

SNAP Campaign Opportunities

The need for robust federal nutrition assistance is greater than ever. In tandem with efforts to protect access to and increase benefits for the Supplemental Nutrition Assistance Program (SNAP), the Center for Science in the Public Interest (CSPI) is working with states and localities to explore new strategies for strengthening the nutrition and public health impacts of SNAP. We are particularly interested in strategies that could be replicated in other states and scaled to the national level. Please find more details on our overall SNAP work here: [CSPI's Public Health Vision for SNAP](#).

CSPI is seeking to fund organizations to build consensus and pass policies focused on promoting health through SNAP in their state and localities.

There are two grant opportunities:

1. Leading statewide community engagement activities to build consensus among stakeholders, and/or
2. Leading community-driven campaigns to pass public policies.

CSPI is working with an external evaluator for this project.

Funded campaigns must do at least one of the following:

- 1) Statewide community engagement (accepting grant applications up to \$50,000):** Work with SNAP stakeholders to build consensus and support around healthy SNAP policy priorities that could be pilot tested in your state and, if successful, scaled nationwide. The community engagement model should aim to bring together a broad coalition of stakeholders and center the voices of SNAP participants. Community engagement projects should include the following:
 - **A plan to capture racially, economically, and geographically diverse perspectives from across the state.** Required elements include: one statewide convening or multiple regional convenings and focus groups with SNAP participants. Sugary beverage taxes with revenue earmarked for SNAP and sugary beverage disincentives combined with SNAP incentives must be among the discussed strategies. Optional elements include: key informant interviews, polling, and forming an advisory committee. Other community engagement models may be used if you provide a justification for how they will capture diverse community perspectives and build consensus around policy priorities. An exception to a statewide model can be made if you provide justification for only engaging a subset of the state (*i.e.*, capturing the needs of a specific population, such as tribal nations).
 - **A final report that outlines the community engagement process, policy or pilot recommendations, partners, and next steps.** The report must include: 1) recommended strategies for improving nutrition and public health impacts of SNAP in your state and how these strategies could be replicated in other states or scaled nationally; 2) level of support for strategies and recommendations among different sectors and community members; 3) plans outlining actions that result from the discussions; and 4) partners interested in pursuing pilot or policy strategies (if any).

2) **Policy or Pilot intervention:** Seek to secure a healthy SNAP policy or pilot through state or local legislation, executive order, a USDA SNAP waiver, or a research pilot. The policy/pilot should aim to promote public health, diet quality, and equity, while protecting access to SNAP and not increasing stigma. The policy should include one of the following strategies:

- **Healthy food incentives paired with disincentives for sugary beverages (accepting grant applications up to \$75,000, with a portion of funds available for lobbying):** (could include foods with high levels of added sugars or sodium): A waiver or pilot might test a model in which participants receive fruit and vegetable incentives, and sugar-sweetened beverages (SSBs) are not included as SNAP-eligible foods. Another idea would be a healthy food incentive combined with an unhealthy food disincentive (i.e. participants receive \$0.30 more per \$1 spent on fruits and vegetables and \$0.30 less per \$1 spent on SSBs). A [recent modeling study](#) found both examples have the potential to generate substantial health benefits and be cost-effective or cost-saving. The policy could include an opt-in model that preserves participant choice.
- **Sugary beverage taxes that fund SNAP healthy food incentives (accepting grant applications up to \$100,000, with a portion of funds available for lobbying):** A statewide or municipal sugary beverage tax would help address the high consumption of sugary beverages across all income levels, and tax revenue could go toward SNAP incentives, in addition to other health priorities. The campaign lead should partner with a diverse group of community advocates to advise on how tax funds are spent, with a focus on reaching communities disproportionately affected by food insecurity and nutrition-related disease and following equity-centered best practices in taxes campaigns and design.

Note: Funded campaigns are encouraged to help build support for federal legislation to increase SNAP access, benefits, and promote nutrition through SNAP, including by educating and getting cosponsors from key members of Congress in their state/locality. If a campaign intends to pursue a USDA waiver, the grantee should work with the state social service secretary and governor.

A limited amount of seed funding (up to \$30,000 per application) is also available for scalable strategies related to:

- Healthy retail initiatives focused on marketing strategies in larger food stores where SNAP participants redeem most of their benefits. Strategies could also focus on promoting affordable and accessible online SNAP delivery and healthy online retail marketing.
- 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.
- Increasing SNAP access for college students, formerly incarcerated persons, Indigenous people, seniors, immigrants, military families, individuals with disabilities, and others facing barriers.
- 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.