**Form C-1, SNAP-Ed Annual Project Work Plan**

**Legal Business Name of Applicant:**

Click here to enter text. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **SNAP-Ed Annual Project Work Plan Instructions:**

Applicants can propose multiple Projects, but all sections in **Form C-1, SNAP-Ed Annual Project Work Plan** must be completed for each Project and attached to the Applicant’s **Form C, Narrative Proposal.**

The following information and form must be completed for each proposed SNAP-Ed Project. The Projects must be numbered to identify the number of Projects proposed by the Applicant. **If proposing more than one Project, copy the template below and complete the information for questions 1-20 for each Project. \**Note: There is a forty (40) page limit per Project.***

**1. Project Name:** Click here to enter text.

**2. Texas SNAP-Ed State Priority Goals**

The Applicant must select at least two (2) of the five (5) Texas SNAP-Ed State Priority Goals that the proposed project will aim to achieve and describe how they plan to do so **Exhibit B, Grant Requirements,** Section IV. Program Requirements, A. State Priority Goals and (SMART) Objectives

*The Applicant must also justify* ***State Priority Goal selection in the Project Description (No. 13 below).***

State Priority Goal 1

State Priority Goal 2

State Priority Goal 3

State Priority Goal 4

State Priority Goal 5

**3. Project Priorities:**

The Applicant is required to select one or more Project Priorities and implement two or more approaches for each selected project as required in **Exhibit B, Grant Requirements,** Section IV. Program Requirements, D. Project Priorities**.** If the Applicant selects “Other” for a Project Priority, please describe the Project Priority below.

*The Applicant must also justify the* ***Project Priority*** *selection in the* ***Project Description (No. 13 below)****.*

Schools and/or Communities

Physical Activity & Nutrition Education

Health Care Organization

Farmers Market

Indian Tribal Nation

Border Regions/Colonia

Community and School Gardens

Other

**4. Approaches**

The Applicant is required to select and implement two or more intervention approach types that best support the goals and SMART objectives of the project, as required in **Exhibit B, Grant Requirements**, Section IV. Program Requirements, B. Approaches. The intervention approach should be chosen from the following types:

Select at least two interventions approaches for this project:

Approach One (Direct Education)

Approach Two (Multi-level)

Approach Three (Public Health level)

The Applicant must also justify the Intervention Approach Type selection in the Project Description. (No. 13 below).

**If the Applicant selects Approach One (Direct Education) as part of the project approach, select the stages and languages that will be utilized in the implementation of this Approach. The Applicant must provide the following information for Approach One.** *If Applicant is not utilizing this approach, please do not respond to this section.*

**Stage of Approach One (Direct Education)**

The Applicant must accurately reflect the current stage of the Direct Education Intervention Strategy and the timeframe in which all stages will be completed within the Project Description. (No. 13 below).

Planning

Developing

Implementing

Evaluating

**Approach One - Direct Education Language(s)**

List the languages in which the direct education will be offered.

Click here to enter text.

**5. Strategies:**

The Applicant must select and implement at least two intervention strategies for the project that align with the intervention approaches, as required in **Exhibit B, Grant Requirements,** Section IV. Program Requirements, C. Strategies. The intervention strategy should be chosen from two or more of the following categories: **(check the two (2) or all that apply for the project)**

Direct Education (Suitable for Approach One & Approach Two)

Social Marketing (Suitable for Approach Two & Approach Three)

Policy, System, Environment (PSE) (Suitable for Approach Two & Approach Three)

*The Applicant must also justify the Intervention Strategies selection in the* ***Project Description*** *(No. 13 below).*

**If the Applicant selects a social marketing campaign as part of the project strategy, select and describe the stages, languages, geographic unit, and projected reach of the social marketing campaign.** *If Applicant is not utilizing this approach, please check none.*

**Stage of Social Marketing Campaign**

The Applicant must accurately reflect the current stage of the Social Marketing Campaign Intervention Strategy and the timeframe in which each stage will be completed within the narrative.

Planning

Developing

Implementing

Evaluating

None

**Social Marketing Language(s)**

List the languages in which the Social Marketing Campaign will be offered.

Click here to enter text.

**Social Marketing Geographical Unit(s)**

Please select the largest geographic unit used to plan the campaign. The largest geographic unit used for planning is defined as the biggest area to be covered in its entirety by the campaign. For instance, if a social marketing campaign will cover the entirety of four towns/cities but not the entirety of the county that contains those towns/cities, the largest geographic unit used for planning would be towns/cities. If the social marketing campaign is planned by ZIP Code, census tract, towns/cities, counties/parishes/wards, and/or reservations, select the appropriate options to indicate where the campaign will be implemented.

ZIP Code

Census tract

Towns/cities

Counties/parishes/wards

Reservations

If the campaign is planned by schools, in-State media markets/metropolitan statistical areas/multicounty regions, multi-State media markets, and/or another means, describe the geographic areas to be covered by the social marketing campaign.

Click here to enter text.

For all social marketing campaigns, indicate the projected reach of the campaign and list the specific geographic unit this campaign will reach (e.g., Burleson, Bell Mclennan). Please include the counties served and the projected number of individuals reached with each county and all counties combined. Social marketing reach is the total number of unique individuals exposed at least once to campaign materials during a given period. FNS requests the projected reach to better determine the cost.

Click here to enter text.

**If the Applicant selects a Policy System Environment Initiative as part of the project strategy, select and describe the stages and evidence base of the PSE initiative.** *If Applicant is not utilizing this approach, please check none*.

**Stage of Policy System Environment Initiatives**

The Applicant must accurately reflect the current stage of the Policy, System, & Environment (PSE) Intervention Strategy and the timeframe each stage will be completed within the **Project Description (No. 13 below).**

Planning

Developing

Implementing

Evaluating

None

**6. Evidence-Based Interventions**

The Applicant is required to select and describe the evidence-based for strategies and interventions as instructed in **Exhibit B, Grant Requirements,** Section IV. Program Requirements, E. Evidence-Based Interventions.

Research-Tested

Practice-Tested

Click here to enter text.

**7. Existing Educational Materials:** *Indicate practice-tested or research-tested* as instructed in **Exhibit B, Grant Requirements,** Section IV. Program Requirements, E. Evidence-Based Interventions.

List the educational materials you plan to use, including any references or citations, and describe any adaptations needed. Include at least one SNAP-Ed intervention.

Click here to enter text.

**8. Priority Age Groups**

The Applicant is required to select and describe the priority age groups targeted by this project.

The Applicant must select from the following age groups:

<5

5-17

Elementary

Middle School

High School

18-59

60-75

76+

No priority age group

Click here to enter text.

**9. Priority Ethnic Groups**

The Applicant is required to identify and describe the specific population groups that this project aims to serve. Please select from the following options:

Hispanic/Latino

Non-Hispanic/Latino

No priority ethnic group

Click here to enter text.

**10. Target Demographics**

The Applicant is required to identify and describe the specific demographic groups that this project aims to serve. Please select from the following options:

American Indian/Alaska Native

Asian, Black/African American

Native Hawaiian/Other Pacific Islander

White

Other

No priority race group

Click here to enter text.

**11. Target Demographics**

The Applicant is required to identify and describe the specific demographic groups that this project aims to serve. Please select from the following options.

Male

Female

No priority gender group

Click here to enter text.

**12. Disability Prioritization**

The Applicant is required to indicate whether the project prioritizes serving individuals with disabilities. The Applicant must provide a description of how the project will address the needs of this population, if selected.

yes

no

Click here to enter text.

**13. Project Description:**

Provide a comprehensive narrative detailing the proposed project, including priority goals selected, justification for the Project Priorities, intervention approach type with rationale, eligible population, key messages, delivery methods, anticipated participant reach, and timeline. The narrative must clearly articulate the project’s focus on nutrition education and obesity prevention, alignment with state priority goals, and support for SNAP-Ed objectives. Additionally, applicants should specify the stage of Policy, Systems, and Environmental (PSE) change the project addresses, describing how activities will initiate, implement, or sustain PSE changes. The narrative must outline project priorities, anticipated outcomes, and the expected impact on the target population. If applicable, applicants should also discuss innovative strategies that address unmet needs, improve efficiency, or enhance outcomes, including how these innovations will be implemented, measured, sustained, and progressed over multiple years.

Click here to enter text.

**14. Project Innovation:**

Describe any innovative strategies or approaches that address unmet needs, improve program efficiency, or enhance outcomes. Discuss how these innovations will be implemented, measured, and sustained. Discuss how the project will progress over multiple years if applicable.

Click here to enter text.

**15. Outreach Method**:

The Applicant must identify the methods that will be used to notify individuals about the project’s availability. This description should include strategies for reaching eligible populations and ensuring effective communication.

Click here to enter text.

**16. Use of Digital Tools for Participant Engagement:**

The Applicant must describe if and how digital tools, such as mobile apps or targeted health messaging, will be utilized to reach more participants particularly those in underserved areas. This description should include the types of digital tools, their specific uses, and how they align with the project’s priority goals and eligible populations. Additionally, the Applicant must explain how these tools enhance program accessibility, effectiveness, and sustainability, particularly for reaching SNAP-Ed eligible populations in low-income or hard-to-reach areas. Describe how the digital tools will be monitored, evaluated, and scaled for future use.

Click here to enter text.

**17. Location of Services:**

Applicants must outline where venues for SNAP-Ed services will be provided and how the venues, service areas, or communities will reach the target SNAP-Ed eligible populations and/or if the audience meets the general low-income standard.

Click here to enter text.

**18. Coordination with Multi-Sector Partners:**

The Applicant must describe their coordination efforts with multi-sector partners (representing five or more sectors) involved in the project. This description should include the sectors represented, how many people of each sector represented, the geographic level of the partnerships, any key activities planned with these partners, shared goals, and the roles and responsibilities of each sector in supporting the project. If applicable, the Applicant must also describe partnerships with non-traditional partners that leverage local organizations and resources to enhance the project’s impacts.

The Applicant must identify the sectors represented in the partnership or coalition. The partnership must include at least five sectors, which may include but are not limited to:

1. Health
2. Education
3. Agriculture
4. Business
5. Government
6. Community Organizations
7. Environmental Groups

The Applicant shall also specify the geographic level at which the partnership operates.

Options include:

1. Multi-State
2. State/Territory
3. Local
4. Tribal

Click here to enter text.

**19. Subrecipients/Subcontractors:**

List all subrecipients/subcontractors and describe their roles in the project. Identify those providing direct education strategies.

Click here to enter text.

**20. Coordination with Federal Agencies:**

Describe your agency’s coordination with any federal agency for assessments, messaging, or SNAP-Ed access improvement.

Click here to enter text.

**21. Coordination with Minority-Serving Institutions:**

Provide the name and describe the planned coordination with minority-serving institutions.

Click here to enter text.

**22. Coordination with Tribal Organizations:**

Provide the name, primary contact, and describe the key activities planned with tribal organizations.

Click here to enter text.