff positions of Eval Coord or Assoc Scientist traveled to Santa Fe, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 140 miles	\$91.70

Statewide evaluation 8

TOTAL TRIP COST

\$262.00

Staff positions of Eval Coord or Assoc Scientist traveled to Roswell, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 400 miles	\$262.00

Statewide evaluation 9

TOTAL TRIP COST

\$288.20

Staff positions of Eval Coord or Assoc Scientist traveled to Clovis, NM

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 440 miles	\$288.20

Statewide Meeting 1

TOTAL TRIP COST

\$5.90

Staff positions of Eval Coord or Assoc Scientist traveled to Albuquerque, NM

The purpose/benefit to SNAP-Ed: Collaboration with IAs

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 9 miles	\$5.90

Statewide Meeting 2

TOTAL TRIP COST

\$100.87

Staff positions of Project Director and Eval Coord. traveled to Socorro, NM

The purpose/benefit to SNAP-Ed: Collaboration with IAs

	# of Staff	Units	Total
Mileage	1	\$0.655 per mile x 154 miles	\$100.87

Out of State Travel

ASNNA Conference			
TOTAL TRIP COST			
\$2,528.00			
Staff positions of Project Director traveled to Arlington, VA			
The purpose/benefit to SNAP-Ed: Attending ASNNA to learn about SNAP-Ed innovations and evaluation			
	# of Staff	Units	Total
Air Travel	1	\$700.00 per person	\$700.00
Registration Fee	1	\$450.00 per person	\$450.00
Lodging	1	\$350.00 per day x 3 days	\$1,050.00
Ground Transportation	1	\$25.00 per day x 2 days	\$50.00
Per Diem	1	\$69.50 per day x 4 days	\$278.00

Budget Narrative

For the current fiscal year, a total of **\$308,921.00** is needed to cover SNAP-Ed operating costs, including **\$292,816.00** in direct costs and **\$16,105.00** in indirect costs. Unobligated funds from the previous FFY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

File Attachments: [F&A State_Local_Other Rates - signed.pdf](#)

Salary/Benefits

The total amount required for **salary/benefits** is **\$227,818.00**.

Staff needed to accomplish the SNAP-Ed Evaluation, including the Outcome and Impact Evaluations, are summarized in the Planned Staffing document and include the Project Director, Evaluation Coordinator, Health Communication Specialist, Associate Scientist, Graphic Designer, Professional Intern, Office Administrator, Accountant, and Student.

Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$0.00**.

No funds requested.

Non-Capital Equipment/Office Supplies

The total amount required for **non-capital equipment/office supplies** is **\$57,460.00**.

Telephone-Long Distance **\$60**

Long distance telephone calls are needed to communicate with implementing agencies, key stakeholders, organizational partners in communities, and the project officer. The estimated cost for the year is \$5 per month x 12 months = \$60.

Postage **\$1,500**

Postage and shipping is requested to cover mailings to implementing agencies, community partners, mailing of evaluation supplies, mailing of surveys when necessary, and mailing of incentives when necessary for distribution and collection in the amount of \$1,500 for the year.

Project Specific Supplies **\$750**

Specific supplies will be purchased that are necessary to conduct the evaluation. These include items like data analysis software, electronic survey software, USB flash drives, pens, notepads, markers, folders, binder clips, and mailers at an estimated cost of \$2,700 for the year.

Internal Copying **\$150**

Funds are requested for internal duplication costs related to evaluation materials including recruitment materials, consent forms, reports, and all paper work related to the Human Research Protections Office (HRPO). The estimated cost is \$150 for the year.

External Printing**\$5,000**

Funds are requested for printing of evaluation materials including recruitment materials and survey instruments. The estimated cost is \$5,000 for the year.

Participant Compensation for Evaluation**\$50,000**

Participants will be provided with items to compensate them for their time participating in the evaluation. Items valuing at approximately \$5.00 each (e.g., lunch bag) will be provided to each person participating in the Healthy Habits Survey evaluation and survey coordination for a maximum of \$5.00 x 5,000 people * 2 surveys = \$50,000.

Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$0.00**.

No funds requested.

Travel

The total amount required for **travel** is **\$6,038.00**.

- Planned number of In-State trips: **20**
- Planned number of Out-of-State trips: **1**

Building/Space Lease or Rental

The total amount required for **building/space lease or rental** is **\$1,500.00**.

We are requesting \$1,500 to pay for storage of evaluation materials, participant incentives, and other supplies awaiting distribution to communities. This is a rate of \$125/month * 12 months.

Cost of Publicly-Owned Building Space

The total amount required for **cost of publicly-owned building space** is **\$0.00**.

No funds requested.

Maintenance and Repair

The total amount required for **maintenance and repair** is **\$0.00**.
No funds requested.

Institutional Memberships and Subscriptions

The total amount required for **institutional memberships and subscriptions** is **\$0.00**.
No funds requested.

Equipment and Other Capital Expenditures

The total amount required for **equipment and other capital expenditures** is **\$0.00**.
No funds requested.

Kids Cook! (Implementing Agency) Budget

Total Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$578,443.00	\$29,700.00
a. Salary/Benefits ?	\$470,956.00	\$12,454.00
b. Contracts/Sub-Grants/Agreements	\$20,000.00	\$5,000.00
c. Non-Capital Equipment/Office Supplies ?	\$2,500.00	\$7,000.00
d. Nutrition Education Materials ?	\$45,000.00	\$2,246.00
e. Travel ?	\$4,987.00	\$0.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
f. Building/Space Lease or Rental	\$35,000.00	\$3,000.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
2. Indirect Costs, not including building space/ contracts/subgrants/agreements ?	\$0.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 0.00% none		
▼ Other Indirect Cost Explanation Indirect cost rate: 0.00% none		
3. TOTAL Federal Funds <i>Current FFY allocation + Estimated unobligated balance/Carry-over from previous FFY</i>	\$578,443.00	\$29,700.00
4. Estimated unobligated balance/carry-over from previous FFY	\$0.00	
5. Funds requested from current FFY allocation	\$578,443.00	

Direct Cost Breakdown

Project Budgets

Kids Cook!

\$470956.00	Salary/Benefits
\$20000.00	Contracts/Sub-Grants/Agreements
\$2500.00	Non-Capital Equipment/Office Supplies
\$45000.00	Nutrition Education Materials
\$4987.00	Travel
\$35000.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$578443.00	Total Direct Cost

Other SNAP-Ed Expenditures

\$0.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$0.00	Nutrition Education Materials
\$0.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions

\$0.00 Equipment and Other Capital Expenditures

\$0.00 **Total Direct Cost**

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Community Outreac...	0.50	0.00%	100.00%	\$55,504.00	\$27,752.00
Digital Media Mana...	0.63	0.00%	100.00%	\$59,958.73	\$37,774.00
Executive Assistant	0.50	100.00%	0.00%	\$54,254.00	\$27,127.00
Executive Director	0.92	20.00%	80.00%	\$86,081.52	\$79,195.00
Food Procurement ...	1.00	0.00%	100.00%	\$54,771.00	\$54,771.00
Nutrition Education ...	1.00	0.00%	100.00%	\$62,172.00	\$62,172.00
Nutrition Educators	3.45	0.00%	100.00%	\$51,223.48	\$176,721.01
Work Study Students	0.50	0.00%	100.00%	\$10,888.00	\$5,444.00
Total SNAP-Ed-funded Salary/Benefits					\$470,956.00

Full-Time Equivalent (FTE) Definition and Basis For Calculation

Full time equivalent is based on 2080 hours worked in a 52 week calendar year with 40 hours a week worked.

Job Description Documents

[Planned Staffing and Budget.docx](#)

Planned Travel

In State Travel

Direct Services			
TOTAL TRIP COST			
\$2,937.00			
Staff positions of Exec Director, Nutr Education Manager, Food Procurement Manager, Exec Asst, Community Outreach traveled to Schools			
The purpose/benefit to SNAP-Ed: train, observe and follow up with KC staff, teachers and work study students and principals, to ensure quality SNAP-Ed programming in KC schools and with partners			
	# of Staff	Units	Total
Mileage	5	\$0.660 per mile x 890 miles	\$2,937.00

Out of State Travel

2024 ASNNA Conference

TOTAL TRIP COST

\$2,050.00

Staff positions of Executive Director traveled to Washington DC

The purpose/benefit to SNAP-Ed: gain knowledge on SNAP-ed programming, collaborate with SNAP-ed partners to improve programming in community and share information with Kids Cook! educators to improve local services.

	# of Staff	Units	Total
Air Travel	1	\$500.00 per person	\$500.00
Registration Fee	1	\$250.00 per person	\$250.00
Lodging	1	\$220.00 per day x 4 days	\$880.00
Ground Transportation	1	\$25.00 per day x 4 days	\$100.00
Per Diem	1	\$80.00 per day x 4 days	\$320.00

Budget Narrative

For the current fiscal year, a total of **\$578,443.00** is needed to cover SNAP-Ed operating costs, including **\$578,443.00** in direct costs and **\$0.00** in indirect costs. Unobligated funds from the previous FFY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

Salary/Benefits

The total amount required for **salary/benefits** is **\$470,956.00**.

See planned staffing narrative

Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$20,000.00**.

This category includes translator, IT services, audits and completion and filing of annual 990 form, website/social media management, program consultation, evaluation design and implementation, grant writing, human resources consultation and insurance.

Non-Capital Equipment/Office Supplies

The total amount required for **non-capital equipment/office supplies** is **\$2,500.00**.

This category is for audiovisual and computer equipment (hardware and software licenses, office supplies including postage, small furniture items (portable tables, chairs, shelves etc.) and equipment such as copiers/fax and printers to support daily operations of KC!

Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$45,000.00**.

This category is used for all educational food purchases, small kitchen equipment used in the classroom, disposables, personal protective equipment, unit specific music and books, incentives and the printing of educational materials including unit specific student workbooks, activity sheets and home recipes books. (All material going home is translated for English and Spanish)

Travel

The total amount required for **travel** is **\$4,987.00**.

- Planned number of In-State trips: 1
- Planned number of Out-of-State trips: 1

Building/Space Lease or Rental

The total amount required for **building/space lease or rental** is **\$35,000.00**.

This category encompasses all expenses related to the Kid's Cook! office space, including rent, telecommunications services, all utilities, office equipment, janitorial, and the building and equipment maintenance not covered under lease and insurance related to building needs.

Cost of Publicly-Owned Building Space

The total amount required for **cost of publicly-owned building space** is **\$0.00**.

none

Maintenance and Repair

The total amount required for **maintenance and repair** is **\$0.00**.

none

Institutional Memberships and Subscriptions

The total amount required for **institutional memberships and subscriptions** is **\$0.00**.

none

Equipment and Other Capital Expenditures

The total amount required for **equipment and other capital expenditures** is **\$0.00**.

none

University of New Mexico- PRC Social Marketing Eat Smart to Play Hard (ESPH) (Implementing Agency) Budget

Total Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$602,211.00	\$0.00
a. Salary/Benefits ?	\$510,202.00	\$0.00
b. Contracts/Sub-Grants/Agreements	\$20,000.00	\$0.00
c. Non-Capital Equipment/Office Supplies ?	\$3,500.00	\$0.00
d. Nutrition Education Materials ?	\$52,900.00	\$0.00
e. Travel ?	\$14,109.00	\$0.00
f. Building/Space Lease or Rental	\$1,000.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$500.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
2. Indirect Costs , not including building space/ contracts/subgrants/agreements ?	\$33,122.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 5.50% Indirect cost rate of 5.5% for a total of \$33,122 of indirect costs. This falls well below the limit of 26% for colleges and universities.		
▼ Other Indirect Cost Explanation Indirect cost rate: 0.00% NA		
3. TOTAL Federal Funds	\$635,333.00	\$0.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
<i>Current FFY allocation + Estimated unobligated balance/Carry-over from previous FFY</i>		
4. Estimated unobligated balance/carry-over from previous FFY	\$0.00	
5. Funds requested from current FFY allocation	\$635,333.00	

Direct Cost Breakdown

Project Budgets

NM Social Marketing- Eat Smart to Play Hard	
\$510202.00	Salary/Benefits
\$20000.00	Contracts/Sub-Grants/Agreements
\$3500.00	Non-Capital Equipment/Office Supplies
\$52900.00	Nutrition Education Materials
\$14109.00	Travel
\$1000.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$500.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$602211.00	Total Direct Cost

Other SNAP-Ed Expenditures

\$0.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$0.00	Nutrition Education Materials
\$0.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$0.00	Total Direct Cost

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Accountant 3	0.05	90.00%	10.00%	\$76,600.00	\$3,830.00
Admin Assistant 1	0.05	90.00%	10.00%	\$46,780.00	\$2,339.00
Associate Scientist 1	1.00	40.00%	60.00%	\$86,394.00	\$86,394.00
Total SNAP-Ed-funded Salary/Benefits					\$510,202.00

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Associate Scientist 2	2.00	40.00%	60.00%	\$90,738.00	\$181,476.00
Associate Scientist 3	0.50	40.00%	60.00%	\$99,976.00	\$49,988.00
Health Educator	0.98	20.00%	80.00%	\$66,689.80	\$65,356.00
Program Director	0.95	50.00%	50.00%	\$124,052.63	\$117,850.00
Unit Administrator	0.05	90.00%	10.00%	\$59,380.00	\$2,969.00
Total SNAP-Ed-funded Salary/Benefits					\$510,202.00

Full-Time Equivalent (FTE) Definition and Basis For Calculation

Definition of FTE and basis for calculations: Regular Full-Time Employee A regular full-time employee is hired for an indefinite period and is normally scheduled to work forty (40) hours per week. Appointment is continuous, subject to satisfactory performance and availability of funding. University Business Policies and Procedures Manual #3200, Employee Classification. The FTE of each employee is calculated based on the amount of time dedicated to SNAP-Ed activities in the case of employees that don't work full time for SNAP-Ed.

Job Description Documents

[Staffing Narrative.docx](#)

Planned Travel

In State Travel

NB3 conference

TOTAL TRIP COST
\$1,250.00

Staff positions of Director, Assoc. Scient. and health educator traveled to Sandia Pueblo

The purpose/benefit to SNAP-Ed:
Attend the NB3 Annual conference

	# of Staff	Units	Total
Registration Fee	5	\$250.00 per person	\$1,250.00

School visits

TOTAL TRIP COST
\$1,784.00

Staff positions of Director, Assoc. Scient. and health educator traveled to Albuquerque, Santa Fe and other counties in NM

The purpose/benefit to SNAP-Ed:
Implementation of Eat Smart to Play Hard and social marketing initiatives in schools

	# of Staff	Units	Total
Ground Transportation	1	\$50.00 per day x 4 days	\$200.00
Mileage	4	\$0.660 per mile x 600 miles	\$1,584.00

Out of State Travel

APHA

TOTAL TRIP COST

\$2,950.00

Staff positions of Assoc Scientist traveled to Atlanta, Georgia

The purpose/benefit to SNAP-Ed:
Attend APHA conference

	# of Staff	Units	Total
Air Travel	1	\$500.00 per person	\$500.00
Registration Fee	1	\$940.00 per person	\$940.00
Lodging	1	\$220.00 per day x 5 days	\$1,100.00
Ground Transportation	1	\$25.00 per day x 2 days	\$50.00
Per Diem	1	\$60.00 per day x 6 days	\$360.00

ASNNA

TOTAL TRIP COST

\$1,565.00

Staff positions of Director/Assoc Scientist traveled to Arlington, Virginia

The purpose/benefit to SNAP-Ed:
Attend the ASNNA conference

	# of Staff	Units	Total
Air Travel	1	\$400.00 per person	\$400.00
Registration Fee	1	\$475.00 per person	\$475.00
Lodging	1	\$150.00 per day x 3 days	\$450.00
Per Diem	1	\$60.00 per day x 4 days	\$240.00

Social Marketing Conference

TOTAL TRIP COST
\$6,560.00

Staff positions of Assoc. Scientist and director traveled to Clearwater, Florida

The purpose/benefit to SNAP-Ed:

Attend and present at the USF
Social Marketing Conference

	# of Staff	Units	Total
Registration Fee	2	\$900.00 per person	\$1,800.00

	# of Staff	Units	Total
Lodging	2	\$400.00 per day x 4 days	\$3,200.00
Ground Transportation	2	\$40.00 per day x 2 days	\$160.00
Per Diem	2	\$60.00 per day x 5 days	\$600.00
Air Travel	2	\$400.00 per person	\$800.00

Budget Narrative

For the current fiscal year, a total of **\$635,333.00** is needed to cover SNAP-Ed operating costs, including **\$602,211.00** in direct costs and **\$33,122.00** in indirect costs. Unobligated funds from the previous FFY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

Salary/Benefits

The total amount required for **salary/benefits** is **\$510,202.00**.
See planned staffing for details on positions and FTE.

Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$20,000.00**.
Funds are requested to contract with Community Champions in nine schools. Each champion will receive \$2,000 per school year for the implementation of Eat Smart to Play Hard. We will continue our partnership with the creator of Choose H2O, to advance in the testing and implementation of this campaign with high school students in New Mexico. We estimate \$2,000 for this purpose.

Non-Capital Equipment/Office Supplies

The total amount required for **non-capital equipment/office supplies** is **\$3,500.00**.
Postage **\$1,500**

Postage and shipping is requested to cover mailings to partners and communities to distribute all required materials for a total of **\$1,500** for the whole year.

Project Specific Supplies

\$2,000

Specific supplies will be purchased to conduct the implementation and evaluation, such as computers, computer programs like In-Design, NVivo, notepads, markers, pencils, and batteries for the recorders. It is estimated that **\$2,000** will be used during the year.

Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$52,900.00**.

Funds are requested for all materials printed in house at an estimated cost of **\$1,000** for the whole year.

Funds are requested to print the campaign banners and posters, and to contract with different companies in different cities for mass promotion. Community wide campaigns are one of the evidence-based strategies to prevent obesity. We put our messages in as many venues as possible in each community to reinforce messages and the healthy behaviors. The cost in each county varies depending of the possibilities (billboards, buses, bus stops, and other unique opportunities). We will have a budget of **\$10,000** for promotion throughout the state.

To conduct Eat Smart to Play Hard as intended we need to budget for augmented products and nutrition education reinforcement items (NERI) that motivate and facilitate the desired behavior in our population and support the messages of the campaign. We are estimating to reach up to 6,000 children and their families. We will buy fun books at an average cost of \$1.00 each for a total of **\$6,000**. Bookmarks at \$0.15 each for a total of **\$900**. We will utilize materials left from previous years to reach up to 6000 students and their families. We will buy at least one new NERI at a cost no more than \$5 each. We are estimating **\$30,000** for this. All of this for a grand total of **\$36,900**.

Funds are requested for tasting activities at 40 events. The average cost is \$125 per activity x 40= **\$5,000**.

Travel

The total amount required for **travel** is **\$14,109.00**.

- Planned number of In-State trips: **2**
- Planned number of Out-of-State trips: **3**

Building/Space Lease or Rental

The total amount required for **building/space lease or rental** is **\$1,000.00**.

We are requesting **\$1,000** to pay for storage for materials that cannot be accommodated in the communities or if we need to rent space for training.

Cost of Publicly-Owned Building Space

The total amount required for **cost of publicly-owned building space** is **\$0.00**.

NA

Maintenance and Repair

The total amount required for **maintenance and repair** is **\$0.00**.

NA

Institutional Memberships and Subscriptions

The total amount required for **institutional memberships and subscriptions** is **\$500.00**.

Funds are requested to pay for an institutional membership for the International Social Marketing Association that provides professional development in social marketing and a subscription to their publication or for an institutional ASNNA membership.

Equipment and Other Capital Expenditures

The total amount required for **equipment and other capital expenditures** is **\$0.00**.

NA

University of New Mexico Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus) (Implementing Agency) Budget

Total Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$439,775.00	\$0.00
a. Salary/Benefits ?	\$397,551.00	\$0.00
b. Contracts/Sub-Grants/Agreements	\$0.00	\$0.00
c. Non-Capital Equipment/Office Supplies ?	\$2,540.00	\$0.00
d. Nutrition Education Materials ?	\$25,580.00	\$0.00
e. Travel ?	\$11,604.00	\$0.00
f. Building/Space Lease or Rental	\$2,500.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
2. Indirect Costs , not including building space/ contracts/subgrants/agreements ?	\$24,050.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 5.50%		
▼ Other Indirect Cost Explanation Indirect cost rate: 52.50%		
3. TOTAL Federal Funds <i>Current FFY allocation + Estimated unobligated balance/Carry-over from previous FFY</i>	\$463,825.00	\$0.00
4. Estimated unobligated balance/carry-over from previous FFY	\$0.00	

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
5. Funds requested from current FFY allocation	\$463,825.00	

Direct Cost Breakdown

Project Budgets

University of New Mexico Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus)	
\$0.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$0.00	Nutrition Education Materials
\$0.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$0.00	Total Direct Cost

Other SNAP-Ed Expenditures

\$397551.00	Salary/Benefits
-------------	-----------------

\$0.00	Contracts/Sub-Grants/Agreements
\$2540.00	Non-Capital Equipment/Office Supplies
\$25580.00	Nutrition Education Materials
\$11604.00	Travel
\$2500.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$439775.00	Total Direct Cost

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Administrative Assi...	0.20	100.00%	0.00%	\$60,174.00	\$12,034.80
Associate Scientist 1	1.00	20.00%	80.00%	\$74,167.00	\$74,167.00
Associate Scientist 3	1.00	30.00%	70.00%	\$107,194.00	\$107,194.00
Program Assistant	1.00	0.00%	100.00%	\$27,645.00	\$27,645.00
Program Assistant	0.50	0.00%	100.00%	\$27,645.00	\$13,822.50
Total SNAP-Ed-funded Salary/Benefits					\$397,551.20

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Project Director	0.90	80.00%	20.00%	\$129,139.00	\$116,225.10
Unit Administrator	0.20	100.00%	0.00%	\$47,403.00	\$9,480.60
UNM PRC Accounta...	0.20	100.00%	0.00%	\$77,597.00	\$15,519.40
UNM PRC Director	0.08	80.00%	20.00%	\$268,285.00	\$21,462.80
Total SNAP-Ed-funded Salary/Benefits					\$397,551.20

Full-Time Equivalent (FTE) Definition and Basis For Calculation

Definition of FTE and basis for calculations

Regular Full-Time Employee

A regular full-time employee is hired for an indefinite period of time and is normally scheduled to work forty (40) hours per week. Appointment is continuous, subject to satisfactory performance and availability of funding. University Business Policies and Procedures Manual #3200, Employee Classification

Job Description Documents

[budget1.docx](#)

Planned Travel

In State Travel

CHILE Plus 2024 Spring Summit Hotel

TOTAL TRIP COST

\$2,500.00

Staff positions of Head Start Teachers traveled to Albuquerque, NM

The purpose/benefit to SNAP-Ed:

We will provide up to 10 hotel
rooms for attendees (up to 20)
who from rural area

	# of Staff	Units	Total
Lodging	1	\$250.00 per day x 10 days	\$2,500.00

In-state Meeting / Conference to present CHILE Plus

TOTAL TRIP COST

\$414.00

Staff positions of CHILE Plus Staff traveled to Albuquerque, Santa Fe, NM

The purpose/benefit to SNAP-Ed:

CHILE Plus staff will attend
local conferences to present

our program

	# of Staff	Units	Total
Per Diem	2	\$69.00 per day x 3 days	\$414.00

In-state Professional Development for CHILE Plus Staff

TOTAL TRIP COST
\$750.00

Staff positions of CHILE Plus Staff traveled to Albuquerque, Santa Fe, NM

The purpose/benefit to SNAP-Ed:

We also provide opportunities
for our staff to train
themselves

	# of Staff	Units	Total
Registration Fee	3	\$250.00 per person	\$750.00

Meetings in Albuquerque, Santa Fe, and/or Socorro

TOTAL TRIP COST

\$404.80

Staff positions of CHILE Plus Staff traveled to Albuquerque, Santa Fe, Socorro, NM

The purpose/benefit to SNAP-Ed:

Mileage reimbursement to attend up to six meetings in Santa Fe, Albuquerque or Socorro for CHILE Plus related efforts (e.g., annual implementing agency meeting, meetings with HSD). Assume two in ABQ, two in Santa Fe, one in Socorro, or combination equaling not more than 460 miles RT in FY24.

	# of Staff	Units	Total
Mileage	1	\$0.880 per mile x 460 miles	\$404.80

Professional Development Training

TOTAL TRIP COST
\$3,695.52

Staff positions of CHILE Plus Staff traveled to Las Cruces (448 miles RT) x 2 training visits = 896 miles; Ohkay Owingeh (186 miles RT) x 2 training visits = 372 miles; Española (186 miles RT) x 1 training visit = 186 miles; Albuquerque (30 miles RT) x 8 training visits = 240 miles; Silver City (460 miles RT) x 1 training visit = 460 miles

The purpose/benefit to SNAP-Ed:

Travel to locals to train
teachers/staff how to
implement CHIE Plus program

	# of Staff	Units	Total
Lodging	2	\$111.00 per day x 5 days	\$1,110.00
Per Diem	2	\$69.00 per day x 5 days	\$690.00
Mileage	1	\$0.880 per mile x 2154 miles	\$1,895.52

Out of State Travel

ASNNA Conference

TOTAL TRIP COST
\$1,762.00

Staff positions of Program Director or Associate Scientist 3 traveled to Washington, DC

The purpose/benefit to SNAP-Ed:

Attend ASNNA Annual
Conference

	# of Staff	Units	Total
Air Travel	1	\$450.00 per person	\$450.00
Registration Fee	1	\$235.00 per person	\$235.00
Lodging	1	\$250.00 per day x 3 days	\$750.00
Ground Transportation	1	\$90.00 per day x 1 days	\$90.00
Per Diem	1	\$79.00 per day x 3 days	\$237.00

SBM Conference

TOTAL TRIP COST

\$2,077.00

Staff positions of Program Director traveled to Philadelphia, PA

The purpose/benefit to SNAP-Ed:

Attend Society of Behavioral
Medicine Annual Conference

	# of Staff	Units	Total
Air Travel	1	\$450.00 per person	\$450.00
Registration Fee	1	\$550.00 per person	\$550.00
Lodging	1	\$250.00 per day x 3 days	\$750.00
Ground Transportation	1	\$90.00 per day x 1 days	\$90.00
Per Diem	1	\$79.00 per day x 3 days	\$237.00
Mileage	1	\$0.000 per mile x 1 miles	\$0.00

Budget Narrative

For the current fiscal year, a total of **\$463,825.00** is needed to cover SNAP-Ed operating costs, including **\$439,775.00** in direct costs and **\$24,050.00** in indirect costs. Unobligated funds from the previous FFY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

File Attachments: [annual_plan_budget_template_CHILE Plus FY24.xlsx](#), [FY24_SNAPEd_PlanGuidance_CHILE PLUS.docx](#)

Salary/Benefits

The total amount required for **salary/benefits** is **\$397,551.00**.

see attached docx. document

Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$0.00**.

No funding requested for this purpose

Non-Capital Equipment/Office Supplies

The total amount required for **non-capital equipment/office supplies** is **\$2,540.00**.

Office Supplies \$2,000

Estimate of \$2,000 for office and training supplies for CHILE Plus program delivery and evaluation, including the professional development regional training, online learning content (e.g. folders, paper, pens, computer software licenses) and to conduct the CHILE Plus Focus Group Summit (e.g. flip chart pads, recorders).

Telephone-Long Distance \$180

Long distance service is needed to communicate with CHILE Plus implementation sites, other implementing agencies, and community partners throughout CHILE Plus participating communities. Includes organization and coordination of training and provision of technical assistance to CHILE Plus partners and other CHILE Plus-related activities. Also includes voice mail service for CHILE Plus team members. Estimated at \$15 per month.

Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$25,580.00**.

CHILE Plus classroom curriculum, materials and supplies to be provided to up to 50 new classrooms in FY24 to carry out the CHILE Plus curriculum. We request \$8,000 to purchase additional materials needed to meet the needs of program participants. Items in the CHILE Plus Kit include the CHILE Curriculum, supplies for carrying out the Nutrition Curriculum components (adult and child aprons, magnifying glasses, chef hats, etc.), the Physical Activity Curriculum components (indoor and outdoor balls, bean bags, etc.), and messaging posters.

Educational/Training materials for attendees of CHILE Plus summit \$6/person x up to 80 attendees = \$480. In addition, we will award 3 HS centers and 3 HS teachers who most report CHILE Plus activities on the REDCap. Up to 6 (\$30/each) Trophies will be given to centers/teachers = \$180.

Cooking Demonstrations \$800

Funds are requested to purchase food and supplies necessary for food and cooking demonstrations associated with the nutrition education lessons and parent engagement activity training for up to 16 professional development training sessions in FY24. \$800 for PD sessions (\$50 avg per PD x 16 sessions) = \$800

Meals and services for CHILE Plus Spring Summit Participants \$14,920

Breakfast and Lunch will be provided to participants at \$100/person x 80 participants = \$8,000. A/V package (\$2,000) will be provided by hotel as well as service charge (23% = \$3,680) and gross receipts (7.75% = \$1,240). This comes to a total of \$14,920.

Printing/duplication \$1,200

Funds are requested for printing and duplication costs related to all other material printed. The estimated cost is based on paper and printing charges of \$100 per month.

Travel

The total amount required for **travel** is **\$11,604.00**.

- Planned number of In-State trips: **5**
- Planned number of Out-of-State trips: **2**

Building/Space Lease or Rental

The total amount required for **building/space lease or rental** is **\$2,500.00**.

We anticipate the need to rent space for CHILE Plus team at UNM PRC (\$900), training sessions in certain partner communities (\$150 per training day x 4 training days = \$600). For the CHILE Plus Summit, we estimate room rental costs to be \$1000 for the day.

Cost of Publicly-Owned Building Space

The total amount required for **cost of publicly-owned building space** is **\$0.00**.
No funding is requested for this purpose

Maintenance and Repair

The total amount required for **maintenance and repair** is **\$0.00**.
No funding is requested for this purpose

Institutional Memberships and Subscriptions

The total amount required for **institutional memberships and subscriptions** is **\$0.00**.
No funding is requested for this purpose

Equipment and Other Capital Expenditures

The total amount required for **equipment and other capital expenditures** is **\$0.00**.
No funding is requested for this purpose

New Mexico Human Services Department (State Agency) Budget

Total Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$5,897,526.86	\$1,003,845.50
a. Salary/Benefits ?	\$119,300.00	\$0.00
b. Contracts/Sub-Grants/Agreements	\$5,773,526.86	\$1,003,845.50

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
c. Non-Capital Equipment/Office Supplies ?	\$0.00	\$0.00
d. Nutrition Education Materials ?	\$0.00	\$0.00
e. Travel ?	\$4,200.00	\$0.00
f. Building/Space Lease or Rental	\$0.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$500.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
2. Indirect Costs , not including building space/ contracts/subgrants/agreements ?	\$0.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 0.00% New Mexico provides a benefit package that includes employer-paid medical insurance contributions, retirement contributions and paid vacation days, sick days and holidays. Total compensation (Salary + Benefits)		
▼ Other Indirect Cost Explanation Indirect cost rate: 0.00% New Mexico provides a benefit package that includes employer-paid medical insurance contributions, retirement contributions and paid vacation days, sick days and holidays. Total compensation (Salary + Benefits)		
3. TOTAL Federal Funds	\$5,897,526.86	\$1,003,845.50
<i>Current FFY allocation + Estimated unobligated balance/Carry-over from previous FFY</i>		

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
4. Estimated unobligated balance/carry-over from previous FFY	\$500,000.00	
5. Funds requested from current FFY allocation	\$5,397,526.86	

Direct Cost Breakdown

Project Budgets

No project budgets submitted.

Other SNAP-Ed Expenditures

\$119300.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$0.00	Nutrition Education Materials
\$4200.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$500.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$124000.00	Total Direct Cost

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
FANS Bureau Chief	0.25	100.00%	0.00%	\$120,000.00	\$30,000.00
FANS SNAP-Ed Pro...	1.00	90.00%	10.00%	\$89,300.00	\$89,300.00
Total SNAP-Ed-funded Salary/Benefits					\$119,300.00

Full-Time Equivalent (FTE) Definition and Basis For Calculation

A regular full-time employee (FTE) is hired for an indefinite period and is normally scheduled to work forty (40) hours per week. Employment is continuous, subject to satisfactory performance, and availability of funding.

The New Mexico Human Services Department (HSD) salary figures are current as of July 1, 2023. The fringe benefit rate for HSD employees is 39.71%.

Job Description Documents

[Staffing Narrative FFY24.docx](#)

Planned Travel

In State Travel

SNAP-Ed IA meetings

TOTAL TRIP COST

\$59.00

Staff positions of SNAP-Ed Program manager or the FANS Bureau Chief traveled to multiple destinations around the entire state of NM as needed.

The purpose/benefit to SNAP-Ed: Implementing Agency in-person meetings

	# of Staff	Units	Total
Per Diem	1	\$59.00 per day x 1 days	\$59.00

SNAP-Ed Observations

TOTAL TRIP COST

\$216.00

Staff positions of SNAP-Ed Program manager or the FANS Bureau Chief traveled to multiple destinations around the entire state of NM as needed and depending upon where the SNAP-Ed activities are being held. This may require overnight stays

The purpose/benefit to SNAP-Ed: Observations of nutrition activities to ensure activities are delivered in accordance with SNAP-Ed Guidance and efforts are targeted towards SNAP-Ed audiences.

	# of Staff	Units	Total
Lodging	1	\$157.00 per day x 1 days	\$157.00

	# of Staff	Units	Total
Per Diem	1	\$59.00 per day x 1 days	\$59.00

Out of State Travel

Annual Conference on Native American Nutrition

TOTAL TRIP COST
\$1,660.76

Staff positions of SNAP-Ed Program Manager traveled to Prior Lake, Minnesota

The **purpose/benefit to SNAP-Ed**: The objectives of the conference are to identify frameworks and strategies to connect SNAP-Ed programming and implementation to local, statewide, and National needs with a focus on nutritional needs of Tribal Organizations. Identify opportunities for community building, and the formation of new collaborations and partnerships among the attendees. Opportunity to learn firsthand of nationwide efforts and best practices with Tribal Organizations and to share learned information with NM SNAP-Ed practitioners and shareholders for programming and implementation efforts as it relates to federal policy, guidelines, and reports.

	# of Staff	Units	Total
Air Travel	1	\$476.14 per person	\$476.14
Registration Fee	1	\$475.00 per person	\$475.00
Lodging	1	\$170.00 per day x 3 days	\$510.00
Ground Transportation	1	\$30.00 per day x 2 days	\$60.00
Per Diem	1	\$59.00 per day x 2 days	\$118.00
Mileage	1	\$0.470 per mile x 46 miles	\$21.62

ASNNA Annual Conference

TOTAL TRIP COST

\$1,546.62

Staff positions of SNAP-Ed Program Manager traveled to It will likely be held in Washington D.C., but to be determined at the writing of this plan.

The **purpose/benefit to SNAP-Ed:** Information obtained at this national conference will allow the State Agency to learn best practices from all state SNAP-Ed agencies. It also includes federal regulations and updates for state plan development and submission. This line item includes registration fees for up to 1 staff member. Attendees will receive orientation from FNS headquarters, participate in SNAP-Ed strategy sessions, and attend a SWRO SNAP-Ed meeting. This may be virtual or in-person.

	# of Staff	Units	Total
Air Travel	1	\$485.00 per person	\$485.00
Registration Fee	1	\$475.00 per person	\$475.00
Lodging	1	\$129.00 per day x 3 days	\$387.00
Ground Transportation	1	\$30.00 per day x 2 days	\$60.00
Per Diem	1	\$59.00 per day x 2 days	\$118.00
Mileage	1	\$0.470 per mile x 46 miles	\$21.62

SNAP-Ed SWRO Regional Meeting

TOTAL TRIP COST

\$717.62

Staff positions of SNAP-Ed Program Manager traveled to Dallas, TX

The **purpose/benefit to SNAP-Ed**: The SNAP-Ed SWRO may host a regional meeting. The state agency, HSD, is responsible for SNAP-Ed federal compliance and attending the regional federal meeting will keep New Mexico in compliance if it is held.

	# of Staff	Units	Total
Air Travel	1	\$260.00 per person	\$260.00
Lodging	1	\$129.00 per day x 2 days	\$258.00
Ground Transportation	1	\$30.00 per day x 2 days	\$60.00
Per Diem	1	\$59.00 per day x 2 days	\$118.00
Mileage	1	\$0.470 per mile x 46 miles	\$21.62

Budget Narrative

For the current fiscal year, a total of **\$5,397,526.86** is needed to cover SNAP-Ed operating costs, including **\$5,897,526.86** in direct costs and **\$0.00** in indirect costs. Unobligated funds from the previous FFY in the amount of **\$500,000.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

File Attachments: [UNM ICR FandARates 2022.pdf](#), [New Mexico State University ICR.docx](#)

Salary/Benefits

The total amount required for **salary/benefits** is **\$119,300.00**.

HSD/ISD/Food and Nutrition Services Bureau Chief - .25 FTE This position will provide oversight and management of all aspects of the SNAP-Ed Plan in New Mexico. This will include supervision of the SNAP-Ed Program Manager and program.

HSD/ISD/Food and Nutrition Services SNAP-Ed Coordinator FTE - 1.0 FTE This position will provide oversight and guidance for all aspects of the SNAP-Ed Plan in New Mexico. This will include overseeing and monitoring the budget, all contracts, state plan amendments, meetings, trainings,

programmatic support, management evaluations, and liaison work with project and contract managers to ensure compliance with SNAP-Ed requirements.

Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$5,773,526.86**.

State Agency retains copies of Implementing Agencies contracts or agreements on site

Non-Capital Equipment/Office Supplies

The total amount required for **non-capital equipment/office supplies** is **\$0.00**.

No expenditures are anticipated for this line item

Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$0.00**.

No expenditures are anticipated for this line item

Travel

The total amount required for **travel** is **\$4,200.00**.

- Planned number of In-State trips: **2**
- Planned number of Out-of-State trips: **3**

Building/Space Lease or Rental

The total amount required for **building/space lease or rental** is **\$0.00**.

No expenditures are anticipated for this line item

Cost of Publicly-Owned Building Space

The total amount required for **cost of publicly-owned building space** is **\$0.00**.

No expenditures are anticipated for this line item

Maintenance and Repair

The total amount required for maintenance and repair is \$0.00.

No expenditures are anticipated for this line item

Institutional Memberships and Subscriptions

The total amount required for institutional memberships and subscriptions is \$500.00.

This is for the ASNNA membership allowing the State Agency and 4 individuals to be endorsed as voting members while also lowering the cost of the conference for those members.

Equipment and Other Capital Expenditures

The total amount required for equipment and other capital expenditures is \$0.00.

No expenditures are anticipated for this line item

Cooking with Kids (Implementing Agency) Budget

Total Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$467,877.00	\$0.00
a. Salary/Benefits ?	\$402,877.00	\$0.00
b. Contracts/Sub-Grants/Agreements	\$20,000.00	\$0.00
c. Non-Capital Equipment/Office Supplies ?	\$0.00	\$0.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
d. Nutrition Education Materials ?	\$25,000.00	\$0.00
e. Travel ?	\$0.00	\$0.00
f. Building/Space Lease or Rental	\$20,000.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
2. Indirect Costs , not including building space/ contracts/subgrants/agreements ?	\$0.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 0.00% N/A		
▼ Other Indirect Cost Explanation Indirect cost rate: 0.00% N/A		
3. TOTAL Federal Funds <i>Current FFY allocation + Estimated unobligated balance/Carry-over from previous FFY</i>	\$467,877.00	\$0.00
4. Estimated unobligated balance/carry-over from previous FFY	\$0.00	
5. Funds requested from current FFY allocation	\$467,877.00	

Direct Cost Breakdown

Project Budgets

Cooking with Kids

\$402877.00	Salary/Benefits
\$20000.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$25000.00	Nutrition Education Materials
\$0.00	Travel
\$20000.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$467877.00	Total Direct Cost

Other SNAP-Ed Expenditures

\$0.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$0.00	Nutrition Education Materials
\$0.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space

\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$0.00	Total Direct Cost

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Assistant Program ...	0.40	5.00%	95.00%	\$67,600.00	\$27,040.00
Communications Di...	0.20	50.00%	50.00%	\$79,300.00	\$15,860.00
County Coordinator	0.20	5.00%	95.00%	\$67,600.00	\$13,520.00
Executive Director	0.40	80.00%	20.00%	\$90,350.00	\$36,140.00
Farm to School Coo...	0.20	10.00%	90.00%	\$67,600.00	\$13,520.00
Nutrition Educators	4.50	5.00%	95.00%	\$58,905.99	\$265,076.96
Program Director	0.40	25.00%	75.00%	\$79,300.00	\$31,720.00
Total SNAP-Ed-funded Salary/Benefits					\$402,876.96

Full-Time Equivalent (FTE) Definition and Basis For Calculation

Full-time equivalent is defined as an employee's annual number of hours worked divided by 2080 hours (52 weeks x 40 hours). For example, an employee working 2080 hours per year is 1.0 FTE and an employee working 1040 hours per year is 0.5 FTE.

Job Description Documents

[Cooking with Kids_Job Descriptions.docx](#)

Planned Travel

In State Travel

No data submitted

Out of State Travel

No data submitted

Budget Narrative

For the current fiscal year, a total of **\$467,877.00** is needed to cover SNAP-Ed operating costs, including **\$467,877.00** in direct costs and **\$0.00** in indirect costs. Unobligated funds from the previous FFY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

Salary/Benefits

The total amount required for **salary/benefits** is **\$402,877.00**.

\$402,877 reflects SNAP-Ed funding support for Cooking with Kids staff salaries, taxes, and benefits, detailed below. Payroll taxes and benefits rate is 25% for Cooking with Kids full time employees and 18% for part time employees.

Educators

Educator salaries range from \$ \$19.00 to \$26.50/hour. Average hourly rate is \$24.00/hour.

Each position will work an average of 728 hours/year (0.35 FTE2080).

16 educators x .35 FTE = 5.6 total FTE's

728 hours x \$24.00/hour = \$17,472 + 18% benefits = \$20,617 x16 Educators = \$329,872

5.6 FTE = \$329,872 (\$58,906 per FTE)

SNAP-Ed will be charged for 4.5 FTE's=\$265,077

Executive Director

Position will work 832 hours/year = 0.4 FTE2080

832 hours x \$34.75/hour = \$28,912 + 25% benefits = \$36,140

Program Director

Position will work 832 hours/year = 0.4 FTE2080

832 hours x \$30.50/hour = \$25,376 + 25% benefits = \$31,720

Assistant Program Director

Position will work 832 hours/year = 0.4 FTE2080

832 hours x \$26.00/hour = \$21,632 + 25% benefits = \$27,040

Communications Director

Position will work 416 hours/year = 0.20 FTE2080

416 hours x \$30.50/hour = \$12,688 + 25% benefits = \$15,860

Farm-to-School Coordinator

Position will work 416 hours/year = 0.20 FTE2080

416 hours x \$26.00/hour = \$10,816 + 25% benefits = \$13,520

County Coordinator

Position will work 832 hours/year = 0.2 FTE2080

416 hours x \$26.00/hour = \$10,816 + 25% benefits = \$13,520

Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$20,000.00**.

\$20,000.00 for grants management support and professional services for bookkeeping and required audit

Non-Capital Equipment/Office Supplies

The total amount required for **non-capital equipment/office supplies** is **\$0.00**.

N/A

Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$25,000.00**.

\$25,000.00 for printing and copying of student, teacher, and parent materials, and of food service training materials; food for nutrition education classes and trainings; disposable and demonstration supplies; small kitchen and gardening equipment/supplies; books and educational materials used during nutrition education classes.

Travel

The total amount required for **travel** is **\$0.00**.

- Planned number of In-State trips: **0**
- Planned number of Out-of-State trips: **0**

Building/Space Lease or Rental

The total amount required for **building/space lease or rental** is **\$20,000.00**.

\$20,000.00 for Cooking with Kids' office rental, utilities, insurance and telecommunication services

Cost of Publicly-Owned Building Space

The total amount required for **cost of publicly-owned building space** is **\$0.00**.

N/A

Maintenance and Repair

The total amount required for **maintenance and repair** is **\$0.00**.

N/A

Institutional Memberships and Subscriptions

The total amount required for **institutional memberships and subscriptions** is **\$0.00**.

N/A

Equipment and Other Capital Expenditures

The total amount required for **equipment and other capital expenditures** is **\$0.00**.

N/A