

SNAP-Ed through the Land-Grant University System Findings from FY2019 Impacts Survey



To read the full report, scan the QR code or go to <https://nifa.usda.gov/snap-ed-lgu-reports>

WHAT IS SNAP-ED?

SNAP-Ed is a federal formula funded program administered through state SNAP agencies. The goal of SNAP-Ed is to improve the likelihood that SNAP-eligible low-income Americans will make healthy food and lifestyle choices that prevent obesity.

In FY2019, 56 land-grant universities implemented SNAP-Ed programs across the U.S. A land-grant university (LGU) is an institution of higher education designated to receive federal funding under the Morrill Acts. LGUs were created to provide the population with practical education relevant to their daily lives.

Partnering with the LGU system enhances the work of SNAP-Ed because the expertise of Extension professionals, researchers, and subject matter experts can be coordinated to better understand and provide localized solutions and programs through SNAP-Ed. Using research-based practices, content experts develop programs, tools, and training opportunities for use by community SNAP-Ed professionals. This allows SNAP-Ed implementers to more thoroughly address the needs of local SNAP-eligible populations.

Direct Education takes place when a participant is actively engaged in the learning process with an educator and/or interactive media. Examples include:



FOOD eTALK

an interactive online program that teaches adults lessons on nutrition, physical activity, and food shopping



EATING SMART • BEING ACTIVE

teaches low-income families healthier lifestyle choices through a series of structured lessons

Impacts

HEALTHY EATING:

40%
of participants

increased their consumption of servings of fruits and vegetables and fewer sugar-sweetened beverages

FOOD RESOURCE MANAGEMENT:

50% of participants read nutrition labels
60% of participants used sales or coupons to save money

PHYSICAL ACTIVITY AND REDUCED SEDENTARY BEHAVIOR:

35% of participants
increased physical activity frequency and reduced sedentary behaviors

Reach



1.7 M
participants

The composition of Direct Education participants reflects the diversity of the SNAP-eligible population:

22% African American
31% Hispanic
60% ages 5 to 17

Delivery



25,000
sites nationwide

most often delivered in schools, childcare facilities, homes, and food assistance sites

COOPERATIVE
EXTENSION

Social Marketing campaigns are multi-level, coordinated initiatives that combine education, marketing, and public health approaches. They are delivered in multiple channels, such as social media and advertising, which outline objectives for individual behavioral change as well as population and community goals. Examples include:



FOOD HERO

designed to increase fruit and vegetable consumption and includes a variety of targeted marketing materials



TEXT2BHEALTHY

a text messaging program that delivers nutrition education to parents of school-aged children

Impacts



Estimated at over

27M
impressions



generated by

24
campaigns

Survey data presented here represent a subset of states that operate social marketing campaigns. These numbers likely undercount millions of additional impressions, each of which has the potential to educate and encourage behavioral changes.

Items Distributed

COMMON DISTRIBUTION SITES: schools, childcare facilities, food assistance sites, emergency shelters



7M reinforcement items
1M online posts & videos



6M hard copy materials
600 unique billboards & signs



700+ unique articles
200+ unique websites

Policy, Systems, and Environmental Change Initiatives (PSE)

are complex and multi-level interventions that aim to improve aspects of the environments in which people live, learn, work, play, shop, and eat. Examples include:



SMARTER LUNCHROOMS MOVEMENT

a collection of research-based strategies to facilitate healthier choices in school lunchrooms



VOICES FOR FOOD

designed to enhance food security and availability of healthy food in rural communities

Implementation

PSE Change strategies seek the biggest health benefits for populations at greatest risk.

PSE strategies target sites where dietary and physical activity choices occur, including places where people

Reach



3M
impacted by nutrition efforts

Intervention Sites



6,000
nutrition changes implemented across 2,400 sites



1,700
physical activity changes implemented



7,000
sites where people learn, including schools

LEARN
53%
of sites

and

SHOP
15%
of sites

PSE initiatives on nutrition and physical activity comprised more than

1,300
policy changes

3,500
systems changes

3,200
environmental changes

This project was prepared for Cooperative Extension Service Directors/Administrators and Program Staff through a National Land-Grant University SNAP-Ed Assessment. Cooperative Extension is an equal opportunity/equal access/affirmative action employer fully committed to achieving a diverse workforce complying with all federal and state laws, regulations, and executive orders regarding non-discrimination and affirmative action. #SDSU05302019, 2020.

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