

SNAP-ED

2022 Highlights



Michigan State University (MSU) Extension Supplemental Nutrition Assistance Program Education (SNAP-Ed) instructors deliver evidence-based, hands-on nutrition and physical activity learning opportunities that empower limited income youth and adults with information and strategies to make healthy behavior and lifestyle choices.



WHAT WE DO

MSU Extension partners with the Michigan Department of Health and Human Services to provide SNAP-Ed, a nutrition education program designed to reduce hunger and food insecurity and promote healthy eating habits for SNAP-Ed eligible populations. MSU Extension SNAP-Ed community nutrition instructors teach youth, individuals, and families how to make health a priority. The goal of SNAP-Ed is to improve the likelihood that SNAP-Ed eligible persons will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance.

SNAP-ED PROGRAMMING THROUGHOUT THE STATE



Overall MSU Extension **REACHED**

157,191 UNDUPLICATED

individuals through **NUTRITION** and **PHYSICAL ACTIVITY PROMOTION, EDUCATION, and PSE** (policy, system, and environmental changes)

PSE

POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE

PSE IMPACT

Oct. 1, 2021 - Sept. 30, 2022

185 Community Sites REACHED +

36,801 Children & Adults REACHED

Children & Adults REACHED

PSE SITE CHANGES

268 Nutrition

95 Physical Activity

4 Both Nutrition and Physical Activity



PSE Success Story

In FY22, the Tuscola Food Access Collaborative worked with the public transportation authority and a local farmers market to find a solution for transportation barriers that limited access to healthy food options. The group's work resulted in mini mobile pantries (Thumb Blessing Boxes) filled with food items, personal hygiene products, paper products, and cleaning supplies being placed on public transportation and stocked from local farmers market support.

- Tuscola County

DIRECT EDUCATION

9,140 Direct Education classes offered



7,655
Face to Face



397
Hybrid



1,050
Virtual



4
Phone



34
Self-Paced



ADULT Dietary Improvements

22% consumed less soda per day

43% ate more fruits per day

39% ate more vegetables per day



ADULT Physical Activity Improvements

43% increased moderate physical activity participation

38% increased strength training activities

YOUTH Health & Nutrition Impact 3rd - 12th Grade

increased vegetable consumption	34%
decreased soda consumption	33%
increased physical activity	34%
washed their hands more often	28%
decreased screen time	30%

YOUTH K-2nd Grade Impact

- 86%** Washed their hands more before handling food.
- 57%** Bring more fruits and veggies as snacks.
- 97%** Can identify healthy food choices.
- 82%** Increased physical activity.
- 88%** Are now eating more fruits and vegetables.

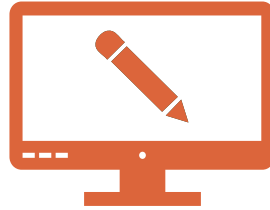


INDIRECT EDUCATION

Indirect education activities are complementary approaches to direct education and PSE coaching and include informative channels like: articles, fact sheets, radio podcasts, social media postings, web presence, and educational videos.

200,438

ADULTS AND YOUTH REACHED



SOCIAL MEDIA



532,256 TOTAL DUPLICATIVE REACH FOR SOCIAL MEDIA POSTS

- 4,043** Instagram TOUCHES
- 496** Video Hours WATCHED on YouTube
- 10,480** Pinterest PINS Entered Users Screen
- 223,419** MI HEALTH MATTERS Facebook Post Entered Users Screen
- 296** MI HEALTH MATTERS Educational Videos Now Available



PSE Success Story

The Pantry2Preschool (P2P) project provided food boxes for families at the preschool sites their children attended. MSU Extension provided guidance for the food items purchased and provided in the food boxes; along with corresponding healthy recipes for the families to use at home. The community champion and volunteers at the food pantry are supporters of making healthy food choices and being physically active. They reported choosing more fruit and vegetables and encouraging pantry participants to do the same. The layout of the pantry was also adjusted to support more efficient shopping and packing of the P2P food boxes.

- Grand Traverse County

The MI Health Matters social media campaign has produced an additional **21 short-form educational videos** that help give viewers the tools they need to increase their physical activity and intake of fruits and vegetables by providing interesting information, cooking tips, recipes, and tricks. The MSU Extension Facebook MI Health Matters video library consists of **296 videos**.



MSU Extension created infographics

provide audiences with quick bits of information that can be found in lengthier MSU Extension news articles. The infographics also include **links that allow viewers access to the full article**. These infographics are posted on Facebook and Instagram.



SNAP-ED SUCCESS STORIES

CHIPPEWA COUNTY

A series participant wrote, "After changing my diet appropriately, using many of the things you {nutrition instructor} shared with us, I was able to nearly reach my normal weight. The key major changes that I made were preparing most of my meals, cutting out sodas, and exercising regularly. My pre-diabetes has been well regulated now and I can't believe how much better I feel!"

BENZIE COUNTY

During an Eat Healthy, Be Active series, participants were able to earn vouchers to purchase fruits and vegetables as part of the Prescription for Health program supported in part by District Health Department #10 and Munson Health. Participants shared that it's important to eat a variety of fruits and vegetables, that eating less salt is important for our health, but you can keep the taste by using herbs and spices, and trying new things is fun! As one participant shared, "Eating healthier has given me more energy! I've lost 5 pounds over the course of this class, just by making small changes suggested during the class!"

ISABELLA COUNTY

A past participant saw her nutrition instructor and shared that she had lost over 20 pounds since she took the nutrition class. She shared that by making small changes in both her physical activity and diet she was able to lose the weight AND keep it off. She was so thankful for the classes (Eat Healthy Be Active) that gave her the tools to be successful.

OTTAWA COUNTY

A class participant shared, "I lost 25 pounds since eating better. I can't wait to share these recipes at home and start doing the things I love by eating good and getting healthier!" The participant was excited to share that some of the topics that were discussed in class had really helped her to control her weight. She was very eager to show and educate her family on new healthy ways and share nutritious food with her family.

CALHOUN COUNTY

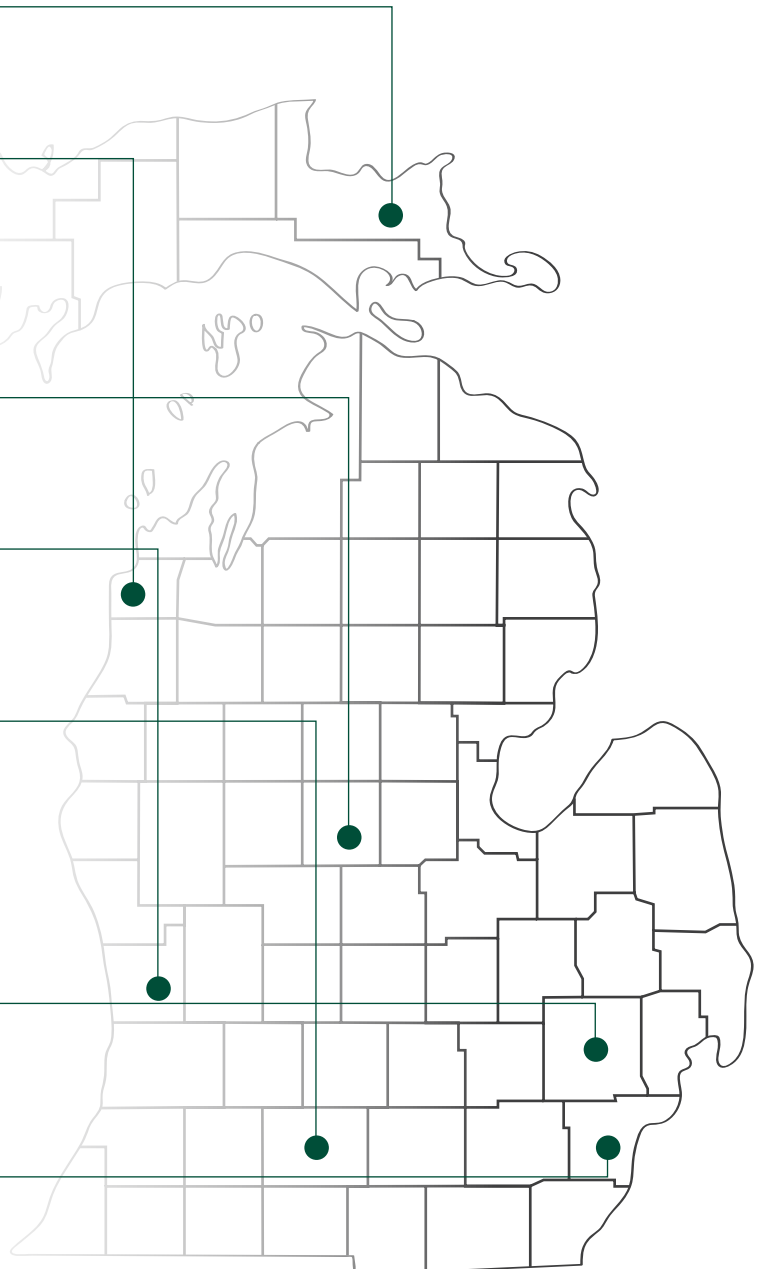
During a Re-think Your Drink session, a group of students at the Calhoun Area Career Center discussed added sugar and caffeine and energy drinks. They shared that one of their classmates had been rushed to the hospital from a heart condition activated by drinking energy drinks at school. A student had one of the drinks with them, so they practiced reading the nutrition facts label together. They also discovered that some were spending almost \$800 a year on energy drinks. A few weeks later, it was learned that one of the school administrators had sat in on the presentation and was shocked to hear about how much sugar and caffeine were in the drinks and all the warning labels. The next day after the class, the administration called up the vendor and canceled all future orders for the energy drinks.

OAKLAND COUNTY

A class participant shared, "I've already lost 6 pounds in the two weeks I've been coming to this program. The things I've learned about healthy eating are to be mindful when eating, not only think about the foods you are eating, but also portion sizes. Avoid mindless (or fog) eating. Be more active if you have a sedentary lifestyle. A walk around the neighborhood works if that is all you have time for. Drink lots of water!"

WAYNE COUNTY

A class participant shared that after suffering with a phobia of cooking meat incorrectly his entire adulthood, he was finally able to eat a piece of chicken breast that he cooked himself. The participant would have panic attacks that prevented him to eat the meat he prepared for fear that it would be uncooked. This made him eat out frequently and spend more money. After attending the series and receiving a lot of assurance on how to use a meat thermometer and check the temperatures, he finally felt confident to cook meat at home.



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