

## Appendix I9. Public Comment #5

# PUBLIC SUBMISSION

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**Docket:** FNS-2022-0017

Agency Information Collection Activities: Proposed Collection; Comment Request-Supplemental Nutrition Assistance Program Education and Obesity Prevention Grant (SNAP-Ed) National Program Evaluation and Reporting System (N-PEARS)

**Comment On:** FNS-2022-0017-0001

Agency Information Collection Activities; Proposals, Submissions, and Approvals: Supplemental Nutrition Assistance Program Education and Obesity Prevention Grant National Program Evaluation and Reporting System

**Document:** FNS-2022-0017-0065

Comment on FR Doc # 2022-12504

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## Submitter Information

**Email:** heidi.leblanc@usu.edu

**Organization:** Create Better Health (SNAP-Ed)

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## General Comment

The Utah Create Better Health (SNAP-Ed) program appreciates the opportunity to provide comments concerning the SNAP-Ed N-PEARS forms. We acknowledge the extensive work put into developing this new system. Please see the attached file for our full comment.

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## Attachments

PublicComment-CBH-Utah



8749 Old Main Hill  
Logan, Utah 84322

August 9, 2022

Maribelle Balbes  
Food and Nutrition Service  
U.S. Department of Agriculture  
Supplemental Nutrition Assistance Program  
1320 Braddock Place, 5th Floor  
Alexandria, VA 22314

Dear Ms. Balbes:

As the implementing agency director of Create Better Health, Utah's SNAP-Ed program, I would first like to express my appreciation to Food and Nutrition Services (FNS) for taking on this significant effort to improve the SNAP-Ed planning and reporting process. FNS has done a phenomenal job taking a systematic approach to creating the proposed forms and setting up N-PEARS. The agency's priority to gather stakeholder information demonstrates its desire to supply a valuable system to SNAP-Ed state and implementing agencies that meets the requirements legislated in the 2018 Farm Bill. This is a step in the right direction.

My team and I look forward to working with FNS, our state agency, and Canopy using the new system and continually improving our reporting processes. We are incredibly excited to use the N-PEARS forms. I recognize and appreciate the thoroughness in preparing the forms and evaluation system. FNS has continually asked for feedback throughout the process, engaging SNAP-Ed agencies through focus groups and advisory councils. The feedback has been implemented. It is a great opportunity to use grassroots efforts to program and evaluate.

We do have a couple of recommendations, at this point, for your consideration during the public comment period. The needs assessment is a guiding tool, not just for determining goals and objectives but also for planning program activities and interventions. The assessment data helps us know how to reach our audience, influence behavior change, and address the needs of program participants and their communities. We recommend that the needs assessment data may be viewable by implementing agencies within the program plan system. State agencies could give implementing agencies "view only" status or even editing permission if the state agency requests help for compiling the needs assessment. Doing so would help us make the most of the data by improving its utility.

Some categories throughout the annual report form would benefit from an "other" option. For example, social marketing only has three channel options for social media: Facebook, Instagram, and Twitter. We are confident that other options are needed with the ever-evolving social media platforms preferred by SNAP-Ed participants. For example, our state has begun to provide content on the TikTok platform. Therefore, please add another option to this category.



Extension  
Utah State University



It is our view that this new system is an essential step in helping SNAP-Ed share its story with the public and policymakers. While the diversity and flexibility of SNAP-Ed is a strength of the program, it has proven to be a challenge to share a united message of the program's value. This new system, the Nutrition Security branch at FNS, updated SNAP-Ed Evaluation Framework, and continuation of regional reports (MPRO and SWRO, with future reporting for SERO) will help overcome this challenge. We feel that these new forms and the N-PEARS system will significantly benefit SNAP-Ed and contribute to highlighting the meaningful work happening across the country.

Sincerely,

A handwritten signature in black ink that reads 'Heidi LeBlanc'.

Heidi LeBlanc, MS  
Extension Home and Community Department Director  
Family & Consumer Sciences State Program Leader  
Create Better Health (SNAP-Ed) Director  
Hunger Solutions Institute (HSI) Director