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

### Reach

1.7 M participants

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

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

### Delivery

25,000 sites nationwide

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

### 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

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

**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:

**SMATER 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

**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**

<table>
<thead>
<tr>
<th>Items Distributed</th>
<th>COMMON DISTRIBUTION SITES: schools, childcare facilities, food assistance sites, emergency shelters</th>
</tr>
</thead>
<tbody>
<tr>
<td>7M reinforcement items</td>
<td>600 unique billboards &amp; signs</td>
</tr>
<tr>
<td>1M online posts &amp; videos</td>
<td>700+ unique articles</td>
</tr>
<tr>
<td>6M hard copy materials</td>
<td>200+ unique websites</td>
</tr>
<tr>
<td>27M impressions</td>
<td>24 campaigns</td>
</tr>
</tbody>
</table>

**Policy, Systems, and Environmental Change Initiatives (PSE)**

**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**

<table>
<thead>
<tr>
<th>LEARN</th>
<th>SHOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>53% of sites</td>
<td>15% of sites</td>
</tr>
</tbody>
</table>

**Intervention Sites**

<table>
<thead>
<tr>
<th>LEARN</th>
<th>SHOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,300 policy changes</td>
<td>3,500 systems changes</td>
</tr>
<tr>
<td>3,200 environmental changes</td>
<td></td>
</tr>
<tr>
<td>6,000 nutrition changes implemented across 2,400 sites</td>
<td>3,200 environmental changes</td>
</tr>
<tr>
<td>1,700 physical activity changes implemented</td>
<td></td>
</tr>
<tr>
<td>7,000 sites where people learn, including schools</td>
<td></td>
</tr>
</tbody>
</table>

**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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