

# **Nutrition Education Reinforcement Items (NERI)**

October 2016

Presenting To

**AzNN Contractors | Statewide**

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ARIZONA DEPARTMENT  
OF HEALTH SERVICES

*Health and Wellness for all Arizonans*

# 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 (EWBW)

- 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

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**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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