



**Michelle Lujan Grisham, Governor**  
Kari Armijo, Secretary  
Alex Castillo Smith, Deputy Secretary  
Kathy Slater Huff, Deputy Secretary  
Kyra Ochoa, Deputy Secretary  
Niki Kozlowski, Income Support Director

August 2, 2024

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

Dear James Abraham;

The Human Services Department/Income Support Division is pleased to submit the State of New Mexico's proposed SNAP-Ed amendment to the Multi-Year Plan for FFYs 2022 - 2024. As outlined in the plan, NM SNAP-Ed expects to spend **\$5,807,795** in FFY 2025 to expand outreach and carry out the scope of the program. New Mexico estimates needing to utilize \$571,199.00 in carry over funds from FFY 2024 to add to this year's grant of award amount of \$5,236,596 to carry out the second year of this multi-year plan.

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

Sincerely,

Niki Kozlowski  
Division Director  
Health Care Authority/Income Support Division

## Assurances Checklist

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

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

## Signature Page

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

**Name of State SNAP Agency:**

**Date:**

**Federal Fiscal Year:**

**Certified By:** 1BA9EB5EAD00499...

**Date:** 8/7/2024

## SNAP State Agency Fiscal Reviewer

**Signature:**   
**ASD Director/CFO**

**Date:** 08/06/2024





# 2025 Annual Plan

**New Mexico Human Services Department (State Agency)**

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# Target Audience and Needs Assessment

## Needs Assessment Process

This needs assessment is a **comprehensive needs assessment**.

### Stakeholders engaged in the needs assessment process

SNAP-Ed aims to improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans (DGA) and the USDA food guidance. SNAP-Ed also seeks to improve access to healthy foods, particularly in underserved areas. With its large eligible population, SNAP-Ed serves as an important asset for the state of New Mexico.

New Mexico oversees five (5) agencies implementing SNAP-Ed programming throughout the state to support USDA's goal. These Implementing Agencies (IAs) include **Cooking with Kids** (CWK), **Kids Cook!** (KC!), **NM Department of Health** (DOH)-Obesity, Nutrition, and Physical Activity Program (ONAPA) Healthy Kids Healthy Communities, **NMSU** Ideas for Cooking and Nutrition (ICAN), and the **UNM PRC** which has the Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus), the Social Marketing Program, and the SNAP-Ed Statewide Evaluation. The IAs and the NM State Agency (SA) engage with their numerous local and statewide partners to understand the SNAP-Ed needs at the local and state level. These include state agencies and programs, Tribal organizations, non-profit organizations, schools, senior centers, WIC clinics, and other partners.

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

Statistics regarding poverty, obesity, and chronic diseases have been considered across the state to formulate programs and activities designed to combat poor nutrition and low levels of physical activity. NM has formulated a plan to address these issues and concerns.

SNAP-Ed provides various methods for program delivery, through Direct Education, Policy, Systems, and Environmental (PSE) changes, and Social Marketing.

To carry out the NM SNAP-Ed plan, implement, and operate the SNAP-Ed program, NMHCA will:

- Work collaboratively across state agencies, including those administering other FNS Programs, to promote healthy eating and active living among the SNAP-Ed priority population.
- Develop a coordinated, cohesive State SNAP-Ed Multi-Year Plan based on the current state-specific needs assessment of nutrition-related disease and obesity that addresses national and state priorities.
- Provide leadership, direction, and information to entities contracted to deliver SNAP-Ed services ensuring the program appropriately serves its audience and is consistent with SNAP-Ed policies. The SA and IAs will meet individually and as a group at least monthly, with at least two in-person meetings each year.
- Monitor activities of all implementing agencies in the State's approved SNAP-Ed Plan to include ensuring allowable expenditures, approving educational items, observing training materials, and conducting management observations, per the FY 2025 SNAP-Ed Guidance Procedures.

- Submitting plans and reports to FNS, collecting data, and maintaining financial records. Review, validate and document payments for approved SNAP- Ed activities and maintain files that will be available for USDA review and audit.
- Procure contracts through competitive bid process and governed by State procurement regulations.

## Needs Assessment Findings

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

Topic	Age Group Range	Finding	Data Source
Obesity	2 to 4	23.9 %	2022 State of Childhood Obesity
	10 to 17	34.3 %	2021 Behavioral Risk Factor Surveillance System
	18 to 44	33.3 %	2022 Behavioral Risk Factor Surveillance System
	45 to 64	38.3 %	2022 Behavioral Risk Factor Surveillance System
	65 to 99	24.0 %	2022 Behavioral Risk Factor Surveillance System
Type 2 diabetes	18 to 44	4.3 %	2022 Behavioral Risk Factor Surveillance System ( <i>applies to all age groups</i> )
	45 to 64	16.5 %	
	65 to 99	23.2 %	
Cancer	18 to 44	2.3 %	2022 Behavioral Risk Factor Surveillance System ( <i>applies to all age groups</i> )
	45 to 64	8.3 %	
	65 to 99	29.0 %	
Hypertension	18 to 44	0.5 %	2022 Behavioral Risk Factor Surveillance System ( <i>applies to all age groups</i> )
	45 to 64	3.9 %	
	65 to 99	11.3 %	
High cholesterol	18 to 44	35.9 %	2021 Behavioral Risk Factor Surveillance System ( <i>applies to all age groups</i> )
Fruit consumption	14 to 17	10.7 Consumed fruit less than one time per day	2021 Behavioral Risk Factor Surveillance System ( <i>applies to all age groups</i> )
	18 to 64	41.9 Consumed fruit less than one time per day	
Vegetable consumption	14 to 17	8.9 consumed less than one time per day	2021 Behavioral Risk Factor Surveillance System ( <i>applies to all age groups</i> )
	18 to 64	21.1 consumed less than one time per day	

Topic	Age Group Range	Finding	Data Source
Physical activity behaviors	6 to 13	23.8 met aerobic physical activity guideline	2021 National Survey of Children's Health
	14 to 17	26.4 met aerobic physical activity guideline	2021 Youth Risk Behavior Surveillance System
	18 to 64	75.7 participated in any form of leisure-time physical activity	2022 Behavioral Risk Factor Surveillance System
Household food insecurity	0 to 17	19.2 Percentage of children who are food insecure	2021 State of Childhood Obesity ( <i>applies to all age groups</i> )



Community Food Access Data

File Attachments: [Food Insecurity rates by county-NM Voices for Children.pdf](#)

Demographic Characteristics of SNAP-Ed Target Audiences

The SNAP gross income limit (as a percentage of the Federal Poverty Level): **200%**

Age

<b>49,026</b>	76 or older
<b>74,659</b>	Younger than 5
<b>153,874</b>	5-17
<b>406,855</b>	18-59
<b>119,999</b>	60-75

Source: American Community Survey, 2022

Ethnicity

<b>464,912</b>	Hispanic/Latino
<b>353,415</b>	Not Hispanic/Latino

Source: American Community Survey, 2022

Race

<b>208,534</b>	Other
<b>468,685</b>	White
<b>18,813</b>	Black or African American
<b>112,244</b>	American Indian or Alaska Native

Source: American Community Survey, 2022

**9,349** Asian

**702** Native Hawaiian or Other Pacific Islander

Source: American Community Survey, 2022

**Primary language spoken in household**

**0** Amharic

**999** Arabic

**26** Armenian

**35** Cantonese

**0** Creole

**370,769** English

**461** Farsi

**426** Hindi

**21** Hmong

**0** Khmer

**957** Korean

**0** Laotian

**275** Mandarin

**99** Polish

**95** Portuguese

**418** Russian

**0** Serbo-Croatian

**0** Somali

**325,416** Spanish

**307** Thai

**229** Urdu

**1,540** Vietnamese

**26** afrikaans

**0** akan (incl. twi)

**0** albanian

**0** aleut languages

**2,310** apache languages

**0** assyrian neo-aramaic

**493** bengali

**0** bosnian

Source: American Community Survey, 2022

<b>0</b> bulgarian	<b>0</b> burmese
<b>0</b> cajun french	<b>0</b> cebuano
<b>0</b> chaldean neo-aramaic	<b>56</b> chamorro
<b>30</b> cherokee	<b>0</b> chin languages
<b>1,445</b> chinese	<b>0</b> chuukese
<b>33</b> croatian	<b>0</b> czech
<b>3</b> dakota languages	<b>72</b> danish
<b>162</b> dari	<b>71</b> dutch
<b>0</b> edoid languages	<b>956</b> filipino
<b>50</b> finnish	<b>1,435</b> french
<b>0</b> fulah	<b>0</b> ga
<b>0</b> ganda	<b>0</b> gbe languages
<b>2,354</b> german	<b>388</b> greek
<b>27</b> gujarati	<b>16</b> hawaiian
<b>119</b> hebrew	<b>6</b> hungarian
<b>27</b> igbo	<b>0</b> ilocano
<b>0</b> india n.e.c.	<b>0</b> indonesian
<b>104</b> irish	<b>363</b> italian
<b>0</b> iu mien	<b>798</b> japanese

Source: American Community Survey, 2022

<b>0</b> kabuverdianu	<b>0</b> kannada
<b>100</b> karen languages	<b>0</b> konkani
<b>0</b> kurdish	<b>0</b> lao
<b>36</b> latvian	<b>0</b> lithuanian
<b>0</b> macedonian	<b>35</b> malay
<b>104</b> malayalam	<b>0</b> manding languages
<b>0</b> marathi	<b>0</b> marshallese
<b>128</b> min nan chinese	<b>0</b> mongolian
<b>26</b> muskogean languages	<b>60,916</b> navajo
<b>147</b> nepali	<b>53</b> nilo-saharan languages
<b>0</b> norwegian	<b>24</b> ojibwa
<b>0</b> oromo	<b>8</b> other afro-asiatic languages
<b>112</b> other and unspecified languages	<b>0</b> other bantu languages
<b>65</b> other central and south american languages	<b>75</b> other eastern malayo-polynesian languages
<b>67</b> other indo-european languages	<b>0</b> other indo-iranian languages
<b>137</b> other languages of africa	<b>16</b> other languages of asia
<b>0</b> other mande languages	<b>18,322</b> other native north american languages
<b>10</b> other niger-congo languages	<b>0</b> other philippine languages
<b>64</b> pashto	<b>0</b> pennsylvania german

Source: American Community Survey, 2022

<b>0</b> punjabi	<b>38</b> romanian
<b>0</b> samoan	<b>46</b> serbian
<b>0</b> serbocroatian	<b>0</b> shona
<b>35</b> sinhala	<b>0</b> slovak
<b>1,094</b> swahili	<b>11</b> swedish
<b>0</b> swiss german	<b>781</b> tagalog
<b>0</b> tamil	<b>14</b> telugu
<b>51</b> tibetan	<b>129</b> tigrinya
<b>0</b> tongan	<b>20</b> turkish
<b>9</b> ukrainian	<b>619</b> uto-aztecan languages
<b>0</b> wolof	<b>144</b> yiddish
<b>250</b> yoruba	

Source: American Community Survey, 2022

#### Members of State and federally recognized Tribes

<b>2,982</b> Acoma Pueblo and Off-Reservation Trust Land
<b>4,466</b> Isleta Pueblo
<b>2,132</b> Jemez Pueblo
<b>2,599</b> Jicarilla Apache Nation Reservation and Off-Reservation Trust Land
<b>4,460</b> Laguna Pueblo and Off-Reservation Trust Land

Source: American Community Survey, 2022

**3,969** Mescalero Reservation

**2,148** Nambe Pueblo and Off-Reservation Trust Land

**166,545** Navajo Nation Reservation and Off-Reservation Trust Land

**2,448** Picuris Pueblo

**1,577** Pueblo de Cochiti

**6,847** Pueblo of Ohkay Owingeh

**3,687** Pueblo of Pojoaque and Off-Reservation Trust Land

**5,173** Pueblo of Sandia

**3,224** San Felipe Pueblo

**2,223** San Ildefonso Pueblo and Off-Reservation Trust Land

**1,097** Santa Ana Pueblo

**11,842** Santa Clara Pueblo and Off-Reservation Trust Land

**2,961** Santo Domingo (Kewa) Pueblo

**5,110** Taos Pueblo and Off-Reservation Trust Land

**1,196** Tesuque Pueblo and Off-Reservation Trust Land

**1,751** Ute Mountain Reservation and Off-Reservation Trust Land

**899** Zia Pueblo and Off-Reservation Trust Land

**8,134** Zuni Reservation and Off-Reservation Trust Land

Source: American Community Survey, 2022

County, Ward, Parish

<b>231,321</b>	Bernalillo	<b>1,788</b>	Catron	<b>28,850</b>	Chaves	<b>13,257</b>	Cibola	<b>5,279</b>	Colfax
<b>19,439</b>	Curry	<b>831</b>	De Baca	<b>98,851</b>	Doña Ana	<b>17,184</b>	Eddy	<b>11,957</b>	Grant
<b>1,671</b>	Guadalupe	<b>261</b>	Harding	<b>1,753</b>	Hidalgo	<b>26,144</b>	Lea	<b>9,072</b>	Lincoln
<b>2,003</b>	Los Alamos	<b>13,084</b>	Luna	<b>42,114</b>	Mckinley	<b>2,285</b>	Mora	<b>26,628</b>	Otero
<b>4,246</b>	Quay	<b>16,617</b>	Rio Arriba	<b>7,770</b>	Roosevelt	<b>59,172</b>	San Juan	<b>12,121</b>	San Miguel
<b>37,460</b>	Sandoval	<b>46,883</b>	Santa Fe	<b>5,496</b>	Sierra	<b>8,756</b>	Socorro	<b>12,580</b>	Taos
<b>7,285</b>	Torrance	<b>1,883</b>	Union	<b>29,892</b>	Valencia				

Source: American Community Survey, 2022

SNAP Participation

County, Ward, Parish

<b>83,852</b>	Bernalillo	<b>0</b>	Catron	<b>9,145</b>	Chaves	<b>3,884</b>	Cibola	<b>1,835</b>	Colfax
<b>8,566</b>	Curry	<b>0</b>	De Baca	<b>30,781</b>	Doña Ana	<b>6,303</b>	Eddy	<b>4,310</b>	Grant
<b>20</b>	Guadalupe	<b>0</b>	Harding	<b>9</b>	Hidalgo	<b>8,049</b>	Lea	<b>2,083</b>	Lincoln
<b>0</b>	Los Alamos	<b>5,206</b>	Luna	<b>11,990</b>	Mckinley	<b>0</b>	Mora	<b>6,543</b>	Otero
<b>2,143</b>	Quay	<b>6,880</b>	Rio Arriba	<b>8</b>	Roosevelt	<b>11,093</b>	Sandoval	<b>15,846</b>	San Juan
<b>5,487</b>	San Miguel	<b>10,187</b>	Santa Fe	<b>2,838</b>	Sierra	<b>1,175</b>	Socorro	<b>4,658</b>	Taos
<b>1,175</b>	Torrance	<b>0</b>	Union	<b>9,505</b>	Valencia				

Source: Prepopulated from Bi-Annual County Level SNAP Participation and Issuance Data, 2024. Values may have been adjusted by the State agency.

## Program Access for Diverse Target Audiences

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

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

SNAP-Ed is currently not in the counties of Catron, De Baca, Harding, Los Alamos, and Union. Los Alamos County is generally not SNAP-Ed eligible by income. The other four counties are extremely rural with very small populations making it difficult to deliver in-person SNAP-Ed education.

New Mexico's substantial Native American population (9.2% identifying as solely American Indian or Alaska Native) underscores the importance of strengthening ongoing collaborations with Tribal communities to design culturally appropriate interventions as partners to build trust. The state is home to 19 Pueblos, 3 Apache Tribes, and the Navajo Nation – all of which are federally recognized. The Navajo Nation, the largest of these tribes, comprises roughly two-thirds (67.3%) of the state's Native American population, encompassing both the Navajo Nation Reservation and Off-Reservation Trust Land. Partnering with Tribes and Tribal organizations is critical to reaching this population. (based on 1-year estimates from the American Community Survey (2022)).

New Mexico continues to grow an online presence among various social media platforms as well as virtual education. New Mexico is slowly building trust, collaborating, and tailoring programming with Tribal Organizations. We have done our best to bring services and reach to our SNAP-eligible population throughout New Mexico.

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

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

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

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

### Other factors affecting program access for diverse target audiences

**Description of how SNAP-Ed programming is reaching all groups within its target audiences**



Understanding the household size distribution across age groups allows SNAP-Education programs to develop targeted interventions that address the unique needs and challenges of different household compositions. For adults between 18 to 64 years old, the higher proportion of medium-sized (3-4 members) and larger households (5-6 members) suggests the presence of families with children or multi-generational households.

To deliver the important work of nutrition education for SNAP-Eligible persons, SNAP-Education provides various methods for program delivery, through Direct Education, Policy, Systems, and Environmental (PSE) changes, and Social Marketing where the target audiences live, work, shop, play, eat, and learn. Implementing agencies consider and ensure appropriateness is not limited to accommodations, target audience, culture, languages offered, and mode of delivery.

NMSU/ICAN uses primarily DE and PSE efforts via a paraprofessional model to deliver programming in a variety of settings for youth to adults/seniors across the entire state.

UNM Chile Plus is a multi-level, multi-component strategy utilizing DE and PSE efforts through multiple counties throughout the state. The primary audience is Head Start, Early care and Education (ECE) settings where predominantly Hispanic and American Indian children are enrolled.

UNM Social Marketing program initially developed for SNAP-eligible Spanish speaking elementary students and their families has evolved to include SNAP-Eligible High Schools, Senior centers and a collaboration with the Office of Indian Elder Affairs and NM Aging and Long-Term Services.

NM Department of Health/Obesity, Nutrition, and Physical Activity Program (ONAPA) PSE audience includes SNAP eligible pre-school and elementary school-age children, families, adults and older adults/seniors of various counties and Tribal communities. ONAPA assists school districts to establish school wellness policies mandated by the state of New Mexico.

Kids Cook! (KC!) DE is held with both English and non-English speaking families and entire communities surrounding the students (families, teachers, school staff, mobile food pantry participants, farmers market participants, health care providers when appropriate, and other community organizations). DE delivery is provided with physical activity and interactive nutrition/cooking education.

Cooking with Kids (CWK), DE audience is prek-8th grade attending SNAP eligible schools and/or after school programs.

### **Key factors supporting access to SNAP-Education programming for each of these groups**

SNAP-Education IA's tailor their interventions to address the specific needs and challenges of cooking for families with children or multi-generational households and for older adults, over 64 years old with smaller 1-2 person households, potential social isolation, and accessibility and mobility.

Agencies facilitating DE resumed established and expanded their online presence through social media platforms and virtual education to support SNAP-Education programming to accommodate access, location, language barriers, and transportation limitations. IA's have found the online presence allows for greater SNAP-Education reach and connection to include families and communities where they cook and eat. Access also includes coordination and collaboration with Indian Tribal Organizations to provide physical activity and nutrition education which incorporates local indigenous foods tailored to each respective community. IA's offering multilingual options in programming and ensuring language accessibility are important for effective communication and

engagement with diverse linguistic communities. IA's continuously evaluate and adjust strategies to reach our target audience new circumstances and opportunities present themselves.

### **Key factors limiting access to SNAP-Ed programming**

New Mexico has high poverty levels in the state. Poverty results in a host of concerns including food insecurity, poor health care, lack of transportation, or adequate housing, etc. and NM faces many of these challenges. New Mexico ranks poorly in many areas of concern. Physical activity of children under the age of 18 falls short of the national average while food insecurity in the state exceeds it. 25% of New Mexicans live at or are below the federal poverty level. NM Department of Health Office of Health Equity (<https://www.nmhealth.org/about/asd/ohe>). About 1 in 3 New Mexicans (32.9%) live in rural areas. In these less densely populated areas, access to essential resources and services can be more limited, creating unique challenges in promoting healthy eating and active lifestyles. Rural residents may face barriers such as limited availability of fresh produce, longer travel distances to grocery stores, and fewer opportunities for physical activity. Moreover, cultural and social norms deeply rooted in rural communities can influence dietary preferences and attitudes toward health and wellness. While English is the predominant language spoken (69.1%), about 1 in 5 New Mexicans (24.8%) speak Spanish as their primary language. Additionally, Native languages are spoken by a notable percentage. These statistics combined with the vast ruralness of the state, and lack of broadband access, often makes obtaining access to services difficult. \*1-year estimates from the American Community Survey (2022).

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

Effective strategies to target this population include collaborating with community organizations, tailoring materials and programs to address their specific needs and language barriers, utilizing existing networks to identify and connect with those in need, implementing targeted outreach in low-income neighborhoods, and providing incentives to reduce barriers and encourage participation.

To effectively reach this population, ongoing partnerships with schools and childcare centers, collaborations with other state agencies, pediatric healthcare providers, the development of family-friendly materials and programs, utilization of existing networks, and focused outreach in communities with high concentrations of low-income households with children are essential strategies to implement.

## **Program appropriateness for diverse target audiences**

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

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

NMSU/ICAN Direct Education Youth Education efforts for school age through series, single sessions and activities have been successful and a reported increase in participation. Adult age SNAP-eligible participants are provided with opportunities to engage and build skills related to community and home gardens with the self-paced online gardening series Seed to Supper, leading to the economical production and consumption of healthy and fresh foods.

Cooking with Kids (CWK) Many of CWK schools are in underserved, rural communities. 85% of students serviced identify as Hispanic, and about one-third are English Language Learners. CWK incorporates DE and PSE programming efforts to support healthy food preference and eating behaviors in students and their families. CWK programming in SNAP-Ed eligible schools provides culturally appropriate curricula and has teamed with multiple chefs, farmers, partner organizations, and ITO's to support their efforts.

NMDOH/ONAPA, serves many underserved areas of NM with high Hispanic, Native American, and US border population representation to implement comprehensive, culturally appropriate Farm to Preschool programs, including purchasing NM grown produce for meals and snacks, growing edible gardens, nutrition education and hands-on gardening lessons, and family and community engagement. NMDOH/ONAPA partnerships with Public Education Department (PED), NM Food Distribution Programs on Indian Reservations (FDPIR), Aging and Long-Term Services Department (ALTSD), and Office of Indian Elder Affairs (OIEA); provided professional development opportunities on healthy meal preparation and nutrition education for food programs that reached 19 total Tribal communities.

University of New Mexico (UNM) CHILE Plus programming provides a multi-level DE and PSE approach reaching preschool aged children and their families; curricula delivery is in person, virtual, self-directed and interactive. CHILE Plus partners include Head Starts and Early Childhood Development Centers, providing the classroom curriculum, staff professional development, food service, family engagement, grocery store collaboration, and partnership with local health care providers and Women, Infants and Children (WIC) program providers.

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

About 1 in 3 New Mexicans (32.9%) live in rural areas. In these less densely populated areas, access to essential resources and services can be more limited, creating unique challenges in promoting healthy eating and active lifestyles. Rural residents may face barriers such as limited availability of fresh produce, longer travel distances to grocery stores, and fewer opportunities for physical activity. Moreover, cultural and social norms deeply rooted in rural communities can influence dietary preferences and attitudes toward health and wellness.

The income disparity for older adults highlights a critical area for SNAP-Ed intervention. Adults 65 and over are more concentrated in lower income ranges (\$25,000 < \$75,000) compared to adults 18-64 (\$50,000 < \$150,000). This limited income significantly increases the risk of food insecurity for seniors, who may struggle to afford nutritious food options. Programs should emphasize cost-effective ingredients and easy recipes, empowering seniors to make healthy choices within their budget constraints.

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

NM can expand DE and PSE efforts in schools, increase online presence using social media platforms, provide virtual lessons, and distribute educational materials to reach those in rural areas. SNAP-Ed programs should also tailor their interventions to address the specific needs and challenges of cooking for smaller households, potential social isolation, and accessibility and mobility. Reconnect and re-establish relationships with State offices and local partners such as WIC, FDPIR, Income Support Division offices, and food distribution sites. For example, NMSU/ICAN efforts include distributing educational materials in the form of recipes that encourage our food distribution recipients to use the food that is included in their food boxes. And the NMSU/ICAN Seed to Supper is available with an on-demand self-paced, online class available in English and Spanish at no cost. NM can continue, and expand,

collaborations with NM Grown, New Mexico Aging and Long-Term services, and City of Albuquerque-Department of Senior affairs to expand the rural and older adult reach.

## Tribal Consultation

Pueblo de Cochiti	Pueblo of Laguna	Ohkay Owingeh Pueblo	Pueblo of Isleta
<p><b>Primary Contact</b> Joel A. Arquero</p> <p><b>Contact Title</b> Governor</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"> <li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager SNAP-Ed FFY 2025 State plan.</li> <li>July 15, 2024: Tribal notification letters mailed out</li> <li>July 30, 2024: Follow up phone call from</li> </ul>	<p><b>Primary Contact</b> Wilfred Herrera</p> <p><b>Contact Title</b> Xavier Lucero for Governor Wilfred Herrera</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"> <li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</li> <li>July 15, 2024: Tribal notification letters mailed out</li> <li>August 1, 2024: Follow up phone call from</li> </ul>	<p><b>Primary Contact</b> Larry Phillips Jr.</p> <p><b>Contact Title</b> Governor</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"> <li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</li> <li>July 15, 2024: Tribal notification letters mailed out</li> <li>August 1, 2024: Follow up phone call from</li> </ul>	<p><b>Primary Contact</b> Elaine Montoya for Governor Max Zuni</p> <p><b>Contact Title</b> Governor Tribal Administrator</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"> <li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</li> <li>July 15, 2024: Tribal notification letters mailed out</li> <li>August 1, 2024: Follow up phone call from SNAP-Ed Program manager <ul style="list-style-type: none"> <li>Spoke with Ms. Montoya, who requested a copy of the email. Email forwarded as requested to elaine.montoya@isletapueblo.com</li> </ul> </li> </ul> <p><b>Description of written comments received and outcome</b></p>

<div><div>SNAP-Ed Program manager</div><div><div>◦ no answer and no option to leave a voicemail</div></div></div> <div><div>Description of written comments received and outcome</div><div>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024.</div><div>as of 7/30/24 no comments have been received.</div></div>	<div><div>SNAP-Ed Program manager</div><div><div>◦ Mr. Lucero will pass on message to Gov. Herrera</div></div></div> <div><div>Description of written comments received and outcome</div><div>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</div></div>	<div><div>SNAP-Ed Program manager</div><div><div>◦ Voicemail left with SNAP-Ed Program manager call back phone number</div></div></div> <div><div>Description of written comments received and outcome</div><div>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</div></div>	<div><div>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</div></div>
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Pueblo of Picuris	Pueblo of Nambe	Pueblo of Acoma	Tribal Organizations- FY24 SNAP-Ed State plan
<div><div>Primary Contact</div><div>Gwen Simbolo</div><div>Contact Title</div><div>Tribal Secretary to Governor Craig Quanchello</div><div>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</div><div><div>• July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</div></div></div>	<div><div>Primary Contact</div><div>Onnie Martinez</div><div>Contact Title</div><div>Executive Assistant to Governor Nathaniel Porter</div><div>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</div><div><div>• July 12, 2024: email Tribal notification letter sent from Cabinet Tribal</div></div></div>	<div><div>Primary Contact</div><div>Randall Vicente</div><div>Contact Title</div><div>Governor</div><div>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</div><div><div>• July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal</div></div></div>	<div><div>Primary Contact</div><div>Shelly Begay</div><div>Contact Title</div><div>Native American Liaison- Administrative Officer II HSD- Office of the Secretary</div><div>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</div><div>Tribal Notification for proposed FFY2024 SNAP-Ed State Plan had been made available for review on HCA (Formerly HSD)</div></div>

<ul style="list-style-type: none"><li>July 15, 2024: Tribal notification letters mailed out</li><li>August 1, 2024: Follow up phone call from SNAP-Ed Program manager<ul style="list-style-type: none"><li>Spoke with Tribal Secretary Gwen Simbolo, who requested a copy of email. E-mail was sent as requested to tribalsecretary@picurispueblo.org</li></ul></li></ul> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>	<p>Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</p> <ul style="list-style-type: none"><li>July 15, 2024: Tribal notification letters mailed out</li><li>August 1, 2024: Follow up phone call from SNAP-Ed Program manager<ul style="list-style-type: none"><li>Voicemail left with Shelly Begay contact information</li></ul></li></ul> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>	<p>input/comment on behalf of SNAP-Ed program manager SNAP-Ed FFY 2025 State plan.</p> <ul style="list-style-type: none"><li>July 15, 2024: Tribal notification letters mailed out</li><li>July 30, 2024: Follow up phone call from SNAP-Ed Program manager<ul style="list-style-type: none"><li>Voicemail left with SNAP-Ed Program manager call back phone number</li></ul></li></ul> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024.</p> <p>as of 7/30/24 no comments have been received.</p>	<p>website <a href="https://www.hca.nm.gov/income-support-division-plans-and-reports/">https://www.hca.nm.gov/income-support-division-plans-and-reports/</a></p> <p><b>Description of written comments received and outcome</b></p> <p>No Tribal comment was received</p>
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Tribal Organizations	Tribal Organizations-Outreach	All Tribal Organizations	Pueblo of Pojoaque	Pueblo of Jemez
Primary Contact			Primary Contact	Primary Contact

<p>Shelly Begay</p> <p><b>Contact Title</b> Native American Liaison- Administrative Officer II HSD- Office of the Secretary</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b> Tribal Notification for proposed FFY2025 SNAP-Ed State Plan to be available for review on HCA website <a href="https://www.hca.nm.gov/income-support-division-plans-and-reports/">https://www.hca.nm.gov/income-support-division-plans-and-reports/</a></p> <p><b>Description of written comments received and outcome</b> Tribal comment/questions received by August 9, 2024 will be reviewed and recorded. NMHCA will update the proposed SNAP-Ed State Plan as necessary based on comments and responses received in accordance with the Code of Federal Regulations (CFR).</p>	<p><b>Primary Contact</b> Shelly Begay</p> <p><b>Contact Title</b> Native American Liaison- Administrative Officer II HSD-Office of the Secretary</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b> SNAP-Ed Program manager increasing outreach with attendance at Tribal health and resource fairs held on various Tribal lands as the opportunity arises.</p> <p><b>Description of written comments received and outcome</b> No comments have been received from Tribal leaders or designee's</p>	<p><b>Primary Contact</b> Shelly Begay</p> <p><b>Contact Title</b> Native American Liaison- Administrative Officer II HSD-Office of the Secretary</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b> Tribal liaison facilitated Tribal listening session with all NM Tribal Organizations invited on July 19, 2023. SNAP-Ed program manager presented SNAP-Ed program with the Implementing Agencies available for programming questions.</p> <p><b>Description of written comments received and outcome</b></p> <ul style="list-style-type: none"> <li>No written comments were received from</li> </ul>	<p>Lois Edwards</p> <p><b>Contact Title</b> Tribal Secretary to Governor Jenelle Roybal</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"> <li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</li> <li>July 15, 2024: Tribal notification letters mailed out</li> <li>August 1, 2024: Follow up phone call from SNAP-</li> </ul>	<p>Peter Madalena</p> <p><b>Contact Title</b> Governor</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"> <li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</li> <li>July 15, 2024: Tribal notification letters mailed out</li> <li>August 1, 2024: Follow up phone call from SNAP-Ed Program manager</li> </ul>
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				<p>the Tribal organizations, either by Tribal liaison Shelly Begay or SNAP-Ed program manager, Adele Blue-Sky</p> <ul style="list-style-type: none"><li>• Tribes directly reached out to Implementing Agencies</li><li>• IA's with current Tribal partnership work directly with Tribes to implement programming and/or receive permission to conduct focus groups and surveys to improve programming.</li><li>• IA UNM-Social Marketing has received written feedback and is currently working in collaboration with Laguna Pueblo</li></ul>	<p>Ed Program manager</p> <ul style="list-style-type: none"><li>◦ Ms. Edwards was unable to confirm if Governor or Melissa (checks mail) have received. Left Shelly Begay's contact information</li></ul> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>	<ul style="list-style-type: none"><li>◦ no answer and no option to leave a voicemail</li></ul> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>
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		Elementary School to pilot a program for 3rd, 4th, and 5th grades for school year 2024-2025. A focus group of students helped design an activity book incorporating QR codes to specific words in the language of the tribe, Keresan.		
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Pueblo of San Felipe	Pueblo of San Ildefonso	Pueblo of Sandia	Pueblo of Santa Ana
<p><b>Primary Contact</b> Ms. J. Drywater</p> <p><b>Contact Title</b> Tribal Secretary to Governor Anthony Ortiz</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"><li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of</li></ul>	<p><b>Primary Contact</b> Christopher Moquino</p> <p><b>Contact Title</b> Governor</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"><li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly</li></ul>	<p><b>Primary Contact</b> Shannon Montoya</p> <p><b>Contact Title</b> Tribal Administrator for Governor Felix Chavez</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"><li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed</li></ul>	<p><b>Primary Contact</b> Joe Pena</p> <p><b>Contact Title</b> Executive Assistant to Governor Myron Armijo</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"><li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal</li></ul>

<p>SNAP-Ed program manager re: FFY SNAP-Ed State plan</p> <ul style="list-style-type: none"> <li>• July 15, 2024: Tribal notification letters mailed out</li> <li>• August 1, 2024: Follow up phone call from SNAP-Ed Program manager <ul style="list-style-type: none"> <li>◦ Spoke with Ms. Drywater, Tribal Secretary, who requested a copy of the e-mail. E-mail forwarded as requested to jdrywater@sfpueblo.com</li> </ul> </li> </ul> <p><b>Description of written comments received and outcome</b> Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>	<p>Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</p> <ul style="list-style-type: none"> <li>• July 15, 2024: Tribal notification letters mailed out</li> <li>• August 2, 2024: Follow up phone call from SNAP-Ed Program manager <ul style="list-style-type: none"> <li>◦ Voicemail left with SNAP-Ed Program manager contact information and Cabinet Secretary, Shelly Begay information</li> </ul> </li> </ul> <p><b>Description of written comments received and outcome</b> Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>	<p>program manager re: FFY SNAP-Ed State plan</p> <ul style="list-style-type: none"> <li>• July 15, 2024: Tribal notification letters mailed out</li> <li>• August 2, 2024: Follow up phone call from SNAP-Ed Program manager <ul style="list-style-type: none"> <li>◦ Spoke with Maria Lovato. Confirmed hard copy letter was received July 18, 2024 and Governor has not responded. As requested, I also send a copy to Governors Tribal Administrator Shannon Montoya at fnmontoya@sandiapueblo.nsn.us</li> </ul> </li> </ul> <p><b>Description of written comments received and outcome</b> Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/02/2024 no comments have been received</p>	<p>Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</p> <ul style="list-style-type: none"> <li>• July 15, 2024: Tribal notification letters mailed out</li> <li>• August 2, 2024: Follow up phone call from SNAP-Ed Program manager <ul style="list-style-type: none"> <li>◦ Executive Assistant confirmed Tribal Notification was received and indicated no questions or concerns and no further comment.</li> </ul> </li> </ul> <p><b>Description of written comments received and outcome</b> Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no</p>
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comments have been received

## Pueblo of Santa Clara

**Primary Contact**  
Jessica Naranjo

**Contact Title**  
Tribal Secretary to Governor Michael J. Chavarria

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

- July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan
- July 15, 2024: Tribal

## Pueblo of Kewa

**Primary Contact**  
Frank P. Nieto

**Contact Title**  
Governor

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

- July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan
- July 15, 2024: Tribal notification letters mailed out

## Pueblo of Taos

**Primary Contact**  
Tina Romero

**Contact Title**  
Tribal Administrator for Governor Fred L. Romero

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

- July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan
- July 15, 2024: Tribal notification letters mailed out
- August 2, 2024: Follow up phone call from SNAP-Ed Program manager
  - Spoke with Tribal Administrator Tina Romero. She is unable to confirm Tribal notification was received as does not have access to his email. She requested I also send a copy to her at tromero@taospueblo.com

## Pueblo of Tesuque

**Primary Contact**  
Milton Herrera

**Contact Title**  
Governor

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

- July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan
- July 15, 2024: Tribal notification letters mailed out

## Pueblo of Zia

**Primary Contact**  
Ben Shije

**Contact Title**  
Governor

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

- July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan
- July 15, 2024: Tribal notification letters mailed out

<p>notification letters mailed out</p> <ul style="list-style-type: none"><li>• August 2, 2024: Follow up phone call from SNAP-Ed Program manager<ul style="list-style-type: none"><li>◦ Spoke with Tribal secretary Jessica Naranjo. She requested to have the Tribal notification letter sent to her email. Email sent 8/1/24.</li></ul></li></ul> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no</p>	<ul style="list-style-type: none"><li>• August 2, 2024: Follow up phone call from SNAP-Ed Program manager<ul style="list-style-type: none"><li>◦ no answer and no option to leave a voicemail</li></ul></li></ul> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>	<p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>	<ul style="list-style-type: none"><li>• August 2, 2024: Follow up phone call from SNAP-Ed Program manager<ul style="list-style-type: none"><li>◦ no answer and no option to leave a voicemail</li></ul></li></ul> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>	<ul style="list-style-type: none"><li>• August 2, 2024: Follow up phone call from SNAP-Ed Program manager<ul style="list-style-type: none"><li>◦ Voicemail left with SNAP-Ed Program manager contact information and Cabinet Secretary, Shelly Begay information</li></ul></li></ul> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>
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Pueblo of Zuni	Ft. Sill Apache Nation	Mescalero Apache Nation	Jicarilla Apache Nation	Navajo Nation
<p><b>Primary Contact</b> Bernadine Nastacio</p> <p><b>Contact Title</b> Tribal Administrator to Governor Arden Kucate</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"> <li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</li> <li>July 15, 2024: Tribal notification letters mailed out</li> <li>August 2, 2024: Follow up phone call from SNAP-Ed Program manager <ul style="list-style-type: none"> <li>Spoke with Tribal</li> </ul> </li> </ul>	<p><b>Primary Contact</b> Jennifer M. Heminokeky, VC</p> <p><b>Contact Title</b> Chairwoman of Ft. Sill Apache Nation</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"> <li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</li> <li>July 15, 2024: Tribal notification letters mailed out</li> <li>August 2, 2024: Follow up phone call from SNAP-Ed Program manager</li> </ul>	<p><b>Primary Contact</b> Tazalynn Cochise</p> <p><b>Contact Title</b> Tribal Administrator to President Thora Walsh Padilla, VP</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"> <li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</li> <li>July 15, 2024: Tribal notification letters mailed out</li> <li>August 2, 2024: Follow up phone call from SNAP-Ed Program manager</li> </ul>	<p><b>Primary Contact</b> Edward Velarde</p> <p><b>Contact Title</b> President of Jicarilla Apache Nation</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"> <li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</li> <li>July 15, 2024: Tribal notification letters mailed out</li> <li>August 2, 2024: Follow up phone call from SNAP-Ed Program manager <ul style="list-style-type: none"> <li>no answer and no option to</li> </ul> </li> </ul>	<p><b>Primary Contact</b> Buu Nygren</p> <p><b>Contact Title</b> President of the Navajo Nation</p> <p><b>Description of the outcome of the consultation and how it impacted the SNAP-Ed plan</b></p> <ul style="list-style-type: none"> <li>July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan</li> <li>July 15, 2024: Tribal notification letters mailed out</li> <li>August 2, 2024: Follow up phone call from SNAP-Ed Program manager <ul style="list-style-type: none"> <li>no answer and no option to</li> </ul> </li> </ul>

<p>Administrator Bernadine Nastacio; will pass on notice to Governor</p> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>	<p>◦ Voicemail left with SNAP-Ed Program manager contact information and Cabinet Secretary, Shelly Begay information</p> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>	<p>◦ Spoke with Tribal Administrator Tazalynn Cochise. Confirmed email and physical address are correct but unable to confirm if received. She will follow up if any questions</p> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>	<p>leave a voicemail</p> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>	<p>leave a voicemail</p> <p><b>Description of written comments received and outcome</b></p> <p>Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received</p>
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Ute Mountain Ute Tribe

Primary Contact

Marilyn House

Contact Title

Tribal Administrator to Chairman Manuel Heart

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

- July 12, 2024: email Tribal notification letter sent from Cabinet Tribal Liaison, Shelly Begay asking for Tribal input/comment on behalf of SNAP-Ed program manager re: FFY SNAP-Ed State plan
- July 15, 2024: Tribal notification letters mailed out
- August 2, 2024: Follow up phone call from SNAP-Ed Program manager
  - Tribal Administrator Marilyn House confirmed Tribal notification was received July 12, 2024. no comment received.

#### **Description of written comments received and outcome**

Written comments due to Cabinet Tribal Liaison, Shelly Begay by August 9, 2024, as of 08/01/2024 no comments have been received

## **Coordination and Partnerships With Programs and Organizations From Multiple Sectors**

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

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

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

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

Coordinate with local Income Support Division offices and WIC offices statewide to provide Direct Education. Recruitment and retention of Implementing Agency staff to address the increase in the number of programming opportunities.

## **Agency/Workforce Capacity**

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

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

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

Recruiting and retention of staff is a concern with all implementing agencies. IA's have developed training to support and retain staff for their respective programs.

**State Agency** receives professional development training and networking opportunities by attending local, state and national conferences. Attends mandatory and optional State Agency Trainings.

IA's have developed training within their own agencies.

**NMSU** meets weekly with State team staff and Regional Coordinators to discuss programming. meets with and train new Health & Nutrition Educators (curricula, reporting requirements and responsibilities of the position), and conduct Nutrition Educator observations.

**Social Marketing** hosts a training summit for IA agency staff to come together to learn and share experiences across the state. Meets weekly with team for reinforcement and support. Participation in conferences and training academies to update social marketing expertise.

**Kids Cook!** Provides staff training and support for educators on expanding nutrition knowledge, understanding of feeding relationships, and social emotional learning techniques.

**CHILE Plus** team receives professional development training and networking opportunities by attending, participating, and presenting in local, state and national conferences.

**CWK** meets bi-monthly for staff meetings and training. provides Teacher training/delivery for tastings in school classrooms. Attending state and national conferences for professional development.

**UNM Evaluation** team members participate in healthy eating and active living webinars and training sponsored by the CDC and the CDC REACH program. Members attended the ASNNA conference in Washington, DC, presenting and participating in sessions for professional development.

**NMDOH/ONAPA** provides professional development training, staff wellness training on health and nutrition education.



## Selected State Priority Goals Based on Needs Assessment

### PRIORITY GOAL 1

**Increase healthy eating among snap eligible children in NM**

#### Goal Type(s)

- Improve health behaviors

### PRIORITY GOAL 2

**Increase physical activity among snap eligible children in NM**

#### Goal Type(s)

- Improve health behaviors

### PRIORITY GOAL 3

**Increase healthy eating among snap eligible adults in NM**

#### Goal Type(s)

- Improve health behaviors

### PRIORITY GOAL 4

**Increase physical activity among snap eligible adults in NM**

#### Goal Type(s)

- Improve health behaviors

### PRIORITY GOAL 5

**Improve food resource management among snap eligible adults in NM**

#### Goal Type(s)

- Improve health behaviors

### PRIORITY GOAL 6

**Improving program access appropriateness**

#### Goal Type(s)

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

### PRIORITY GOAL 7

**Strengthen partnerships and collaborations**

#### Goal Type(s)

- Expand or strengthen coordination and collaboration with other programs

# Action Plans

This is part of a **multi-year plan**.

## Priority Goals

**PRIORITY GOAL 1**  
Increase healthy eating among snap eligible children in NM

**Goal Types**

- Improve health behaviors

**SMART Objectives**  
Increase fruit and vegetable consumption among participants  
**SNAP-Ed Evaluation Framework Indicators:** Healthy Eating Behaviors (MT1)  
**Other Performance Indicators:** Servings of fruits and vegetables

**PRIORITY GOAL 2**  
Increase physical activity among snap eligible children in NM

**Goal Types**

- Improve health behaviors

**SMART Objectives**  
Increase physical activity among participants  
**SNAP-Ed Evaluation Framework Indicators:** Physical Activity & Reduced Sedentary Behavior (MT3)  
**Other Performance Indicators:** Hours of physical activity and hours of screen time  
  
**By September 30, 2025, make direct education interventions featuring physical activity topics and exercises available for Grades K to 10.**  
**SNAP-Ed Evaluation Framework Indicators:** None  
**Other Performance Indicators:** Number of direct education sessions featuring physical activity topics and exercises received by youth in Grades K to 10, Estimated reach of direct education interventions

featuring physical activity topics and exercises received by youth in Grades K to 10

### **PRIORITY GOAL 3**

**Increase healthy eating among snap eligible adults in NM**

#### **Goal Types**

- Improve health behaviors

#### **SMART Objectives**

**Increase fruit and vegetable consumption among participants**

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

**Other Performance Indicators:** Servings of fruits and vegetables

**Increase the percentage of adults participating in direct education series interventions who eat more than one kind of fruit each day post-intervention**

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

**Other Performance Indicators:** None

**Increase the percentage of adults participating in direct education series interventions who eat more than one kind of vegetable each day post-intervention**

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

**Other Performance Indicators:** None

### **PRIORITY GOAL 4**

**Increase physical activity among snap eligible adults in NM**

#### **Goal Types**

- Improve health behaviors

#### **SMART Objectives**

**Increase physical activity among participants**

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

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

**Increase the percentage of adults participating in direct education series interventions who exercise for at least 30 minutes 4 days per week post-intervention.**

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

**Other Performance Indicators:** None

## PRIORITY GOAL 5

### Improve food resource management among snap eligible adults in NM

#### Goal Types

- Improve health behaviors

#### SMART Objectives

##### Increase food resource management among participants

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

**Other Performance Indicators:** Direct Education behavior change

Increase the percentage of adults participating in direct education series interventions who report often choosing healthy foods for their family post-intervention.

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

**Other Performance Indicators:** None

Increase the percentage of adults participating in direct education series interventions who report never running out of food before the end of each month post-intervention.

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

**Other Performance Indicators:** None

## PRIORITY GOAL 6

### Improving program access appropriateness

#### Goal Types

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

#### SMART Objectives

##### Expanding into 6-10 Early Childcare Centers

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

**Other Performance Indicators:** Number of early childhood centers

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

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

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

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

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

**Other Performance Indicators:** Number of food demonstrations and tastings

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

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

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

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

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

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

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

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

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

**By September 30, 2025, foster the acceptance of SNAP benefits and participation in the NM GusNIP incentive program, Double Up Food Bucks, at the Chispas Farms farmstand, and pilot an educational outreach program, Farm-Fresh, in coordination with a vendor, The Sprouting Kitchen. Farm-Fresh educational outreach teaches participants how to prepare and cook produce obtainable seasonally at farmstands.**

**SNAP-Ed Evaluation Framework Indicators:** Nutrition Supports (MT5)

**Other Performance Indicators:** Percent increase in Double Up Food Bucks usage at different locations (grocery stores, farmer's markets, farm stands) by program participants post-outreach

## PRIORITY GOAL 7

### Strengthen partnerships and collaborations

#### Goal Types

- Expand or strengthen coordination and collaboration with other programs

#### SMART Objectives

Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...

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

**Other Performance Indicators:** Number of partnerships

**By September 30, 2025, conduct a pilot of a SNAP-Ed Intervention, Brighter Bites, in Dona Ana County and potentially other locations. Brighter Bites builds community coalitions that support produce distribution events at local schools for SNAP-Ed-eligible families, while educating children at those schools through the CATCH direct education curriculum.**

**SNAP-Ed Evaluation Framework Indicators:** Multi-Sector Partnerships and Planning (ST8), Nutrition Supports (MT5)

**Other Performance Indicators:** Number of sites served by the Brighter Bites intervention in Dona Ana County and other potential locations

**By September 30, 2025, expand in-person offerings of the Seed to Supper curriculum taught by Extension Master Gardeners and other partners to at least 2 additional counties.**

**SNAP-Ed Evaluation Framework Indicators:** None

**Other Performance Indicators:** Number of counties served by the  
Seed to Supper curriculum partnership

## Projects Linked to the State Objectives

Project Name/Title	Agency Conducting Project	SMART Objective(s) to be Addressed
NM Social Marketing- Eat Smart to Play Hard	University of New Mexico- PRC Social Marketing Eat Smart to Play Hard (ESPH) (Implementing Agency)	<ul style="list-style-type: none"> <li>• Increase food resource management among participants</li> <li>• Increase physical activity among participants</li> <li>• Increase fruit and vegetable consumption among participants</li> <li>• Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...</li> <li>• Increase fruit and vegetable consumption among participants</li> <li>• Expand Social Marketing Eat Smart to Play Hard in community centers and after-school programming</li> <li>• Increase physical activity among participants</li> </ul>
University of New Mexico Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus)	University of New Mexico Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus) (Implementing Agency)	<ul style="list-style-type: none"> <li>• Increase fruit and vegetable consumption among participants</li> <li>• Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...</li> <li>• Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables</li> <li>• Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming</li> <li>• Increase physical activity among participants</li> </ul>
Statewide Evaluation of Success Stories	University of New Mexico-PRC SNAP-Ed Evaluation (Implementing Agency)	<ul style="list-style-type: none"> <li>• Increase food resource management among participants</li> <li>• Increase physical activity among participants</li> <li>• Increase fruit and vegetable consumption among participants</li> </ul>

Project Name/Title	Agency Conducting Project	SMART Objective(s) to be Addressed
		<ul style="list-style-type: none"> <li>• Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...</li> <li>• Increase fruit and vegetable consumption among participants</li> <li>• Expanding into 6-10 Early Childcare Centers</li> <li>• Increasing the number of school gardens by 7 and community gardens by 3-4</li> <li>• Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables</li> <li>• Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming</li> <li>• Expand Social Marketing Eat Smart to Play Hard in community centers and after-school programming</li> <li>• Expand Social Marketing SNAP express/PSA wire on virtual sites</li> <li>• Increase physical activity among participants</li> <li>• By September 30, 2025, foster the acceptance of SNAP benefits and participation in the NM GusNIP incentive program, Double Up Food Bucks, at the Chispas Farms farmstand, and pilot an educational outreach program, Farm-Fresh, in coordination with a vendor, The Sprouting Kitchen. Farm-Fresh educational outreach teaches participants how to prepare and cook produce obtainable seasonally at farmstands.</li> </ul>
Statewide Evaluation of Tribal Partnerships	University of New Mexico-PRC SNAP-Ed Evaluation (Implementing Agency)	<ul style="list-style-type: none"> <li>• Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...</li> </ul>



Project Name/Title	Agency Conducting Project	SMART Objective(s) to be Addressed
Statewide Evaluation of College Food Insecurity	University of New Mexico-PRC SNAP-Ed Evaluation (Implementing Agency)	<ul style="list-style-type: none"> <li>• Increase food resource management among participants</li> <li>• Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...</li> <li>• Increase fruit and vegetable consumption among participants</li> </ul>
Statewide Evaluation of Policy, Systems and Environmental Changes	University of New Mexico-PRC SNAP-Ed Evaluation (Implementing Agency)	<ul style="list-style-type: none"> <li>• Increase fruit and vegetable consumption among participants</li> <li>• Increase physical activity among participants</li> </ul>
Healthy Kids Healthy Communities	NM DOH/Obesity, Nutrition, and Physical Activity Program (ONAPA) (Implementing Agency)	<ul style="list-style-type: none"> <li>• Increase fruit and vegetable consumption among participants</li> <li>• Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...</li> <li>• Increase fruit and vegetable consumption among participants</li> <li>• Expanding into 6-10 Early Childcare Centers</li> <li>• Increasing the number of school gardens by 7 and community gardens by 3-4</li> <li>• Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables</li> </ul>
Kids Cook!	Kids Cook! (Implementing Agency)	<ul style="list-style-type: none"> <li>• Increase food resource management among participants</li> <li>• Increase physical activity among participants</li> <li>• Increase fruit and vegetable consumption among participants</li> <li>• Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...</li> <li>• Increase fruit and vegetable consumption among participants</li> <li>• Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables</li> </ul>

Project Name/Title	Agency Conducting Project	SMART Objective(s) to be Addressed
		<ul style="list-style-type: none"> <li>Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming</li> <li>Increase physical activity among participants</li> </ul>
NMSU Ideas for Cooking and Nutrition (ICAN)	New Mexico State University ICAN (Implementing Agency)	<ul style="list-style-type: none"> <li>Increase the percentage of adults participating in direct education series interventions who report often choosing healthy foods for their family post-intervention.</li> <li>Increase the percentage of adults participating in direct education series interventions who report never running out of food before the end of each month post-intervention.</li> <li>By September 30, 2025, conduct a pilot of a SNAP-Ed Intervention, Brighter Bites, in Dona Ana County and potentially other locations. Brighter Bites builds community coalitions that support produce distribution events at local schools for SNAP-Ed-eligible families, while educating children at those schools through the CATCH direct education curriculum.</li> <li>By September 30, 2025, expand in-person offerings of the Seed to Supper curriculum taught by Extension Master Gardeners and other partners to at least 2 additional counties.</li> <li>By September 30, 2025, foster the acceptance of SNAP benefits and participation in the NM GusNIP incentive program, Double Up Food Bucks, at the Chispas Farms farmstand, and pilot an educational outreach program, Farm-Fresh, in coordination with a vendor, The Sprouting Kitchen. Farm-Fresh educational outreach teaches participants how to prepare and cook produce obtainable seasonally at farmstands.</li> <li>Increase the percentage of adults participating in direct education series interventions who eat more than one kind of fruit each day post-intervention</li> <li>Increase the percentage of adults participating in direct education series interventions who eat more than one kind of vegetable each day post-intervention</li> <li>By September 30, 2025, make direct education interventions featuring physical activity topics and exercises available for Grades K to 10.</li> <li>Increase the percentage of adults participating in direct education series interventions who exercise for at least 30 minutes 4 days per week post-intervention.</li> </ul>
Cooking with Kids	Cooking with Kids (Implementing Agency)	<ul style="list-style-type: none"> <li>Increase fruit and vegetable consumption among participants</li> </ul>

Project Name/Title	Agency Conducting Project	SMART Objective(s) to be Addressed
		<ul style="list-style-type: none"> <li>• Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...</li> <li>• Increasing the number of school gardens by 7 and community gardens by 3-4</li> <li>• Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables</li> <li>• Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming</li> <li>• Increase physical activity among participants</li> </ul>

## Nonproject Activities Linked to the State Objectives

No data submitted

## SNAP-Ed Outreach

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

State agencies, Income Support offices, WIC offices and other agencies will provide SNAP-Ed information via linkages and referrals on office bulletin boards within facilities and programs that serve the SNAP eligible population and/or resource events within SNAP eligible communities. Local agencies, food banks, etc. provide information through posters and fliers within food boxes. SNAP-Ed information is provided through electronic media and on seven large delivery

trucks that travel throughout the state distributing food from other federal programs. State Agency attends outreach events (resource events, health fairs) throughout the state including within Tribal Communities.

## Action Plan Overview

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

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

# Planned Projects and Activities

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## Cooking with Kids (Implementing Agency) Projects and Activities

### Cooking with Kids

This project is entering year 30 of implementation

#### Project Description

Cooking with Kids (CWK) programming uses direct education (DE) and policy, systems, and environmental change (PSE) initiatives in public schools to positively influence healthy food preferences and eating behaviors in students and their families and to support healthy food initiatives in school cafeterias.

Combined, these DE and PSE approaches amplify overall impact and allow CWK to leverage SNAP-Ed resources to secure additional government and private funding and partnerships.

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

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

Services are delivered to approximately 6,500 students in 27 - 30 schools. Over 1,000 family volunteers participate annually, as children explore, learn, and practice cooking skills and enjoy fresh, healthy, affordable foods from diverse cultural traditions. All students at each school participate in DE programming about once every 6 weeks as part of the regular school day, and in some instances, in after-school and summer. In addition, fruit and vegetable promotions occur regularly in cafeterias, and CWK participates in out-of-school time family engagement events. Parents, classroom teachers, farmers and chefs are important partners in both classroom and cafeteria initiatives.

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

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

### Linked SMART Objectives

- Increase fruit and vegetable consumption among participants
- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...
- Increasing the number of school gardens by 7 and community gardens by 3-4

- Growing the number of tastings, Double Up Food Bucks (DUFB) use, demonstrations, etc. featuring fresh fruits and vegetables
- Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming
- Increase physical activity among participants

Project Outreach

All students enrolled in participating schools participate in Cooking with Kids programming as part of the regular school-day. In order for this to happen, we work closely with school district administrators to create robust Memorandums of Understanding or Professional Service Agreements. Requests for programming at new schools come teachers, principals and administrators who learn about Cooking with Kids from their colleagues.

Settings and Approaches

Direct Education	PSE Initiatives
<p><b>Direct Ed Stages:</b> Implementing</p> <p>Provided in <u>English, Spanish</u></p> <p><b>Settings</b></p> <ul style="list-style-type: none"><li>• Schools (K-12, elementary, middle, and high) (2 tribal / 11 rural / 30 total)</li></ul>	<p><b>PSE Stages:</b> Implementing changes, Maintaining changes</p> <p><b>Settings</b></p> <ul style="list-style-type: none"><li>• Schools (K-12, elementary, middle, and high) (2 tribal / 11 rural / 30 total)</li></ul>

Social Marketing Campaigns

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"><li>• Younger than 5</li><li>• 5–7 (or grades K–2)</li><li>• 8–10 (or grades 3–5)</li></ul>	<ul style="list-style-type: none"><li>• No racial group priority</li></ul>	<ul style="list-style-type: none"><li>• Hispanic/Latino</li></ul>	<ul style="list-style-type: none"><li>• No gender group priority</li></ul>

- 11–13 (or grades 6–8)

Interventions

SNAP-Ed Interventions (Formerly Toolkit Interventions)	Previously Developed Interventions	New Interventions
<p><b>Cooking with Kids for a Healthy Future (CWK)</b></p> <p>Not adapted for this project</p>	<p>No data submitted</p>	<p>No data submitted</p>

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

NMSU Ideas for Cooking and Nutrition (ICAN)

This project is entering year 5 of implementation

Project Description

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

Linked SMART Objectives

- Increase the percentage of adults participating in direct education series interventions who report often choosing healthy foods for their family post-intervention.
- Increase the percentage of adults participating in direct education series interventions who report never running out of food before the end of each month post-intervention.

- By September 30, 2025, conduct a pilot of a SNAP-Ed Intervention, Brighter Bites, in Dona Ana County and potentially other locations. Brighter Bites builds community coalitions that support produce distribution events at local schools for SNAP-Ed-eligible families, while educating children at those schools through the CATCH direct education curriculum.
- By September 30, 2025, expand in-person offerings of the Seed to Supper curriculum taught by Extension Master Gardeners and other partners to at least 2 additional counties.
- By September 30, 2025, foster the acceptance of SNAP benefits and participation in the NM GusNIP incentive program, Double Up Food Bucks, at the Chispas Farms farmstand, and pilot an educational outreach program, Farm-Fresh, in coordination with a vendor, The Sprouting Kitchen. Farm-Fresh educational outreach teaches participants how to prepare and cook produce obtainable seasonally at farmstands.
- Increase the percentage of adults participating in direct education series interventions who eat more than one kind of fruit each day post-intervention
- Increase the percentage of adults participating in direct education series interventions who eat more than one kind of vegetable each day post-intervention
- By September 30, 2025, make direct education interventions featuring physical activity topics and exercises available for Grades K to 10.
- Increase the percentage of adults participating in direct education series interventions who exercise for at least 30 minutes 4 days per week post-intervention.

### Project Outreach

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

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

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

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

### Settings and Approaches



## Direct Education

### Direct Ed Stages: Implementing

Provided in English, Spanish

#### Settings

- Emergency shelters and temporary housing sites (0 tribal / 0 rural / 1 total)
- Faith-based centers/places of worship (0 tribal / 0 rural / 3 total)
- Food assistance sites (e.g, food banks, food pantries food shelves) (2 tribal / 6 rural / 19 total)
- Adult education, job training and work (e.g, SNAP E&T), TANF, and veteran services sites (0 tribal / 1 rural / 5 total)
- Healthcare clinics and hospitals (0 tribal / 2 rural / 6 total)
- Indian Reservations (0 tribal / 1 rural / 4 total)
- Public housing sites (includes public housing for seniors and disabled individuals) (1 tribal / 4 rural / 14 total)
- Group living arrangements/homes (0 tribal / 0 rural / 2 total)
- Community and recreation centers (1 tribal / 3 rural / 10 total)
- Worksites with low-wage workers (0 tribal / 2 rural / 6 total)
- USDA Summer Meal sites (0 tribal / 0 rural / 1 total)
- Before- and afterschool programs (1 tribal / 4 rural / 12 total)
- Early care and education facilities (includes childcare centers, daycare homes, Head Start, preschool, and prekindergarten programs) (0 tribal / 0 rural / 2 total)
- Extension offices (0 tribal / 2 rural / 6 total)
- State/county fairground (0 tribal / 2 rural / 6 total)
- Gardens (community/school) (0 tribal / 2 rural / 6 total)
- Parks and open spaces (0 tribal / 1 rural / 4 total)
- Congregate meal sites/senior nutrition centers (3 tribal / 9 rural / 27 total)
- Family resource centers (1 tribal / 5 rural / 16 total)
- Libraries (0 tribal / 1 rural / 5 total)

## PSE Initiatives

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

#### Settings

- Gardens (community/school) (0 tribal / 2 rural / 6 total)
- Schools (K-12, elementary, middle, and high) (6 tribal / 21 rural / 64 total)
- Farmers' markets (0 tribal / 2 rural / 6 total)

- Schools (colleges and universities) (0 tribal / 0 rural / 1 total)
- Schools (K-12, elementary, middle, and high) (6 tribal / 21 rural / 64 total)
- WIC clinics (0 tribal / 1 rural / 4 total)

Social Marketing Campaigns

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"><li>• No age group priority</li></ul>	<ul style="list-style-type: none"><li>• No racial group priority</li></ul>	<ul style="list-style-type: none"><li>• No ethnic group priority</li></ul>	<ul style="list-style-type: none"><li>• No gender group priority</li></ul>

Interventions

SNAP-Ed Interventions (Formerly Toolkit Interventions)
<div><div>Create Better Health Curriculum</div><div>Not adapted for this project</div></div> <div><div>Brighter Bites</div><div>Not adapted for this project</div></div> <div><div>The OrganWise Guys Program</div><div>Not adapted for this project</div></div> <div><div>Eagle Adventure</div><div>Not adapted for this project</div></div>

## Previously Developed Interventions

### UP4it

☒ Approved for use by FNS.

Not adapted for this project

Emerging: Addresses State or local priorities/strategic plans

Foundational Evidence:

Citation for existing evidence base retrieved from [UC CalFresh Evidence-Based Summaries](#).

Horowitz, M., and Hedrick, C. (2019). UP4it Obesity Prevention Intervention for 4th-5th Graders. California SNAP-Ed LIA Forum, Sacramento, CA.

To grow the evidence base for this intervention, NMSU ICAN will conduct project monitoring as directed in the SNAP-Ed Annual Report.

### Eat Smart Live Strong

☒ Approved for use by FNS.

Not adapted for this project

Research tested: SNAP-Ed Library

Evidence Citation:

Hersey JC, Cates SC, Blitstein JL, Kosa KM, Santiago Rivera OJ, Contreras DA, Long VA, Singh A, Berman DA. Eat Smart, Live Strong intervention increases fruit and vegetable consumption among low-income older adults. J Nutr Gerontol Geriatr. 2015;34(1):66-80.

doi:[10.1080/21551197.2015.1007199](#). PMID: 25803605.

### MyPlate for My Family

☒ Approved for use by FNS.

Not adapted for this project

Practice tested:

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

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

## EatFit

☒ Approved for use by FNS.

Not adapted for this project

Research tested: No source specified

Evidence Citation:

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

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

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

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

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

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

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

## Seed To Supper

✓ Approved for use by FNS.

Not adapted for this project

Practice tested:

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

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

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

## Learn Grow Eat and Go

✓ Approved for use by FNS.

Not adapted for this project

Research tested: No source specified

Evidence Citation:

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

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

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

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

Botany on Your Plate

☒ Approved for use by FNS.

Not adapted for this project

Practice tested:

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

New Interventions

No data submitted

Kids Cook! (Implementing Agency) Projects and Activities

Kids Cook!

This project is entering year 24 of implementation

Project Description

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

Linked SMART Objectives

- Increase food resource management among participants

- Increase physical activity among participants
- Increase fruit and vegetable consumption among participants
- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...
- Increase fruit and vegetable consumption among participants
- Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables
- Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming
- Increase physical activity among participants

Project Outreach

Kids Cook! works directly with schools to engage the full school in direct education classes. Our website, [www.kidscook.us](http://www.kidscook.us), promotes our school programming and community events shared through social media channels and partner websites.

Settings and Approaches

Direct Education	PSE Initiatives
<p><b>Direct Ed Stages:</b> Developing (design and consumer testing), Implementing, Evaluating</p> <p>Provided in <a href="#">English</a>, <a href="#">Spanish</a></p> <p><b>Settings</b></p> <ul style="list-style-type: none"><li>• Farmers' markets (0 tribal / 0 rural / 1 total)</li><li>• Schools (K-12, elementary, middle, and high) (1 tribal / 1 rural / 18 total)</li><li>• Before- and afterschool programs (1 tribal / 2 rural / 5 total)</li><li>• Community and recreation centers (0 tribal / 0 rural / 16 total)</li><li>• Healthcare clinics and hospitals (0 tribal / 0 rural / 1 total)</li><li>• Gardens (community/school) (0 tribal / 0 rural / 5 total)</li><li>• USDA Summer Meal sites (0 tribal / 0 rural / 16 total)</li><li>• Early care and education facilities (includes childcare centers, daycare homes, Head Start, preschool, and prekindergarten</li></ul>	<p><b>PSE Stages:</b> Planning and preparing for implementation (e.g., contacting sites, assessment, training), Implementing changes, Maintaining changes, Conducting follow-up assessments, evaluation, and/or monitoring</p> <p><b>Settings</b></p> <ul style="list-style-type: none"><li>• Schools (K-12, elementary, middle, and high) (1 tribal / 1 rural / 18 total)</li><li>• Early care and education facilities (includes childcare centers, daycare homes, Head Start, preschool, and prekindergarten programs) (0 tribal / 0 rural / 12 total)</li></ul>

programs) (0 tribal / 0 rural / 12 total)

Social Marketing Campaigns

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups	Prioritizes Disabled
<ul style="list-style-type: none"><li>• Younger than 5</li><li>• 5–7 (or grades K–2)</li><li>• 8–10 (or grades 3–5)</li><li>• 11–13 (or grades 6–8)</li><li>• 18-59</li></ul>	<ul style="list-style-type: none"><li>• No racial group priority</li></ul>	<ul style="list-style-type: none"><li>• No ethnic group priority</li></ul>	<ul style="list-style-type: none"><li>• No gender group priority</li></ul>	People with disabilities

Interventions

SNAP-Ed Interventions (Formerly Toolkit Interventions)	Previously Developed Interventions	New Interventions
<p><b>Kids Cook!</b></p> <p>Not adapted for this project</p>	No data submitted	No data submitted



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

## Healthy Kids Healthy Communities

This project is entering year 1 of implementation

### Project Description

The New Mexico (NM) Department of Health's (DOH) Obesity, Nutrition, and Physical Activity (ONAPA) program's focuses its obesity prevention efforts on increasing opportunities for healthy eating and physical activity using a policy, systems, and environmental (PSE) change approach. Obesity is a serious health issue in NM and the complex connection between poverty, food insecurity, and social and environmental dynamics can have an adverse effect on children and adult lifestyle behaviors and health outcomes. In 2023, 31.9% of NM kindergarten students and 42.7% of third graders were overweight or obese. The upward shift in overweight and obesity between kindergarten and third grade highlights the need to prevent excessive weight gain by shaping healthy behaviors at an early age.

The Healthy Kids Healthy Communities (HKHC) project builds state and local partnerships to increase opportunities for healthy eating and physical activity in 9 high-need, geographically diverse communities across NM. Efforts are supported by local coordinators who are selected for their expertise and social connectivity within each community. Coordinators are the backbone of local coalitions where stakeholders and partners collaborate to advance sustainable healthy eating and physical activity efforts.

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

Audience:

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

Activities:

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

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

Activities:

- strengthen/implement school wellness policies supporting healthy eating and physical activity,
- comprehensive Farm-to-School initiatives,
- offering salad bars/premade salads,
- healthy cafeteria promotions/fundraisers,
- implementing the Healthy Kids 5.2.1.O Challenge supporting children and families to adopt healthy behaviors at home,
- Eat Smart to Play Hard (ESPH) social marketing campaign.

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

#### Activities:

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

**Key Educational Messages:** based on ONAPA's Healthy Kids 5.2.1.O Challenge and in alignment with national best practices to prevent obesity and support healthy behavior goals.

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

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

#### Linked SMART Objectives

- Increase fruit and vegetable consumption among participants
- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...

- Increase fruit and vegetable consumption among participants
- Expanding into 6-10 Early Childcare Centers
- Increasing the number of school gardens by 7 and community gardens by 3-4
- Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables

Settings and Approaches

Direct Education

**Direct Ed Stages:** This project does not include direct education

PSE Initiatives

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

Settings

- Congregate meal sites/senior nutrition centers (2 tribal / 9 rural / 9 total)
- Before- and afterschool programs (1 tribal / 3 rural / 3 total)
- Early care and education facilities (includes childcare centers, daycare homes, Head Start, preschool, and prekindergarten programs) (5 tribal / 20 rural / 30 total)
- Schools (K-12, elementary, middle, and high) (2 tribal / 9 rural / 77 total)
- Indian Reservations (2 tribal / 2 rural / 2 total)
- Gardens (community/school) (2 tribal / 9 rural / 25 total)
- Farmers' markets (1 tribal / 3 rural / 3 total)
- Food distribution sites (e.g, FDPIR, TEFAP, CSFP) (1 tribal / 2 rural / 2 total)

Social Marketing Campaigns

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"><li>• Younger than 5</li><li>• 5–7 (or grades K–2)</li><li>• 8–10 (or grades 3–5)</li><li>• 76 or older</li></ul>	<ul style="list-style-type: none"><li>• No racial group priority</li></ul>	<ul style="list-style-type: none"><li>• No ethnic group priority</li></ul>	<ul style="list-style-type: none"><li>• No gender group priority</li></ul>

Interventions

SNAP-Ed Interventions (Formerly Toolkit Interventions)	Previously Developed Interventions	New Interventions
<p><b>Alliance for a Healthier Generation (Healthier Generation) Healthy Schools Program (HSP)</b></p> <p><u>Adapted</u> for this project: ONAPA follows the Alliance for a Healthier Generation's 6 step process to improve school nutrition and physical activity environments. We also incorporate the Center for Disease Control and Prevention's (CDC) Whole School, Whole Community, Whole Child (WSCC) model, CDC's framework for addressing health in schools. The WSCC model is student-centered and emphasizes the role of the community in supporting the school, the connections between health and academic achievement, and the importance of</p>	<p>No data submitted</p>	<p>No data submitted</p>

evidence-based school policies and practices.

**Cooking with Kids for a Healthy Future (CWK)**

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

**Eat Smart to Play Hard**

Not adapted for this project

**Farm to Early Care and Education**

Adapted for this project:  
Since December of 2020, the ONAPA program has planned and implemented Farm to Early Care and Education across NM. We use the National Farm to School

Network's information and resources but have adapted them to meet New Mexico's diverse populations and culture.

#### Farm to School

Not adapted for this project

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

### NM Social Marketing- Eat Smart to Play Hard

This project is entering year 11 of implementation

#### Project Description

New Mexico Social Marketing developed Eat Smart to Play Hard (ESPH) to increase fruit and vegetable consumption among 8–11-year-olds and their families. ESPH is implemented in elementary schools. It includes outdoor media promotion containing FNS core nutrition messages, contributing to home environmental changes. ESPH also promotes increased physical activity and water consumption, eating whole grains, healthy food preparation, reducing screen time, and has a strong parent engagement component. I Choose H2O is implemented with teen audiences and focuses on increasing water consumption and reducing sugary sweetened beverages. Social marketing creates nutrition/recipe calendars for the older adult population based on three years of formative research to increase cooking healthy meals at home, consumption of fruits and vegetables, and physical activity.

These social marketing campaigns are held in elementary, middle, and high schools, senior centers, and through NM State home-delivered meals. UNM directly implements ESPH in Bernalillo and Santa Fe Co., and in collaboration with the Department of Health HKHC, school staff, and community experts, it is implemented in other counties. With an identified group of peers, UNM facilitates the I Choose H2O campaign in Bernalillo County. Adults 60+ calendars are delivered to senior centers and home-delivered meal participants in multiple counties.

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

bus ads, each academic year for eight weeks during the ESPH campaign. The messages are permanently displayed on eight semi-trailer trucks that deliver supplemental foods to schools in NM. Social marketing programming is implemented in schools that receive over 50% free and reduced lunch and low-income communities based on zip code and community data reports. Social marketing began formative research for ESPH in 2011. The program was pilot-tested in 2015 and has been implemented each academic year until the present. Outcome evaluation has shown participation in ESPH increases fruit and vegetable consumption. ESPH has reached over 30,000 students from 2015 through 2024. The teen campaign has reached over 700 students, and the older adult campaign has reached over 4000 adults 60+.

Formative research for ESPH was conducted from 2011 to 2014 with the primary and secondary audiences. Data showed that children aged 8-11 valued play and fun, which is a focus for the program. Program materials encourage physical activity and completing recipes that require fruit and vegetables. Process evaluation is conducted each year with minor adjustments in response to the data. Annual training and monthly meetings are provided for ESPH program implementers to ensure fidelity and facilitate process evaluation.

Linked SMART Objectives

- Increase food resource management among participants
- Increase physical activity among participants
- Increase fruit and vegetable consumption among participants
- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...
- Increase fruit and vegetable consumption among participants
- Expand Social Marketing Eat Smart to Play Hard in community centers and after-school programming
- Increase physical activity among participants

Project Outreach

Classroom and school introductions will notify eligible individuals about campaign participation. Nutrition/Recipe calendars will be made available to eligible individuals through senior centers and through home delivered meal services.

Settings and Approaches

Direct Education	PSE Initiatives
<p><b>Direct Ed Stages:</b> Implementing</p> <p>Provided in <u>English, Spanish</u></p>	<p><b>PSE Stages:</b> Planning and preparing for implementation (e.g., contacting sites, assessment, training), Implementing changes,</p>

Maintaining changes

Settings

- Congregate meal sites/senior nutrition centers (5 tribal / 10 rural / 15 total)
- Schools (K-12, elementary, middle, and high) (3 tribal / 32 rural / 45 total)

Social Marketing Campaigns

NM Social Marketing- Eat Smart to Play Hard Campaign 1

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

Provided in English, Spanish

ZIP Code is the largest geographic unit.

**Areas covered:**

- 87004
- 87105
- 87106
- 87107
- 87108
- 87110
- 87114
- 87116
- 87327
- 87507
- 87510
- 87532
- 87740
- 88036



- 88045
- 88061
- 88101
- 88116
- 88118
- 88130
- 88203
- 88230
- 88232
- 88353
- 88435

**Projected reach:** 400,000

Priority Populations

Priority Age Groups

- 8–10 (or grades 3–5)
- 11–13 (or grades 6–8)
- 14–17 (or grades 9–12)
- 60-75
- 76 or older

Priority Racial Groups

- American Indian or Alaska Native
- White

Priority Ethnic Groups

- Hispanic/Latino

Priority Gender Groups

- No gender group priority

Interventions

SNAP-Ed Interventions (Formerly Toolkit Interventions)

**Eat Smart to Play Hard**

Not adapted for this project

Previously Developed Interventions

No data submitted

New Interventions

No data submitted

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

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

This project is entering year 1 of implementation

#### Project Description

The Child Health Initiative for Lifelong Eating and Exercise (CHILE) Plus is a multi-component nutrition and physical activity education program for preschool-aged children and their families. CHILE Plus is the dissemination project of CHILE, a randomized control trial conducted by the University of New Mexico Prevention Research Center (UNM PRC). CHILE Plus is based on the socioecological model and includes 6 components that fit into this model: the classroom curriculum, staff professional development, food service, family engagement, grocery store collaboration, and partnership with local health care providers and Women, Infants and Children (WIC) program providers. CHILE Plus has partnered with more than 100 Head Start centers across New Mexico and involving more than 5000 preschoolers and their families every year.

#### Linked SMART Objectives

- Increase fruit and vegetable consumption among participants
- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...
- Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables
- Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming
- Increase physical activity among participants

#### Project Outreach

We attend local early childhood/public health/nutrition meetings to promote our program. We also reach out to head start centers that are not currently working with us to understand their interest/willingness for working with us. As of July 2024, we are partnering with more than 67% head start centers in New Mexico.

## Settings and Approaches

### Direct Education

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

Provided in English, Spanish

#### Settings

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

### PSE Initiatives

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

## Social Marketing Campaigns

University of New Mexico Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus) Campaign 1

**Campaign Stages:** This project does not include social marketing

## Priority Populations

### Priority Age Groups

- Younger than 5

### Priority Racial Groups

- No racial group priority

### Priority Ethnic Groups

- Hispanic/Latino

### Priority Gender Groups

- No gender group priority

## Interventions

SNAP-Ed Interventions (Formerly Toolkit Interventions)	Previously Developed Interventions	New Interventions
No data submitted	No data submitted	No data submitted

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

### Statewide Evaluation of Success Stories

This project is entering year 1 of implementation

#### Project Description

In FFY25, the UNM PRC Evaluation Team will conduct an outcome evaluation to capture success stories from SNAP-Ed NM programs implemented by various agencies, including CWK, UNM-CHILE Plus, NM DOH-HKHC, KCI, NMSU-ICAN, and UNM-Social Marketing. The evaluation aims to answer the question, "What personal stories and experiences highlight the effect of SNAP-Ed NM programming on participants?" The Evaluation Team will develop a standardized template and protocol for collecting success stories, which will include interview questions, photos, and other relevant information. The stories will showcase the impact of SNAP-Ed programming on participants, focusing on changes in healthy eating, physical activity, and food resource management. SNAP-Ed NM will use these success stories to demonstrate the program's effects and share them with stakeholders, partners, and the public through various channels, such as websites, social media, newsletters, and presentations. Although individual implementing agencies have captured some success stories, this evaluation will systematically document and analyze success stories statewide for the first time. The qualitative data from these stories will provide compelling evidence of the program's impact, guide future program improvements, and relate to several indicators in the SNAP-Ed Evaluation Framework, including MT1, MT2, MT3, MT5, MT6, and MT12.

#### Linked SMART Objectives

- Increase food resource management among participants
- Increase physical activity among participants
- Increase fruit and vegetable consumption among participants
- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects,

universities, etc...

- Increase fruit and vegetable consumption among participants
- Expanding into 6-10 Early Childcare Centers
- Increasing the number of school gardens by 7 and community gardens by 3-4
- Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables
- Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming
- Expand Social Marketing Eat Smart to Play Hard in community centers and after-school programming
- Expand Social Marketing SNAP express/PSA wire on virtual sites
- Increase physical activity among participants
- By September 30, 2025, foster the acceptance of SNAP benefits and participation in the NM GusNIP incentive program, Double Up Food Bucks, at the Chispas Farms farmstand, and pilot an educational outreach program, Farm-Fresh, in coordination with a vendor, The Sprouting Kitchen. Farm-Fresh educational outreach teaches participants how to prepare and cook produce obtainable seasonally at farmstands.

## Settings and Approaches

### Direct Education

**Direct Ed Stages:** Evaluating

Provided in English, Spanish

#### Settings

- Early care and education facilities (includes childcare centers, daycare homes, Head Start, preschool, and prekindergarten programs) (0 tribal / 0 rural / 0 total)
- Senior centers (0 tribal / 0 rural / 0 total)
- Food assistance sites (e.g, food banks, food pantries food shelves) (0 tribal / 0 rural / 0 total)

### PSE Initiatives

**PSE Stages:** Conducting follow-up assessments, evaluation, and/or monitoring

#### Settings

- USDA Summer Meal sites (0 tribal / 0 rural / 0 total)
- Before- and afterschool programs (0 tribal / 0 rural / 0 total)
- Schools (K-12, elementary, middle, and high) (0 tribal / 0 rural / 0 total)

## Social Marketing Campaigns

## Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"><li>No age group priority</li></ul>	<ul style="list-style-type: none"><li>No racial group priority</li></ul>	<ul style="list-style-type: none"><li>No ethnic group priority</li></ul>	<ul style="list-style-type: none"><li>No gender group priority</li></ul>

Interventions

SNAP-Ed Interventions (Formerly Toolkit Interventions)	Previously Developed Interventions	New Interventions
No data submitted	No data submitted	No data submitted

Statewide Evaluation of Tribal Partnerships

This project is entering year 1 of implementation

Project Description

In FFY25, the UNM PRC Evaluation Team will conduct a process evaluation to assess SNAP-Ed NM's collaborations with and reach among Tribal communities in New Mexico. The evaluation aims to answer the question, "To what extent are efforts by SNAP-Ed NM implementing agencies (IAs) to collaborate with Native American communities and reach Native Americans with SNAP-Ed programming succeeding?" The IAs involved include CWK, UNM-CHILE Plus, NM DOH-HKHC, KCI, NMSU-ICAN, and UNM-Social Marketing. The Evaluation Team will survey the IAs and may also include surveys or interviews with Tribal partners. The findings will highlight SNAP-Ed NM's work with Tribal communities and inform future program development and improvements. Results will be shared with Native American communities, SNAP-Ed NM partners, and decision-makers to guide ongoing and future efforts, and may also be presented at conferences and in manuscripts. The UNM PRC SNAP-Ed Evaluation Team conducted similar evaluations in 2021 and 2023 to examine the reach of SNAP-Ed programming into Tribal communities and among Native American students. The proposed evaluation will continue these surveys and administrative data collection to detect changes over time, with the addition of interviews with Tribal partners as a new component. The Tribal partnership evaluation will focus on SNAP-Ed Evaluation Framework Indicators ST7 and LT11.

Linked SMART Objectives

- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...

Settings and Approaches

Direct Education	PSE Initiatives
<b>Direct Ed Stages:</b> This project does not include direct education	<b>PSE Stages:</b> Conducting follow-up assessments, evaluation, and/or monitoring  <b>Settings</b> <ul style="list-style-type: none"><li>• IAs &amp; partners (0 tribal / 0 rural / 6 total)</li></ul>

Social Marketing Campaigns

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"><li>• No age group priority</li></ul>	<ul style="list-style-type: none"><li>• American Indian or Alaska Native</li></ul>	<ul style="list-style-type: none"><li>• No ethnic group priority</li></ul>	<ul style="list-style-type: none"><li>• No gender group priority</li></ul>

Interventions

SNAP-Ed Interventions (Formerly Toolkit Interventions)	Previously Developed Interventions	New Interventions
	No data submitted	No data submitted

No data submitted

St. **Allege Food Insecurity**

This project is entering year 1 of implementation

**Project Description**

In FFY25, the UNM PRC Evaluation Team will conduct a formative evaluation to inform SNAP-Ed NM programming aimed at increasing access to healthy food and food resource management skills among college and university students in New Mexico. The evaluation will involve interviews or focus groups with foodbank personnel and students to answer the question, "What strategies and methods are best for increasing access to and consumption of healthy food through use of foodbanks among New Mexico college/university students?" The Evaluation Team will develop and implement semi-structured interview/focus group guides to assess barriers to and facilitators of foodbank access among SNAP-eligible students. The team will collaborate with the implementing agency NMSU-ICAN and the UNM Social Marketing program to develop the instruments and conduct the interviews/focus groups. The collected data will be analyzed to provide recommendations for increasing access, usage, and food resource management. The findings will inform NMSU's programming and messaging efforts to improve access to healthy food and food resource management among SNAP-eligible students. Results may also be presented at conferences and in manuscripts. Although individual colleges and universities have conducted assessments of student food insecurity and pantry use, this will be the first statewide formative assessment to inform programming and messaging. The evaluation will inform program development and implementation related to SNAP-Ed Evaluation Framework Indicators ST5, MT1, and MT2.

**Linked SMART Objectives**

- Increase food resource management among participants
- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...
- Increase fruit and vegetable consumption among participants

**Settings and Approaches**

Direct Education	PSE Initiatives
<div><b>Direct Ed Stages:</b> Planning (formative research)</div> <div>Provided in <u>English, Spanish</u></div>	<div><b>PSE Stages:</b> Planning and preparing for implementation (e.g., contacting sites, assessment, training)</div>



<b>Settings</b> <ul style="list-style-type: none"><li>Schools (colleges and universities) (0 tribal / 0 rural / 8 total)</li></ul>	<b>Settings</b> <ul style="list-style-type: none"><li>Schools (colleges and universities) (0 tribal / 0 rural / 8 total)</li></ul>
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Social Marketing Campaigns

Priority Populations

<b>Priority Age Groups</b> <ul style="list-style-type: none"><li>18-59</li></ul>	<b>Priority Racial Groups</b> <ul style="list-style-type: none"><li>No racial group priority</li></ul>	<b>Priority Ethnic Groups</b> <ul style="list-style-type: none"><li>No ethnic group priority</li></ul>	<b>Priority Gender Groups</b> <ul style="list-style-type: none"><li>No gender group priority</li></ul>
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Interventions

<b>SNAP-Ed Interventions (Formerly Toolkit Interventions)</b> <div>No data submitted</div>	<b>Previously Developed Interventions</b> <div>No data submitted</div>	<b>New Interventions</b> <div>No data submitted</div>
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Statewide Evaluation of Policy, Systems and Environmental Changes

This project is entering year 1 of implementation

Project Description

In FFY25, the UNM PRC Evaluation Team will conduct a baseline outcome evaluation of SNAP-Ed NM's Policy, Systems, and Environments (PSE) efforts in elementary schools. The evaluation aims to answer the question, "To what extent do SNAP-Ed NM policy, systems, and environmental change efforts result in changes to nutrition and physical activity supports in the school environment?" The Evaluation Team will collaborate with implementing agencies (IAs) CWK, NM DOH-HKHC, KCI, and NMSU-ICAN to identify specific PSE efforts and collect baseline data using a modified SPAN-ET tool or other instruments specific to the PSE effort, such as school gardens. The collected data will be analyzed, and a report will be developed to present the results. The baseline data will serve

as a foundation for tracking progress and measuring the impact of SNAP-Ed NM's PSE efforts over time. The results will guide program improvements and will be reported to partners and funders. Findings may also be presented at conferences and in manuscripts. The UNM PRC SNAP-Ed Evaluation Team previously conducted baseline and follow-up PSE evaluations in FFY19 and FFY22 using the SPAN-ET tool. The proposed evaluation will be more focused, aiming to measure changes in a limited number of PSE strategies. The PSE baseline evaluation will focus on SNAP-Ed Evaluation Framework Indicators MT5 and MT6.

Linked SMART Objectives

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

Settings and Approaches

Direct Education	PSE Initiatives
<b>Direct Ed Stages:</b> This project does not include direct education	<b>PSE Stages:</b> Planning and preparing for implementation (e.g., contacting sites, assessment, training)  <b>Settings</b> <ul style="list-style-type: none"><li>• Schools (K-12, elementary, middle, and high) (0 tribal / 0 rural / 0 total)</li></ul>

Social Marketing Campaigns

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"><li>• Younger than 5</li><li>• 5–7 (or grades K–2)</li><li>• 8–10 (or grades 3–5)</li></ul>	<ul style="list-style-type: none"><li>• No racial group priority</li></ul>	<ul style="list-style-type: none"><li>• No ethnic group priority</li></ul>	<ul style="list-style-type: none"><li>• No gender group priority</li></ul>

- 11–13 (or grades 6–8)

Interventions

SNAP-Ed Interventions (Formerly Toolkit Interventions)	Previously Developed Interventions	New Interventions
No data submitted	No data submitted	No data submitted

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

No data submitted

Planned Evaluations

Cooking with Kids (Implementing Agency) Evaluations

No data submitted

New Mexico State University ICAN (Implementing Agency) Evaluations

No data submitted

Kids Cook! (Implementing Agency) Evaluations

Kids Cook!

Projects Evaluated

- Kids Cook!

Process 08/01/2024 - 05/30/2025	Outcome 08/01/2024 - 05/30/2025
<div><p><b>Project Components Evaluated:</b></p><ul style="list-style-type: none"><li>Direct Education</li></ul><p><b>Data Collection Methods:</b></p><ul style="list-style-type: none"><li>Self-administered online survey</li><li>Direct observation (e.g., monitoring tool)</li></ul><p><b>Planned Use of Results:</b></p><ul style="list-style-type: none"><li>Intervention design</li><li>Intervention adaptation or improvement</li><li>Dissemination to policy makers</li></ul></div>	<div><p><b>Project Components Evaluated:</b></p><ul style="list-style-type: none"><li>Direct Education</li></ul><p><b>Objectives:</b></p><ul style="list-style-type: none"><li>Increase fruit and vegetable consumption among participants</li><li>Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables</li><li>Expanding into 6-8 new schools and/or community centers to allow for the augmentation of in-person or virtual cooking lessons/programming</li></ul><p><b>Data Collection Methods:</b></p><ul style="list-style-type: none"><li>Self-administered online survey</li><li>Direct observation (e.g., monitoring tool)</li></ul><p><b>Planned Use of Results:</b></p><ul style="list-style-type: none"><li>Intervention design</li><li>Intervention adaptation or improvement</li></ul></div>

- Partner dissemination
- Dissemination to policy makers

**Measurements:**

- Posttest
- Other: Qualitative Commentary

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

No data submitted

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

No data submitted

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

No data submitted

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

## Statewide Evaluation of Success Stories

### Projects Evaluated

- Statewide Evaluation of Success Stories

**Outcome** 10/01/2024 - 09/30/2027

#### Project Components Evaluated:

- Direct Education
- PSE
- Social Marketing Campaign

#### Objectives:

- Increase food resource management among participants
- Increase fruit and vegetable consumption among participants
- Adding new and/or maintaining partnerships at locations such as WIC offices, CSFP sites, TEFAP sites, Public Health offices, Income Support offices, EFNEP sites, FDIPR locations, Tribal communities, Pueblos, virtual platforms, Farm stands, health care organizations, community food projects, universities, etc...
- Increasing the number of school gardens by 7 and community gardens by 3-4
- Growing the number of tastings, Double Up Food Bucks (DUFb) use, demonstrations, etc. featuring fresh fruits and vegetables
- Expand Social Marketing Eat Smart to Play Hard in community centers and after-school programming
- Increase physical activity among participants
- By September 30, 2025, conduct a pilot of a SNAP-Ed Intervention, Brighter Bites, in Dona Ana County and potentially other locations. Brighter Bites builds community coalitions that support produce distribution events at local schools for SNAP-Ed-eligible families,

while educating children at those schools through the CATCH direct education curriculum.

- By September 30, 2025, foster the acceptance of SNAP benefits and participation in the NM GusNIP incentive program, Double Up Food Bucks, at the Chispas Farms farmstand, and pilot an educational outreach program, Farm-Fresh, in coordination with a vendor, The Sprouting Kitchen. Farm-Fresh educational outreach teaches participants how to prepare and cook produce obtainable seasonally at farmstands.

**Data Collection Methods:**

- Qualitative interview
- Direct observation (e.g., monitoring tool)
- Focus group
- Other: Documentation (e.g., photos)
- Other: Ripple Effect Mapping (REM)

**Planned Use of Results:**

- Community-wide dissemination
- Partner dissemination
- Dissemination to policy makers
- Conference presentations: None
- Peer-reviewed paper: None
- Other report or paper: None

**Measurements:**

- Other: Interview/focus group guide

**Statewide Evaluation of Tribal Partnerships**

**Projects Evaluated**

- Statewide Evaluation of Tribal Partnerships

**Process** 10/01/2024 - 09/30/2026

**Outcome** 10/01/2026 - 09/30/2027

**Project Components Evaluated:**

- PSE

**Data Collection Methods:**

- Self-administered online survey
- Qualitative interview

**Planned Use of Results:**

- Intervention design
- Intervention adaptation or improvement
- Partner dissemination
- Conference presentations: None
- Other report or paper: None

**Project Components Evaluated:**

- PSE

**Objectives:**

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

**Data Collection Methods:**

- Self-administered online survey
- Qualitative interview

**Planned Use of Results:**

- Intervention adaptation or improvement
- Community-wide dissemination
- Partner dissemination
- Dissemination to policy makers
- Conference presentations: None
- Peer-reviewed paper: None
- Other report or paper: None

**Measurements:**

- Pretest
- Posttest

**Prior Evaluations:**

<https://digitalrepository.unm.edu/cgi/viewcontent.cgi?article=1044&context=prc-reports-documents> and  
<https://digitalrepository.unm.edu/cgi/viewcontent.cgi?article=1057&context=prc-reports-documents>

## Statewide Evaluation of College Food Insecurity

### Projects Evaluated

- Statewide Evaluation of College Food Insecurity



**Formative** 10/01/2024 - 09/30/2025

**Project Components Evaluated:**

- Direct Education
- PSE
- Social Marketing Campaign

**Data Collection Methods:**

- Qualitative interview
- Direct observation (e.g., monitoring tool)
- Focus group

**Planned Use of Results:**

- Intervention design
- Intervention adaptation or improvement
- Partner dissemination
- Dissemination to policy makers
- Conference presentations: None
- Peer-reviewed paper: None
- Other report or paper: None

**Statewide Evaluation of Policy, Systems and Environmental Changes**

**Projects Evaluated**

- Statewide Evaluation of Policy, Systems and Environmental Changes

**Outcome** 10/01/2024 - 09/30/2026

**Project Components Evaluated:**

- PSE

**Objectives:**

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

**Data Collection Methods:**

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

**Planned Use of Results:**

- Intervention adaptation or improvement
- Partner dissemination
- Dissemination to policy makers
- Conference presentations: None
- Peer-reviewed paper: None
- Other report or paper: None
- Community-wide dissemination

**Measurements:**

- Pretest
- Posttest

**Prior Evaluations:**

[https://hsc.unm.edu/medicine/departments/pediatrics/divisions/pps/initiatives/snap\\_ed/](https://hsc.unm.edu/medicine/departments/pediatrics/divisions/pps/initiatives/snap_ed/)

## New Mexico Human Services Department (State Agency) Evaluations

No data submitted

# Coordination and Collaboration

## Cooking with Kids (Implementing Agency)

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

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

## Engagement With Multisector Partnerships/Coalitions

NM Grown Coalition State/Territory

Sectors Represented

- Agriculture: 15
- Childcare: 6
- Education: 18
- Government: 7

- Public health and healthcare: 2

### Key Activities

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

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

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

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

Ohkay Owingeh Pueblo	Santa Clara Pueblo
<b>Primary Contact</b> Claudia Sena	<b>Primary Contact</b> Porter Swentzell
<b>Contact Title</b> Principal, Ohkay Owingeh Community School	<b>Contact Title</b> Executive Director, Kha'p'o Community School
<b>Nature of Work</b> <ul style="list-style-type: none"><li>Involve Tribal Organization in SNAP-Ed activities</li><li>Meet with Tribal Organization for input on SNAP-Ed programming</li><li>Provide Tribal Organization with dedicated SNAP-Ed staff: 0.50</li></ul>	<b>Nature of Work</b> <ul style="list-style-type: none"><li>Involve Tribal Organization in SNAP-Ed activities</li><li>Provide Tribal Organization with dedicated SNAP-Ed staff: 0.50</li><li>Meet with Tribal Organization for input on SNAP-Ed programming</li></ul>

Coordination and Collaboration With Minority-Serving Institutions

New Mexico State University ICAN (Implementing Agency)

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

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

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

## Engagement With Multisector Partnerships/Coalitions

### Brighter Bites Program Local

#### Sectors Represented

- Education: 1
- Food retailers: 1
- Agriculture: 1
- Community design: 1
- Food assistance: 1

#### Key Activities

Through a subcontract with the Brighter Bites program, NMSU ICAN has formed a multisector coalition that provides community members with produce at school sites in Dona Ana County and potentially other locations. Together with the coalition's distribution events, Brighter Bites teaches students at the associated schools with the

evidence-based direct education CATCH curriculum.

Partners in the coalition include the Las Cruces Public Schools system, food retailers such as Target, food assistance programs such as Roadrunner Food Bank, and champions, volunteers, and guides from local neighborhoods.

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

<b>Tribal Extension, McKinley County Cooperative Extension Service Office</b>	<b>Navajo Technical University</b>
<b>Primary Contact</b> Shellby Tacheney-Yazzie	<b>Primary Contact</b> Sharon Nelson
<b>Contact Title</b> Tribal Extension Ag Agent	<b>Contact Title</b> Assistant Professor of Diné Culture
<b>Nature of Work</b> <ul style="list-style-type: none"><li>Meet with Tribal Organization for input on SNAP-Ed programming</li><li>Involve Tribal Organization in SNAP-Ed activities</li></ul>	<b>Nature of Work</b> <ul style="list-style-type: none"><li>Involve Tribal Organization in SNAP-Ed activities</li></ul>

Coordination and Collaboration With Minority-Serving Institutions

<b>Central New Mexico Community College</b>	<b>San Juan College</b>	<b>University of New Mexico</b>
<b>MSI Type(s)</b>	<b>MSI Type(s)</b>	<b>MSI Type(s)</b>

<ul style="list-style-type: none"> <li>Hispanic-serving institution</li> </ul> <p><b>Nature of Planned Coordination and Collaboration</b></p> <ul style="list-style-type: none"> <li>Meeting with MSI for input on SNAP-Ed programming</li> <li>Other: Our offices are located on campus, offering opportunities to collaborate especially around community gardens.</li> </ul> <p><b>Planned Coordination and Collaboration</b> Quarterly meeting to discuss collaborations.</p>	<ul style="list-style-type: none"> <li>Hispanic-serving institution</li> </ul> <p><b>Nature of Planned Coordination and Collaboration</b></p> <ul style="list-style-type: none"> <li>Meeting with MSI for input on SNAP-Ed programming</li> <li>Involved in plan development</li> </ul> <p><b>Planned Coordination and Collaboration</b> Providing direct education at a Farm Initiative.</p>	<ul style="list-style-type: none"> <li>Hispanic-serving institution</li> </ul> <p><b>Nature of Planned Coordination and Collaboration</b></p> <ul style="list-style-type: none"> <li>Other: New Mexico Implementing Agency</li> <li>Meeting with MSI for input on SNAP-Ed programming</li> <li>Involved in plan development</li> <li>Involved in SNAP-Ed activities</li> </ul> <p><b>Planned Coordination and Collaboration</b> UNM hosts multiple SNAP-Ed implementing agencies that coordinate with NMSU, such as Eat Smart to Play Hard, ChilePLUS, and the UNM evaluation team that provides evaluation projects for New Mexico SNAP-Ed.</p>
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## Kids Cook! (Implementing Agency)

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

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



Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Supplemental Nutrition Assistance Program (SNAP)	⊘	✓	✓	⊘	✓	
National School Lunch Program (NSLP)	⊘	✓	✓	⊘	✓	
Fresh Fruit and Vegetable Program (FFVP)	⊘	✓	✓	⊘	✓	
Other: Bernalillo and Sandoval County School Systems	⊘	✓	✓	⊘	✓	
Other: City of Albuquerque	⊘	✓	⊘	⊘	✓	
Other: Presbyterian Community Health	✓	✓	⊘	⊘	✓	
Other: University of New Mexico Service Learning	✓	⊘	⊘	⊘	✓	
Other: Three Sisters Kitchen	✓	✓	⊘	⊘	✓	
Other: NM Farmers Market Association	⊘	✓	⊘	⊘	✓	

## Engagement With Multisector Partnerships/Coalitions

## Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

Running Medicine/Native Health Initiative

Primary Contact

Jessica Begay

Contact Title

Running Medicine

Nature of Work

•

Involvement of Tribal Organization in plan development

•

Involvement of Tribal Organization in SNAP-Ed activities

Coordination and Collaboration With Minority-Serving Institutions

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

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

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

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Fresh Fruit and Vegetable Program (FFVP)	✓	✓	✓	⊘	⊘	
National School Lunch Program (NSLP)	✓	✓	✓	⊘	⊘	
School Breakfast Program (SBP)	✓	✓	✓	⊘	⊘	
<b>Centers for Disease Control and Prevention, HHS</b>						
Other: Preventative Health and Health Services Block Grant	✓	✓	✓	⊘	⊘	
Other: Healthy Schools 2301 Grant	✓	✓	✓	⊘	⊘	
<b>Administration for Community Living, HHS</b>						
Older Americans Act Title III-C Senior Nutrition Program	⊘	✓	✓	⊘	⊘	
<b>Food and Nutrition Service, USDA</b>						
Senior Farmers Market Nutrition Program (SFMNP)	⊘	✓	⊘	⊘	⊘	
The Emergency Food Assistance Program (TEFAP)	⊘	✓	⊘	⊘	⊘	
WIC Farmers Market Nutrition Program (FMNP)	⊘	✓	⊘	⊘	⊘	

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Food Distribution Program on Indian Reservations (FDPIR)	⊘	✓	⊘	⊘	⊘	
Commodity Supplemental Food Program (CSFP)	⊘	✓	⊘	⊘	⊘	

Engagement With Multisector Partnerships/Coalitions

New Mexico Grown Coalition State/Territory

Sectors Represented

- Agriculture: 15
- Childcare: 6
- Education: 17
- Government: 7
- Public health and healthcare: 2
- Food industry: 1

Key Activities

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

- Providing diverse leadership for the NM Grown movement through program and policy development rooted in community engagement.

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

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

HKHC will provide support by co-chairing the coalition, and leading work of the Garden and Nutrition Education and Advocacy and Community Engagement priorities. HKHC will also support the NM Grown Coalition's recognition program, The Golden Chile Awards, recognizing and celebrating the innovative NM Grown programming taking place in early childhood programs, K-12 schools, and senior centers across the state, and the NM farmers, producers, and ranchers who grow and provide the food.

## Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

<b>Zuni Youth Enrichment Project</b>	<b>Laguna Pueblo</b>
<b>Primary Contact</b> Tahlia Natachu	<b>Primary Contact</b> April Ruben
<b>Contact Title</b> Executive Director	<b>Contact Title</b> Public Health Education Program Manager
<b>Nature of Work</b> <ul style="list-style-type: none"><li>Meet with Tribal Organization for input on SNAP-Ed programming</li><li>Involve Tribal Organization in SNAP-Ed activities</li><li>Fund Tribal Organization with SNAP-Ed funding (as an implementing or subcontracting agency): \$50,000.00</li></ul>	<b>Nature of Work</b> <ul style="list-style-type: none"><li>Meet with Tribal Organization for input on SNAP-Ed programming</li><li>Involve Tribal Organization in SNAP-Ed activities</li></ul>

Coordination and Collaboration With Minority-Serving Institutions

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

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

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
<b>Administration for Community Living, HHS</b>						
Older Americans Act Title III-C Senior Nutrition Program	✓	✓	✓	✓	✗	
<b>Food and Nutrition Service, USDA</b>						
Special Supplemental Nutrition Program for Women, Infants,	✓	✓	✓	✓	✓	

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
and Children (WIC)						

## Engagement With Multisector Partnerships/Coalitions

## Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

<p><b>Laguna Pueblo</b></p> <p><b>Primary Contact</b> Monika Whitmore</p> <p><b>Contact Title</b> Director of the Office of Laguna Learning /Laguna Department of Education</p> <p><b>Nature of Work</b></p> <ul style="list-style-type: none"> <li>• Meet with Tribal Organization for input on SNAP-Ed programming</li> <li>• Involve Tribal Organization in SNAP-Ed activities</li> <li>• Involve Tribal Organization in plan development</li> </ul>	<p><b>Navajo Nation</b></p> <p><b>Primary Contact</b> Patience Williams</p> <p><b>Contact Title</b> Healthy Kids Coordinator</p> <p><b>Nature of Work</b></p> <ul style="list-style-type: none"> <li>• Meet with Tribal Organization for input on SNAP-Ed programming</li> <li>• Involve Tribal Organization in plan development</li> <li>• Involve Tribal Organization in SNAP-Ed activities</li> </ul>	<p><b>Zuni Pueblo</b></p> <p><b>Primary Contact</b> Zachary James and Brittney Seowtiwa</p> <p><b>Contact Title</b> Food Sovereignty Coordinator and Food Sovereignty Specialist</p> <p><b>Nature of Work</b></p> <ul style="list-style-type: none"> <li>• Meet with Tribal Organization for input on SNAP-Ed programming</li> <li>• Involve Tribal Organization in plan development</li> <li>• Involve Tribal Organization in SNAP-Ed activities</li> </ul>
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## Coordination and Collaboration With Minority-Serving Institutions

## University of New Mexico

### MSI Type(s)

- Hispanic-serving institution

### Nature of Planned Coordination and Collaboration

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

### Planned Coordination and Collaboration

SNAP-Ed social marketing works with other departments at the University of NM to collaborate research and program implementation. Planned activities will include scheduled meetings, informational conferences, and training/education for minority inequities.

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

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

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



Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Assistance Program (SNAP)						

## Engagement With Multisector Partnerships/Coalitions

### NM Children Youth and Families Department (CYFD) State/Territory

#### Sectors Represented

- Childcare: 15

#### Key Activities

The CHILE Plus Team has a decade long relationship with the NM Children Youth and Families Department (CYFD), which oversees the Child and Adult Care Food Program (CACFP), the FNS program utilized in HS and childcare centers and homes throughout NM. CYFD continues to support the program by allowing CHILE Plus activities to be used as approved activities for CACFP program compliance. New partners, including the Partnership for Community Action (PCA) and Three Sisters Kitchen, provide new access points to test CHILE Plus with the home provider audience in order to build evidence for how the program can most effectively engage this population in evidence-based nutrition education in their childcare setting.

### Nutrition and Obesity Policy Research and Evaluation Network (NOPREN) Multi-State

#### Sectors Represented

- Childcare: 80

#### Key Activities

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

PCA has a network of providers they already work with, but they do not have the nutrition and physical activity curriculum or expertise to train them, so it is a unique and exciting new partnership for CHILE Plus, which began in FY19.

populations, and provides low-cost assistance to the CHILE Plus team for program implementation and evaluation.

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

Eight Northern Indian Pueblos Council, Inc. (ENIPC)

Primary Contact  
Jolene Nelson

Contact Title  
Head Start Director

- Nature of Work
- Meet with Tribal Organization for input on SNAP-Ed programming
  - Involve Tribal Organization in SNAP-Ed activities

Haak'u learning center (Pueblo of Acoma)

Primary Contact  
Cassandra Sanchez

Contact Title  
Head Start Director, Education Manager

- Nature of Work
- Meet with Tribal Organization for input on SNAP-Ed programming
  - Involve Tribal Organization in SNAP-Ed activities

Five Sandoval Indian Pueblos Inc:

Primary Contact  
Alyssa Arce

Contact Title  
Health and Nutrition Manager

- Nature of Work
- Meet with Tribal Organization for input on SNAP-Ed programming
  - Involve Tribal Organization in SNAP-Ed activities

Zuni Pueblo Head Start

Primary Contact  
Michelle Kaskalla

Contact Title  
Teacher, Zuni Head Start

- Nature of Work
- Meet with Tribal Organization for input on SNAP-Ed programming
  - Involve Tribal Organization in SNAP-Ed activities

Coordination and Collaboration With Minority-Serving Institutions

University of New Mexico Health Sciences Center

MSI Type(s)

- Hispanic-serving institution

Nature of Planned Coordination and Collaboration

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

Planned Coordination and Collaboration

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

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

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

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Centers for Disease Control and Prevention, HHS						
Other: Racial and Ethnic Approaches to Community Health (REACH)	✓	✓	✓	⊘	⊘	
Other: Division of Diabetes Translation	✓	⊘	✓	⊘	⊘	

Engagement With Multisector Partnerships/Coalitions

REACH Healthy Here Local

Sectors Represented

- Agriculture: 2
- Childcare: 0
- Commercial marketing: 0
- Community design: 1
- Education: 1
- Food industry: 0
- Food retailers: 0
- Government: 0
- Media: 0
- Public health and healthcare: 4
- Public safety: 0
- Transportation: 1
- Charitable food systems: 1
- Community service organizations: 2

Key Activities

Healthy Here is an initiative of the Health Equity Council based in Albuquerque, NM. It’s funded through the Center for Disease Control and Prevention’s REACH (Racial and Ethnic Approaches to Community Health) award and managed by Presbyterian Healthcare Services. Healthy Here works to change systems and environments to make it easier for Hispanic, Latino, and Native American residents of the International District and South Valley to access healthy foods, be physically active, and manage chronic disease. They do this with the help of a large network of partners, all of which have years of experience and expertise working in

communities. The project is currently in the first year of a 5-year cooperative agreement.

## Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

## Coordination and Collaboration With Minority-Serving Institutions

### University of New Mexico

#### MSI Type(s)

- Hispanic-serving institution

#### Nature of Planned Coordination and Collaboration

- Receives SNAP-Ed funding (as an implementing or subcontracting agency): \$309,979.00

#### Planned Coordination and Collaboration

The evaluation is being conducted by staff working for the Hispanic-serving institution. We will also be evaluating programs that are part of UNM, a minority-serving and Hispanic-serving institution - UNM - CHILE Plus and Social Marketing.

### New Mexico State University

#### MSI Type(s)

- Hispanic-serving institution

#### Nature of Planned Coordination and Collaboration

- Other: Evaluating programming
- Involved in plan development
- Involved in SNAP-Ed activities

#### Planned Coordination and Collaboration

The SNAP-Ed Evaluation Team will be evaluating programming conducted by NMSU, a Hispanic serving institution.

## New Mexico Human Services Department (State Agency)

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

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Other Federal Nutrition, Obesity Prevention, and Health Programs						
Other: New Mexico Department of Health -Obesity, Nutrition, and Physical Activity Program (ONAPA)	⊘	⊘	✓	⊘	⊘	

Engagement With Multisector Partnerships/Coalitions

**Governor Michelle Lujan Grisham's Food Initiative** State/Territory, Local

**Sectors Represented**

- Agriculture: 1
- Childcare: 1
- Education: 1
- Government: 1
- Public health and healthcare: 1

**Key Activities**

New Mexico's Governor has initiated a comprehensive [Food Initiative](#) aimed at revitalizing and cultivating a new food system for the state of New Mexico. The initiative aims to address obesity and improving nutrition through a collaborative inter-agency approach.

- **Inter-Agency Collaboration:** The initiative brings together various state agencies, including the Department of Health, Health Care Authority, Aging and Long-Term Services, Public Education Department, Early Childhood Education and Care Department, Department of Agriculture, and the Economic Development Department, among others. These agencies work together to align their programs and resources to more effectively tackle food insecurity, obesity, and nutrition-related health issues.
- **Food is Medicine:** This approach integrates food and nutrition into healthcare. By promoting the concept that healthy food can act as a preventive measure and treatment for various health conditions, the initiative aims to reduce the prevalence of obesity and related diseases.
- **Community Engagement:** The initiative emphasizes engaging with local communities to understand their specific needs and tailor programs accordingly. This includes promoting local food systems, supporting community gardens, and ensuring that food programs are culturally appropriate and accessible.
- **Education and Awareness:** Increasing public awareness about the importance of nutrition and healthy eating habits is a key focus. This involves campaigns,

educational programs in schools, and partnerships with local organizations to disseminate information on healthy lifestyles.

- Policy and Funding: The initiative also seeks to influence policy and secure funding to support its goals. This includes advocating for policies that promote food security, improve access to healthy foods, and support local agriculture.

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

All Tribal Organizations

Primary Contact

Shelly Begay

Contact Title

Office of the Secretary Cabinet Tribal Liaison

Nature of Work

- Involve Tribal Organization in SNAP-Ed activities
- Involve Tribal Organization in plan development
- Meet with Tribal Organization for input on SNAP-Ed programming

Coordination and Collaboration With Minority-Serving Institutions



<div>New Mexico State University- College of Agricultural, Consumer and Environmental Sciences (ACES) Cooperative Extension Service Ideas for Cooking &amp; Nutrition (ICAN)</div> <div><div>MSI Type(s)</div><div><ul style="list-style-type: none"><li>Hispanic-serving institution</li></ul></div><div><div>Nature of Planned Coordination and Collaboration</div><div><ul style="list-style-type: none"><li>Receives SNAP-Ed funding (as an implementing or subcontracting agency): \$2,414,478.00</li></ul></div></div><div><div>Planned Coordination and Collaboration</div><div>SNAP-Ed UNM PRC is comprised of three SNAP-Ed projects</div></div><div><div>UNM PRC CHILE Plus:</div><div>Project provides evidence-based nutrition education and obesity prevention programming to American Indian and Hispanic children enrolled in NM Head Start programs. The goal of CHILE Plus is to promote healthy food choices and physically active lifestyles among preschool children and their families.</div></div><div><div>UNM PRC Social Marketing:</div><div>Project aims to develop culturally relevant nutrition education messages in Spanish and English. The main project, Eat Smart to Play Hard, uses social marketing strategies to encourage increased consumption of fruits, vegetables, whole grains, and low-fat or fat-free dairy products among school children and their families.</div></div><div><div>UNM PRC Evaluation:</div><div>Project focuses on common indicators across SNAP-Ed NM Programs. Evaluating Fruit and Vegetable consumption, Physical Activity, , Nutrition and physical activity-related policies, systems, and environmental change opportunities. Compiles and composes NM SNAP-Ed Tribal Report.</div></div><div><ul style="list-style-type: none"><li>Meet yearly as a SNAP-Ed team to develop the NM SNAP-Ed State plan.</li></ul></div></div>	<div>University of New Mexico - Prevention Research Center</div> <div><div>MSI Type(s)</div><div><ul style="list-style-type: none"><li>Hispanic-serving institution</li></ul></div><div><div>Nature of Planned Coordination and Collaboration</div><div><ul style="list-style-type: none"><li>Receives SNAP-Ed funding (as an implementing or subcontracting agency): \$1,399,296.00</li></ul></div></div><div><div>Planned Coordination and Collaboration</div><div>UNM CHILE Plus</div></div><div><div>Social Marketing</div></div><div><div>Evaluation</div></div></div>
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- Monthly State Agency and Implementing Agency meetings for updates and support
- Meet monthly one-on-one with NMSU ICAN Director for updates to current programming and support
- Receive quarterly reports regarding ongoing projects, major achievements and successes, major setbacks or challenges, partnership activities, and overall assessment.

## State Budget Summary

	SNAP-Ed Planned Cost (\$)
1. Total State Agency Budget	\$149,395.00
2. Total Implementing Agency Budget	\$5,658,397.00
3. Total Federal Funds	\$5,807,792.00
4. Total Estimated Unobligated balance/carry-over from previous FY	\$571,199.00
5. <b>TOTAL Funds requested from current FY allocation</b>	<b>\$5,236,593.00</b>

### Cooking with Kids (Implementing Agency) Budget

#### Total Agency Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
<b>1. Direct Cost</b>	\$468,020.00	\$509,030.00
a. Salary/Benefits ?	\$408,020.00	\$310,655.00
b. Contracts/Sub-Grants/Agreements	\$20,000.00	\$66,075.00
c. Non-Capital Equipment/Office Supplies ?	\$0.00	\$0.00
d. Nutrition Education Materials ?	\$20,000.00	\$110,000.00
e. Travel ?	\$0.00	\$10,000.00
f. Building/Space Lease or Rental	\$20,000.00	\$12,300.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
<b>2. Indirect Costs</b> , not including building space/ contracts/subgrants/agreements ?	\$0.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 0.00% N/A		
▼ Other Indirect Cost Explanation Indirect cost rate: 0.00% N/A		
<b>3. Total Federal Funds for Agency</b> <i>Current FY allocation + Estimated unobligated balance/Carry-over from previous FY</i>	\$468,020.00	\$509,030.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
4. Estimated unobligated balance/carry-over from previous FY for Agency	\$0.00	
5. Funds requested from current FY allocation for Agency	\$468,020.00	

Direct Cost Breakdown

Project Budgets

Cooking with Kids	
\$408,020.00	Salary/Benefits
\$20,000.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$20,000.00	Nutrition Education Materials
\$0.00	Travel
\$20,000.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$468,020.00	Total Direct Cost

Other SNAP-Ed Planned Expenditures

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

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Assistant Program Director	0.40	5.00%	95.00%	\$67,600.00	\$27,040.00
Communications Director	0.20	50.00%	50.00%	\$79,300.00	\$15,860.00
County Coordinator	0.20	5.00%	95.00%	\$67,600.00	\$13,520.00
Total SNAP-Ed-funded Salary/Benefits					<b>\$408,020.00</b>

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Executive Director	0.40	60.00%	40.00%	\$90,350.00	\$36,140.00
Farm to School Coordinator	0.20	0.00%	100.00%	\$67,600.00	\$13,520.00
Garden Coordinator	0.50	0.00%	100.00%	\$67,600.00	\$33,800.00
Nutrition Educators	4.00	0.00%	100.00%	\$59,105.00	\$236,420.00
Program Director	0.40	10.00%	90.00%	\$79,300.00	\$31,720.00
Total SNAP-Ed-funded Salary/Benefits					\$408,020.00

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

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

Job Description Documents

[FY25 Cooking with Kids\\_Job Descriptions.pdf](#)

Planned Travel

In State Travel

No data submitted

Out of State Travel

No data submitted

## Budget Narrative

For the current fiscal year, a total of **\$468,020.00** is needed to cover SNAP-Ed operating costs, including **\$468,020.00** in direct costs and **\$0.00** in indirect costs. Unobligated funds from the previous FY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

## Salary/Benefits

The total amount required for **salary/benefits** is **\$408,020.00**.

\$408,020 reflects SNAP-Ed funding support for Cooking with Kids staff salaries, taxes, and benefits, detailed below. Payroll tax/benefit rate is approximately 25% for Cooking with Kids full time employees and 18% for part time employees.

Cooking with Kids has a time record process in place. All employees who are paid less than full time by SNAP-Ed funds keep time records, which are signed by the employee and supervisor, or in an approved electronic manner.

### Assistant Program Director

0.4 FTE will be charged to SNAP-Ed for a total of **\$27,040** (Total full-time salary/benefits: \$67,600)

### Communications Director

0.2 FTE will be charged to SNAP-Ed for a total of **\$15,860** (Total full-time salary/benefits: \$79,300)

### County Coordinator

0.2 FTE will be charged to SNAP-Ed for a total of **\$13,520** (Total full-time salary/benefits: \$67,600)

### Executive Director

0.4 FTE will be charged to SNAP-Ed for a total of **\$36,140** (Total full-time salary/benefits: \$90,350)

### Farm-to-School Coordinator

0.2 FTE will be charged to SNAP-Ed for a total of **\$13,520** (Total full-time salary/benefits: \$67,600)

### Garden Coordinator

0.5 FTE will be charged to SNAP-Ed for a total of **\$33,800** (Total full-time salary/benefits: \$67,600)

### Nutrition Educators

4.0 FTE will be charged to SNAP-Ed for a total of **\$236,420** (Total full-time salary/benefits: \$59,105)

Note: 16 part-time Nutrition Educators with an average hourly rate of \$24/hr. plus taxes/benefits will work approximately 520 hours/year (0.25 FTE).

### Program Director

0.4 FTE will be charged to SNAP-Ed for a total of **\$31,720** (Total full-time salary/benefits: \$79,300)

### **Contracts/Sub-Grants/Agreements**

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

\$20,000.00 for professional services for human resources, bookkeeping/accounting and required audit

### **Non-Capital Equipment/Office Supplies**

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

N/A

### **Nutrition Education Materials**

The total amount required for **nutrition education materials** is **\$20,000.00**.

\$20,000.00 for printing and copying of student, teacher, and parent materials, and of food service training materials; food for nutrition education classes and trainings; disposable and demonstration supplies; small kitchen and gardening equipment/supplies; books and educational materials used during nutrition education classes.

### **Travel**

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

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



Building/Space Lease or Rental

The total amount required for **building/space lease or rental** is **\$20,000.00**.  
\$20,000.00 for Cooking with Kids’ office rental, utilities, insurance and telecommunication services

Cost of Publicly-Owned Building Space

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

Maintenance and Repair

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

Institutional Memberships and Subscriptions

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

Equipment and Other Capital Expenditures

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

New Mexico State University ICAN (Implementing Agency) Budget

Total Agency Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$2,194,980.00	\$0.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
a. Salary/Benefits ?	\$1,858,552.00	\$0.00
b. Contracts/Sub-Grants/Agreements	\$190,000.00	\$0.00
c. Non-Capital Equipment/Office Supplies ?	\$30,831.00	\$0.00
d. Nutrition Education Materials ?	\$75,237.00	\$0.00
e. Travel ?	\$40,360.00	\$0.00
f. Building/Space Lease or Rental	\$0.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
<b>2. Indirect Costs</b> , not including building space/ contracts/subgrants/agreements ?	\$219,498.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 10.00% Indirect cost is 10%		
▼ Other Indirect Cost Explanation Indirect cost rate: 0.00% N/A		
<b>3. Total Federal Funds for Agency</b> <i>Current FY allocation + Estimated unobligated balance/Carry-over from previous FY</i>	\$2,414,478.00	\$0.00
4. Estimated unobligated balance/carry-over from previous FY for	\$0.00	

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
Agency		
5. Funds requested from current FY allocation for Agency	\$2,414,478.00	

Direct Cost Breakdown

Project Budgets

NMSU Ideas for Cooking and Nutrition (ICAN)	
\$1,858,552.00	Salary/Benefits
\$190,000.00	Contracts/Sub-Grants/Agreements
\$30,831.00	Non-Capital Equipment/Office Supplies
\$75,237.00	Nutrition Education Materials
\$40,360.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$2,194,980.00	Total Direct Cost

Other SNAP-Ed Planned Expenditures

\$0.00	Salary/Benefits
--------	-----------------

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

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Administrative Professional ABQ	0.25	25.00%	0.00%	\$58,000.83	\$14,500.21
Administrative Professional LC	0.75	75.00%	0.00%	\$57,376.00	\$43,032.00
Data Manager	0.70	70.00%	0.00%	\$65,553.83	\$45,887.68
Financial Manager	0.70	70.00%	0.00%	\$52,581.62	\$36,807.13
Total SNAP-Ed-funded Salary/Benefits					\$1,858,551.91

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Food Systems Specialist	0.80	80.00%	0.00%	\$87,974.28	\$70,379.42
HEdS	1.00	100.00%	0.00%	\$48,436.82	\$48,436.82
HEdS	1.00	100.00%	0.00%	\$48,436.82	\$48,436.82
Nutrition Educator	0.75	100.00%	0.00%	\$59,407.00	\$44,555.25
Nutrition Educator	0.75	100.00%	0.00%	\$56,694.00	\$42,520.50
Nutrition Educator	0.75	100.00%	0.00%	\$51,830.00	\$38,872.50
Nutrition Educator	0.75	100.00%	0.00%	\$60,603.58	\$45,452.68
Nutrition Educator	0.75	100.00%	0.00%	\$35,211.10	\$26,408.32
Nutrition Educator	0.75	100.00%	0.00%	\$35,251.10	\$26,438.32
Nutrition Educator	0.75	100.00%	0.00%	\$33,211.10	\$24,908.32
Nutrition Educator	0.75	100.00%	0.00%	\$33,251.10	\$24,938.32
Nutrition Educator	0.75	100.00%	0.00%	\$33,211.10	\$24,908.32
Nutrition Educator	0.75	100.00%	0.00%	\$53,835.45	\$40,376.59
Nutrition Educator	0.75	100.00%	0.00%	\$47,464.75	\$35,598.56
Nutrition Educator	0.75	100.00%	0.00%	\$33,211.10	\$24,908.32
Nutrition Educator	0.75	100.00%	0.00%	\$53,835.45	\$40,376.59
Total SNAP-Ed-funded Salary/Benefits					\$1,858,551.91

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Nutrition Educator	0.75	100.00%	0.00%	\$59,046.58	\$44,284.94
Nutrition Educator	0.75	100.00%	0.00%	\$50,086.00	\$37,564.50
Nutrition Educator	0.75	100.00%	0.00%	\$33,211.10	\$24,908.32
Nutrition Educator	0.75	100.00%	0.00%	\$39,887.00	\$29,915.25
Nutrition Educator	0.75	100.00%	0.00%	\$57,694.00	\$43,270.50
Nutrition Educator	0.75	100.00%	0.00%	\$33,211.10	\$24,908.32
Nutrition Educator	0.75	100.00%	0.00%	\$61,501.58	\$46,126.18
Nutrition Educator	0.75	100.00%	0.00%	\$51,086.00	\$38,314.50
Nutrition Educator	0.75	100.00%	0.00%	\$57,293.00	\$42,969.75
Nutrition Educator	0.75	100.00%	0.00%	\$62,603.58	\$46,952.68
Nutrition Educator	0.75	100.00%	0.00%	\$55,235.45	\$41,426.59
Nutrition Educator	0.75	100.00%	0.00%	\$55,935.45	\$41,951.59
Nutrition Educator	0.75	100.00%	0.00%	\$55,135.45	\$41,351.59
Nutrition Educator	0.75	100.00%	0.00%	\$48,464.75	\$36,348.56
Nutrition Educator	0.75	100.00%	0.00%	\$33,211.10	\$24,908.32
Nutrition Educator	0.75	100.00%	0.00%	\$33,231.10	\$24,923.32
Nutrition Educator	0.75	100.00%	0.00%	\$33,231.10	\$24,923.32
Total SNAP-Ed-funded Salary/Benefits					\$1,858,551.91

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Program Director	0.70	70.00%	0.00%	\$120,393.31	\$84,275.32
Program Manager	0.75	75.00%	0.00%	\$83,461.07	\$62,595.80
Regional Coordinator	1.00	100.00%	0.00%	\$74,117.91	\$74,117.91
Regional Coordinator	0.60	60.00%	0.00%	\$19,670.72	\$11,802.43
Student Assistant	0.60	60.00%	0.00%	\$12,990.16	\$7,794.10
Student Assistant	0.60	60.00%	0.00%	\$12,990.16	\$7,794.10
Supervisor	0.10	10.00%	0.00%	\$67,222.43	\$6,722.24
Supervisor	0.10	10.00%	0.00%	\$74,659.94	\$7,465.99
Supervisor	0.15	15.00%	0.00%	\$103,345.47	\$15,501.82
Supervisor	0.10	10.00%	0.00%	\$135,222.72	\$13,522.27
Supervisor	0.10	10.00%	0.00%	\$85,430.46	\$8,543.05
Supervisor	0.10	10.00%	0.00%	\$74,361.04	\$7,436.10
Supervisor	0.10	10.00%	0.00%	\$100,753.86	\$10,075.39
Supervisor	0.10	10.00%	0.00%	\$74,659.94	\$7,465.99
Supervisor	0.15	15.00%	0.00%	\$90,803.12	\$13,620.47
Supervisor	0.10	10.00%	0.00%	\$129,846.65	\$12,984.66
Supervisor	0.10	10.00%	0.00%	\$77,746.18	\$7,774.62
<b>Total SNAP-Ed-funded Salary/Benefits</b>					<b>\$1,858,551.91</b>

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Supervisor	0.10	10.00%	0.00%	\$74,361.04	\$7,436.10
Supervisor	0.10	10.00%	0.00%	\$86,113.58	\$8,611.36
Supervisor	0.10	10.00%	0.00%	\$90,332.25	\$9,033.22
Supervisor	0.20	20.00%	0.00%	\$86,370.46	\$17,274.09
Supervisor	0.10	10.00%	0.00%	\$86,033.08	\$8,603.31
Supervisor	0.10	10.00%	0.00%	\$118,028.23	\$11,802.82
Supervisor	0.10	10.00%	0.00%	\$178,889.24	\$17,888.92
Supervisor	0.30	30.00%	0.00%	\$85,730.97	\$25,719.29
Supervisor	0.10	10.00%	0.00%	\$98,723.00	\$9,872.30
Supervisor	0.10	10.00%	0.00%	\$125,374.23	\$12,537.42
Supervisor	0.10	10.00%	0.00%	\$74,899.20	\$7,489.92
Total SNAP-Ed-funded Salary/Benefits					\$1,858,551.91

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

NMSU has a central system for officially recording staff/faculty effort.

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

\*Regular employees                      36.00 percent

^Temporary employees                19.50 percent



+Student employees 0.50 percent

*The position descriptions below and the staffing template include both adult and youth programming tasks. All FTE figures are based on the calculation of 1.0 FTE= 2,080 hours worked per year.*

## Job Description Documents

[Staffing Plan - Template 3 FFY25.docx](#)

## Planned Travel

In State Travel

A			
TOTAL TRIP COST			
\$14,360.00			
Staff positions of Approximately 50 nutrition educators, supervisors travel to Nutrition educators and home economists based in each county will travel within that county to multiple locations traveled to New Mexico			
The purpose/benefit to SNAP-Ed: This line item includes travel to conduct classes,. Recruit agencies, shop for class supplies, and attend trainings; Travel by ICAN county staff and ITO within their counties			
	# of Staff	Units	Total
Ground Transportation	14360	\$1.00 per day x 1 days	\$14,360.00

B			
TOTAL TRIP COST			
\$10,000.00			
Staff positions of Approximately 50 nutrition educators, supervisors, ITO program coordinators travel to Regional trainings will be held around the state at locations convenient to coutny staff. The state training will likely be held in either Las Cruces or in Albuquerque traveled to New Mexico			
The purpose/benefit to SNAP-Ed: This line item includes expenses connected to attendance at regional trainings, the ICAN state meeting, and initial training for new nutrition educators; travel by ICAN county staff and ITO program coordinators outside their counties			

	# of Staff	Units	Total
Ground Transportation	1000 0	\$1.00 per day x 1 days	\$10,000.00

C			
TOTAL TRIP COST			
\$10,000.00			
Staff positions of Approximately 12 ICAN state office employees travel to Destinations will include counties across the state where ICAN programming is in process traveled to New Mexico			
The purpose/benefit to SNAP-Ed: This line item includes travel to conduct regional trainings and site visits, attend trainings and meetings sponsored by HSD and other agencies; travel by ICAN state office throughout the state			
	# of Staff	Units	Total
Ground Transportation	1000 0	\$1.00 per day x 1 days	\$10,000.00

Out of State Travel

ASNNA Annual Meeting

TOTAL TRIP COST

\$6,000.00

**Staff positions** of This line item includes registration fees, airfare, lodging, and meals for up to 2 staff members in the instance that the ASNNA meeting be in person rather than virtual traveled to Tennessee

The **purpose/benefit to SNAP-Ed**:  
Program Manager and Regional Coordinator travel to Knoxville, Tennessee

	# of Staff	Units	Total
Air Travel	2	\$3,000.00 per person	\$6,000.00

Budget Narrative

For the current fiscal year, a total of **\$2,414,478.00** is needed to cover SNAP-Ed operating costs, including **\$2,194,980.00** in direct costs and **\$219,498.00** in indirect costs. Unobligated funds from the previous FY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

Salary/Benefits

The total amount required for **salary/benefits** is **\$1,858,552.00**.  
*This line item includes salaries and benefits for the employees listed in the staffing template.*

Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$190,000.00**.

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

- *Technical assistance for development of materials and website: \$4,000*
- *Brighter Bites: \$100,000*
- *Farm Fresh Cooking classes is a statewide social marketing and PSE effort: \$85,000*
- *Food Handlers Certification (Serve Safe): \$1,000*

## Non-Capital Equipment/Office Supplies

The total amount required for **non-capital equipment/office supplies** is **\$30,831.00**.

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

## Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$75,237.00**.

*This line item includes the following type of items; copying and printing for classes, printed supplies for classes; ICAN Calendar, educational reinforcements for participants; demonstration and food safety supplies for classes; and food for hands-on educational activities.*

## Travel

The total amount required for **travel** is **\$40,360.00**.

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

## Building/Space Lease or Rental

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

*Approximately 50 staff will be involved in in-state travel, including nutrition educators and their supervisors. Out of state travel includes registration fees, airfare, lodging, and meals for up to 2 staff members in the instance that the ASNNA meeting be in-person rather than virtual; Attendee will receive orientation from FNS headquarters, participate in SNAP-Ed strategy sessions, and attend a SWRO SNAP-Ed meeting.*

Cost of Publicly-Owned Building Space

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

Maintenance and Repair

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

Institutional Memberships and Subscriptions

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

Equipment and Other Capital Expenditures

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

Kids Cook! (Implementing Agency) Budget

Total Agency Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$608,922.00	\$38,700.00
a. Salary/Benefits ?	\$486,435.00	\$14,000.00
b. Contracts/Sub-Grants/Agreements	\$25,000.00	\$10,000.00
c. Non-Capital Equipment/Office Supplies ?	\$2,500.00	\$7,500.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
d. Nutrition Education Materials ?	\$50,000.00	\$4,000.00
e. Travel ?	\$4,987.00	\$0.00
f. Building/Space Lease or Rental	\$40,000.00	\$3,200.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
2. Indirect Costs, not including building space/ contracts/subgrants/agreements ?	\$0.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation		
Indirect cost rate: 0.00%		
none		
▼ Other Indirect Cost Explanation		
Indirect cost rate: 0.00%		
none		
3. Total Federal Funds for Agency	\$608,922.00	\$38,700.00
Current FY allocation + Estimated unobligated balance/Carry-over from previous FY		
4. Estimated unobligated balance/carry-over from previous FY for Agency	\$0.00	
5. Funds requested from current FY allocation for Agency	\$608,922.00	

Direct Cost Breakdown

Project Budgets

### Kids Cook!

\$486,435.00	Salary/Benefits
\$25,000.00	Contracts/Sub-Grants/Agreements
\$2,500.00	Non-Capital Equipment/Office Supplies
\$50,000.00	Nutrition Education Materials
\$4,987.00	Travel
\$40,000.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
<b>\$608,922.00</b>	<b>Total Direct Cost</b>

### Other SNAP-Ed Planned Expenditures

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



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

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Community Outreach	0.50	0.00%	100.00%	\$61,670.50	\$30,835.25
Digital Media	0.63	0.00%	100.00%	\$61,182.12	\$38,544.74
Executive Assistant	0.50	100.00%	0.00%	\$62,198.00	\$31,099.00
Executive Director	0.92	20.00%	80.00%	\$86,081.52	\$79,195.00
Food Procurement Manager	1.00	0.00%	100.00%	\$64,639.00	\$64,639.00
Nutrition Education Manager	1.00	0.00%	100.00%	\$69,573.00	\$69,573.00
Nutrition Educator	3.00	0.00%	100.00%	\$55,701.67	\$167,105.01
Work Study Students	0.50	0.00%	100.00%	\$10,888.00	\$5,444.00
Total SNAP-Ed-funded Salary/Benefits					\$486,435.00

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

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

Job Description Documents

[Planned Staffing and Budget.docx](#)

Planned Travel

In State Travel

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

Out of State Travel

ASNNA Conference

TOTAL TRIP COST  
\$2,050.00

Staff positions of Executive Director traveled to Washington DC

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

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

Budget Narrative

For the current fiscal year, a total of \$608,922.00 is needed to cover SNAP-Ed operating costs, including \$608,922.00 in direct costs and \$0.00 in indirect costs. Unobligated funds from the previous FY in the amount of \$0.00 will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

## Salary/Benefits

The total amount required for **salary/benefits** is **\$486,435.00**.

See planned staffing narrative.

## Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$25,000.00**.

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

## Non-Capital Equipment/Office Supplies

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

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

## Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$50,000.00**.

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

## Travel

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

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

## Building/Space Lease or Rental

The total amount required for **building/space lease or rental** is **\$40,000.00**.

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

Cost of Publicly-Owned Building Space

The total amount required for **cost of publicly-owned building space** is **\$0.00**.  
none

Maintenance and Repair

The total amount required for **maintenance and repair** is **\$0.00**.  
none

Institutional Memberships and Subscriptions

The total amount required for **institutional memberships and subscriptions** is **\$0.00**.  
none

Equipment and Other Capital Expenditures

The total amount required for **equipment and other capital expenditures** is **\$0.00**.  
none

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

Total Agency Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$767,681.00	\$885,637.00
a. Salary/Benefits ?	\$309,232.00	\$343,245.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
b. Contracts/Sub-Grants/Agreements	\$437,324.00	\$523,474.00
c. Non-Capital Equipment/Office Supplies ?	\$7,080.00	\$6,505.00
d. Nutrition Education Materials ?	\$5,000.00	\$2,000.00
e. Travel ?	\$9,045.00	\$10,413.00
f. Building/Space Lease or Rental	\$0.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
<b>2. Indirect Costs</b> , not including building space/ contracts/subgrants/agreements ?	\$0.00	\$88,563.70
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 0.00% The state agency charges indirect costs. The Department of Health is an implementing agency and does not charge indirect costs for the SNAP Ed grant.		
▼ Other Indirect Cost Explanation Indirect cost rate: 10.00% The Department of Health charges the maximum allowable indirect cost of 10% for this non-SNAP Ed funding source.		
<b>3. Total Federal Funds for Agency</b> <i>Current FY allocation + Estimated unobligated balance/Carry-over from previous FY</i>	\$767,681.00	\$974,200.70

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
4. Estimated unobligated balance/carry-over from previous FY for Agency	\$0.00	
5. Funds requested from current FY allocation for Agency	\$767,681.00	

Direct Cost Breakdown

Project Budgets

Healthy Kids Healthy Communities	
\$309,232.00	Salary/Benefits
\$437,324.00	Contracts/Sub-Grants/Agreements
\$7,080.00	Non-Capital Equipment/Office Supplies
\$5,000.00	Nutrition Education Materials
\$9,045.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$767,681.00	Total Direct Cost

Other SNAP-Ed Planned Expenditures

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

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Epidemiologist/Evaluator	0.50	70.00%	30.00%	\$107,790.00	\$53,895.00
Health Educator #1	0.50	20.00%	80.00%	\$85,174.00	\$42,587.00
Health Educator #2	0.50	20.00%	80.00%	\$80,842.00	\$40,421.00
Healthy Eating/Physical	0.50	60.00%	40.00%	\$99,496.00	\$49,748.00
Total SNAP-Ed-funded Salary/Benefits					\$309,232.00



Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Activity Program Coordinator					
HKHC Program Manager	0.50	50.00%	50.00%	\$111,802.00	\$55,901.00
ONAPA Program Manager	0.50	90.00%	10.00%	\$133,360.00	\$66,680.00
Total SNAP-Ed-funded Salary/Benefits					\$309,232.00

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

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

Job Description Documents

[FY25 ONAPA SNAP Ed Staffing Narrative - Final.docx](#)

Planned Travel

In State Travel

Healthy Kids Healthy Communities Statewide Training #1

TOTAL TRIP COST  
\$2,388.00

Staff positions of 6 traveled to Raton, NM

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

	# of Staff	Units	Total
Lodging	6	\$157.00 per day x 2 days	\$1,884.00
Per Diem	6	\$42.00 per day x 2 days	\$504.00

HKHC Guadalupe County site visit

TOTAL TRIP COST  
\$597.00

Staff positions of 3 traveled to Santa Rosa, NM

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

	# of Staff	Units	Total
Lodging	3	\$157.00 per day x 1 days	\$471.00

HKHC Hidalgo County site visit

TOTAL TRIP COST

\$1,194.00

Staff positions of 3 traveled to Lordsburg, NM

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

	# of Staff	Units	Total
Lodging	3	\$157.00 per day x 2 days	\$942.00
Per Diem	3	\$42.00 per day x 2 days	\$252.00

HKHC Roosevelt County site visit

TOTAL TRIP COST

\$597.00

Staff positions of 3 traveled to Portales, NM

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

	# of Staff	Units	Total
Lodging	3	\$157.00 per day x 1 days	\$471.00
Per Diem	3	\$42.00 per day x 1 days	\$126.00

HKHC Zuni Pueblo site visit

TOTAL TRIP COST  
\$597.00

Staff positions of 3 traveled to Zuni, NM

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

	# of Staff	Units	Total
Lodging	3	\$157.00 per day x 1 days	\$471.00
Per Diem	3	\$42.00 per day x 1 days	\$126.00

Kids Kitchen Training #1

TOTAL TRIP COST  
\$199.00

Staff positions of 1 traveled to Zuni Pueblo, NM

The **purpose/benefit to SNAP-Ed**: Provide hands-on training to statewide and HKHC school district food service staff on increasing the use of local food in the school lunch program, to encourage scratch cooking, nutrition education, and to reduce plate waste.

	# of Staff	Units	Total
Lodging	1	\$157.00 per day x 1 days	\$157.00
Per Diem	1	\$42.00 per day x 1 days	\$42.00

Kids Kitchen Training #2

TOTAL TRIP COST  
\$199.00

Staff positions of 1 traveled to Shiprock, NM

The **purpose/benefit to SNAP-Ed**: Provide hands-on training to statewide and HKHC school district food service staff on increasing the use of local food in the school lunch program, to encourage scratch cooking, nutrition education, and to reduce plate waste.

	# of Staff	Units	Total
Lodging	1	\$157.00 per day x 1 days	\$157.00
Per Diem	1	\$42.00 per day x 1 days	\$42.00

Kids Kitchen Training #3

TOTAL TRIP COST

\$199.00

Staff positions of 1 traveled to Raton/Springer, NM

The **purpose/benefit to SNAP-Ed**: Provide hands-on training to statewide and HKHC school district food service staff on increasing the use of local food in the school lunch program, to encourage scratch cooking, nutrition education, and to reduce plate waste.

	# of Staff	Units	Total
Lodging	1	\$157.00 per day x 1 days	\$157.00
Per Diem	1	\$42.00 per day x 1 days	\$42.00

Kids Kitchen Training #4

TOTAL TRIP COST

\$199.00

Staff positions of 1 traveled to Santa Rosa, NM

The **purpose/benefit to SNAP-Ed**: Provide hands-on training to statewide and HKHC school district food service staff on increasing the use of local food in the school lunch program, to encourage scratch cooking, nutrition education, and to reduce plate waste.

	# of Staff	Units	Total
Lodging	1	\$157.00 per day x 1 days	\$157.00
Per Diem	1	\$42.00 per day x 1 days	\$42.00

Kids Kitchen Training #5

TOTAL TRIP COST

\$199.00

Staff positions of 1 traveled to Bloomfield, NM

The purpose/benefit to SNAP-Ed: Provide hands-on training to statewide and HKHC school district food service staff on increasing the use of local food in the school lunch program, to encourage scratch cooking, nutrition education, and to reduce plate waste.

	# of Staff	Units	Total
Lodging	1	\$157.00 per day x 1 days	\$157.00
Per Diem	1	\$42.00 per day x 1 days	\$42.00

Out of State Travel

Native American Nutrition Conference

TOTAL TRIP COST  
\$2,454.00

Staff positions of 1 traveled to Prior Lake, MN

The **purpose/benefit to SNAP-Ed**: Tribal and community leaders, nutrition and wellness educators, researchers and students, health practitioners, government officials, funders, and others come together to discuss the current state of both Indigenous and academic scientific knowledge about Native food systems, food sovereignty, nutrition, and health.

	# of Staff	Units	Total
Air Travel	1	\$1,200.00 per person	\$1,200.00
Registration Fee	1	\$200.00 per person	\$200.00
Lodging	1	\$200.00 per day x 3 days	\$600.00
Ground Transportation	1	\$50.00 per day x 2 days	\$100.00
Per Diem	1	\$118.00 per day x 3 days	\$354.00

Budget Narrative

For the current fiscal year, a total of **\$767,681.00** is needed to cover SNAP-Ed operating costs, including **\$767,681.00** in direct costs and **\$0.00** in indirect costs. Unobligated funds from the previous FY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.



## Salary/Benefits

The total amount required for **salary/benefits** is **\$309,232.00**.

The ONAPA program manager and staff oversee implementation of the SNAP Ed workplan and budget. FTE and percentage of time spent on SNAP Ed administration and activities are detailed in FY25 SNAP Ed Staffing Plan. The ONAPA staffing narrative has been uploaded.

## Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$437,324.00**.

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

FY25 SNAP Ed contracts:

Chaves County - Paula Camp: \$45,250

Colfax County - Elizabeth Ortega (formerly Hamp): \$33,500

Curry County - eliminated due to FY25 SNAP Ed budget cut

Grant County - Alicia Edwards: \$27,000

Grant County - Cassandra Hartley: \$28,500

Guadalupe County - Guadalupe County Health Planning Board: \$35,000

Hidalgo County - Beth Cox: \$32,750

Laguna Pueblo - TBD: \$8,974

Roosevelt County - Caron Powers: \$34,850

San Juan County - San Juan County Partnership: \$36,500

Socorro County - vacant, contractor TBD: \$30,000

Zuni Pueblo - Zuni Youth Enrichment Project: \$50,000

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

## Non-Capital Equipment/Office Supplies

The total amount required for **non-capital equipment/office supplies** is **\$7,080.00**.

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

## Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$5,000.00**.

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

## Travel

The total amount required for **travel** is **\$9,045.00**.

- Planned number of In-State trips: **10**
- Planned number of Out-of-State trips: **1**

## Building/Space Lease or Rental

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

N/A

## Cost of Publicly-Owned Building Space

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

N/A

## Maintenance and Repair

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

N/A

### Institutional Memberships and Subscriptions

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

N/A

### Equipment and Other Capital Expenditures

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

N/A

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

### Total Agency Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
<b>1. Direct Cost</b>	\$612,858.00	\$0.00
a. Salary/Benefits ?	\$532,183.00	\$0.00
b. Contracts/Sub-Grants/Agreements	\$7,675.00	\$0.00
c. Non-Capital Equipment/Office Supplies ?	\$3,500.00	\$0.00
d. Nutrition Education Materials ?	\$53,000.00	\$0.00
e. Travel ?	\$15,000.00	\$0.00
f. Building/Space Lease or Rental	\$1,000.00	\$0.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$500.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
<b>2. Indirect Costs</b> , not including building space/ contracts/subgrants/agreements ?	\$33,707.00	\$0.00
<div>▼ SNAP-Ed Indirect Cost Explanation</div> <div>Indirect cost rate: 5.50%</div> <div>Indirect cost rate of 5.5% for a total of \$34385 of indirect costs. This falls well below the limit of 26% for colleges and universities.</div> <div>▼ Other Indirect Cost Explanation</div> <div>Indirect cost rate: 0.00%</div> <div>NA</div>		
<b>3. Total Federal Funds for Agency</b> <i>Current FY allocation + Estimated unobligated balance/Carry-over from previous FY</i>	\$646,565.00	\$0.00
4. Estimated unobligated balance/carry-over from previous FY for Agency	\$0.00	
<b>5. Funds requested from current FY allocation for Agency</b>	<b>\$646,565.00</b>	

Direct Cost Breakdown

Project Budgets

NM Social Marketing- Eat Smart to Play Hard

\$532,183.00	Salary/Benefits
\$7,675.00	Contracts/Sub-Grants/Agreements
\$3,500.00	Non-Capital Equipment/Office Supplies
\$53,000.00	Nutrition Education Materials
\$15,000.00	Travel
\$1,000.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$500.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$612,858.00	<b>Total Direct Cost</b>

Other SNAP-Ed Planned Expenditures

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

\$0.00    Equipment and Other Capital Expenditures

\$0.00    Total Direct Cost

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Accountant 3	0.05	95.00%	5.00%	\$83,320.00	\$4,166.00
Admin Assistant 1	0.05	95.00%	5.00%	\$50,880.00	\$2,544.00
Associate Scientist 1	1.00	20.00%	80.00%	\$91,171.00	\$91,171.00
Associate Scientist 2	1.00	20.00%	80.00%	\$95,754.00	\$95,754.00
Health Educator	0.98	10.00%	90.00%	\$70,377.00	\$68,969.46
Professional Intern	0.50	5.00%	95.00%	\$38,214.00	\$19,107.00
Program Director	0.98	50.00%	50.00%	\$130,065.00	\$127,463.70
Research Assistant Professor	0.50	20.00%	80.00%	\$125,092.00	\$62,546.00
Sci Research Manager	0.50	20.00%	80.00%	\$106,698.00	\$53,349.00
Unit Administrator	0.10	95.00%	5.00%	\$71,130.00	\$7,113.00
Total SNAP-Ed-funded Salary/Benefits					\$532,183.16

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

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

## **Job Description Documents**

[Staffing Narrative.docx](#)

## **Planned Travel**

In State Travel

NB3 conference

TOTAL TRIP COST

\$1,244.22

Staff positions of Director, Assoc. Scientists, health educator traveled to Sandia Pueblo, NM

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

	# of Staff	Units	Total
Registration Fee	6	\$200.00 per person	\$1,200.00
Mileage	3	\$0.670 per mile x 22 miles	\$44.22

School visits

TOTAL TRIP COST

\$1,808.00

Staff positions of Health educator, Associate Scientists, Professional Intern and Sci Research Manager traveled to Multiple cities in New Mexico

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



	# of Staff	Units	Total
Ground Transportation	1	\$50.00 per day x 4 days	\$200.00
Mileage	4	\$0.670 per mile x 600 miles	\$1,608.00

Out of State Travel

Agents of Change Summit

TOTAL TRIP COST

\$6,009.78

Staff positions of Program director traveled to San Diego, California

The purpose/benefit to SNAP-Ed:

Attend the Agents of Change conference to learn about social marketing efforts around the country and share what SNAP-Ed NM does.

	# of Staff	Units	Total
Air Travel	2	\$500.00 per person	\$1,000.00
Registration Fee	2	\$859.89 per person	\$1,719.78
Lodging	2	\$330.00 per day x 4 days	\$2,640.00
Per Diem	2	\$65.00 per day x 5 days	\$650.00

APHA conference

TOTAL TRIP COST

\$2,658.00

Staff positions of Associate Scientist traveled to Minneapolis/Minnesota

The purpose/benefit to SNAP-Ed:

Attend the APHA conference and present on the social marketing work that SNAP-Ed is doing with older adults in New Mexico.

	# of Staff	Units	Total
Air Travel	1	\$350.00 per person	\$350.00
Registration Fee	1	\$645.00 per person	\$645.00
Lodging	1	\$310.00 per day x 4 days	\$1,240.00
Ground Transportation	1	\$49.00 per day x 2 days	\$98.00
Per Diem	1	\$65.00 per day x 5 days	\$325.00

ASNNA conference

TOTAL TRIP COST  
\$1,665.00

Staff positions of Program director traveled to Virginia

The purpose/benefit to SNAP-Ed:  
Attend ASNNA conference to learn and share about the social marketing efforts in SNAP-Ed

	# of Staff	Units	Total
Air Travel	1	\$400.00 per person	\$400.00
Registration Fee	1	\$475.00 per person	\$475.00

	# of Staff	Units	Total
Lodging	1	\$150.00 per day x 3 days	\$450.00
Ground Transportation	1	\$50.00 per day x 2 days	\$100.00

Native American Nutrition Conference

TOTAL TRIP COST  
\$1,615.00

Staff positions of Associate Scientist traveled to Minnesota

The purpose/benefit to SNAP-Ed:  
Attend the Native American Nutrition conference to learn more from Tribal communities and cultivate collaboration relationships

	# of Staff	Units	Total
Air Travel	1	\$325.00 per person	\$325.00
Registration Fee	1	\$300.00 per person	\$300.00
Lodging	1	\$250.00 per day x 3 days	\$750.00
Per Diem	1	\$60.00 per day x 4 days	\$240.00

Budget Narrative

For the current fiscal year, a total of **\$646,565.00** is needed to cover SNAP-Ed operating costs, including **\$612,858.00** in direct costs and **\$33,707.00** in indirect costs. Unobligated funds from the previous FY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

## Salary/Benefits

The total amount required for **salary/benefits** is **\$532,183.00**.

See planned staffing for details on positions and FTE.

## Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$7,675.00**.

Funds are requested to contract with Community Champions in around four schools. Each champion will receive approximately \$2,000 per school year for the implementation of Eat Smart to Play Hard and engagement with the school and the community throughout the year. The amount will depend on how much work they do for the project.

## Non-Capital Equipment/Office Supplies

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

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

### Postage

**\$1,500**

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

### Project Specific Supplies

**\$2,000**

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

## Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$53,000.00**.

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

Funds are requested to print the campaign banners and posters, and to contract with different companies in different cities for mass promotion. Community wide campaigns are one of the evidence-based strategies for nutrition education and social marketing strategies. We put our messages

in as many venues as possible in each community to reinforce messages and the healthy behaviors. The cost in each county varies depending of the possibilities (billboards, buses, bus stops, and other unique opportunities). We will have a budget of **\$10,000** for promotion throughout the state.

To conduct Eat Smart to Play Hard as intended we need to budget for augmented products and nutrition education reinforcement items (NERI) that motivate and facilitate the desired behavior in our population and support the messages of the campaign. We are estimating to reach up to 6,000 children and their families. We will buy fun books at an average cost of \$1.00 each for a total of **\$6,000**. Bookmarks at \$0.15 each for a total of **\$900**. We will utilize materials left from previous years to reach up to 6000 students and their families. We will buy some NERIs to complement what we have in inventory from previous years at a cost no more than \$7 each. We are estimating **\$30,100** for this. All of this for a grand total of **\$37,000**.

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

## Travel

The total amount required for **travel** is **\$15,000.00**.

- Planned number of In-State trips: **2**
- Planned number of Out-of-State trips: **4**

## Building/Space Lease or Rental

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

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

## Cost of Publicly-Owned Building Space

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

NA

## Maintenance and Repair

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

NA

## Institutional Memberships and Subscriptions

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

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

## Equipment and Other Capital Expenditures

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

NA

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

## Total Agency Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
<b>1. Direct Cost</b>	\$419,775.00	\$0.00
a. Salary/Benefits ?	\$378,025.00	\$0.00
b. Contracts/Sub-Grants/Agreements	\$0.00	\$0.00
c. Non-Capital Equipment/Office Supplies ?	\$2,540.00	\$0.00
d. Nutrition Education Materials ?	\$25,106.00	\$0.00
e. Travel ?	\$11,604.00	\$0.00
f. Building/Space Lease or Rental	\$2,500.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
2. Indirect Costs, not including building space/ contracts/subgrants/agreements ?	\$22,976.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation		
Indirect cost rate: 5.50%		
▼ Other Indirect Cost Explanation		
0		
3. Total Federal Funds for Agency	\$442,751.00	\$0.00
Current FY allocation + Estimated unobligated balance/Carry-over from previous FY		
4. Estimated unobligated balance/carry-over from previous FY for Agency	\$0.00	
5. Funds requested from current FY allocation for Agency	\$442,751.00	

Direct Cost Breakdown

Project Budgets

University of New Mexico Child Health Initiative for Lifelong Eating and Exercise (CHILE Plus)	
\$0.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$0.00	Nutrition Education Materials
\$0.00	Travel



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

## Other SNAP-Ed Planned Expenditures

\$378,025.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$2,540.00	Non-Capital Equipment/Office Supplies
\$25,106.00	Nutrition Education Materials
\$11,604.00	Travel
\$2,500.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
<b>\$419,775.00</b>	<b>Total Direct Cost</b>

## Planned Staffing

## Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Administrative Assistant	0.20	100.00%	0.00%	\$50,900.00	\$10,180.00
Associate Scientist I	1.00	0.00%	100.00%	\$77,249.00	\$77,249.00
Associate Scientist III	1.00	20.00%	80.00%	\$113,822.00	\$113,822.00
Program Assistant	1.00	0.00%	100.00%	\$27,886.00	\$27,886.00
Projector Director	0.65	80.00%	20.00%	\$132,694.67	\$86,251.54
Unit Administrator	0.20	100.00%	0.00%	\$85,360.00	\$17,072.00
UNM PRC Accountant	0.20	100.00%	0.00%	\$83,310.00	\$16,662.00
UNM PRC Director	0.10	100.00%	0.00%	\$289,030.00	\$28,903.00
<b>Total SNAP-Ed-funded Salary/Benefits</b>					<b>\$378,025.54</b>

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

### Definition of FTE and basis for calculations

#### Regular Full-Time Employee

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

Procedures Manual #3200, Employee Classification

## Job Description Documents

[budget\\_FY25PlannedStaff\\_corrected.docx](#)

Planned Travel

In State Travel

CHILE Plus 2025 Spring Summit Hotel

TOTAL TRIP COST  
\$2,500.00

Staff positions of Rural Head Start Teachers traveled to Albuquerque, NM traveled to Albuquerque/NM

The purpose/benefit to SNAP-Ed:  
We will provide up to 10 hotel rooms for attendees (up to 20) who from rural area

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

In-state Meeting / Conference to present CHILE Plus

TOTAL TRIP COST  
\$414.00

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

The purpose/benefit to SNAP-Ed:  
CHILE Plus staff will attend local conferences to present our program

# of Staff	Units	Total
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Meetings in Albuquerque, Santa Fe, and/or Socorro

TOTAL TRIP COST  
\$404.80

Staff positions of CHILE Plus Staff travel to Albuquerque, Santa Fe, Socorro, NM traveled to Albuquerque, Santa Fe, and/or Socorro, NM

The purpose/benefit to SNAP-Ed:  
Mileage reimbursement to attend up to six meetings in Santa Fe, Albuquerque or Socorro for CHILE Plus related efforts (e.g., annual implementing agency meeting, meetings with Health Care Authority). Assume two in ABQ, two in Santa Fe, one in Socorro, or combination equaling not more than 460 miles RT in FY25.

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

Professional Development for CHILE Plus Staff

TOTAL TRIP COST  
\$750.00

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

The purpose/benefit to SNAP-Ed:  
We also provide opportunities for our staff to train themselves

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

Professional Development Training for Head Start Teachers and Staff

TOTAL TRIP COST

\$3,695.52

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

The purpose/benefit to SNAP-Ed:  
Travel to locals to train teachers/staff how to implement CHILE Plus program

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

Out of State Travel

ASNNA Conference

TOTAL TRIP COST  
\$1,762.00

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

The purpose/benefit to SNAP-Ed:  
Attend ASNNA Annual Conference

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

SBM Conference

TOTAL TRIP COST  
\$2,077.00

Staff positions of Program Director travel to San Francisco, CA traveled to San Francisco, CA

The purpose/benefit to SNAP-Ed:  
Attend Society of Behavioral Medicine Annual Conference

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

Budget Narrative

For the current fiscal year, a total of **\$442,751.00** is needed to cover SNAP-Ed operating costs, including **\$419,775.00** in direct costs and **\$22,976.00** in indirect costs. Unobligated funds from the previous FY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

File Attachments: [budget\\_FY25PlannedStaff\\_corrected.docx](#), [annual\\_plan\\_\\_budget\\_template\\_chile plus.7.31.24\\_corrected.xlsx](#)

Salary/Benefits

The total amount required for **salary/benefits** is **\$378,025.00**.  
see attached "annual\_plan\_\_budget\_template"



## Contracts/Sub-Grants/Agreements

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

No funding requested for this purpose

## Non-Capital Equipment/Office Supplies

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

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

### Office Supplies \$2,000

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

### Telephone-Long Distance \$180

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

## Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$25,106.00**.

The total amount required for **nutrition education materials** is **\$25,106.00**.

CHILE Plus classroom curriculum, materials and supplies to be provided to up to 50 new classrooms in FY24 to carry out the CHILE Plus curriculum. We request \$8,000 to purchase additional materials needed to meet the needs of program participants. Items in the CHILE Plus Kit include the

CHILE Curriculum, supplies for carrying out the Nutrition Curriculum components (adult and child aprons, magnifying glasses, chef hats, etc.), the Physical Activity Curriculum components (indoor and outdoor balls, bean bags, etc.), and messaging posters.

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

#### Cooking Demonstrations \$800

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

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

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

#### Printing/duplication \$726

Funds are requested for printing and duplication costs related to all other material printed. The estimated cost is based on paper and printing charges of \$60.5 per month.

### **Travel**

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

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

### **Building/Space Lease or Rental**

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

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

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

Cost of Publicly-Owned Building Space

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

Maintenance and Repair

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

Institutional Memberships and Subscriptions

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

Equipment and Other Capital Expenditures

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

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

Total Agency Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$293,820.00	\$0.00
a. Salary/Benefits ?	\$266,420.00	\$0.00
b. Contracts/Sub-Grants/Agreements	\$0.00	\$0.00
c. Non-Capital Equipment/Office Supplies ?	\$22,800.00	\$0.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
d. Nutrition Education Materials ?	\$0.00	\$0.00
e. Travel ?	\$4,600.00	\$0.00
f. Building/Space Lease or Rental	\$0.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
<b>2. Indirect Costs</b> , not including building space/ contracts/subgrants/agreements ?	\$16,160.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 6.00% The University of New Mexico has a negotiated indirect cost rate with the NM Human Services Department at 5.5%		
▼ Other Indirect Cost Explanation Indirect cost rate: 0.00% There are no other planned funds.		
<b>3. Total Federal Funds for Agency</b> <i>Current FY allocation + Estimated unobligated balance/Carry-over from previous FY</i>	\$309,980.00	\$0.00
4. Estimated unobligated balance/carry-over from previous FY for Agency	\$0.00	
<b>5. Funds requested from current FY allocation for Agency</b>	<b>\$309,980.00</b>	

## Direct Cost Breakdown

Project Budgets

Statewide Evaluation of College Food Insecurity

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

Statewide Evaluation of Policy, Systems and Environmental Changes

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

Statewide Evaluation of Success Stories

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

Statewide Evaluation of Tribal Partnerships

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

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

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

Other SNAP-Ed Planned Expenditures

\$266,420.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$22,800.00	Non-Capital Equipment/Office Supplies
\$0.00	Nutrition Education Materials
\$4,600.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$293,820.00	<b>Total Direct Cost</b>

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Accountant	0.05	100.00%	0.00%	\$83,310.00	\$4,165.50
Associate Scientist	0.30	10.00%	90.00%	\$84,988.00	\$25,496.40
Data Analyst	0.75	25.00%	75.00%	\$85,358.00	\$64,018.50
Evaluation Coordinator	0.50	25.00%	75.00%	\$125,093.00	\$62,546.50
Graphic designer	0.10	0.00%	100.00%	\$77,537.00	\$7,753.70
Health Communications	0.25	0.00%	100.00%	\$93,416.00	\$23,354.00
Professional Intern	0.25	0.00%	100.00%	\$42,682.00	\$10,670.50
Professional Intern	0.40	0.00%	100.00%	\$57,614.00	\$23,045.60
Project Director	0.20	50.00%	50.00%	\$209,063.77	\$41,812.75
Unit Administrator	0.05	100.00%	0.00%	\$71,131.00	\$3,556.55
<b>Total SNAP-Ed-funded Salary/Benefits</b>					<b>\$266,420.00</b>

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

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

## Job Description Documents

[Staffing.job descriptions no names - SNAP-Ed Eval FY25.docx](#)

Planned Travel



In State Travel

Statewide evaluation 1

TOTAL TRIP COST

\$93.80

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

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.670 per mile x 140 miles	\$93.80

Statewide evaluation 10

TOTAL TRIP COST

\$301.50

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

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.670 per mile x 450 miles	\$301.50

Statewide evaluation 11

TOTAL TRIP COST

\$13.40

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

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.670 per mile x 20 miles	\$13.40

Statewide evaluation 12

TOTAL TRIP COST

\$162.81

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

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.670 per mile x 243 miles	\$162.81

Statewide evaluation 2

TOTAL TRIP COST

\$268.00

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

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.670 per mile x 400 miles	\$268.00

Statewide evaluation 3

TOTAL TRIP COST

\$294.80

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

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.670 per mile x 440 miles	\$294.80

Statewide evaluation 4

TOTAL TRIP COST

\$301.50

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

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.670 per mile x 450 miles	\$301.50

Statewide evaluation 5

TOTAL TRIP COST  
\$13.40

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

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.670 per mile x 20 miles	\$13.40

Statewide evaluation 6

TOTAL TRIP COST  
\$188.94

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

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.670 per mile x 282 miles	\$188.94

Statewide evaluation 7

TOTAL TRIP COST  
\$93.80

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

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.670 per mile x 140 miles	\$93.80

Statewide evaluation 8

TOTAL TRIP COST  
\$268.00

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

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.670 per mile x 400 miles	\$268.00

Statewide evaluation 9

TOTAL TRIP COST  
\$294.80

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

The purpose/benefit to SNAP-Ed: Data collection

	# of Staff	Units	Total
Mileage	1	\$0.670 per mile x 440 miles	\$294.80

Out of State Travel

ASNNA Conference

TOTAL TRIP COST  
\$2,305.00

Staff positions of Project Director or Evaluation Coordinator traveled to Las Vegas, NV

The purpose/benefit to SNAP-Ed: Attending ASNNA to learn about SNAP-Ed innovations and evaluation

	# of Staff	Units	Total
Air Travel	1	\$500.00 per person	\$500.00
Registration Fee	1	\$500.00 per person	\$500.00
Lodging	1	\$220.00 per day x 4 days	\$880.00
Ground Transportation	1	\$40.00 per day x 2 days	\$80.00
Per Diem	1	\$69.00 per day x 5 days	\$345.00

Budget Narrative

For the current fiscal year, a total of **\$309,980.00** is needed to cover SNAP-Ed operating costs, including **\$293,820.00** in direct costs and **\$16,160.00** in indirect costs. Unobligated funds from the previous FY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

File Attachments: [f\\_a state local other rates - signed 4-4-23.pdf](#)

## Salary/Benefits

The total amount required for **salary/benefits** is **\$266,420.00**.

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

## Contracts/Sub-Grants/Agreements

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

No funds requested.

## Non-Capital Equipment/Office Supplies

The total amount required for **non-capital equipment/office supplies** is **\$22,800.00**.

Project Specific Supplies **\$1,600**

Specific supplies will be purchased that are necessary to conduct the evaluation. These include items like data analysis software, electronic survey software, USB flash drives, pens, notepads, markers, folders, binder clips, and mailers at an estimated cost of \$1,600 for the year.

Internal Copying **\$200**

Funds are requested for internal duplication costs related to evaluation materials including recruitment materials, consent forms, reports, and all paper work related to the Human Research Protections Office (HRPO). The estimated cost is \$200 for the year.

External Printing **\$5,000**

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

Postage **\$1,500**

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

Participant Compensation for Evaluation **\$12,000**



Participants will be provided with items to compensate them for their time participating in the evaluation. Items valuing at approximately \$7.00 each (e.g., lunch bag, cooking utensils) will be provided to each community person participating in the Success Stories, Tribal Evaluation, Campus Food Insecurity Evaluation, and PSE Evaluation. We anticipate \$7.00 x 1,700 people ~ \$12,000.

Incentive and Materials Storage \$1,500

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

Translation and Transcription Services \$1,000

We are requesting \$1,000 to pay for transcription (and translation if needed) of evaluation materials and interview/focus group data. This is a rate of ~\$2/minute \* 50 minutes \* 10 interviews/focus groups.

## Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$0.00**.  
No funds requested.

## Travel

The total amount required for **travel** is **\$4,600.00**.

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

## Building/Space Lease or Rental

The total amount required for **building/space lease or rental** is **\$0.00**.  
No funds requested.

## Cost of Publicly-Owned Building Space

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

Maintenance and Repair

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

Institutional Memberships and Subscriptions

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

Equipment and Other Capital Expenditures

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

Planned Staffing and Budget

New Mexico Human Services Department (State Agency) Budget

Total Agency Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$149,395.00	\$0.00
a. Salary/Benefits ?	\$144,420.00	\$0.00
b. Contracts/Sub-Grants/Agreements	\$0.00	\$0.00
c. Non-Capital Equipment/Office Supplies ?	\$0.00	\$0.00
d. Nutrition Education Materials ?	\$0.00	\$0.00
e. Travel ?	\$4,475.00	\$0.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
f. Building/Space Lease or Rental	\$0.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$500.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
<b>2. Indirect Costs</b> , not including building space/ contracts/subgrants/agreements ?	\$0.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 0.00% New Mexico provides a benefit package that includes employer-paid medical insurance contributions, retirement contributions and paid vacation days, sick days and holidays. Total compensation (Salary + Benefits)		
▼ Other Indirect Cost Explanation Indirect cost rate: 0.00% New Mexico provides a benefit package that includes employer-paid medical insurance contributions, retirement contributions and paid vacation days, sick days and holidays. Total compensation (Salary + Benefits)		
<b>3. Total Federal Funds for Agency</b> <i>Current FY allocation + Estimated unobligated balance/Carry-over from previous FY</i>	\$149,395.00	\$0.00
4. Estimated unobligated balance/carry-over from previous FY for Agency	\$571,199.00	
<b>5. Funds requested from current FY allocation for Agency</b>	<b>-\$421,804.00</b>	

Direct Cost Breakdown

Project Budgets

No project budgets submitted.

Other SNAP-Ed Planned Expenditures

\$144,420.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$0.00	Nutrition Education Materials
\$4,475.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$500.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$149,395.00	Total Direct Cost

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
HCA/ISD/Food and Nutrition Services Bureau Chief	0.25	100.00%	0.00%	\$128,900.00	\$32,225.00
HCA/ISD/Food and Nutrition Services Purchasing Agent	0.27	100.00%	0.00%	\$68,500.00	\$18,495.00
HCA/ISD/Food and Nutrition Services SNAP-Ed Program Manager	1.00	90.00%	10.00%	\$93,700.00	\$93,700.00
Total SNAP-Ed-funded Salary/Benefits					\$144,420.00

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

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

The New Mexico Health Care Authority (HCA) salary figures are current as of July 1, 2024. The fringe benefit rate for HSD employees is 39.71%.

Increase due to change in personnel cost allocation and State of New Mexico pay increase for all state employees

Job Description Documents

[Staffing Narrative FFY25.docx](#)

Planned Travel

In State Travel

SNAP-Ed Implementing Agency Meetings

TOTAL TRIP COST

\$59.00

SNAP-Ed Implementing Agency Observations

TOTAL TRIP COST  
\$225.00

Staff positions of SNAP-Ed Program manager or the FANS Bureau Chief traveled to Multiple locations around the state of NM

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

	# of Staff	Units	Total
Air Travel	0	\$0.00 per person	\$0.00
Registration Fee	0	\$0.00 per person	\$0.00
Lodging	1	\$166.00 per day x 1 days	\$166.00
Ground Transportation	0	\$0.00 per day x 1 days	\$0.00
Per Diem	59	\$1.00 per day x 1 days	\$59.00
Mileage	0	\$0.000 per mile x 1 miles	\$0.00

Out of State Travel

Annual Native American Nutrition Conference

TOTAL TRIP COST  
\$1,581.36

Staff positions of SNAP-Ed Program manager or the FANS Bureau Chief traveled to Prior Lake, Minnesota, but to be determined as of writing of this plan

The purpose/benefit to SNAP-Ed:

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

	# of Staff	Units	Total
Air Travel	1	\$325.00 per person	\$325.00
Registration Fee	1	\$550.00 per person	\$550.00
Lodging	1	\$166.00 per day x 3 days	\$498.00
Ground Transportation	1	\$30.00 per day x 2 days	\$60.00
Per Diem	1	\$59.00 per day x 2 days	\$118.00
Mileage	1	\$0.660 per mile x 46 miles	\$30.36

SNAP-Ed SWRO Regional Meeting



TOTAL TRIP COST

\$815.36

Staff positions of SNAP-Ed Program manager or the FANS Bureau Chief traveled to Dallas, TX

The purpose/benefit to SNAP-Ed:

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

	# of Staff	Units	Total
Air Travel	1	\$275.00 per person	\$275.00
Registration Fee	0	\$0.00 per person	\$0.00
Lodging	1	\$166.00 per day x 2 days	\$332.00
Ground Transportation	1	\$30.00 per day x 2 days	\$60.00
Per Diem	1	\$59.00 per day x 2 days	\$118.00
Mileage	1	\$0.660 per mile x 46 miles	\$30.36

The Association of SNAP Nutrition Education Administrators (ASNNA) Annual National Conference

TOTAL TRIP COST

\$1,794.28

Staff positions of SNAP-Ed Program manager or the FANS Bureau Chief traveled to Las Vega, Nevada

The **purpose/benefit to SNAP-Ed:**

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

	# of Staff	Units	Total
Air Travel	1	\$537.92 per person	\$537.92
Registration Fee	1	\$550.00 per person	\$550.00
Lodging	1	\$166.00 per day x 3 days	\$498.00
Ground Transportation	1	\$30.00 per day x 2 days	\$60.00
Per Diem	1	\$59.00 per day x 2 days	\$118.00
Mileage	1	\$0.660 per mile x 46 miles	\$30.36

Budget Narrative

For the current fiscal year, a total of **-\$421,804.00** is needed to cover SNAP-Ed operating costs, including **\$149,395.00** in direct costs and **\$0.00** in indirect costs. Unobligated funds from the previous FY in the amount of **\$571,199.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

File Attachments: [UNM ICR FandARates FY25.pdf](#)

Salary/Benefits

The total amount required for **salary/benefits** is **\$144,420.00**.  
**HCA/ISD/Food and Nutrition Services Bureau Chief - .25 FTE** This position will provide oversight and management of all aspects of the SNAP-Ed Plan in New Mexico. This will include supervision of the SNAP-Ed Coordinator and program.

**HCA/ISD/Food and Nutrition Services SNAP-Ed Coordinator FTE - 1.0 FTE** This position will provide oversight and guidance for all aspects of the SNAP-Ed Plan in New Mexico. This will include overseeing and monitoring the budget, all contracts, state plan amendments, meetings, trainings, programmatic support, management evaluations, and liaison work with project and contract managers to ensure compliance with SNAP-Ed requirements.

**HCA/ISD/Food and Nutrition Services Purchasing Agent - .27 FTE** This position will provide financial management support. This will include submitting and tracking Purchase Orders, Requisitions, and invoices.

### Contracts/Sub-Grants/Agreements

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

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

### Non-Capital Equipment/Office Supplies

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

*No expenditures are anticipated for this line item*

### Nutrition Education Materials

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

*No expenditures are anticipated for this line item*

### Travel

The total amount required for **travel** is **\$4,475.00**.

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

### Building/Space Lease or Rental

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

*No expenditures are anticipated for this line item*

## Cost of Publicly-Owned Building Space

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

*No expenditures are anticipated for this line item*

## Maintenance and Repair

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

*No expenditures are anticipated for this line item*

## Institutional Memberships and Subscriptions

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

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

## Equipment and Other Capital Expenditures

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

*No expenditures are anticipated for this line item*