



What is SNAP-Ed?

SNAP-Ed helps assure that the investment in SNAP pays off.

SNAP-Ed is the nutrition education arm of the Supplemental Nutrition Assistance Program. It offers education, social marketing campaigns, and environmental support in all 50 states, the District of Columbia, and 3 territories. SNAP-Ed uses evidence-based, comprehensive approaches to improve the likelihood that low-income families will want and can make healthier food and physical activity choices, consistent with the current Dietary Guidelines for Americans and MyPlate.gov.



How Does SNAP-Ed Complement SNAP?

SNAP gives a family a fish, while SNAP-Ed teaches a family to fish and ensures that there are ponds available.



Since SNAP-Ed promotes the health benefits of SNAP and focuses on making healthy choices within a limited budget, it builds on the short-term economic and nutritional value of SNAP food dollars while helping SNAP-Ed eligible Americans want to make better food and lifestyle choices. Empowering SNAP participants to make healthy food choices through SNAP-Ed is a win for everyone. SNAP-Ed is a central, valued core benefit of SNAP that strengthens the program while improving the lives of recipients and other low-income families.

Why is SNAP-Ed Important Among USDA Programs?

Without question, the modest investment in SNAP-Ed has already demonstrated a significant influence on the food choices of SNAP participants.

SNAP-Ed is the one USDA program that brings the powerful combination of education, marketing, and policy, systems, and environmental support to low-income communities. SNAP-Ed can be delivered anywhere that food and physical activity decisions are made. This work is often done through mass media with partners in places like schools, worksites, retail food stores and faith communities. SNAP-Ed interventions are customized for different rural, urban, age, ethnic, cultural and regional settings. State SNAP-Ed programs work with governmental, non-profit and business partners toward long-term, large-scale



Why Does SNAP-Ed Matter?



American diets fall far short of recommendations for good health and contribute to excess rates of preventable chronic diseases (USDA & US DHHS, 2015). Obesity rates are high and occur at younger ages in low-income and some minority groups, as do other serious problems like type 2 diabetes, heart disease, and hypertension (USDA & US DHHS, 2015). State SNAP-Ed programs operate at all levels: neighborhoods, cities, counties, regions and statewide. SNAP-Ed promotes healthy behaviors and helps create conditions where the healthy choice is the easy, preferred choice to help spare low-income families health problems that could have been prevented.

Who Can Snap-Ed Help?

SNAP-Ed aims to reach nearly 95 million low-income Americans with incomes below 185% of the Federal Poverty Level (<185% FPL), a common criterion for means-tested poverty programs especially those in low-income communities. This includes those who, at any time, have incomes so low that they also participate or are eligible to participate in poverty programs especially in SNAP.



6 Guiding Principles (USDA, Food and Nutrition Service, 2015)

1

Serve SNAP participants and low-income individuals eligible to receive SNAP benefits or other means-tested Federal assistance programs

2

Include nutrition education and obesity prevention services that combine educational strategies with environmental supports to facilitate healthy food and physical activity choices. SNAP-Ed services are delivered through multiple venues and involve activities at the individual, community, and appropriate policy levels

3

Impact nutrition-related behaviors of the overall SNAP low-income population by targeting households with SNAP-Ed eligible women and children

4

Use evidence-based, behaviorally focused interventions concentrated on a small set of outcomes using educational, marketing and environmental approaches

5

Maximize reach by coordinating and collaborating with a variety of stakeholders at the local, regional, state and national levels through publicly or privately-funded nutrition intervention, health promotion, or obesity prevention strategies

6

Define and put into practice the specific roles and responsibilities of local, regional, state and national SNAP agencies and nutrition education providers

WHAT is SNAP-Ed achieving?



Increases in fruit and vegetable consumption and physical activity by participating low-income children and adults (Johnson et al., 2013; Sexton & Chipman, 2013).



Increases in dietary intake of fiber, calcium, iron, and other key nutrients needed for a healthier diet (Johnson et al., 2013; Sexton & Chipman, 2013).



Unprecedented gains in statewide fruit and vegetable consumption by low-income residents using social marketing nutrition networks (Foerster & Gregson, 2011).



Decreases in new cases of overweight among elementary children in a large urban school district (Foster et al., 2008).



Increases in food resource management skills and decreased the instance of food shortage before the end of the month (Kaiser et al., 2015).



Promotes stronger methods and best practices for nutrition education (Lovett, Sherman, & Barano, 2011)



\$167
Billion



Cost of
Chronic Food
Insecurity

\$147
Billion



Cost of
Obesity

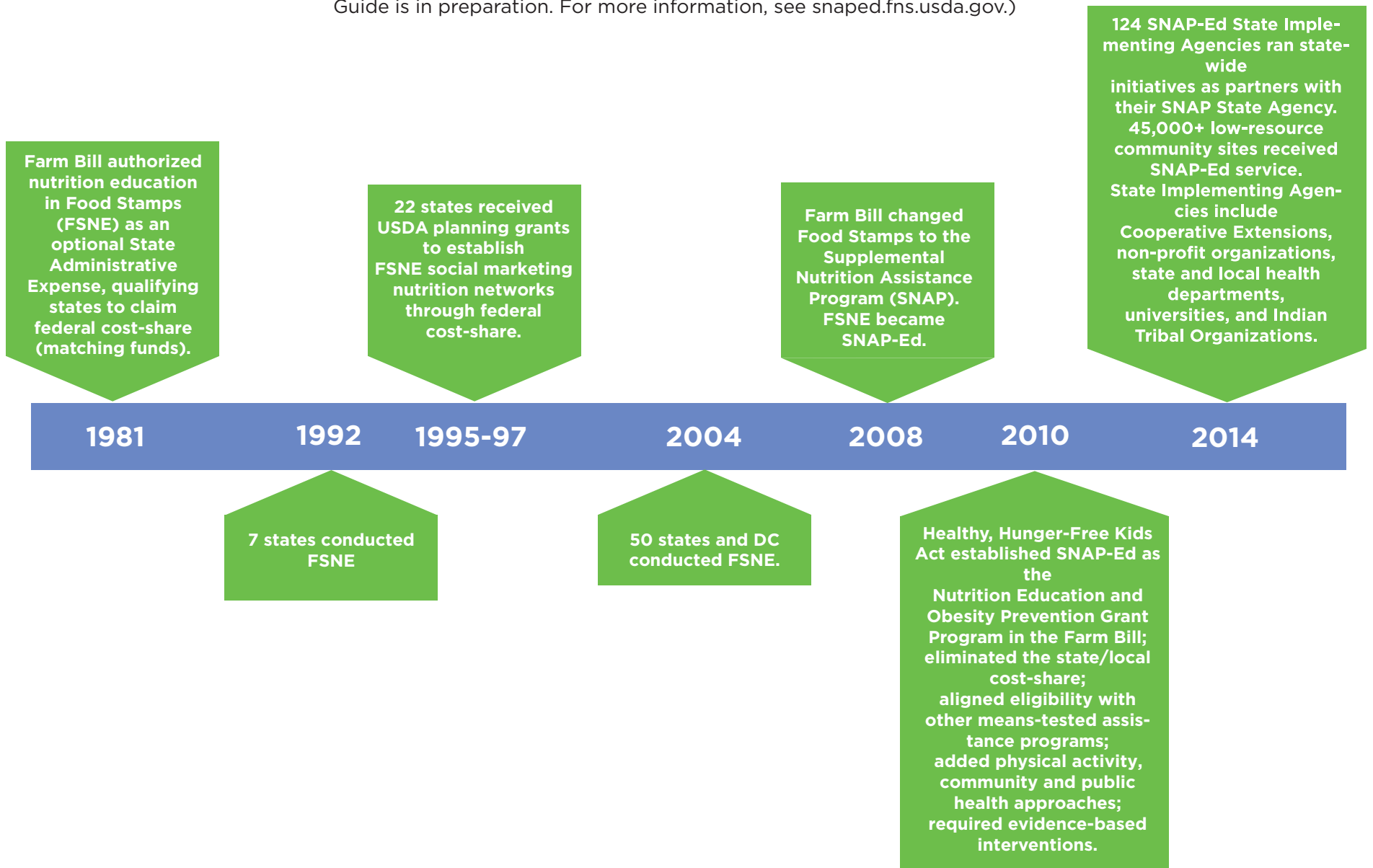
\$408
Million



SNAP-Ed
Allocation

History of Nutrition Education in SNAP

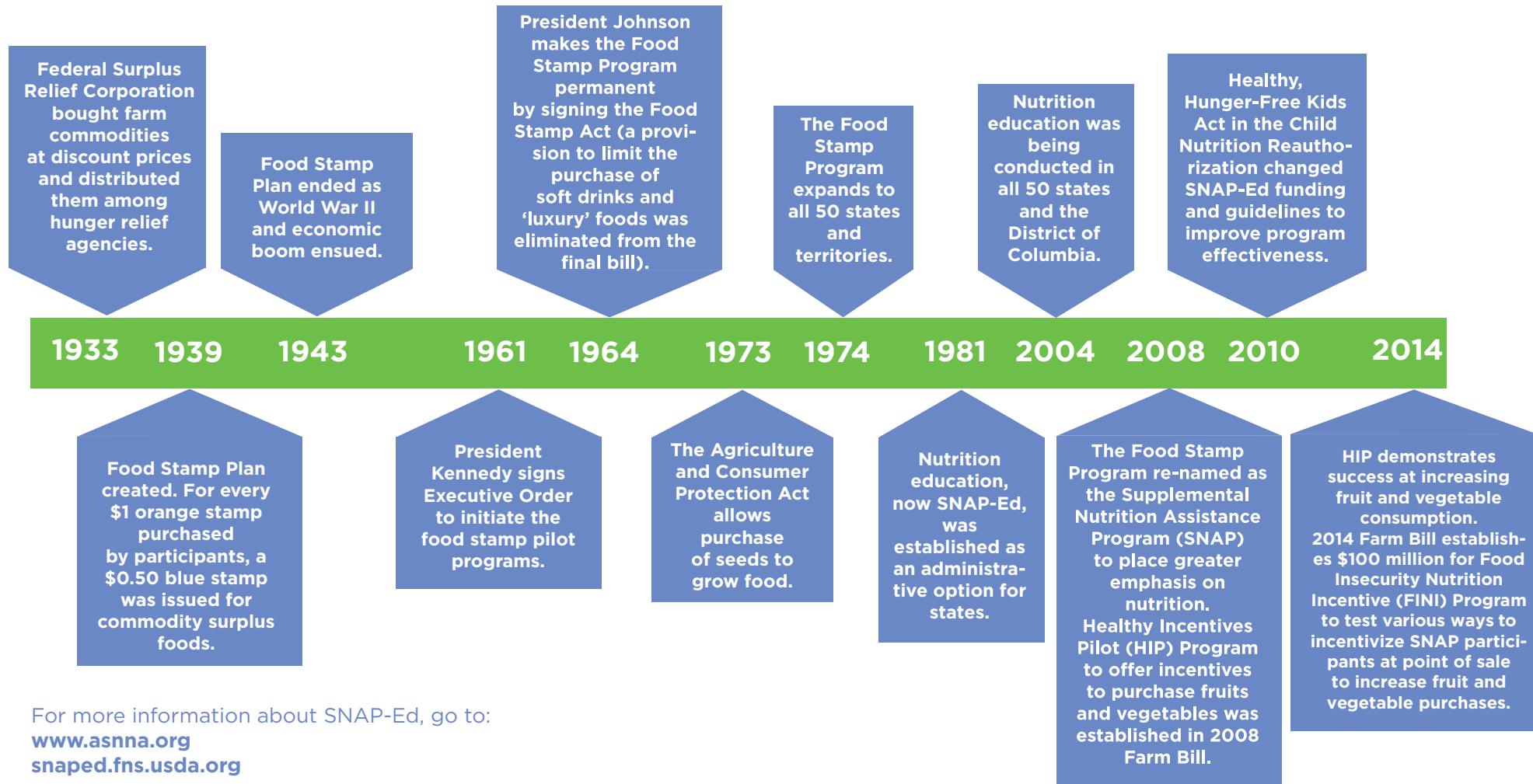
USDA provides oversight for accountability and supports continual program improvement in partnership with the 54 State Agencies and over 120 diverse State Implementing Agencies. The 2010 Healthy, Hunger-Free Kids Act established nutrition education as a permanent component of SNAP entitled the Nutrition Education and Obesity Prevention Grant Program. USDA provides oversight and supports through its annual SNAP-Ed Guidance, approval of state plans and annual budgets, the Education and Administrative Reporting System (EARS), regular on-site management evaluations, and annual reports. Training and technical assistance are provided through its seven Regional Offices and new technical assistance aids like *SNAP-Ed Strategies & Interventions: An Obesity Prevention Toolkit for States*, the Regional Centers of Excellence in Nutrition Education, and the *Western Region Office Evaluation Framework* for which an Interpretive Guide is in preparation. For more information, see snaped.fns.usda.gov.)



SNAP Program Timeline

with a Focus on Fruits and Vegetables

Increasing fruit and vegetable consumption for better health is a recent priority for many federal nutrition assistance programs. SNAP is no exception. In concert with these efforts, many of the over 120 SNAP-Ed State Implementing Agencies working in over 45,000 low-income community locations focus on fruits and vegetables to help achieve consumption targets set by the *Dietary Guidelines for Americans*.



For more information about SNAP-Ed, go to:
www.asnna.org
snaped.fns.usda.org

For more information about fruits and vegetables, go to:
<http://nfva.org>