## IOWA STATE UNIVERSITY

Extension and Outreach

# **BUY EAT LIVE** HEALTHY

#### Overweight and obesity are serious health problems in lowa.

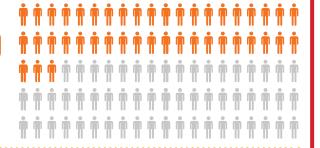
Obesity is linked to risk factors for heart disease, cancer and stroke, which are the three leading causes of death in lowa. On average, lowans eat too few healthy foods like fruits, vegetables and whole grains. Often, lowans with lower income eat fewer of these healthy foods than those with higher income. Buy. Eat. Live Healthy. is working to change this trend by helping lowa families build knowledge and skills to make healthy choices despite tight food budgets.

## **SNAP-ED SUMMARY**

Number served: 548

Number graduated: 346

participants are minorities



reported income at or below 100% of federal poverty level



Dionne is a young, single mother of an infant boy. When I met her she was struggling with keeping herself wellnourished while breastfeeding her baby. She grew up not learning many cooking skills and felt she didn't know what to do in the kitchen. She depended on her boyfriend to cook for them, but many times he was not there and she turned to processed, prepared foods that she could get at the convenience store close by.

By the time she finished the Buy. Eat. Live Healthy program, she felt more confident in the kitchen. She had learned to prepare recipes on her own and she knew how to use the healthy foods she received as a WIC participant. She is now more committed to eating well both for herself and her baby and she has the skills to make it happen.

#### **Contact Us**

Christine Hradek, MPH SNAP-Ed Coordinator | hradek@iastate.edu

### **BEHAVIOR CHANGE**

Buy. Eat. Live Healthy, program graduates made significant changes to improve their health.



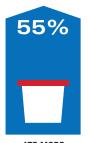
ATE MORE **FRUIT** 



ATE MORE **VEGETABLES** 



ATE MORE WHOLE GRAINS



ATE MORE DAIRY **PRODUCTS** 



WERE MORE **PHYSICALLY ACTIVE** 



**IMPROVED NUTRITION PRACTICES** 



**IMPROVED** FOOD RESOURCE MANAGEMENT



**IMPROVED** FOOD SAFETY **PRACTICES** 

This program is funded by USDA's Supplemental Nutrition Assistance Program, EFNEP and lowa State University Extension and Outreach. USDA is an equal opportunity provider and employer. The Supplemental Nutrition Assistance Program, known in lowa as Food Assistance, provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more visit www.yesfood.iowa.gov.