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**Agriculture and Food Research Initiative  
Challenge Area – Childhood Obesity Prevention  
Program Area: SNAP & EFNEP Regional Nutrition  
Education and Obesity Prevention Centers of  
Excellence -- AFRI-RNECE**

**Request for Applications – Modified Highlights**

**Helen Chipman, PhD, RD**

**National Program Leader, Food and Nutrition Education  
NIFA/USDA**

**Webinar – 1 June 2015; repeated 2 June 2015**

# AFRI-RNECE Webinar Focus

- RNECE initiative
- Reason for modification to this RFA
- RFA preparation highlights
- Where to go for additional information DURING proposal development and BEFORE proposal submission
  - NIFA will be responsible for posting updated information, such as response to questions received
  - Applicants will be responsible for checking and including what is posted, as appropriate
  - Applicants should check with M. Diallo or H. Chipman at NIFA if you don't see updated frequently asked questions



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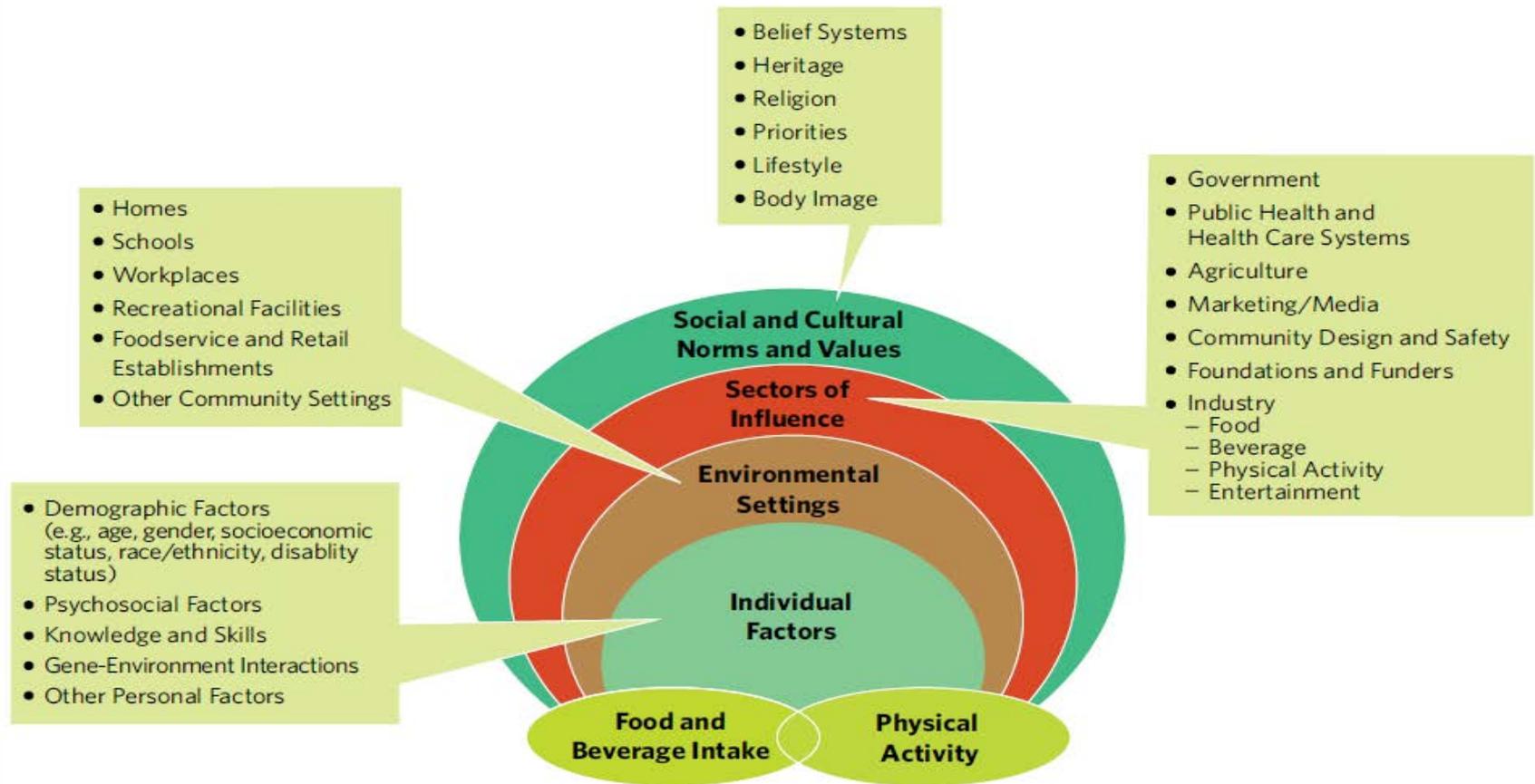
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# Starting with a common definition - Nutrition education is...

- Any combination of educational strategies
- Accompanied by environmental supports
- Designed to facilitate the voluntary adoption of food- and nutrition-related behaviors conducive to health and well-being
- Delivered through multiple venues
- Involves activities at the individual, community, and policy levels

*Source: Society for Nutrition Education and Behavior  
Adapted from definition given by Isobel Contento, EdD, RD  
Programs such as EFNEP and SNAP-Ed may have additional program specific criteria*

**FIGURE 6 1: A Social Ecological Framework for Nutrition and Physical Activity Decisions**



Source: Adapted from: (1) Centers for Disease Control and Prevention. Division of Nutrition, Physical Activity, and Obesity. State Nutrition, Physical Activity and Obesity (NPAO) Program: Technical Assistance Manual. January 2008, page 36. Accessed April 21, 2010. [http://www.cdc.gov/obesity/downloads/TA\\_Manual\\_1\\_31\\_08.pdf](http://www.cdc.gov/obesity/downloads/TA_Manual_1_31_08.pdf). (2) Institute of Medicine. Preventing Childhood Obesity: Health in the Balance, Washington (DC): The National Academies Press; 2005, page 85. (3) Story M, Kaphingst KM, Robinson-O'Brien R, Glanz K. Creating healthy food and eating environments: Policy and environmental approaches. *Annu Rev Public Health* 2008;29:253-272.



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# Policy, Systems and Environmental Change Defined

- ❖ Environmental: Built or physical environments which are visual/observable. May also include economic, social, normative or message environments
  - Examples: Modifications where food is sold, signage in stairwells, financial incentives/disincentives, shaping attitudes at schools and with service providers

Population focus – making changed behaviors the easy choice for specific segments of the population

# Policy, Systems and Environmental Change Defined

- ❖ Policy: Written organizational position, decision, or course of action that helps guide behavioral change
  - Ideally includes actions, resources, implementation, evaluation, and enforcement
- ❖ Systems: Unwritten ongoing, organizational decisions or changes that result in new activities reaching large proportions of people the organization serves
  - Alters how the organization or network of organizations conducts business

**Population focus – making changed behaviors the easy choice for specific segments of the population**



**Nutrition education for low income groups has been a USDA priority for nearly half a century!**





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# USDA's Commitment – Two Programs

## ❖ Food and Nutrition Service (FNS)

- Supplemental Nutrition Assistance Program-Education (SNAP-Ed) – 23 years; \$ 401,000,000 in FY 2014
- <http://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program-snap>
- <https://snap.nal.usda.gov/>

## ❖ National Institute of Food and Agriculture (NIFA)

- Expanded Food and Nutrition Education Program (EFNEP) – 45 years; \$ 67,934,000 in FY 2014
- <http://nifa.usda.gov/program/expanded-food-and-nutrition-education-program-efnep>

**ALL States and US Territories**

**Considerable financial and organizational commitment by agencies and partners over time**



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# EFNEP and SNAP-Ed Administration

## EFNEP

- Began in 1969
- Oversight by NIFA
- Administered by 1862 and 1890 land-grant universities
- In all 50 states, the District of Columbia, and 6 U.S. territories
- FY 2014 funding - \$67,934,000

## SNAP-Ed

- Began in 1992
- Oversight by FNS
- Administered by land-grant universities, public health agencies, non-profits, and others (LGU's in 47 of 50 states)
- In all 50 states, the District of Columbia, and 1 U.S. territory
- FY 2014 funding - \$401,000,000



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# Need for Program Implementation Research – RNECE Initiative

- FNS and NIFA have a strong interest in assuring that EFNEP and SNAP-Ed programs are effective, innovative, replicable, sustainable, and cost effective in terms of meeting the needs and improving behaviors of program target groups
- Began in FY 2014



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# RNECE Initiative

Combined effort by the Food and Nutrition Service (FNS) and National Institute of Food and Agriculture (NIFA) to:

- Build the evidence-base for nutrition education and obesity prevention strategies and interventions, individually and as part of a comprehensive integrated program that produces measurable improvements in health and obesity outcomes, and nutrition/food-related and physical activity behaviors and outcomes of interest to USDA
- Develop effective education/extension, and policy, systems, and environmental (PSE) change translational and training activities that promote health and prevent/reduce diet related disease and obesity in disadvantaged low-income families and children.



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# Alignment with National Priorities

- **USDA Strategic Plan 2014-2018, Goal 4.** Ensure that All of America's Children Have Access to Safe, Nutritious, and Balanced Meals
- **Research, Education, and Economics (REE) Action Plan Goal 4:** Nutrition and Childhood Obesity: Build evidence base for food-based and physical activity strategies and develop effective education/extension translational activities to promote health and reduce malnutrition and obesity in children and high-risk populations
  - Action item: Develop and extend approaches to prevent obesity and related diseases, including translational activities to promote behavior change related to healthy eating and physical activity
- **NIFA Strategic Plan: Sub-Goal 1.5:** Combat childhood obesity by ensuring the availability of affordable, nutritious food and providing individuals and families science-based nutritional guidance.



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## RNECE Initiative - Goal

Improve the health of low-income Americans through multiple integrated strategies, including complementary nutrition education and public health approaches, particularly as pertains to SNAP-Ed and EFNEP



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# RNECE Initiative - Objectives

- Strengthen the evidence-base on effective nutrition education/obesity prevention programs for diverse population groups – i.e. identify and confirm what works;
- Evaluate the long-term effectiveness of nutrition education/obesity prevention interventions for disadvantaged and underserved populations and opportunities for new research;
- Identify and create research collaborations and synergistic relationships among researchers and EFNEP/SNAP-Ed program directors, universities and other implementers, and state and federal agencies; and
- Enhance the impact of state and community nutrition education and obesity prevention efforts by providing the public health-related training and evidence that practitioners need for improving nutrition and health behaviors, environments, and policies in ways that are equitable, efficient, and sustained over time.



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# RNECE Initiative - Expectations

- Two funding authorities
  - FNS Interagency Agreement
  - **NIFA AFRI Funding**
- Creating program implementation research centers and a national coordination center responsible for:
  1. ensuring broad involvement of SNAP-Ed and EFNEP implementing organizations/agencies, researchers, and associated interests;
  2. conducting regionally identified research projects;
  3. managing sub-awards to augment the work of the research centers;
  4. completing FNS/NIFA-identified tasks and projects;
  5. evaluating, aggregating, translating, and disseminating research-based interventions in forms that can be used in SNAP-Ed and EFNEP programming; and
  6. providing training and other supportive resources for implementation, as needed.



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## Modification For This RFA

- Not new money – yet, agency commitment
- Legislative intent – funding constraints
- Administrative processes – how to achieve desired goals
- Complicated – had to get to full understanding of all parties at multiple levels



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# AFRI Legislative Authority and Funding

- Section 7406 of the Food, Conservation and Energy Act of 2008 (FCEA) (Pub. L. 110-246) amends section 2(b) of the Competitive, Special, and Facilities Research Grant Act (7 U.S.C. 450i(b) to authorize the Secretary of Agriculture to establish the Agriculture and Food Research Initiative (AFRI); a competitive grant program to provide funding for fundamental and applied research, education, and extension to address food and agricultural sciences. Grants shall be awarded to address priorities in United States agriculture... The authority to carry out this program has been delegated to NIFA through the Under Secretary for REE
- Nested in the Agriculture and Food Research Initiative (AFRI), Competitive Grants Program, Childhood Obesity Prevention Challenge Area (FY 2015)
- \$2 million allocated from FY 2015 AFRI funding
- Oversight by NIFA with FNS involvement



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## AFRI-RNECE Awards

- Funding opportunity – **USDA-NIFA-AFRI-004917**
- Program Area Priority Code – A2151; Program Code Name – RNECE
- Application Deadline – **26 June 2015**, before 5:00 pm ET
- Requested Project Type – Integrated – Research and Extension
- Requested Grant Types – New Standard/Continuation Projects
  - New Policy, Systems and Environmental Change (PSE) Center
  - New Program Participation vs. Non-Participation Over Time Research Project



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## AFRI-RNECE Awards

- Award amounts - Budgets for each of the two types of projects may not exceed \$1,640,000, including indirect costs for project periods of up to 3 years:
  - \$1,000,000 in FY 2015;
  - \$320,000 in FY 2016; and
  - \$320,000 in FY 2017.
- NIFA anticipates making up to 1 of each type of award (\$2,000,000 total) total in FY 2015.
- Funding beyond FY 2015 is subject to:
  - Satisfactory grantee performance;
  - Available appropriations; and
  - Continued support is in the best interest of the Federal government and the public.
- Contact – Dr. Helen Chipman, [hchipman@nifa.usda.gov](mailto:hchipman@nifa.usda.gov) or 202-720-8067



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# Who is Eligible to Apply

**Integrated Projects include:** colleges and universities\*; 1994 Land- Grant Institutions; and Hispanic-serving agricultural colleges and universities.

\*The terms "college" and "university" mean an educational institution in any state which:

- admits as regular students only persons having a certificate of graduation from a school providing secondary education, or the recognized equivalent of such a certificate;
- is legally authorized within such state to provide a program of education beyond secondary education;
- provides an educational program for which a bachelor's degree or any other higher degree is awarded;
- is a public or other nonprofit institution; and
- is accredited by a nationally recognized accrediting agency or association. A research foundation maintained by a college or university is eligible to receive an award under this program.

**Other interested organizations and persons are encouraged to partner with eligible applicants**



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# ALL Applicants



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## Requirements

- Collaborate and coordinate with RNECE Regional Centers and National Coordination Center supported under separate solicitation to fulfill RNECE Initiative.
  - Complement or augment the work of other centers
  - Work with other centers on tasks that require broad cooperation and collaboration
- Be part of an existing RNECE regional or national coordination center team and/or demonstrate capacity and commitment to become a new RNECE center or research project that works closely with the RNECE Centers funded through other solicitation.



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## Requirements, Cont'd.

- Incorporate social-ecological framework – see Dietary Guidelines and Community Nutrition Education Logic Model.
- Activities must be consistent with EFNEP and SNAP-Ed requirements; new interventions must align with EFNEP policy and SNAP-Ed Guidance
  - <http://www.nifa.usda.gov/nea/food/efnep/pdf/program-policy.pdf>
  - <http://snap.nal.usda.gov/national-snap-ed/snap-ed-plan-guidance-and-templates>
- SNAP-Ed and EFNEP program leaders at the implementing agency level must be part of the research team.



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## Requirements, Cont'd.

- Involve nutrition/public health researchers. Collaborations with public health organizations, non-profit organizations, and/or other organizations that serve low-income, high-risk, underserved, and hard-to-reach audiences through EFNEP, SNAP-Ed, and similar programs are also strongly encouraged.
- Involvement of minority serving institutions and/or insular institutions is strongly encouraged.



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## Requirements, Cont'd.

- Work collaboratively with the National Coordination Center to disseminate processes and products, aggregate research, submit reports, and share results and resources and to harmonize needs/activities into a comprehensive, nationally-coordinated program.
- Project leaders participate in annual national coordination meetings. Communicate with national and multi-state research and extension committees, EFNEP and SNAP-Ed, government agencies, and organizations that can help inform EFNEP and SNAP-Ed programs.



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## Requirements, Cont'd.

- Show that processes are transferable – that they can be used or extended by others.
- Include two of the three functions of the agricultural knowledge system (research and extension).
- Adhere to application and submission requirements (Part IV.)



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# **NEW Policy, Systems, and Environmental Change (PSE) Center**



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## Design Requirements – NEW PSE Center

- Involves collaboration of multiple institutions/organizations and multiple states;
- Conducts nationwide formative research among state SNAP-Ed agencies, Extension, nutrition networks, and current implementing agencies to identify barriers to program-policy public health/PSE approaches and training needs to integrate PSE activities with other approaches that are also **consistent with program policy guidelines**;



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## Design Requirements – NEW PSE Center

- Strengthens the evidence-base on effective public health approaches and incorporates innovative PSE strategies which focus on making healthy choices the easy choice for SNAP- Ed and EFNEP eligible populations;
- Studies and develops guidelines for integrating complementary strategies and interventions into effective multi-level comprehensive programs that are demonstrated to improve health and reduce diet-related disease in low income populations;



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## Design Requirements – NEW PSE Center

- Translates research findings into interventions with potential for broad sustainable replication in “real world” EFNEP and SNAP-Ed program settings – which are effective across different geographic locales and which can be tailored to community- specific characteristics and needs;
- Develops and shares guidance documents, websites, policy papers, and other instructional materials;



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## Design Requirements – NEW PSE Center

- Evaluates long-term effectiveness of public health approaches to promote nutrition and healthy eating for low-income populations served through SNAP-Ed and EFNEP;
- Supports training and/or certification programs to ensure that SNAP-Ed and EFNEP personnel in state agencies and implementing agencies can address PSE changes in accordance with program policy, both in the settings where nutrition education is provided and other settings; and

## Design Requirements – NEW PSE Center, contd.

- Build upon existing work – one or more of the following priorities:
  - *Review, test, and refine tools and frameworks for planning;*
  - *Create guidance manuals for implementation;*
  - *Conduct evidence reviews and develop research translation briefs;*
  - *Create or support digital catalog of successful public health real-world approaches that can be amplified and replicated;*
  - *Add PSE emphasis to eXtension Community Nutrition Education Community of Practice (CoP)*



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# **NEW RESEARCH PROJECT: *EFNEP and SNAP-Ed participation versus non-participation over time***



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## **NEW Research Project: Program Priorities**

- Connect to an existing RNECE Center, either directly or as evidenced by a letter of cooperation and support
- Research is to be based on current program intervention methods and should explore similarities and differences in health outcomes and impacts
- Compare individual and PSE factors for EFNEP and SNAP-Ed participants versus non-participants to assess similarities and differences in health outcomes
- Include research design, implementation, analysis, and communication plans to share results through research reports, case studies, and translation tools for practitioners



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## **NEW Research Project: Program Priorities contd.**

- Research design to include:
  - Small, mid-sized, and large EFNEP/SNAP-Ed programs; urban and rural areas at high risk for obesity
  - Focus on improving behaviors through quality nutrition education, social marketing, and changing PSE of underserved or hard-to-reach audiences in “real-world” settings
  - Use of mediating behaviors (others levels of behavior may also be used, with adequate justification)
  - Use of quantitative and qualitative indicators
  - Consider mid- to long-term effectiveness of interventions

## **NEW Research Project: EFNEP Specific Priorities**

- Addresses at least two of the four core areas of the Community Nutrition Education (CNE) Logic Model (see <http://nifa.usda.gov/resource/community-nutrition-education-cne-logic-model>) and EFNEP policy guidance (see <http://nifa.usda.gov/program/expanded-food-and-nutrition-education-program-efnep>):
  - Diet quality and physical activity (required), Food Security (optional), Food Resource Management (optional), and/or Food Safety (optional)

## NEW Research Project: SNAP-Ed Priorities

- Successfully incorporates a social-ecological framework (see Dietary Guidelines for Americans <http://www.health.gov/dietaryguidelines/2010.asp>), and indicators from at least one of the following multi-level models for evaluation:
  - *Western Region SNAP-Ed Nutrition, Physical Activity, and Obesity Prevention Framework* (see – <http://snap.nal.usda.gov/snap/WesternRegionEvaluationFramework.pdf>)
  - *Centers for Disease Control and Prevention (CDC) Evaluation Framework for Obesity Prevention Policy Interventions* (see - [http://www.cdc.gov/pcd/issues/2012/11\\_0322.htm](http://www.cdc.gov/pcd/issues/2012/11_0322.htm))



## FY15 US Farm Bill changes to the AFRI Programs -New Centers of Excellence (CE) Requirements-

### Centers of Excellence (CE) –Applicants can meet 1 or more of the following criteria:

- 1) To ensure coordination and cost effectiveness by reducing unnecessarily duplicative efforts regarding research, teaching, and extension;
- 2) To leverage available resources by using public private partnerships among agricultural industry groups, institutions of higher education, and the Federal Government;
- 3) To implement teaching initiatives to increase awareness and effectively disseminate solutions to target audiences through extension activities;
- 4) To increase the economic returns to rural communities by identifying, attracting, and directing funds to high-priority agricultural issues.

•Applicants will self-identify and include a justification for their area of science as to why they are a CE

•NIFA will use its existing peer review process for identifying CE

### Resources

•AFRI Foundational RFA-Section D. (url: <http://www.csrees.usda.gov/funding/rfas/afri.html>)

•NIFA FY 15 CE Implementation Webinar

[http://www.nifa.usda.gov/about/offices/legis/centers\\_excellence\\_webinars.html](http://www.nifa.usda.gov/about/offices/legis/centers_excellence_webinars.html))

When: **March 12, 2015 1:30-3:30 PM (EDT)**



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# Other Considerations

- Review RFA closely
- Ensure that all requirements are met – those specific to the program area, and to the overall RFA
- Pay particular attention to the FY2014 RNECE RFA, and to SNAP-Ed and EFNEP requirements
- Check FAQ's periodically before submitting proposal
- If still have questions, call/email NIFA contacts
- Submit early if possible; computerized submission system is time sensitive



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# Evaluation Process

- First-tier – administrative review for essential components, such as:
  - ✓ Received on time
  - ✓ Meets eligibility requirements
  - ✓ Stays within budget limitations
  - ✓ Includes all necessary documents
  - ✓ Scope appropriate to the program
- Second-tier – Peer Panel Review



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## For More Information

- Find RFA at:
  - <http://nifa.usda.gov/funding-opportunity/agriculture-and-food-research-initiative-childhood-obesity-prevention-challenge>
- Webinar, FAQs, and other key RNECE specific information will be posted at:
  - <http://nifa.usda.gov/program/regional-nutrition-education-and-obesity-prevention-centers-excellence-rnece>



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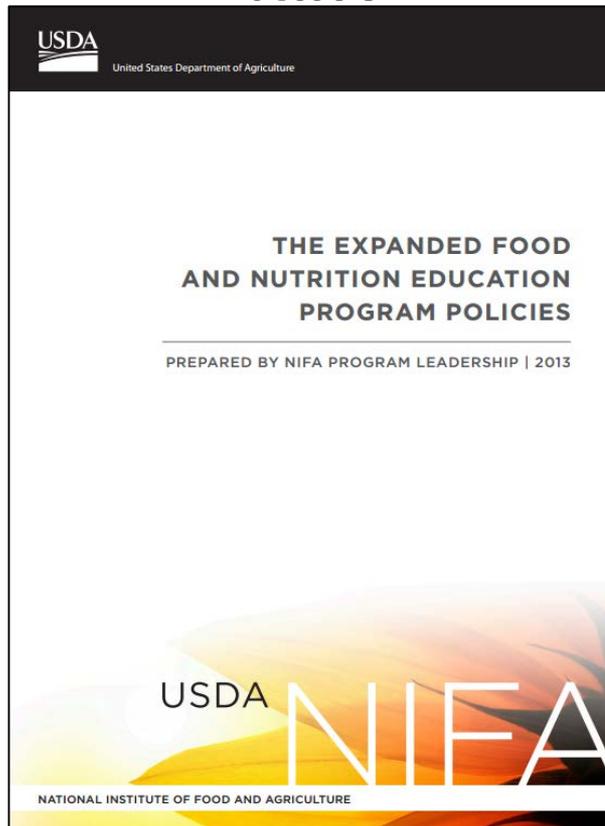
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# Additional Supporting Information

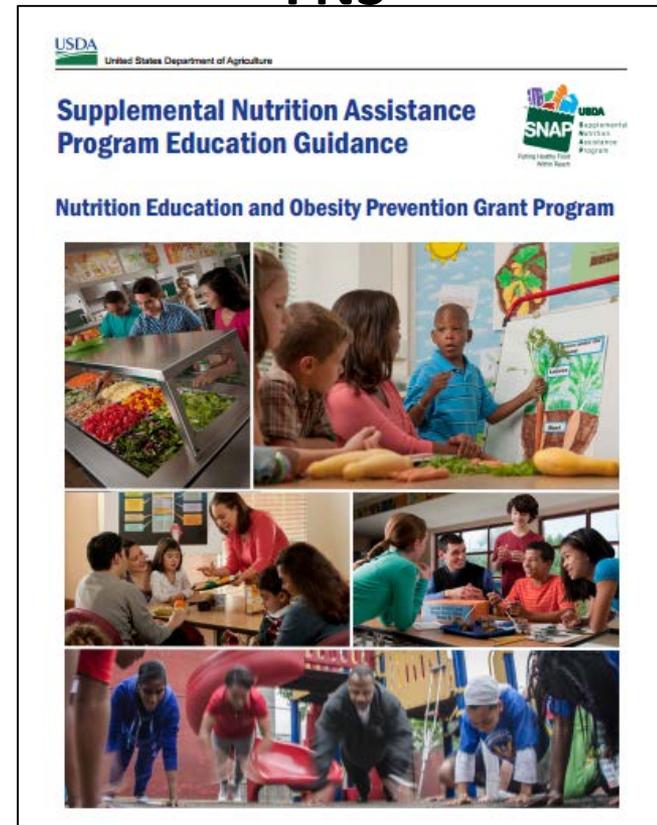
# Key References

## NIFA



<http://www.nifa.usda.gov/nea/food/efnep/pdf/program-policy.pdf>

## FNS



<http://snap.nal.usda.gov/national-snap-ed/snap-ed-plan-guidance-and-templates>



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# Key References

## NIFA

### **Supplemental Nutrition Assistance Program and Expanded Food and Nutrition Education Program (SNAP & EFNEP): Regional Nutrition Education and Obesity Prevention Centers of Excellence (RNECE)**

**MODIFICATION: Indirect cost rate language changed on page 30 (7/17/2014). Eligibility language changed on page 24. This change has been reflected throughout the RFA (7/22/2014). Priority consideration language changed on page 12 (7/22/2014).**

**FY 2014 Request for Applications**

**APPLICATION DEADLINE: August 15, 2014**



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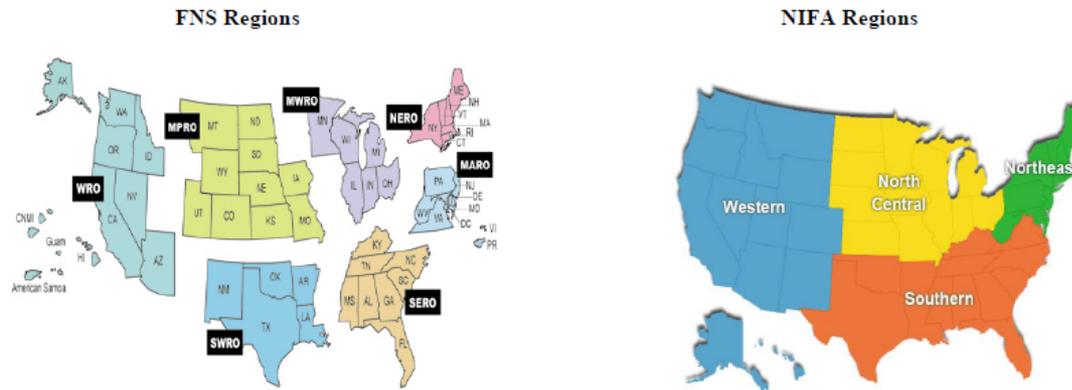
<http://www.nifa.usda.gov/funding/rfas/rnece.html>

## Supplemental Nutrition Assistance Program and Expanded Food and Nutrition Education Program (SNAP & EFNEP):

### *Regional Nutrition Education and Obesity Prevention Centers of Excellence (RNECE)*

#### 1 RNECE PROGRAM BY REGIONS

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#### 2 HOST INSTITUTIONS

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- **North Central Region-** Purdue University
- **Northeast Region-** Cornell University
- **Southern Region-** University of North Carolina at Chapel Hill
- **Western Region-** Colorado State University
- **National Coordination Center-** University of Kentucky



### 3 RNECE CONTACTS FOR NIFA AND FNS REGIONS

RNECE Contact	FNS Regions	NIFA Regions
<p><b>North Central Region</b> Purdue University Dennis Savaiano (T) 765-494-8791 (E) <a href="mailto:savaiano@purdue.edu">savaiano@purdue.edu</a></p>	<p><b>Mountain Plains Region (MPRO)</b></p> <p>Iowa Kansas Missouri Nebraska North Dakota South Dakota</p> <p><b>Midwest Region (MWRO)</b></p> <p>Illinois Indiana Michigan Minnesota Ohio Wisconsin</p>	<p><b>North Central</b></p> <p>Iowa Illinois Indiana Kansas Michigan Minnesota Missouri Nebraska North Dakota Ohio South Dakota Wisconsin</p>
<p><b>Northeast Region</b> Cornell University Jamie Dollahite (T) 607-255-7715 (E) <a href="mailto:Jsd13@cornell.edu">Jsd13@cornell.edu</a></p>	<p><b>Northeastern Region (NERO)</b></p> <p>Connecticut Maine Massachusetts New Hampshire New York Rhode Island Vermont</p>	<p><b>Northeast Region</b></p> <p>Connecticut Delaware District of Columbia Maine Maryland Massachusetts New Hampshire New Jersey New York</p>



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	<p><b>Middle Atlantic Region (MARO)</b></p> <p>Delaware District of Columbia Maryland New Jersey Pennsylvania West Virginia</p>	<p>Pennsylvania Rhode Island Vermont West Virginia</p>
<p><b>Southern Region</b> University of North Carolina at Chapel Hill Alice Ammerman (T) 919-966-6082 (E) <a href="mailto:alice_ammerman@unc.edu">alice_ammerman@unc.edu</a></p>	<p><b>Southwest Region (SWRO)</b></p> <p>Arkansas Louisiana Oklahoma Texas</p> <p><b>Southeast Region (SERO)</b></p> <p>Alabama Florida Georgia Kentucky Mississippi North Carolina South Carolina Tennessee</p> <p><b>Middle Atlantic Region (MARO)</b></p> <p>Puerto Rico Virgin Islands Virginia</p>	<p><b>Southern Region</b></p> <p>Alabama Arkansas Florida Georgia Kentucky Louisiana Mississippi North Carolina Oklahoma Puerto Rico South Carolina Tennessee Texas Virgin Islands Virginia</p>



<p><b>Western Region</b>          Colorado State University          Susan Baker          (T) 970-491-5798          (E) <a href="mailto:susan.baker@colostate.edu">susan.baker@colostate.edu</a></p>	<p><b>Western Region (WRO)</b>          Alaska          American Samoa          Arizona          California          Federated States of Micronesia          Guam          Hawaii          Idaho          Nevada          Northern Mariana Islands          Oregon          Washington State</p> <p><b>Mountain Plains Region (MPRO)</b>          Colorado          Montana          Utah          Wyoming</p> <p><b>Southwest Region (SWRO)</b>          New Mexico</p>	<p><b>Western Region</b>          Alaska          American Samoa          Arizona          California          Colorado          Federated States of Micronesia          Guam          Hawaii          Idaho          Montana          Nevada          New Mexico          Northern Marianas Islands          Oregon          Utah          Washington State          Wyoming</p>
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# Questions





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# Best Wishes!

**For additional questions, contact:**

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**\*Please note: Messages received after 4 pm EDT on Thursday, will be responded to the following Monday**

**--- Or ---**

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