Nutrition Education Reinforcement Items (NERI)

October 2016

Presenting To
AzNN Contractors | Statewide

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Nutrition Education Reinforcement Items (NERI)

Nutrition Education Reinforcement Items must meet the reasonable and necessary cost test and should:

- Target the intended SNAP audience;
- Have a clear, relevant, and useful connection to particular FNS/SNAP nutrition education or obesity prevention messages;
- Contain an educational message or have a use that is directly relevant to reinforce nutrition education and obesity prevention messages;
- Have value as nutrition education and obesity prevention aids;
- Be offered only after weighing and assessing other relative needs and cost effectiveness;
- Be of nominal value of $4.00 or less per item; and
- Not be used solely for marketing or staff morale boosters.
Nutrition Education Reinforcement Items (NERI)

All purchases or development of Nutrition Education Reinforcement Items by Contractors must also:

- Be included in the Contractor’s annual application and budget.
- Specific items must be reviewed and approved by the AzNN Marketing Manager.
- Be evidenced-based as recommended in the Community Guide. This requires that the item be selected to support a specific local communication activity which uses multiple communication channels and includes mass media (such as newspapers, radio, or television). An example might be a hip pack or water bottle with a nutrition or physical activity message to support the promotion of a new walking trail.
Nutrition Education Reinforcement Items (NERI)

Ordering Premium Nutrition Education Reinforcement Items (NERI) from EatWellBeWell.org (EWWB)

- Premium NERI’s (i.e. Steamers) are to be used in a specific outreach method. Due to budget constraints, everyone attending an event or session may not be able to receive a premium NERI. There needs to be a nutrition element (i.e., answer x_# of questions, complete a series of classes to receive a Steamer).
- Premium NERIs should not be distributed at health fairs.
- Premium NERIs should not be ordered in bulk and warehoused at another warehouse, the item should be ordered as needed and used at upcoming events. AzNN pays for storage/warehousing. It is not a good use of funds to be paying for warehousing twice.
- Every order will be reviewed, and additional information may be necessary before an order is approved. It will help expedite the approval process.
Arizona Nutrition Network Educational Reinforcement Item (ERI) Request Form

Contractor Name: Click here to enter text.

Item Requested (One item per request form): Click here to enter type of item
  Item Description: Click here to enter description/Internet link
  Total # of items: Click here to enter text.
  Total cost and cost per item: Click here to enter text.

Strategy: Click here to enter related Strategy number
  Objective: Click here to enter related Objective

Describe the audience: Click here to enter text.

Describe how the ERI will enhance and reinforce multiple efforts (PSE/Direct Ed) in the identified community (Example-1: hip pack or water bottle with a nutrition or physical activity message to support the promotion of a new walking trail. Example 2: a certificate to receive a grocery bag is given out at the completion of a curriculum that participants must redeem at the Farmers Market. This then combines a direct education and drives the participants to the farmers market - PSE): Click here to enter description

Describe the distribution plan for ERIs: Click here to enter text.
THANK YOU

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