Grantees aim to implement GusNIP equitably with support from national partners.

**GusNIP Nutrition Incentive Outcomes**

- Increased fruit and vegetable purchases and consumption
- Improved food security
- Expanded economic benefits for participants, farmers, and food retailers

**Participants Buy More Fruits & Vegetables**

Nutrition incentives make fruits and vegetables more affordable for participants. Larger incentive amounts provided over a longer duration may increase the amount of fruits and vegetables purchased and consumed. Smaller incentive amounts distributed to more people may allow for greater community reach.

**Ultimate Goals**

- Improve community health and economic well-being and decrease health and wealth disparities
- Sustain and expand a diverse and just local/regional food system including support for small and medium sized farms

**Equity**

GusNIP-funded projects engage a network of diverse partners and participants who provide expertise, guidance, and accountability for equitable program planning, implementation, and evaluation.

**Participants want fruits and vegetables and participate in nutrition incentive programs**

- Know about nutrition incentives and how to use them, and trust the nutrition incentive program
- Want to eat fruits and vegetables and have the knowledge and resources to prepare them
- Perceive that nutrition incentives make fruits and vegetables more affordable

**Food store and farm direct retailers are accessible, welcoming, and provide fruits and vegetables to participants**

- Know about and support the nutrition incentive program
- Have capacity to produce and sell products preferred by participants
- Distribution channels are available

**Local farmers supply fruits and vegetables at some retail food stores and farm direct sites**

- Know about and support the nutrition incentive program
- Have capacity to produce and sell products preferred by participants
- Distribution channels are available

**Grantees implement local programs and strengthen the national GusNIP program.**

- Have the skills, capacities, and resources to succeed
- Are connected, networked, and coordinated with retailers, farmers, people participating in SNAP, and others
- Provide data for evaluation and reporting
- Share information about their communities and programs with national organizations and scientific advisors

**Grantees aim to implement GusNIP equitably with support from national partners.**

- Value and implement equity-centered local programs
- Know about and respect local community norms, values, and priorities
- Engage communities in program leadership, design, implementation, and evaluation
- Develop equitable communication and decision-making processes that share information and power with communities

**National partners and scientific advisors support grantees (Nutrition Incentive Hub and GusNIP NTAE).**

- Provide technical assistance (e.g., program implementation)
- Convene a learning community of grantees and nutrition incentive practitioners
- Facilitate reporting of data on program implementation and outcomes
- Offer guidance for evaluation of local programs

**Start Here:**

Foundation of GusNIP
USDA funds the GusNIP program
Theory of Change Process
A theory of change (TOC) describes how and why a program is expected to produce a desired change or impact. It first identifies the program’s goals and then describes how its structure and activities lead to a set of outcomes that subsequently lead to the goals. A TOC is a dynamic, living theory that evolves over time.

The GusNIP TOC is specific to the nutrition incentives component of GusNIP which provides consumers participating in the Supplemental Nutrition Assistance Program (SNAP) with financial incentives to spend on fruits and vegetables. This TOC does not include produce prescription projects.

The development of the TOC was a collaborative process based on a review of GusNIP documents and published evidence pertaining to nutrition incentives and discussions with a subset of GusNIP partners, grantees, and participants through interviews, workshops, and focus groups.

Environmental Context
GusNIP operates within a complex food system and is one of many initiatives aimed at improving nutrition and reducing food insecurity. In developing this TOC, it was important to recognize the community, cultural, structural, commercial, legislative, and political forces that shape the food system and influence food security. The environmental context influences GusNIP design, implementation, and outcomes. View a complete description of the GusNIP environmental context in the TOC Narrative.

Assumptions
A TOC identifies conditions and resources that need to be in place for program success. These “assumptions” are crucial because if they are not present, the program may not succeed, or it may lead to unintended consequences. Congressional funding and willingness of local food retailers to participate in the program are examples of assumptions of the GusNIP TOC. View the complete list of GusNIP TOC assumptions in the TOC Narrative.

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View the complete list of the individuals and experts who guided and contributed to this project on page nine of the TOC Narrative.

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