

OSU Extension SNAP-Ed Policy – Nutrition Education and Obesity Prevention Reinforcement Materials

A nutrition education reinforcement material may be given to a SNAP-Ed target audience to promote healthy nutrition and physical activity practices. These items must have a direct relationship to program objectives. Since reinforcements are optional, it is up to the discretion of the local SNAP-Ed Units to determine which qualifying interventions will benefit most from inclusion of a reinforcement. Food Hero and curricula-specific reinforcements are available.

Guidelines for use – The guidelines for use of Oregon SNAP-Ed reinforcements are based on several factors that include the following: compliance with the [USDA FNS SNAP-Ed Plan Guidance](#), distribution methods with the greatest potential for skill building and behavior change (best practices), and budgetary considerations.

- Reinforcements should be distributed directly to participants during one of the following qualified intervention types: a SNAP-Ed event, single session, series of classes, or approved additional activity. The selected nutrition reinforcement should complement the educational theme or message.
 - Due to high costs, Food Hero cookbooks should be distributed along with a Food Hero survey, unless a special circumstance necessitates taking a different approach. Please contact a state team member for guidance.
- In order to help achieve fiscal responsibility and unless otherwise noted, the number of reinforcements distributed should be limited to one per family/participant in a qualified intervention.
 - Exception: stickers and hand-stamps may be distributed in an amount necessary to ensure all family members receive an item.
- Reinforcements may be purchased using outside funds and in those instances may offer flexibility in use and selection. For example, they may be written into grants or a partner may be able to fund.
- As much as possible, the Food Hero cooking reinforcements should be used in a demonstration and/or by participants during the actual intervention delivery to model their use. Participants should also be offered an opportunity to taste a sample of the recipe or food item that was prepared and/or demonstrated. Adhering to these best-practice methods will increase the likelihood of (reinforcement) use, and desired behavior change(s).
- Reinforcements may be distributed by a SNAP-Ed partner trained to deliver a SNAP-Ed intervention on behalf of a local Unit.
- Typically, reinforcements should not be delivered to a partner site for distribution unconnected to a qualified intervention (e.g. dropping off in bulk for partners to distribute or left in baskets on a display table); however, exceptions are possible. Please contact a member of the state team for guidance.
- Reinforcements may be distributed to support an evaluation or promotional effort, such as the *Grow This!* Oregon Garden Challenge.
- Use with PSE work: since PSE work is often complex and multi-faceted, distribution of reinforcements as part of these efforts warrants special consideration in regard to budget and project sustainability goal(s). Please contact a state team member for additional guidance.

- Distribution of curricula-specific reinforcements should follow the suggested use and best practices outlined in the curriculum contents.
- Reinforcements must not exceed the cost of \$5.00 per individual item.

Reporting – Reinforcements should be tracked in PEARS as an Indirect Activity. Select ‘nutrition education reinforcement items’ as the Intervention Channel. Note that each individual reinforcement should have its own entry using the ‘add intervention channel’ feature in PEARS.

Questions

For general questions, please contact Stephanie.Russell@oregonstate.edu OR

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For questions about use of reinforcements and Food Hero, please contact

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To order reinforcements, please contact Tammy.Winfield@oregonstate.edu

Help with reporting: Anne.Hoisington@oregonstate.edu