

Request for Applications (RFA)

RFA # FY2022-2024SNAP-EdRFA

RFA NAME: Supplemental Nutrition Assistance Program (SNAP) Nutrition Education

FUNDING AGENCY: North Carolina Department of Health and Human Services
Division of Social Services
SNAP Education Program

ISSUE DATE: March 5, 2021

DEADLINE DATE: April 14, 2021

QUESTIONS DEADLINE: March 15, 2021 by 5:00 PM

TECHNICAL ASSISTANCE/Q&A WEBINAR/CALL: March 9, 2021 9:30 AM to 10:30 AM (EDT)

ANTICIPATED NOTICE OF AWARD: May 21, 2021

ANTICIPATED PERFORMANCE PERIOD OF RFA: October 1, 2021 to September 30, 2024

INQUIRIES and DELIVERY INFORMATION:

Direct all inquiries concerning this RFA to:

Connie Dixon, Social Services Program Coordinator, at connie.dixon@dhhs.nc.gov

Applications will be received until 5:00 pm on April 14, 2021

Send all applications **electronically** to Connie Dixon at connie.dixon@dhhs.nc.gov

Only electronic applications will be accepted.

IMPORTANT NOTE: Indicate agency/organization name and RFA number on subject line, along with the RFA deadline date.

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1.0 INTRODUCTION

Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) is a federal/state partnership that supports nutrition education for persons eligible for the Supplemental Nutrition Assistance Program (SNAP). In North Carolina, this program is called Food and Nutrition Services (FNS). States are eligible to conduct nutrition education through their respective SNAP program, and be reimbursed for 100% of the cost by the United States Department of Agriculture Food and Nutrition Services (USDA) to deliver SNAP-Ed. States use contractors such as land-grant and other universities, public health organizations, food banks, tribal programs and local health departments to administer SNAP-Ed and Obesity programs.

SNAP-Ed supports the State's role in addressing food insecurity and is central to improving nutrition and prevention or reducing diet-related chronic disease and obesity among SNAP recipients. The SNAP-Ed requirements mandated by the United States Food and Nutrition Act (FNA) under Section 28 complement and address FNS' mission and goals FNA Section 28 may be found online at: <https://www.gpo.gov/fdsys/pkg/FR-2013-04-05/pdf/2013-07602.pdf>

1.1 PURPOSE

The purpose 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 current Dietary Guidelines for Americans and the USDA food guidance. For complete information on the Dietary Guidelines for Americans, please refer to <https://www.dietaryguidelines.gov/>

The SNAP-Ed Program is intended to serve SNAP participants, low-income individuals eligible to receive SNAP benefits or other means-tested Federal assistance programs, and individuals residing in communities with a significant low-income population.

SNAP-Ed's focus is:

- Implementing strategies or interventions, among other health promotion efforts, to help the SNAP-Ed target audience establish healthy eating habits and a physically active lifestyle;
- Primary prevention of diseases to help the SNAP-Ed target audience that has risk factors for nutrition-related chronic disease, such as obesity, prevent or postpone the onset of disease by establishing healthier eating habits and being more physically active.

The SNAP-Ed Guiding Principles characterize FNS's vision of quality nutrition education and address the nutrition concerns and food budget constraints faced by those eligible for SNAP. These Guiding Principles reflect the definitions of nutrition education and obesity prevention services and evidence-based interventions that stem from the FNS. The SNAP-Ed Guiding Principles may be found online at (pg.7-10):

https://snaped.fns.usda.gov/sites/default/files/documents/508_Compliant_FY_2021_SNAP-Ed_Plan_Guidance_04-13-2020_No_Doc_Number.pdf

1.2 BACKGROUND

The Nutrition Education and Obesity Prevention Grant Program began in 1988 in Brown County, Wisconsin. A cooperative extension staff from the University of Wisconsin discovered by committing

state and local funding and contracting with the State SNAP agency, an equal amount of federal funds could be secured to expand the reach of nutrition education to low-income individuals and families. Other universities soon followed and by 1992, seven states conducted SNAP-Ed. By 2004, land-grant universities and colleges were conducting SNAP-Ed in all 50 states, either independently or in cooperation with other contractors, and accounted for the majority of state and local financial support of SNAP-Ed.

USDA FNS seeks to reduce hunger and food insecurity, in partnership with cooperating organizations, by providing low-income families' access to food and a healthy diet through nutrition education and food assistance programs that supports American agriculture. FNS reimburses state SNAP Implementing Agencies 100% of program costs and provides federal oversight to nutrition education within SNAP.

The applicant's SNAP-Ed plan should use strategies with educational messages encouraging making half your plate fruits and vegetables, at least half whole grains, fat free/low fat milk products, increasing physical activity, and age appropriate caloric balance. Nutrition education focuses on themes from the key messages with a tie-in on how it relates to obesity, chronic diseases and its effects.

The plan should use evidence-based strategies such as "Cooking Matters", "Color Me Healthy", and "Let's Move! Child Care Initiative", and "Rethink Your Drink/ Reduce Your Sugary Drink". Other strategies include cooking classes and helping plan community gardens based on a socio-ecological model and considering cognitive development, socioeconomic, environmental, and cultural factors.

The State and or applicants must meet SNAP-Ed statutory, regulatory, and policy recommendations including:

- Implementing policy, systems, and environmental change (PSE) approaches, such as multi-level interventions and community and public health approaches in addition to individual or group-based (direct) nutrition education, to deliver effective, evidence-based nutrition education and obesity prevention programming.
- Coordinating with and complementing nutrition education and obesity prevention services delivered in other U.S. Department of Agriculture (USDA) nutrition and education programs, as well as other federal nutrition and education programs.
 - Programs for partnership include the Expanded Food and Nutrition Education Program (EFNEP), the Food Distribution Program on Indian Reservations (FDPIR), the Commodity Supplemental Food Program (CSFP) and the National School Lunch Program (NSLP), among others.
- Partnering with other national, State, and local initiatives to further the reach and impact of SNAP-Ed activities.
 - Developing and enhancing partnerships is critical to instituting multi-level interventions and community and public health approaches in communities.
- Evaluating SNAP-Ed interventions using evaluation indicators across the Social-Ecological Model, such as those identified in FNS's Evaluation Framework located at: https://snaped.fns.usda.gov/sites/default/files/documents/508_Compliant_FY_2021_SNAP-Ed_Plan_Guidance_04-13-2020_No_Doc_Number.pdf (page 21) that are specific to each intervention and the overall plan's impact using appropriate outcome measures and indicators.

Applications must include **only** behaviorally focused, evidence-based nutrition education and obesity prevention interventions/projects that are consistent with FNS' mission and the goal and focus of SNAP-Ed.

Policy guidance, and plan procedures for the SNAP Nutrition Education and Obesity Grant Program can be found online at:

https://snaped.fns.usda.gov/sites/default/files/documents/508_Compliant_FY_2021_SNAP-Ed_Plan_Guidance

USDA SNAP-Ed key Behavioral Outcomes

Applicants are encouraged by USDA/FNS to focus efforts on the following behavioral outcomes in order to magnify the impact of SNAP-Ed:

- Prevent and/or reduce overweight and obesity through improved eating and physical activity behaviors.
- Control total calorie intake to manage body weight. For people who are overweight or obese, this will mean consuming fewer calories from foods and beverages.
- Increase physical activity and reduce time spent in sedentary behaviors as part of a healthy lifestyle; and
- Maintain appropriate calorie balance during each stage of life- childhood, adolescence, adulthood, pregnancy and breastfeeding, and older age.

State Level Goals

- Establish healthy eating pattern, including fruits, and vegetables, whole grains, fat-free or low-fat milk products and proteins.
- Establish and maintain a physically active lifestyle and decrease sedentary behaviors.
- Promote obesity prevention activities.
- Plan easy, healthy meals and choose healthy snacks.
- Promote healthy eating and physical activity policies, systems, and environmental changes where people eat, live, learn, work play and shop.

State Level Objectives

- Percentage of participants who show improvement in making healthy food choices.
- Percentage of participants who demonstrate increase in knowledge of healthy food choices and the benefits that result from improvements in daily diet.
- Percentage of participants who demonstrate increased knowledge of the benefits of physical activity and strategies for reducing inactivity.
- Percentage of participants who increase physical activity.
- Percentage of participants reached by PSE changes that were made in new or continuing SNAP-Ed eligible sites.

North Carolina Deliverables (Implementation Measure/Output)

The estimated number of children/adults (participants) that exhibit behavioral change/improvement in:

- increase physical activity.
- Making healthy food choices.

- Demonstrate increase in knowledge of healthy food choices and the benefits that result from improvements in daily diet.
- Demonstrate increased knowledge of the benefits of physical activity and strategies for reducing inactivity.
- Reached by PSE changes made in new or continuing SNAP-Ed eligible sites.
- Learn to plan easy, healthy meals and choose healthy snacks.

North Carolina Behavioral Outcomes (Performance Indicator/Outcome)

The percentage of children/adults (participants) who:

- Establish healthy eating patterns, including fruits and vegetable, whole grains, fat-free or low-fat milk products and proteins.
- Establish and maintain a physically active lifestyle and decrease sedentary behaviors.
- Promote obesity prevention activities
- Plan easy, healthy meals and choose healthy snacks.
- Promote healthy eating and physical activity policies, systems, and environmental changes where people eat, live, learn, work, play, and shop.

SMART Format

The SNAP-Ed Guidance requires applicants to use the SMART format when creating goals. These are:

- Specific
- Measurable
- Achievable
- Realistic
- Timely

See [Attachment A](#) for additional information.

Target Population Served

The SNAP-Ed Guidance identifies the target audience for SNAP-Ed as SNAP participants and low-income individuals eligible to receive SNAP benefits or other means-tested Federal assistance programs, such as Medicaid, Temporary Assistance for Needy Families (TANF), as well as individuals residing in communities with a significant low-income population and Indian Tribal Organizations.

Audience Served

Audience
WIC, TANF, and Child and Adult Care Food Program Participants
Preschools, Head Start Centers
Latinos/Hispanics
Elementary and Middle Schools with 50% or more receiving reduced lunch
Senior Centers
Food Distribution on Indian Reservations (FDPIR) Participants

1.3 LETTER OF INTENT AND QUESTIONS

All applicants must submit a signed letter of intent on applicant's letterhead via email to Connie Dixon at connie.dixon@dhhs.nc.gov by **March 15, 2021**. The letter must include the following information:

- Legal name of the agency or organization.
- Mailing address, phone number, and fax number of the agency or organization.
- Intent to respond to this RFA.
- Counties to be served.
- Name, title, and email address of the person who will coordinate application submission
- RFA number and deadline for receipt of application; and
- Signed and dated by Project Director/Executive Director/CEO

Confirmation of receipt will be provided via email.

Applicants will be able to submit questions regarding the RFA by **March 15, 2021 at 5:00 p.m.** to Connie Dixon at connie.dixon@dhhs.nc.gov. Questions shall only be accepted via email for tracking purposes. Please send questions as soon as possible for due consideration. Answers to all questions received will be posted on **March 22, 2021**, on the NC DSS public notice site: <https://www.ncdhhs.gov/divisions/social-services/public-notices>

2.0 ELIGIBILITY

Applications are invited from public and non-profit organizations such as universities and colleges, public health departments, Indian Tribal Organizations, food banks/pantries and other health agencies/organizations that are able to provide required services to the target audience.

Additionally, to be eligible for this project the applicant must have successfully demonstrated experience in assisting with the education of SNAP eligibles and must incorporate at least two of the following approaches:

- Individual, or group-based education, health promotion, and intervention strategies.
- Comprehensive, multi-level interventions at multiple complementary organizational and institutional levels.
- Community and public health approaches to prevent obesity and improve nutrition.
- Develop innovative or improved benefit redemption systems that could be replicated or scaled.

Potential applicants must have the administrative capacity and financial stability to administer the funds if awarded as evidenced by your most recent financial statement/audit. Recipients of funds must follow the State agencies rules and regulations, as well as the SNAP-Ed Guidance policies and regulations.

Failure to meet all eligibility criterion may result in the application being excluded from consideration or, even though an application may be reviewed, will preclude DHHS from making an award.

Private for-profit organizations/agencies are excluded from funding.

Only ONE application per agency will be accepted.

3.0 AWARD INFORMATION

The method for determining State SNAP-Ed allocations is based on North Carolina's share of SNAP-Ed expenditures in addition to North Carolina's share of SNAP participation. For FY 2018 and each year thereafter, the ratio of expenditures to participation is a 50/50 weighting of expenditures to participation.

The anticipated award amount for North Carolina for Federal Fiscal Year 2022 is \$8,367,187.

ADDITIONAL FEDERAL FUNDING REQUIREMENTS

The Contractor, if selected, must maintain an active record in the federal government's System for Award Management (SAM). To maintain an active SAM record, the record must be updated no less than annually. To update the record in SAM, the Contractor must log in at the SAM home page, www.sam.gov, and follow the instructions found there.

3.1 SOURCE OF FUNDS AND PASS THROUGH REQUIREMENTS

Federal Award Identification Number: 205NC4062514 and 2155NC4062514

Federal Award Date: FFY 2021 and FFY 2022

Sub award Period of Performance: October 1, 2021 – September 30, 2022

Total Amount of the Federal Award: \$119,189,086

Federal Award Project Description: SNAP Nutrition Education Program

Federal Awarding Agency: United States Department of Agriculture

Pass-through Entity: FSP/SNAP, NC Department of Health and Human Services, Division of Social Services

CFDA Number: 10.561

CFDA Name: State Administrative Matching Grants for Food Stamp Program

Is award R&D: No.

3.2 FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

As a sub-recipient of federal funds, each selected grant recipient will be required to provide certain information required by the Federal Funding Accountability and Transparency Act (FFATA), including the organization's DUNS number. Please see <https://fedgov.dnb.com/webform> for free registration. Additional information about FFATA is available at <https://www.frs.gov/>.

4.0 ACRONYMS AND DEFINITIONS

CFDA – Catalog of Federal Domestic Assistance
CFR – Code of Federal Regulation
EARS - Education and Administrative Reporting System
FNS - Food and Nutrition Services
FSP – Food Stamp Program

NC DSS – North Carolina Division of Social Services
PSE - Policy, systems, and environment
SNAP - Supplemental Nutrition Assistance Program

See [Attachment B](#) for definitions.

5.0 TEMPLATE 2: SNAP-ED STATE GOALS, OBJECTIVES, PROJECTS, CAMPAIGNS, EVALUATION AND COLLABORATION

Template 2 is a USDA document that outlines information needed to fully understand the Contractor’s SNAP-Ed projects/interventions to be implemented. A project means a discrete unit of nutrition education or obesity prevention intervention at the local level, which is distinguished by a specifically identified low-income target population. Interventions are a specific set of evidence-based, behaviorally-focused activities and/or actions to promote healthy eating and active lifestyles.

All projects and interventions must be evidence-based as required by the FNA and The SNAP Promotion Final Rule.

5.1 PERFORMANCE MEASURES CHART

The Performance Measures Chart captures Key Performance Indicators that are reflected in Template 2 as well as additional information required by NC DSS for contracting purposes. Instructions are included in the document regarding information applicant is required to provide, Contract Packet A.

5.2 PROGRAMMATIC REQUIREMENTS AND PRIORITIES

The applicant must demonstrate how it plans to educate the SNAP eligibles regarding planning nutritional meals and enjoying physical active lifestyles; thus, reducing health care costs and provide consultation and technical assistance while creating appropriate Policy, Systems, and Environmental (PSE) changes that benefits low-income households and communities. The applicant must incorporate two or more of the following approaches:

- Individual, or group-based education, health promotion, and intervention strategies.
- Comprehensive, multi-level interventions as multiple complementary organizational and institutional levels; and
- Community and public health approaches to prevent obesity and improve nutrition (PSE).
- Develop innovative or improved benefit redemption systems that could be replicated or scaled.

5.3 CONTRACTOR RESPONSIBILITIES

If awarded, the Contractor shall provide the services as described in the executed contract. The Contractor agrees to abide by all applicable State and Federal SNAP/FNS laws, regulations, rules, policies, and procedures as well as all reporting requirements outlined in the executed contract and to participate in the NC SNAP-Ed Social Marketing Committee.

This committee began in FY2019 as the Triangle Area Social Marketing Committee but has since then expanded to include all implementing agencies. The Social Marketing Committee will focus on developing a statewide campaign to be coordinated among all the NC implementing agencies. Beginning FY2022, the Social Marketing Committee will dedicate their time as a planning year, focused on determining roles, responsibilities, budget and campaign materials. The committee will also coordinate and share lessons learned and best practices for reaching SNAP-Ed eligible audiences. The SNAP-Ed Social Marketing Committee will meet bi-monthly via

teleconference or in-person to achieve the statewide social marketing campaign goal. This goal will be reported to the state agency by September 30, 2022."

6.0 TERM OF CONTRACT, OPTIONS TO EXTEND

The RFA is for up to three years. The performance period for this contract begins October 1, 2021 (or upon contract execution) and ends September 30, 2022. NC DSS may exercise the option to extend the contract up to two possible option years if the Contractor is meeting all performance and financial goals and requirements.

7.0 BUDGET

The Applicant must submit a line-item budget outlining the proposed use of funds for year one only. Budget amounts should be limited to those costs that are essential to the core mission of the program for the contract period and that are allowable in relation to rules governing the source of funds and the method of reimbursement. **All budgets must include a line item for the ChopChop Magazine.** This publication provides tools for building essential life skills through the lens of food and cooking for children, parents, and adults.

Applicants are required to submit a contract budget narrative providing detailed justification for each line item.

INDIRECT COST

Indirect Cost Rate is a rate typically computed by summing all indirect costs then dividing the total by The Modified Total Direct Costs. The resulting percentage is applied to each grant to determine its share of the indirect or overhead costs. Indirect cost rates shall be documented through an indirect cost allocation plan that is approved by a cognizant agency.

Indirect costs (also called overhead costs) are determined through a variety of rates or "cost allocation plans" that detail how the costs are to be shared by the funding agencies.

Indirect costs may be claimed by grantee for the cost of activities operated by sub-grantees. Indirect cost rates are normally computed through a process where all indirect costs are added together and then divided by the Modified Total Direct Costs.

COST ALLOCATION PLAN

The purpose of a cost allocation plan is to summarize, in writing, the methods and procedures used to allocate costs to various programs, grants, contracts and agreements. A Cost Allocation Plan (CAP) is not the Indirect Cost Plan; however, a CAP may be included as part of the Indirect Cost Plan.

ALLOWABLE COST

For cost charged to SNAP-Ed to be allowable, they must be valid obligations of the State, local government or sub-grantee, and must support activities in the approved SNAP-Ed Plan. An allowable cost must:

- Support an activity within the scope of SNAP-Ed
- Conform to Federal Government-wide and SNAP-specific cost principles; and

- Conform to Government-wide and SNAP specific rules for specific items of cost.

The diversity of SNAP nutrition education and obesity prevention activities makes it impossible to compile a comprehensive listing of all allowable and unallowable costs. **USDA will make all final judgments on what activities support the delivery of SNAP-Ed.**

Refer to pages 93-120 of the SNAP-Ed Guidance for detailed information on allowable and unallowable costs

https://snaped.fns.usda.gov/sites/default/files/documents/508_Compliant_FY_2021_SNAP-Ed_Plan_Guidance

(page 73-4). This list is NOT all inclusive. USDA reserves the right to determine allowable/unallowable costs.

8.0 THE SOLICITATION PROCESS

The following is a general description of the process by which agencies or organizations will be selected to complete the goal or objective.

- 1) RFAs are being sent to prospective agencies and organizations.
- 2) Written questions concerning the RFA specifications will be received until the date specified on the cover sheet of this RFA. A summary of all questions and answers will be posted on the RFA web site.
- 3) Applications will be received from each agency or organization. The original must be signed and dated by an official authorized to bind the agency or organization.
- 4) All applications must be received by the funding agency not later than the date and time specified on the cover sheet of the RFA. Faxed applications will not be accepted.
- 5) At that date and time, the applications from each responding agency and organization will be logged in.
- 6) At their option, the evaluators may request additional information from any or all Contractors for the purpose of clarification or to amplify the materials presented in any part of the application. However, agencies and organizations are cautioned that the evaluators are not required to request clarification: therefore, all applications should be complete and reflect the most favorable terms available from the agency or organization.
- 7) Applications will be evaluated according to completeness, content, experience with similar projects, ability of the agency's or organization's staff, cost, etc. The award of a grant to one agency and organization does not mean that the other applications lacked merit, but that, all facts considered, the selected application was deemed to provide the best service to the State.
- 8) Agencies and organizations are cautioned that this is a request for applications, and the funding agency reserves the unqualified right to reject any and all applications when such rejections are deemed to be in the best interest of the funding agency.

9.0 GENERAL INFORMATION ON SUBMITTING APPLICATIONS

- 1) Award or Rejection
All qualified applications will be evaluated, and awards made to those agencies or organizations whose capabilities are deemed to be in the best interest of the funding agency. The funding agency reserves the unqualified right to reject any or all offers if determined to be in its best interest. Successful Contractors will be notified by May 21,2021.
- 2) Cost of Application Preparation
Any cost incurred by an agency or organization in preparing or submitting an application is the agency's or organizations sole responsibility; the funding agency will not reimburse any agency or organization for any pre-award costs incurred.

- 3) Elaborate Applications
Elaborate applications in the form of brochures or other presentations beyond that necessary to present a complete and effective application are not desired.
- 4) Oral Explanations
The funding agency will not be bound by oral explanations or instructions given at any time during the competitive process or after awarding the grant.
- 5) Reference to Other Data
Only information that is received in response to this RFA will be evaluated; reference to information previously submitted will not suffice.
- 6) Titles
Titles and headings in this RFA and any subsequent RFA are for convenience only and shall have no binding force or effect.
- 7) Form of Application
Each application must be submitted on the form provided by the funding agency, which will become the funding agency's Performance Agreement (contract).
- 8) Exceptions
All applications are subject to the terms and conditions outlined herein. All responses will be controlled by such terms and conditions. The attachment of other terms and condition by any agency and organization may be grounds for rejection of that agency or organization's application. Funded agencies and organizations specifically agree to the conditions set forth in the Performance Agreement (contract).
- 9) Advertising
In submitting its application, agencies and organizations agree not to use the results therefrom or as part of any news release or commercial advertising without prior written approval of the funding agency.
- 10) Right to Submitted Material
All responses, inquiries, or correspondence relating to or in reference to the RFA, and all other reports, charts, displays, schedules, exhibits, and other documentation submitted by the agency or organization will become the property of the funding agency when received.
- 11) Competitive Offer
Pursuant to the provision of G.S. 143-54, and under penalty of perjury, the signer of any application submitted in response to this RFA thereby certifies that this application has not been arrived at collusively or otherwise in violation of either Federal or North Carolina antitrust laws.
- 12) Agency and Organization's Representative
Each agency or organization shall submit with its application the name, address, and telephone number of the person(s) with authority to bind the agency or organization and answer questions or provide clarification concerning the application.
- 13) Subcontracting
Agencies and organizations may propose to subcontract portions of work provided that their applications clearly indicate the scope of the work to be subcontracted, and to whom. All information required about the prime grantee is also required for each proposed subcontractor.
- 14) Proprietary Information
Trade secrets or similar proprietary data which the agency or organization does not wish disclosed to other than personnel involved in the evaluation will be kept confidential to the extent permitted by NCAC TO1: 05B.1501 and G.S. 132-1.3 if identified as follows: Each page shall be identified in boldface at the top and bottom as "CONFIDENTIAL." Any section of the application that is to remain confidential shall also be so marked in boldface on the title page of that section.
- 15) Participation Encouraged
Pursuant to Article 3 and 3C, Chapter 143 of the North Carolina General Statutes and Executive Order No. 77, the funding agency invites and encourages participation in this RFA by businesses owned by minorities, women and the disabled including utilization as subcontractor(s) to perform functions under this Request for Applications.

- 16) Contract
The Division will issue a contract to the recipient of the grant that will include their application.
- 17) Federal Certifications
Agencies or organizations receiving Federal funds will be required to execute Federal Certifications regarding Non-discrimination, Drug-Free Workplace, Environmental Tobacco Smoke, Debarment, Lobbying, and Lobbying Activities. The Federal Certifications is included in this RFA (see Appendix A, Contract Packet A).

Please be advised that successful Contractors may be required to have an audit in accordance with G. S. 143-6.2 as applicable to the agency or organization's status. Also, the contract may include assurances the successful Contractor would be required to execute when signing the contract.

10.0 APPLICATION CONTENT AND INSTRUCTIONS

Applicants must populate all attachments of this RFA that require the applicant to provide information and include an authorized signature where requested. RFA responses must include the following items and those attachments should be arranged in the following order: Number each page consecutively.

Links to Required Documents and Certifications listed below can be found in [Appendix A](#).

A. RFA Cover Page

All fields must be completed and signed by an authorized official of the Applicant's organization.

B. Template 2

This template provides detailed information regarding the proposal and the initial impression it gives will be critical to the success of the project(s) as well as USDA funding approval.

Included in this document should be information on how your plan will incorporate the "Farm to school, community, child care etc.; how your agency will utilize the NC SNAP-Ed Health Channel that offers nutritional messaging and videos as well as to how and if your agency will be involved with the Food Distribution Program on Indian Reservations (FDPIR)

SNAP-Ed Health Channel
<https://www.fichannels.com/ncsnap/secure.php>

For additional information regarding completing Template 2, refer to SNAP-Ed Guidance at:
https://snaped.fns.usda.gov/sites/default/files/documents/508_Compliant_FY_2021_SNAP-Ed_Plan_Guidance

Complete Template 2 from Appendix A.

C. Performance Measure Chart

The Performance Measure Chart captures your agency's outputs and outcomes according to Key Performance Indicators reflected in Template 2.

Complete from Appendix A, Contract Packet A.

D. Contract Budget, Contract Budget Narrative and Other Required Documents

Line Item Budget and Budget Narrative. Every item that appears in the budget should be explained clearly, so the evaluator/ reviewer will understand it. The budget narrative should explain how the numbers in the budget were calculated and how each expense is related to the proposed project. The Budget Narrative is the justification of ‘how’ and/or ‘why’ a line item helps to meet the program deliverables. It is also used to determine if the cost in the contract are reasonable and permissible.

- Indirect Cost Rate Plan – Attach a copy of contractor agency Indirect Cost Rate Plan dated within the last five years if budgeting indirect costs.
- Indirect Cost Declination Letter – Attach a statement on agency letterhead if declining the 10% de minimis offered through OMB circular part 200.510 (b) (6).
- Cost Allocation Plan
 - See Appendix A for Cost Allocation Plan Certification

Complete from Appendix A, Contract Packet A and Template 3 & 4.

E. Staffing

- A job description for each position listed in the Contract Budget is required. Job description titles must be consistent in all documents and clearly outline duties specific to the project proposal and if travel is involved. Administrative FTEs and program delivery FTEs must be appropriate for described activities.

Job duties/descriptions should be included in the staff templates for USDA (Template 3&4) as well as in Contract Packet A.

- F. Signature Authority Documentation – Provide documentation on agency letterhead of individuals authorized to sign contract related and financial related documents.
- G. Letters of support from key partners and proposed sub awardees.
- H. All applicable Certifications/Documents from Appendix A and Contract Packet A.

Submit complete Application, including signature of authorized representative **no later than 5:00 p.m. on April 14, 2021** as follows:

1. Email an electronic copy of all required documents to Connie Dixon, at connie.dixon@dhhs.nc.gov.

Each document in Appendix A must be returned as a separate file. Documents requiring a signature must be signed in blue ink and may be returned as a PDF file. All other documents must be returned in the original format (excel, word).

11.0 EVALUATION CRITERIA AND SCORING

PHASE I: INITIAL QUALIFYING CRITERIA

The applicant’s proposal must meet all of the following Phase I application acceptance criteria in order to be considered for further evaluation. Any proposal receiving a “no” response to any of the following qualifying criteria shall be disqualified from consideration.

ITEM	APPLICATION ACCEPTANCE CRITERIA	RFA Section	YES	NO
1	Was the application received by the deadline specified in the RFA?			
2	Application includes all required affirmative statements, assurances and certifications signed by the contractor’s responsible representative, as described in Appendix A of the RFA			
3	Included in those certifications, the contractor states that it is not excluded from entering into a contract with DHHS/State due to restrictions related to the federal debarment list, etc.			
4	Vendor meets eligibility requirements as stated in Section 2.0			
5	Vendor meets the minimum Qualification Requirements as described in Section 5.3			
6	Program’s review of the Contractor verifies that the vendor is not excluded from contracting with DHHS/State for any unresolved finding for recovery			

PHASE II: CRITERIA FOR SCORING PROPOSAL/APPLICATIONS

Qualifying application proposals will be collectively scored by the proposal review team. All qualified applications will be evaluated, and awards made based on the following criteria considered, to result in awards most advantageous to the State. Applications will be scored on the content, quality, and completeness of the responses to the items in the scope of work and to how well each response addresses the following core factors. DHHS will consider scores, organizational capacity, and distribution among catchment areas, and variety of quality improvement plans in determining awards. Please note that applicants not meeting the eligibility requirements or any of the minimum or mandatory requirements as stated in Phase I will not be scored.

Funding Criteria	Clarification	Maximum Score Possible	Points Awarded
I. Scope of Work		20 Maximum Points	
	Agency clearly demonstrates the capacity to serve and reach the target population and clearly outlines performance requirements.		
II. Template 2		35 Maximum Points	
	Agency describes a reasonable and well-developed project/interventions that fits into the overall mission/goal/objectives, values, and strategies of the program. (15)		
	Agency clearly describes the evaluation planned and approach(s) used. (5)		
	Agency provides a clear picture of the activities and events that are scheduled to occur. (5)		
	Community partners who are supporting service delivery are identified. (5)		
	Agency's collaboration and coordination plan with other organizations is clearly described and articulated. (5)		
III. Evidence, Practice, or Research-Based Strategies		15 Maximum Points	
	Agency clearly demonstrates that project design is supported by research or evidence-based practices.		
IV. Organizational Background/Capacity		4 Maximum Points	
	Board Member Profile is completed. (1)		
	Organizational Chart is included and provides evidence that there is a support of structure in place. (1)		
	Anticipated Revenue Summary Form is completed accurately. (1)		
	Funding Chart is completed. (1)		
V. Budget and Budget Narrative		26 Maximum Points	
	Costs are accurate and allowable. (3)		
	Contract Budget 6844S completed and calculated correctly based on instructions provided (5)		
	Budget narrative provides justification for the projected expenses, is clearly articulated and is sufficient to support the goals and activities outlined in the proposal. (10)		
	Budget includes supplemental documents, as needed (Indirect Cost Plan, Lease, etc. (5)		
	Job descriptions are included for budgeted positions and sufficiently describes staff responsibilities as they relate to SNAP-Ed. (3)		
		Subtotal	
TOTAL POINTS AWARDED	Please add section subtotals and transfer this amount to the front page of the scoring sheet.		

APPENDIX A

REQUIRED DOCUMENTS & CERTIFICATIONS

Links to Documents and Corresponding Instructions for ALL Applicants

- [Template 2](#)
- [Contract Packet A](#)
- [Template 3 & 4](#)

Other Documents Required for ALL Applicants

- SAM Active Record
- Signature Authority Documentation
- Indirect Cost Rate Plan (if budgeting indirect cost)
- Indirect Cost Declination Letter (if not budgeting indirect cost)
- Current Lease Agreement (if budgeting Cost of Space)

Links to Additional Documents Required for Non-Profits

- [Notice of Certain Reporting Requirements](#)
- [Cost Allocation Plan Certification](#)

Other Documents Required for Non-Profits

- Cost Allocation Plan

Template 2: SNAP-Ed State Goals, Objectives, Projects, Campaigns, Evaluation, and Collaboration



Template 2,
SNAP-Ed Goals, Obj

Contract Packet A (STATE of NC)



Contract Package
Part A_Contractor 0:

Template 3 & 4 (USDA)



SERO Templates 3
and 4-Staffing and I

Notice of Certain Reporting and Audit Requirements



Notice of Certain
Reporting Requirem

CERTIFICATE OF COST ALLOCATION PLAN



Cost Allocation
Plan Certificate.docx

ATTACHMENT A

SMART FORMAT

Many different thinkers have proposed the framework of “SMART Objectives” to assist educators and program planners in developing strong objectives. Michael Patton (2008) discusses SMART Objectives using the following mnemonic:

Specific
Measurable
Achievable
Relevant
Time-bound

Specific: Does the objective explicitly state how the target audience will change? In contrast to goals, which are purposefully broad, objectives should be specific and should clearly communicate the desired change that will take place. In Extension programs, objectives should clearly state what knowledge will be built, what attitudes will be changed, what skills will be strengthened, or what behaviors will be increased. Additionally, the specific audience that will experience the change should be identified when possible (e.g., people with diabetes, homeowners, youth in 4-H, etc.). Objectives should be concrete and easily understood.

Measurable: Is the objective measurable and are you able to measure it? To be useful, objectives need to be measurable in the context of Extension programming. Extension agents should be able to describe the ways in which objectives will be measured to assess progress. This means that Extension agents should describe the means by which they will measure the possible change in their target audience (e.g., workshop survey, follow-up survey, interview, observation, etc.).

Achievable: Is the objective achievable given the resources and program you have in place? Objectives should be reasonable, realistic, and achievable within the context of the program being proposed or delivered. When objectives are developed for a new program, it can be difficult to assess what is realistic. However, once a program is in place, an analysis of evaluation data can be used to inform future expectations regarding program performance. Other agents delivering similar programs may also be a source for “benchmarking” how much change is realistic to anticipate.

Relevant: Does the objective align with the larger goals of the program and with the goals of the participants? Objectives should align with the overarching goals of the educational program and should be consistent with the participants’ desires for increased knowledge or behavioral change. When this alignment takes place, the objectives are relevant and can be used to describe progress toward the larger programmatic goals.

Time-bound: Does the objective state the time frame for the proposed change? It is helpful to place a time boundary on the achievement of objectives. Because Extension reporting takes place on an annual basis, many objectives are written with an understanding that they should be achieved within the programmatic year. Objectives can also be set relative to time frames following programming, such as “immediately after training” or “within six months after training.” Typically, these time boundaries

should correspond to the data collection timetable (i.e., When will you collect post-test data? When will you collect follow-up data?).

Examples:

Objective 1: By September 30, 2022, 50% of the adults participating in the xxx Program (project), as reported by pre and post testing, will increase their fruit and vegetable intake.

Objective 2: By September 30, 2022, 50% of kindergarten children participating in the xxx Program (project), as reported by their teachers and parents, will improve their willingness to taste vegetables.

Objective 3: By September 30, 2022, 50% of kindergarten children participating in the xxx Program (project), as reported by their teachers and parents, will increase their physical activity.

ATTACHMENT B

DEFINITIONS

Activity refers to actual work performed by program personnel to implement objectives.

Administrative Costs refers to the financial costs characterized by the following types of activities:

- Dollar value of salaries and benefits associated with staff time dedicated towards the administration of SNAP-Ed
- Cost of training for performing administrative functions like record keeping and accounting, etc.
- Operating Costs
- Indirect costs for those administrative staff not covered above.
- Other overhead charges associated with administrative expenses (i.e. space, human resource services, etc.)

Allowable Cost refers to costs that are reimbursable from Federal program funds because they support SNAP-Ed and conform to Government-wide and SNAP-specific cost policy.

Behavior indicates action rather than knowledge or attitudes.

Behaviorally Focused Nutrition Messages are those that are (a) related to healthy food choices, for example, eating lower fat foods, adding one fruit each day, and switching to whole grain breads; (b) related to other nutritional issues, for example encouraging breast feeding practices, or physical activity (c) related to the environmental impact of dietary practices including safe food handling, promoting community walking groups (d) related to food shopping practices that increase purchasing power and availability of food including using store coupons, joining store clubs for added discounts, and purchasing in bulk, and (e) food security such as applying for nutrition assistance programs (i.e. WIC, SNAP, Child Nutrition Programs, Food Distribution Programs, etc.).

Census Tracts are small, relatively permanent geographic entities within counties (or the statistical equivalent of counties) delineated by a committee of local data users. Generally, census tracts have between 2,500 and 8,000 residents and boundaries that follow visible features. Census tract data may be used in targeting audiences for delivery of SNAP-Ed.

EARS, the Education and Administrative Reporting System, is an annual data and information collection process completed by SNAP State agencies. It collects uniform data and information on nutrition education activities funded by SNAP during the prior fiscal year.

Evidence-Based Approach for nutrition education and obesity prevention is defined as the integration of the best research evidence with best available practiced-based evidence. The best research evidence refers to relevant rigorous nutrition and public health nutrition research including systematically reviewed scientific evidence. Practice-based evidence refers to case studies, pilot studies, and evidence from the field on nutrition education interventions that demonstrate obesity prevention potential.

Fiscal Year is the Federal Fiscal Year that runs from October 1 of one year through September 30 of the following year.

Full-Time Equivalent (FTE) employment, as defined by the Federal government, means the total number of straight-time hours (i.e., not including overtime pay or holiday hours) worked by employees divided by the number of compensable hours (2,080 hours) in the fiscal year. Annual leave, sick leave, compensatory time off, and other approved leave categories are considered “hours worked” for purposes of defining FTE employment.

Grantee means the agency of the State responsible for administering SNAP.

Implementing Agencies contract with State agencies to provide SNAP-Ed and include Expanded Food and Nutrition Education Program (EFNEP), State departments of health or education, State level nutrition networks, food banks, and other organizations.

Indirect Cost Rate is a rate typically computed by summing all indirect costs then dividing the total by the Modified Total Direct Costs. Indirect cost rates applied in the SNAP-Ed plan shall be documented through an indirect cost plan that is approved by a cognizant agency.

Low-Income Persons are people participating in or applying for SNAP, as well as people with low financial resources defined as gross household incomes at or below 185 percent of poverty. National School Lunch Program data on the number of children eligible for free and reduced-priced meals, which represents children in families with incomes at or below 185 percent of poverty, or Census data identifying areas where low-income persons reside, are examples of available data sources that can be used to identify low-income populations.

Needs Assessment is the process of identifying and describing the extent and type of health and nutrition problems and needs of individuals and /or target populations in the community.

Outcome measure is the determination and evaluation of the results of an activity, plan, process, or program and their comparison with the intended or projected results.

Output measure is the calculation, recording, or tabulation of the results of an activity effort, or process that can be expressed in numbers (quantitatively).

Performance measure is a quantifiable indicator used to assess how well an organization or business is achieving its desired objectives.

Practice-Based Evidence refers to case studies, pilot studies, and evidence from the field on nutrition education interventions that demonstrate obesity prevention potential.

Project means a discrete unit of nutrition education or obesity prevention intervention which is distinguished by a specifically identified low-income target population. Example: The program is “Seniors Living Healthy” the project is Let’s Exercise More or Eating on a Budget.

SNAP Nutrition Education and Obesity Prevention Services are any combination of educational strategies, accompanied by environment supports, designed to facilitate voluntary adoption of food and physical activity choices and other nutrition-related behaviors conducive to the health and well-being of SNAP participants and low-income individuals eligible to participate in SNAP and other means-tested Federal assistance programs. Nutrition education and obesity prevention services are delivered

through multiple venues and involves activities at the individual, community, and appropriate policy levels. Acceptable policy level interventions are activities that encourage healthier choices based on the current *Dietary Guidelines for Americans*.

SNAP-Ed Plan is an official written document that describes SNAP-Ed services States may provide. It should clearly describe goals, priorities, objectives, activities, procedures used, and resources including staff and budget, and evaluation method.

SNAP-Ed Target Audience is SNAP participants and low-income individuals eligible to receive SNAP or other means-tested Federal assistance programs benefits.

State Agency means the agency of State government which is responsible for the administration of the federally aided public assistance programs within the State.

Sub-grantee means the organization or person to which a state agency, as grantee, takes an agreement to conduct nutrition education and obesity prevention activities.

ATTACHMENT C

Checklist for Evidence Based Approaches

https://snaped.fns.usda.gov/sites/default/files/documents/508_Compliant_FY_2021_SNAP-Ed_Plan_Guidance

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Categories of Evidence-Based Approaches

https://snaped.fns.usda.gov/sites/default/files/documents/508_Compliant_FY_2021_SNAP-Ed_Plan_Guidance

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Intervention or Strategy Name

https://snaped.fns.usda.gov/sites/default/files/documents/508_Compliant_FY_2021_SNAP-Ed_Plan_Guidance

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ATTACHMENT D

Checklist for Public Health Approaches: SNAP-Ed

snaped.fns.usda.gov/sites/default/files/documents/508_Compliant_FY_2021_SNAP-Ed_Plan_Guidance

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Policy, Systems, and Environmental (PSE) Approaches

snaped.fns.usda.gov/sites/default/files/documents/508_Compliant_FY_2021_SNAP-Ed_Plan_Guidance

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