CENTER FOR FAMILY DEVELOPMENT – HEALTH AND NUTRITION PROGRAMS

Request for Proposals – SNAP-Ed Community Partnership Funding

WHO IS ELIGIBLE TO APPLY?

- Government agencies
- Non-profit organizations
- Non-profit member-based organizations
- Non-profit educational institutions
- Faith-based organizations

REQUIREMENTS AND DEADLINES

Both a project brief and a full proposal are required. Extension staff will provide feedback on the project brief to inform the full proposal.

Project briefs must be received via online form **by 5 p.m. Central time on July 20, 2015**, but applicants are encouraged to submit them as soon as possible so Extension staff can provide feedback in a timely manner. Project briefs must be submitted through an online form available at [http://z.umn.edu/communitypartnership](http://z.umn.edu/communitypartnership).

Full proposals must be received via email **by 5 p.m. Central time on August 24, 2015**. Only electronic submissions will be accepted. The full proposal should be emailed as a PDF attachment to Jackie Billhymer, Project Coordinator, [billh002@umn.edu](mailto:billh002@umn.edu).

Awards are subject to the availability of funds, the quality of evaluated proposals, and other applicable considerations.
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OVERVIEW
University of Minnesota Extension is seeking community partners to collaborate with its Supplemental Nutrition Assistance Program Education (SNAP-Ed) staff on improving the health of Minnesotans with limited financial resources. This is a chance for SNAP-Ed staff to learn from community partners throughout the state about ways to implement policy, system, and environmental changes within organizations and communities to promote healthy eating and active living. These collaborations also offer an opportunity to assess where, how, and with whom SNAP-Ed staff work in community settings to promote the greatest positive changes for healthy eating and active living in SNAP-eligible individuals and families.

Extension expects to make 10-20 awards to successful applicants statewide subject to the availability of funds, the quality of proposals, and other applicable considerations. Awards are anticipated to be in the range of $25,000 to $100,000, with a timeframe of 6-12 months. Awards may be terminated at any time if funds become unavailable. Funding is available to existing SNAP-Ed partners and organizations that are new to SNAP-Ed. However, collaboration with Extension SNAP-Ed staff is required.

TIMELINE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Time</th>
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<tbody>
<tr>
<td>Contact Ryan Johnson, Associate Program Director, <a href="mailto:joh04518@umn.edu">joh04518@umn.edu</a>, 651-431-3854, or Jackie Billhymer, Project Coordinator, <a href="mailto:billh002@umn.edu">billh002@umn.edu</a>, 612-624-6739, with questions</td>
<td>Any time</td>
</tr>
<tr>
<td>RFP issued</td>
<td>June 29, 2015</td>
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| Information sessions (webinars available at http://z.umn.edu/communitypartnership) | July 1, 9-10 am  
July 6, 1-2 pm  
July 7, 2-3 pm |
| Project brief due                                                   | 5 p.m., July 20, 2015            |
| Project brief feedback provided                                     | August 3, 2015 (no later than)   |
| Full proposal due                                                   | 5 p.m., August 24, 2015          |
| Projects selected                                                   | September 11, 2015 (no later than) |
| **Target** start date for contract to begin                         | October 2015                     |
| **Mandatory meeting** for organizations selected and SNAP-Ed staff  | November 17, 2015                |
| **Mandatory workshop** for organizations selected and SNAP-Ed staff | April 7-8, 2016                   |
INTRODUCTION

University of Minnesota Extension Center for Family Development (Extension) has a rich history of developing and delivering health and nutrition programs that use education to empower low-income individuals and their families to eat more healthfully and live active lifestyles. However, acquisition of knowledge and skills, along with individual behavior change, are only part of the story. As an Institute of Medicine report said in 2003, "It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change."

As part of the federal SNAP-Ed program, we are partnering with organizations across Minnesota to build on our work in nutrition education and develop strategies for making policy, systems, and environmental (PSE) changes to improve health in communities. Extension seeks to learn from community partners in developing models for implementing multi-faceted initiatives that will guide future SNAP-Ed work. These models will be developed to meet SNAP-Ed’s objectives of increasing healthy eating and physical activity levels, per the Dietary Guidelines for Americans, among populations living on limited financial resources (185 percent of the federal poverty guidelines or below).

Examples of projects are available at http://z.umn.edu/communitypartnership.

Benefits to Community Partners

- Financial: Funding for carrying out each partner organization’s work as it intersects with the purposes of this RFP.
- Social: An opportunity to demonstrate their leadership in making communities healthier places for Minnesotans with limited financial resources.
- Support for future opportunities: Technical assistance for evaluation from Extension staff, which may be used to support further projects and funding.

Expectations

Community partners are expected to develop models for collaborative planning and delivery of SNAP-Ed programming by fall 2016. Community partners will model processes for assessing community needs, building partnerships, planning projects, and/or piloting projects.

Over a 6-12-month period, each community partner will work with other organizations and individuals, including SNAP-Ed staff, to develop one idea that shows promise for improving conditions in order to facilitate healthy eating and/or increased physical activity among residents with limited financial resources. Each idea, or model, must incorporate at least two levels on the Spectrum of Prevention AND at least one of those levels must involve PSE change (levels 4, 5, or 6).

For more information on the Spectrum of Prevention see the Glossary of Key Terms in this RFP and visit: http://www.extension.umn.edu/family/research/spectrum-of-prevention/.

The work of community partners under this RFP is part of a broader evaluation effort to determine where SNAP-Ed involvement can make the greatest difference in supporting families and individuals living on limited financial resources to eat healthfully and engage in active living.
BACKGROUND ON SNAP-ED

SNAP-Ed is a federal program of the U.S. Department of Agriculture (USDA) Food and Nutrition Service, which oversees the nation’s food programs, including the Supplemental Nutrition Assistance Program (SNAP, previously known as Food Stamps). According to the USDA website, “the goal of SNAP-Ed is to improve the likelihood that persons eligible for SNAP will make healthy choices within a limited budget and choose active lifestyles consistent with the current Dietary Guidelines for Americans and MyPlate.” (For more information about SNAP-Ed and MyPlate visit: [http://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program-education-snap-ed](http://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program-education-snap-ed) and [http://www.choosemyplate.gov/about.html](http://www.choosemyplate.gov/about.html)) In Minnesota, University of Minnesota Extension and the Minnesota Chippewa Tribe contract with the Minnesota Department of Human Services to deliver SNAP-Ed.

Federal SNAP-Ed Guidance includes some precise and complex restrictions. Extension staff will work with applicants on any aspects of models that may fall outside of the bounds of what is allowed under the SNAP-Ed Guidance. The SNAP-Ed Guidance may be found at [http://snap.nal.usda.gov/national-snap-ed/snap-ed-plan-guidance-and-templates](http://snap.nal.usda.gov/national-snap-ed/snap-ed-plan-guidance-and-templates). Note pages 70-75, which may be particularly helpful when considering specific elements of proposed models and whether these fall within SNAP-Ed Guidance. Contact Ryan Johnson or Jackie Billhymer (contact information under “RFP Timeline” above) with any questions.

SNAP-Ed Approaches

SNAP-Ed has historically delivered direct nutrition education, with social marketing and other nutrition promotion approaches that targeted individuals. Since passage of the Healthy, Hunger-Free Kids Act of 2010, SNAP-Ed has steadily broadened its approach to include activities that promote changes in policies, systems, and environments that enable individuals to make healthy food and physical activity choices.

The federal SNAP-Ed Guidance now stipulates that in addition to direct nutrition education, SNAP-Ed implementers must also:

- Influence multiple organizational institutional levels. For example, a SNAP-Ed Educator might offer nutrition education classes to children in a school where 50 percent or more of the students are eligible for free or reduced-price meals and to adults through a Community Action Agency. In addition, the SNAP-Ed Educator might also serve on the school wellness committee and work with the local food shelf to find ways to provide healthier foods.
- Use community and public health approaches. For example, an Extension Educator may collaborate with food policy councils to improve access to healthy foods for people living on limited financial resources. At the same time, a SNAP-Ed Regional Coordinator or SNAP-Ed Educator may provide technical assistance to a worksite that employs a high number of SNAP participants and that wants to establish policies for offering healthier foods in vending machines (USDA, SNAP-Ed Guidance FY2016, pp. 11-16).

With so many possibilities, the work under this RFP will help develop promising models for determining how Minnesota SNAP-Ed funds may be used for the greatest impact.
How SNAP-Ed Defines 'Limited Financial Resources'
SNAP-Ed serves “SNAP participants, low-income individuals eligible to participate in SNAP and other means-tested Federal assistance programs, and individuals residing in communities with a significant low-income population” (USDA, SNAP-Ed Guidance FY2016, p. 9). As noted, “low-income” means living at or below 185 percent of the federal poverty guidelines (USDA, SNAP-Ed Guidance FY2016, p. 22).

SNAP-Ed and Collaboration
Extension SNAP-Ed staff collaborates with other organizations and programs that seek in whole or in part to improve healthy eating and active living for people with limited financial resources. One significant example is the Minnesota Food Charter and the organizations that are carrying it out. SNAP-Ed staff helped ensure that the needs of people with limited financial resources were considered when framing the food charter. Moreover, the food charter provides a road map for SNAP-Ed in Minnesota, as it does for all Minnesotans interested in access to healthy, affordable, safe food. See the Glossary of Key Terms in this RFP for more information on the Minnesota Food Charter or visit http://mnfoodcharter.com/.

PROJECT BRIEF AND PROPOSAL SUBMISSION
Applicants must submit both a project brief and a full proposal. Project briefs are due July 20, 2015, and Extension staff will provide feedback to applicants no later than August 3, 2015. Applicants should use this feedback to inform their full proposal, which is due August 24, 2015. Collaboration with other organizations and with Extension SNAP-Ed staff is required. Extension SNAP-Ed staff members are located across Minnesota.

Contact information for SNAP-Ed Educators and SNAP-Ed Regional Coordinators can be found here: http://www.extension.umn.edu/family/health-and-nutrition/partner-with-us/snap-ed/.

Contact information for Health and Nutrition Extension Educators can be found here: http://www.extension.umn.edu/family/health-and-nutrition/about/extension-educators/.

For more information about the submission process, please attend an online information session on one of dates listed on this website: http://z.umn.edu/communitypartnership.

Extension Job Descriptions
Following are short job descriptions for Extension staff members involved with the SNAP-Ed Community Partnership Funding initiative

- **SNAP-Ed Educators** deliver classes to improve food literacy, food access, and food skills of Minnesotans with limited financial resources through partnerships with multiple agencies. SNAP-Ed Educators also promote policy, systems, and environmental (PSE) changes to support SNAP-Ed participants in making the healthy choice the easy choice.

- **SNAP-Ed Regional Coordinators** supervise SNAP-Ed Educators in Extension’s five regions across Minnesota. Regional Coordinators develop relationships and partnerships with agencies and manage the work of SNAP-Ed Educators to ensure a coordinated effort within each region and across the state. Regional Coordinators also promote PSE changes to support SNAP-Ed participants.
• Extension Educators work to bring about PSE changes with funding from SNAP-Ed and other sources, by:
  o Intercepting, sorting, and relaying resources, research, and information related to healthy food environments, healthy food access, and physical activity.
  o Providing support to partners and colleagues in efforts like farm to school, school gardens, active school day, healthy foods in child care, farmers markets, and healthy food environments in food shelves.
  o Providing training for school foodservice professionals, classroom teachers, and child care providers.
  o Supporting the Extension SNAP-Ed program with content expertise.
  o Coordinating regional food networks.

Instructions for Project Brief Submission
Submission of a project brief is required. Project briefs must be received by 5 p.m. Central time on July 20, 2015, but applicants are encouraged to submit briefs as soon as possible so Extension staff can provide feedback in a timely manner. Project briefs must be submitted through an online form available at http://z.umn.edu/communitypartnership.

Note: Be sure to save a copy of your project brief before submitting the online form.

Instructions for Full Proposal Submission
Full proposals must be received in a PDF attachment to email by 5 p.m. Central time on August 24, 2015. Send proposals to Jackie Billhymer, billh002@umn.edu. The primary proposal document must be no more than 10 pages excluding attachments. The full proposal must be presented in one PDF document, with consecutively numbered pages. Text must be no smaller than 11-point font.

Organization Type and Contact Information
Note: A Community Partner may be a single organization or a lead organization representing a coalition or collaborative. Applicants must provide the following information.

Type of Agency (choose one):
• Government agencies
• Non-profit organization
• Non-profit member-based organization
• Non-profit educational institution
• Faith-based organization

Taxpayer Identification Number (TIN) or Employer Identification Number (EIN):
Physical Address:
Mailing Address (if different from physical address):
Proposal Contact Person:
Title:
Email:
Phone:
Sections of the Proposal

Section I. Organization Background (1-2 pages)

Describe your organization’s mission or purpose and how it relates to this RFP; describe your capacity to meet requirements of the RFP.

Section II. Project Description (4-5 pages)

Describe one idea (model) that shows promise for improving conditions in order to facilitate consumption of fruits and vegetables and/or increased physical activity among residents living in poverty (185 percent or less of federal poverty guidelines). As part of the project description, the following must be included:

- An assessment with relevant data that demonstrates your understanding of disparities and barriers that need to be overcome and why your idea shows promise.
- Demonstration that at least two levels on the Spectrum of Prevention are incorporated AND at least one of those levels involve PSE change (levels 4, 5, or 6).
- A clear indication of where you are in the process of developing the idea. Plans may fall anywhere along the continuum that includes assessing community needs, building partnerships, planning a project, and/or piloting a project.
- Time frame (6-12 months) for the project, with a timeline indicting key activities and intended results.

Section III. Collaborating Organizations, including SNAP-Ed (1-2 pages)

List individual and/or collaborating organizations including University of Minnesota Extension SNAP-Ed staff (SNAP-Ed Educators, SNAP-Ed Regional Coordinators and/or Extension Educators).

Section IV. Budget and Staffing (1-2 pages)

Complete a budget and budget narrative using the template below and attach a brief biographical sketch for each individual from your organization who will work on the project.
## Budget

Use the following budget template. Proposed expenses must conform to the SNAP-Ed Financial and Cost Policy (USDA, SNAP-Ed Guidance FY2016, pp. 58-83).

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries</td>
<td>$</td>
</tr>
<tr>
<td>Fringe</td>
<td>$</td>
</tr>
<tr>
<td>Contracts/Agreements</td>
<td>$</td>
</tr>
<tr>
<td>Equipment and Supplies (non-capital)</td>
<td>$</td>
</tr>
<tr>
<td>Capital Equipment/Expenditure ($5,000 or greater per item)</td>
<td>$</td>
</tr>
<tr>
<td>Printing</td>
<td>$</td>
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<tr>
<td>In-State Travel (using federal rates for mileage, per diem, accommodations)</td>
<td>$</td>
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<tr>
<td>Other (please specify):</td>
<td>$</td>
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<td>__________ ($ )</td>
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<td>__________ ($ )</td>
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<td>__________ ($ )</td>
<td>$</td>
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<tr>
<td>Direct Costs</td>
<td>$</td>
</tr>
<tr>
<td>Indirect Costs (optional)*</td>
<td>$</td>
</tr>
<tr>
<td>(Indirect Cost Rate = ___ %)</td>
<td></td>
</tr>
<tr>
<td>Total Funds Requested</td>
<td>$</td>
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</tbody>
</table>

* If an indirect cost rate is used, it must be determined through an indirect cost plan. For more information, please see the SNAP-Ed Guidance FY2016, pp. 81-83.

### Budget Narrative

Provide a budget narrative — a brief explanation of how you arrived at your cost estimations and how you justify your costs. Remember to identify at least one individual from your organization who will work on the project and their FTE status for the project. If a contract is awarded, time
and effort documentation will be required. Please include any instances in which your organization takes exception to the Conditions of Community Partners (see below).

Section V. Attachments
- Biographical sketch(es) – required
- Letters of support – encouraged

REVIEW PROCESS AND EVALUATION CRITERIA
A committee composed of staff from University of Minnesota Extension, the Minnesota Department of Health, and the Minnesota Department of Human Services will review project briefs and proposals. Committee members will request additional information, as needed, and make recommendations for funding. There are three stages for final approval: University of Minnesota Extension, Minnesota Department of Human Services, and USDA Food and Nutrition Service. Following are criteria for evaluating proposals. Proposals should:

- Meet the requirements of the RFP, including use of relevant data as evidence for the need and feasibility of the proposed idea, and adherence to federal SNAP-Ed Guidance.
- Meet a feasibility standard, i.e., the time frame and budget and staffing plan are feasible relative to the idea being proposed.
- Demonstrate that the proposed idea is part of a larger, longer-term plan for sustainable change.
- Include a collaboration plan that demonstrates knowledge of the community, ability to work with relevant partners, and connection with Extension SNAP-Ed staff.
- Demonstrate that the applicant has the capacity to manage the contract and implement the proposed plan.

CONDITIONS OF COMMUNITY PARTNERS
Community partners must be able and willing to meet the following conditions:

- Participate in a November 2015 contractor meeting (travel costs paid under the contract), monthly online check-in meetings, and an April 2016 workshop for contractors and SNAP-Ed staff (travel costs paid under the contract).
- Provide brief quarterly reports of activities and progress and an end-of-project report.
- Work in collaboration with SNAP-Ed staff.
- Participate in evaluation by SNAP-Ed staff of the projects funded under this RFP, which are part of formative evaluation for Minnesota SNAP-Ed.
- Meet the requirements of the SNAP-Ed Guidance, including assurance that activities are conducted in compliance with all applicable federal laws, rules, and regulations, including Office for Civil Rights rules and the Office of Management and Budget’s Uniform Grant Guidance (previously the OMB circulars).

Note: These are cost-reimbursement contracts. Costs to be reimbursed under this contract may be incurred only after a contract has been approved. Payment of invoices for reimbursement can begin only upon full execution of a contract with University of Minnesota. Reimbursement will take place on a quarterly basis.
GLOSSARY OF KEY TERMS

Following are definitions and examples of key terms used in this RFP. These definitions and examples contribute to understanding more fully SNAP-Ed’s role in implementing policy, system and environmental changes. We expect you to draw from the following concepts and ideas to ensure that the work that you are proposing meets the goals of SNAP-Ed and this RFP.

Environment: Includes the built or physical environments that are visual and observable, but may also include economic, social, normative or message environments. For example, modifications in physical settings where food is sold, served, or distributed may promote healthy food choices. Social changes may include shaping attitudes among administrators, teachers, or service providers about time allotted for school meals or physical activity breaks. Economic changes may include financial disincentives or incentives to encourage a desired behavior, such as purchasing more fruits and vegetables. Note that SNAP-Ed funds may not be used to provide the cash value of financial incentives.

Example: A food retailer serving SNAP participants or other low-income persons increases the variety of fruits and vegetables it sells and displays them in a manner to encourage consumer selection of healthier food options based on the Dietary Guidelines for Americans and MyPlate. A SNAP-Ed provider can provide consultation and technical assistance to the retailer on expanding its fruit and vegetable offerings and behavioral techniques to position produce displays to reach the target audience (USDA, SNAP-Ed Guidance FY2016, pp. 18-19).

Minnesota Food Charter: The Minnesota Food Charter (http://mnfoodcharter.com/the-charter/) provides a road map for ensuring that all Minnesotans have access to healthy, affordable, and safe food. The Minnesota Food Charter offers concrete ways to build prosperous communities through changes to policies, systems, and environments at all levels. The Minnesota Food Charter identifies challenges and strategies through a variety of sources, including extensive public input, expert advice, research review, and related evidence about the extent of these challenges and the effectiveness of proposed strategies.

While not necessarily an exhaustive list, the strategies identified offer the most promising and most acceptable avenues for change, according to the thousands of Minnesotans who provided feedback.

Policy: A written statement of an organizational position, decision, or course of action. Ideally policies describe actions, resources, implementation, evaluation, and enforcement. Policies are made in the public, non-profit, and business sectors. Policies will help guide behavioral changes for audiences served through SNAP-Ed programming.

Example: A school or school district that serves a majority low-income student body writes a policy that allows the use of school facilities for recreation by children, parents, and community members during non-school hours. The local SNAP-Ed provider is a member of a coalition of community groups that worked with the school to develop this policy (USDA, SNAP-Ed Guidance FY2016, p. 18).

The Spectrum of Prevention: The Spectrum of Prevention (http://www.preventioninstitute.org/component/jlibrary/article/id-105/127.html) helps expand prevention efforts beyond education models by promoting a range of activities for effective
prevention. It emphasizes the importance of both education for individuals and of policy, system, and environmental changes within organizations and communities. The spectrum's six levels for strategy development (listed below) comprise a framework for a more comprehensive understanding of prevention. These levels are complementary and when used together produce a synergy that results in greater effectiveness than would be possible by implementing any single activity.

- **Level 6: Influence Policy and Legislation** (developing messages and strategies that inform changes to laws and policies)
- **Level 5: Change Organizational Practices** (adopting regulations, policies and practices that affect an organization’s ability to provide a positive environment to clients, while abiding by industry-related practices)
- **Level 4: Foster Coalitions and Networks** (convening groups and individuals to address broader goals and greater impact)
- **Level 3: Educate Providers** (informing providers who will transmit health and nutrition skills and knowledge to others)
- **Level 2: Promote Community Education** (reaching groups of people with information and resources to promote health and safety)
- **Level 1: Strengthen Individual Knowledge and Skills** (enhancing an individual’s capability of promoting change)

**Systems**: Systems changes are unwritten, ongoing, organizational decisions or modifications that result in new activities reaching large proportions of people the organization serves. Modifications may result from official or unofficial decisions, and they may occur over time. Systems changes alter how the organization or network of organizations conducts business. An organization may adopt a new intervention, reallocate resources, or significantly modify its direction to benefit low-income consumers in qualifying locations and communities. Systems changes may precede or follow a written policy.

*Example: A local food policy council creates a “farm-to-fork” system that links farmers and local distributors with new retail or wholesale customers in low-income settings. The local SNAP-Ed provider is an instrumental member of the food policy council, providing insight into the needs of the low-income target audience* (USDA, SNAP-Ed Guidance FY2016, p. 18).
NON-DISCRIMINATION STATEMENT

The U.S. Department of Agriculture (USDA) prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal and, where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or if all or part of an individual’s income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)

If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442, or email at program.intake@usda.gov.

Individuals who are deaf, hard of hearing, or have speech disabilities and wish to file either an EEO or program complaint, please contact USDA through the Federal Relay Service at (800) 877-8339 or (800) 845-6136 (in Spanish).

Persons with disabilities who wish to file a program complaint, please see information above on how to contact us by mail directly or by email. If you require alternative means of communication for program information (e.g., Braille, large print, audiotape, etc.) please contact USDA’s TARGET Center at (202) 720-2600 (voice and TDD).

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