

**RFP – Performance Based Contract Measures
Office for Family Independence (OFI)
Supplemental Nutrition Assistance Program (SNAP-Ed)
SEPTEMBER 2012**

Purpose:

To create a set of performance measures that can be used for contracts that provide Supplemental Nutrition Assistance Program Education (SNAP-Ed) in the Office for Family Independence.

Standards/Strategies:

- Increase physical activity and reduce time in sedentary behaviors as part of a healthy lifestyle.
- Increase daily servings of fruits and vegetables consumed by program participants.
 - Make half your plate fruits and vegetables, at least half your grains whole grains, and switch to fat-free or low-fat milk and milk products.
- Improvement in self-reported healthy eating habits.
 - Maintain appropriate calorie balance during each stage of life (*childhood, adolescence, adulthood, pregnancy and breastfeeding, and older age*).

Goal:

Measures proposed suggest effective health promotion will help establish healthy eating habits and a physically active lifestyle, and as primary prevention of diseases to prevent or postpone the onset of diet-related chronic disease by establishing a healthier lifestyle.

Why are the measures proposed important in assessing contractor performance?

To improve the likelihood that SNAP participants and low-income individuals eligible to receive SNAP benefits will make healthy food choices within a limited budget and choose a physically active lifestyle consistent with the current Dietary Guidelines for Americans and the U.S. Department of Agriculture (USDA) food guidance.

Proposed PBC Measures:

- 70% of program recipients will report increased participation in vigorous physical activities by the end of the program.
- 75% of program participants will report an increase in eating 5 or more servings of fruits and vegetables per day by the end of the program.

- 80% of participants will report improvement in healthy eating habits by the end of program.

Definition: Vigorous activity is greater than 6.0 METs (*the ratio of exercise metabolic rate*) of more than 7 kcal/min. Vigorous activity includes jogging or running or bicycling more than 10 mph.

Office of Continuous Quality Improvement
Department of Health and Human Services
2 Anthony Avenue
Augusta, Maine 04333-0011
Contact: jay.yoe@maine.gov
Telephone: 207- 624-7983