West Virginia SNAP Ed and GusNIP: Partnership for Innovation, Education and Evaluation

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## WV SNAP Ed & WV Food and Farm Coalition: Partnership

### SNAP Ed Partnership Perks
- Consistent funding to support human resources for administration of projects
- Statewide reach
- Direct connection with SNAP audience
- Evaluation knowledge & capacity

### WV Food and Farm Coalition
- Less bureaucracy
- Administrative support
- Direct connection to farmers/markets
- Non-profit status
- More ability to engage in and influence policy directly

![Image of farmers market with text: "Learn how to double or triple your SNAP benefits here!"
Farmers Market Promotion Program Grant: Farmers Market Campaign (2016-2019)
SNAP Ed Health Educators collected 1,372 in-person intercept surveys at grocery and dollar stores, DHHR/WIC offices, Parents as Teachers events, libraries, senior centers, and WVU Extension offices across the state.

Survey data was used to determine how often SNAP recipients chose to shop at farmers markets and the impact that farmers markets advertisements (billboards, television, radio, internet, and social media) had on the respondents.
Food Insecurity Nutrition Incentive (FINI) Pilot Grant: Integration of the Kids Market Model into “SNAP Stretch”

WHAT CAN I BUY WITH 
SNAP - SNAP STRETCH DOLLARS - KIDS COUPONS

SNAP
- fruits
- vegetables
- breads & baked goods
- honey & syrups
- eggs & dairy
- meats
- jams & jellies

For every $1 of SNAP you spend, you get $1 of SNAP Stretch to use on fruits & vegetables. If you are shopping with a child, he or she will also receive $1 in kids coupons for every SNAP dollar spent.

SNAP STRETCH DOLLARS
- fruits
- vegetables

KIDS COUPONS
- fruits
- vegetables

This program is brought to you by your local market, the WV Food & Farm Coalition, & WVU Extension SNAP Education.
SNAP Stretch Expansion: 2020 Award

Use SNAP and see your benefits stretch!

SNAP Stretch is a program of the West Virginia Food & Farm Coalition that lets SNAP/EBT users buy more fruit and vegetables and support local farmers at the same time.

Call us: 304-926-0567
Find us: 3820 MacCorkle Ave. SE
Charleston, WV 25304

Connect with us:
Email us: SNAPstretch@wfoodandfarm.org
2021 GusNIP COVID Relief Grant:
Expansion of Kids Market Model to Retail Establishments

Locally-owned and operated grocery stores have long been a cornerstone of their community. They provide essential services to their neighbors, including access to fresh food and household products, and serve as a market for farmers, producers, and artisans. Recognizing the role that these businesses play in communities, the WV3RCK grew out of a Healthy Food Financing Initiative grant. It’s the Coalition’s goal that these businesses are sustainable and successful as they not only feed their community but also source locally grown agricultural products.

Together with several partners, we have created the West Virginia Grocer Toolkit to help folks start the process of becoming an independent grocer. Find it here!
WV Rural Grocer Network

Provides

- Builds Relationships with stores
- Provides assessment and technical assistance/training
- Access to equipment
- Network of problem solvers
- Helps rural stores be more sustainable

Partnership

- Relationships create access points for programming
- E.g. Kids Market @ the Store
Virtual Nutrition Education & Engagement

**Electronic Newsletter**-Distributed weekly for 6 weeks. List of produce items available, changes/updates with stores, nutrition/feeding tip and link to a recipe demonstration

**Text Reminders**-Distributed weekly for 6 weeks. List of produce items available and link to recipe.

**YouTube Recipe Demonstrations**-Pre-recorded recipe demonstrations featuring produce available in stores. Links included in e-newsletter, text and posts to Facebook group.

**Facebook Group**-A closed Facebook group only open to moms enrolled in the program where program information, recipe videos, nutrition and feeding tips are shared by the program and participants can share with each other.

**Facebook Room Live**-Hosted once weekly. Live recipe demonstration where moms can join with their kids and participate in the preparation of recipe.
Enrollment & Post Test

- Enrollment cards are distributed through the school system, DHHR, WIC, food pantry, social media

- Link/QR code leads to a Qualtrics survey which collects data on the following:
  - Screener question about participation in SNAP/WIC
  - Names, ages of children being enrolled
  - Food security screener
  - Cooking and Food Provisioning (Self efficacy & Attitudes)
  - Type of education/engagement activities they are interested in participating in

- Demographics
  - Education
  - Age
  - Race
  - Income

- Post survey collects information on changes in willingness to taste and consumption of fruits and vegetables by participating children.
Kids Market @ the Store: 2022

- 22 counties participating
- Over 5,000 families enrolled (only 2,000 spots available)
- Funding from 3 foundations (Walmart, Save the Children, Sisters Health and Wellness Foundation)
- Database of over 5,000 families interested in nutrition programming to refer to other programs.
Partnership Works!!

From $14,000 in EBT purchases/incentives in 2018 to over $981,000 in 2021.