

CSPI RFP Webinar: *SNAP Community Engagement and Policy Campaigns*



Supplemental
Nutrition
Assistance
Program

Logistics for Today's Webinar

Please keep your microphone on mute

We will have an approximately 30-minute presentation followed by 1 hour for Q&A and discussion

All questions should be asked through the chat box, where CSPI staff will be monitoring them and helping to facilitate the conversation

Center for Science in the Public Interest (CSPI)

Since 1971, CSPI has worked to:

- Make it easier to eat healthfully
- Prevent and mitigate diet- and obesity-related diseases

Our Strategies:

- National, state, local policy
- Education (newsletter, social media)
- Advocacy (regulatory, legislative)
- Litigation



Background on the opportunity

Bloomberg Philanthropies has awarded CSPI a grant to lead a national advocacy initiative to secure state and local food and nutrition policies that improve public health and provide models that can be replicated and scaled.

As a part of that initiative, CSPI is soliciting applications from state and local advocates to advance innovative policies to measurably improve the food environments in:

- Schools
- Restaurants
- Grocery stores and
- Federal, state, and local programs

Our goal is to support public health for all, and to address health inequities that unjustly affect low-income families and communities of color.



Current Campaign Opportunities

- **Exploring new strategies for strengthening the nutrition and public health impacts of the Supplemental Nutrition Assistance Program (SNAP).**
- Campaigns that aim to ensure healthy, equitable school meals for all students.
- Campaigns that aim to ensure healthy, equitable restaurant kids' meals for all.
- Campaigns to extend restaurant menu disclosures to improve nutritional quality of restaurant purchases.

Key Application Priorities

We are specifically looking to fund applications that:

- Include community or field organizing and grassroots engagement.
- Incorporate a strong focus on equity in all aspects of the campaign.
- Are from diverse organizations who are either representative of the population for which a policy is focused, or are directly partnering with individuals and or community organizations representing the population.
- Include a robust media and public communications plan (if applicable).
- Sufficiently assess potential obstacles to achieving project goals and provide mitigating strategies.
- Include identification of possible policy champions within state and local government.

Available Resources from CSPI

At CSPI, we have several ways which we aim to support grantees, including:

- Sharing of and collaboration on toolkits, messaging research, and communications materials.
- Providing staff and some additional financial support for digital engagement and paid media.
- Technical assistance on policy and science as well as support from staff as spokespeople with the media, testimony, and articles.
- Support with grassroots organizing, grasstops engagement, and coalition building.
- Support with state and federal lobbying.

SNAP Campaign Priorities



CSPI'S
PUBLIC HEALTH
VISION
FOR SNAP



SNAP Funding Opportunities

1. **Statewide community engagement w/ SNAP stakeholders** *(up to \$50k)*
 - Capture perspectives from diverse stakeholders on a range of approaches for strengthening nutrition in SNAP
 - Among strategies discussed are funding SNAP incentives with SSB taxes and healthy food incentives paired with SSB disincentives
 - Convenings
 - Focus groups
 - Final report

SNAP Funding Opportunities

2. Public policy or pilot interventions

- Pilot healthy food incentives paired with SSB disincentives (*up to \$75k*)
 - Community engagement is a required precursor
 - Waiver approaches preferred

- Sugary beverage tax campaigns to fund SNAP incentives (*up to \$100k*)
 - Statewide or municipal
 - Campaigns should have strong community support and involvement (forthcoming resource on this in mid-December)
 - SNAP incentives among the top priorities for tax revenue (in addition to other health-promoting programs identified by community)

SNAP Funding Opportunities

3. Seed funding for strategies related to advancing public health and nutrition in SNAP *(up to \$30k)*

- Increasing **SNAP access** for college students, formerly incarcerated persons, Indigenous people, seniors, immigrants, military families, individuals with disabilities, and others facing barriers
- **Retail** strategies to support healthy eating
- Promoting affordable and accessible **online SNAP** delivery and healthy online retail
- **Aligning SNAP and Medicaid** to improve public health and nutrition
- **Enhancing State Nutrition Action Committee (SNAC) work**, including seeking SNAP-Ed funding to align SNAP and other nutrition and wellness programs at the state level
- Other innovative SNAP pilots or policies that ensure access to the program and advance public health and nutrition, informed by state and local stakeholders and SNAP participants

Next Steps

- CSPI will circulate responses to questions / follow-up as needed
- Please submit your applications via the Common Grant platform by December 31st, 2020
- Contact our CSPI team if you have specific questions or want to discuss a campaign idea
- Grant periods will begin in January or February 2021 with current funding available through January 31st, 2022

For more information:

General RFP or application inquiries:

Noelle Battle, Grants Manager: nbattle@cspinet.org

Specific policy/campaign related questions:

Joelle Johnson, Campaign Manager: jjohnson@cspinet.org

Cassie Ramos, Policy Associate: cramos@cspinet.org

Maya Sandalow, Policy Associate: msandalow@cspinet.org

Technical questions regarding Common Grant Platform:

info@commongrantapplication.com

Q&A

General:

1. Can applicants apply for more than one campaign opportunity?
2. If multiple applicants want to work together on a policy campaign or community engagement work, should they submit a combined application or separate?
3. Can only 501c3 organizations apply?
4. Can applicants apply for funding for lobbying activities?
5. What if applicants anticipate it taking longer than one year to pass a policy in a state or locality?

SNAP specific:

1. By pursuing the SNAP community engagement and/or policy grants, are we committed to/required to promote disincentives to SNAP recipients, especially around sugar-sweetened beverage SNAP-ineligibility?
2. Which application should be used to apply for seed funding?

Will answer additional questions submitted via the Zoom Chat