



**Feeding Bodies. Fueling Minds.™**

January 6, 2023

Ms. Ruth Brown  
Departmental Information Collection Clearance Officer  
U.S. Department of Agriculture  
1400 Independence Avenue, SW  
Washington, DC 20250

Dear Ms. Brown:

These comments are submitted on behalf of the 50,000 members of the School Nutrition Association (SNA) and in response to the *Generic Clearance to Conduct Formative Research or Development of Nutrition Education and Promotion Materials and Related Tools and Grants for FNS Population Groups*, OMB Number: 0584–0524 in the Federal Register on December 14, 2022. Our membership includes school nutrition professionals in K-12 schools, college level academic instructors/professors in related fields, State Agency personnel administering Federal child nutrition programs and other related professionals. Although our primary focus is the school population, there is overlap in the areas serving other FNS population groups.

It remains that materials promoting school nutrition programs and the importance of good nutrition should be concise, easy to understand and readily available in multiple formats and languages. Although materials produced in the past have carried evidence-based nutrition messages, it has been difficult for many to use them. There have been improvements in recent educational materials, yet more focus is needed on the reading comprehension levels of target audiences. The Food and Nutrition Service (FNS) should look to coordinate with stakeholders across state and local levels to promote the materials and ensure that they are easy to access. While social media has become a popular means of communicating, not all FNS population groups subscribe to FNS social media platforms. Coordinating with State and local nutrition organizations like SNA and other allied organizations as well as non-traditional collaborators may assist in expanding the reach of the messaging. Opportunities for the public to see the messaging and explore how to use resources must be frequent and reinforced as well.

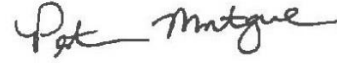
While the focus is on the primary audience for many of these nutrition education materials, FNS should consider the secondary audiences as well. Materials distributed through the school nutrition program and in collaboration with classroom educators create opportunities to reinforce the messaging. FNS should work with key direct and indirect stakeholders in message research, development, support, and distribution.

Thank you for the opportunity to respond.

Sincerely,

Handwritten signature of Lori Adkins in black ink.

Lori Adkins, MS, SNS  
President

Handwritten signature of Patricia Montague in black ink.

Patricia Montague, FASAE, CAE  
Chief Executive Officer