

# Family Nutrition Program

## Missouri's SNAP-Ed Program

### FY2017 Annual Report



UNIVERSITY OF MISSOURI  
 Extension

an equal opportunity/access/affirmative action/  
pro-disabled and veteran employer

Funded by USDA SNAP

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# Family Nutrition Program

## Missouri's SNAP-Ed Delivery System

University of Missouri Extension is dedicated to providing research-based nutrition education to Missouri's Supplemental Nutrition Assistance Program (SNAP) recipients and eligibles. Using the socioecological model to prompt behavior change, MU Extension faculty and staff provide education to youth and adults throughout the state of Missouri.

Whether reaching out to youth and adults through classroom education or working with communities to promote healthy policies, systems and environments, the goal of the program is to help participants make behavior changes to achieve lifelong health and fitness. Along with statewide education, MU Extension coordinates the Missouri Nutrition Network activities through the Missouri Council for Activity and Nutrition (MOCAN) and collaborates with Operation Food Search to expand nutrition education throughout the state.

The Family Nutrition Program is funded through the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS) through the SNAP. This report features highlights from the fiscal year 2017 program, evaluation data and a fiscal summary.

*Whether in the classroom or the community, the goal of the Missouri SNAP-Ed delivery system is to help participants make behavior changes to achieve lifelong health and fitness.*

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# Family Nutrition Program Final Report 2017

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# Program Objectives for FY2016–2018

Progress in meeting the objectives below is found throughout this report with the appropriate indicators.

## Youth

1. The number of edible gardens (youth and adult) will increase from 180 beginning October 1, 2015, to 350 by September 30, 2018.
2. There are currently 22 Missouri child care centers with a Let's Move! or Eat Smart Child Care designation. By September 30, 2018, SNAP-Ed faculty will provide training and technical assistance to increase the number of centers to 37.
3. Currently, there are 179 schools that have enrolled in the HealthierUS School Challenge—43 Silver designation, 175 Bronze designation and 1 Gold designation. By September 30, 2018, SNAP-Ed faculty will provide training and technical assistance so that 10 new schools will enroll in the challenge and 25 schools that recertify will improve their designation.
3. By October 1, 2016, a new youth social marketing campaign will be developed for use with SNAP-Ed participants. By September 30, 2018, over half of MOCAN member agencies will have utilized the new youth campaign materials and provide a consistent message across the state.
4. Missouri currently has three food policy councils across the state. By September 30, 2018, this number will grow to nine.

## Cooking Matters

By September 30, 2018:

1. 70 percent of all participants will graduate from Cooking Matters courses, attending four of the six classes in a series, as seen in the end-of-year reporting.
2. 60 percent of all participants will improve fruit, vegetable and whole-grain intake by the end of each class series, as seen in the end-of-year reporting.
3. 50 percent of all adult participants will report increased use of the food label by the end of a class series, as seen in the end-of-year reporting.
4. 25 percent of all adult participants will improve the amount of physical activity they do each day, as seen in end-of-year reporting.
5. 80 percent of child Cooking Matters participants will learn at least one new thing about nutrition, as seen in the end-of-year reporting.
6. 80 percent of all child participants will learn at least one new thing about cooking, as seen in the end-of-year reporting.

## Adults

1. The number of edible gardens (youth and adult) will increase from 180 beginning October 1, 2015, to 350 by September 30, 2018.
2. Currently, 59 percent of adults surveyed report that they shop with a list and plan meals ahead of time. By September 30, 2018, that number will increase to 70 percent of adult SNAP-Ed participants surveyed.

## Missouri Nutrition Network

1. Currently, 98 school districts utilize fresh produce or animal products from local producers. The number of school districts will increase to 110 by September 30, 2018.
2. Currently, 12 parks have implemented the Eat Smart in Parks intervention. By September 30, 2018, this number will grow to 20 state and local parks that have concessionaires offering healthy food options.

# SNAP-Ed Evaluation Framework

## Nutrition, Physical Activity and Obesity Prevention Indicator

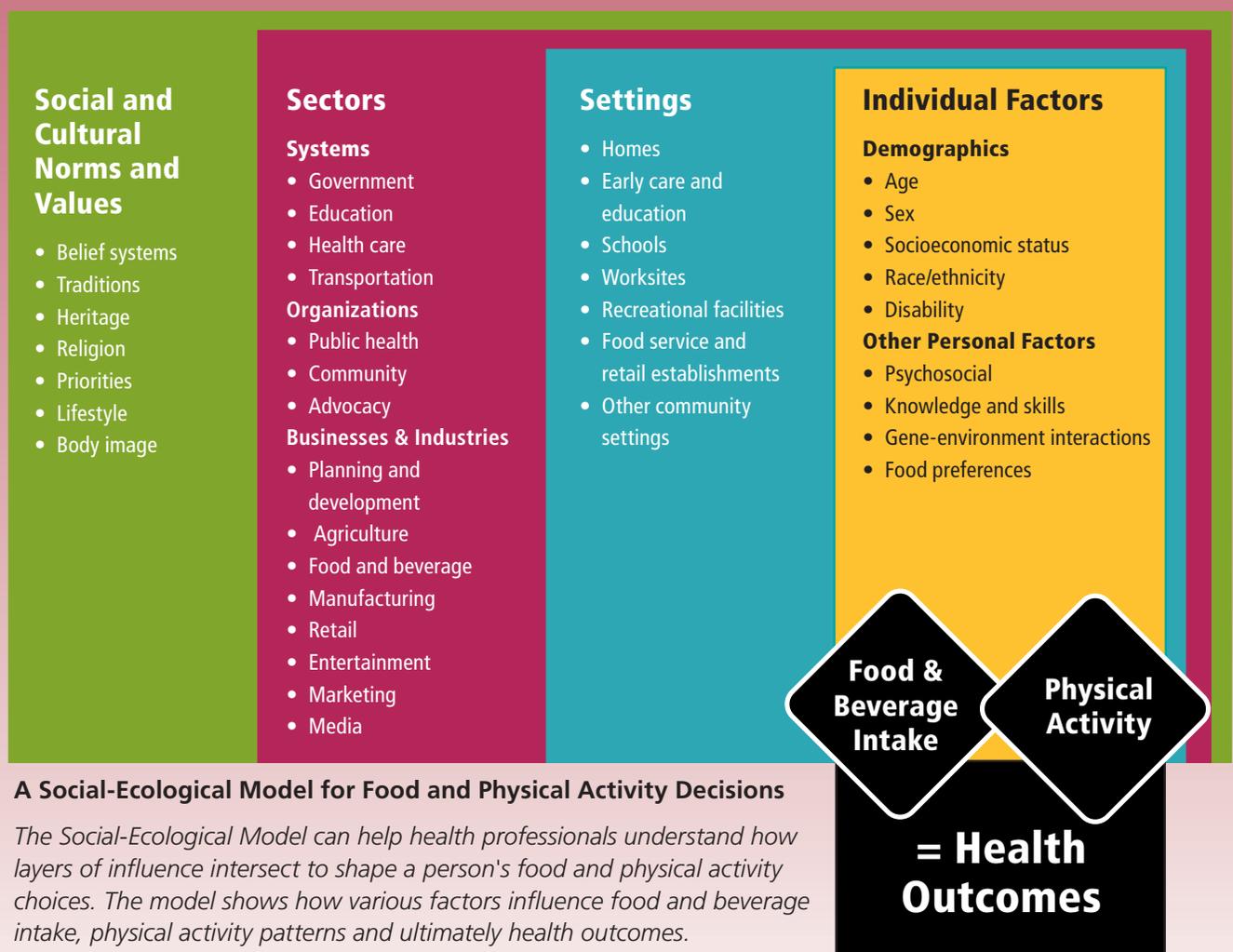
for use with charts

	Readiness and Capacity Short Term (ST)	Changes Medium Term (MT)	Effectiveness and Maintenance Long Term (LT)	Population Results
<b>Individual</b>	Goals and Intentions	Behavioral Changes	Maintenance of Behavioral Changes	Trends and Reduction in Disparities
	ST1: Healthy Eating ST2: Food Resource Management ST3: Physical Activity and Reduced Sedentary Behavior ST4: Food Safety	MT1: Healthy Eating MT2: Food Resource Management MT3: Physical Activity and Reduced Sedentary Behavior MT4: Food Safety	LT1: Healthy Eating LT2: Food Resource Management LT3: Physical Activity and Reduced Sedentary Behavior LT4: Food Safety	R1: Overall Diet Quality R2: Fruits & Vegetables R3: Whole Grains R4: Dairy R5: Beverages R6: Food Security R7: Physical Activity and Reduced Sedentary Behavior R8: Breastfeeding R9: Healthy Weight R10: Family Meals R11: Quality of Life
<b>Environmental Settings</b> Eat, Live, Work, Learn, Shop and Play	Organizational Motivators	Organizational Adoption and Promotion	Organizational Implementation and Effectiveness	
	ST5: Need and Readiness ST6: Champions ST7: Organizational Partnerships	MT5: Nutrition Supports MT6: Physical Activity and Reduced Sedentary Behavior Supports	LT5: Nutrition Supports Implementation LT6: Physical Activity Supports Implementation LT7: Program Recognition LT8: Media Coverage LT9: Leveraged Resources LT10: Planned Sustainability LT11: Unexpected Benefits	
<b>Sectors of Influence</b>	Multi-Sector Capacity	Multi-Sector Changes	Multi-Sector Impacts	
	ST8: Multi-Sector Partnerships and Planning	MT7: Government Policies MT8: Agriculture MT9: Education Policies MT10: Community Design and Safety MT11: Health Care Clinical-Community Linkages MT12: Social Marketing MT13: Media Practices	LT12: Food Systems LT13: Government Investments LT14: Agriculture Sales and Incentives LT15: Educational Attainment LT16: Shared Use Streets and Crime Reduction LT17: Health Care Cost Savings LT18: Commercial Marketing of Healthy Foods and Beverages LT19: Community-Wide Recognition Programs	
<b>CHANGES IN SOCIETAL NORMS AND VALUES</b>				
Source: <a href="https://snaped.fns.usda.gov/snap/EvaluationFramework/SNAP-EdEvaluationFramework.pdf">https://snaped.fns.usda.gov/snap/EvaluationFramework/SNAP-EdEvaluationFramework.pdf</a>				

# Individual Level Indicators

The foundation of SNAP-Ed is helping youth, adults and families who are eligible to receive SNAP learn to make healthy choices about nutrition and physical activity. Information in this section reflects the progress that Missouri's participants made toward healthier choices and stretching their food dollars.

Information about how many individuals participated in Missouri SNAP-Ed begins on page 40.



## A Social-Ecological Model for Food and Physical Activity Decisions

The Social-Ecological Model can help health professionals understand how layers of influence intersect to shape a person's food and physical activity choices. The model shows how various factors influence food and beverage intake, physical activity patterns and ultimately health outcomes.

Source: <https://health.gov/dietaryguidelines/2015/guidelines/infographic3-1/>





Sarah Woodrow, Nutrition Program Associate, preparing a tasting for a dairy lesson in her Palmyra office.

### Success Story

At an adult rehabilitation, I teach Eating Smart, Being Active. Over the holidays, I ran into a person who had attended classes previously. He had lost 30 lbs. just from changing his eating habits and joining a gym. I asked him what his biggest change was that he had made. He said giving up soft drinks, and eating more fruits and vegetables. He said he also was watching his fats, sodium and portion sizes. He is eating fruits and vegetables as snacks and adding them to his water for flavoring. He said he has not felt this good in a long time and thanked me for the class that helped him to make better food and snack choices.

*Submitted by Jeanie Huey, Nutrition Program Associate, Stoddard County*



Deann Turner, NE Program Manager, and Kelly Rich, Nutrition Program Associate, introducing the Seasonal and Simple app and recipes, using foods from the Audrain County Food Pantry.



Barry County Nutrition Program Associate Jacquie Howell, teaches participants how to choose whole grains using the Eating Smart, Being Active curriculum at The United Methodist Church in Cassville.

### Success Story

I was able to get a six-week class set up in a little food pantry in Sarcoxie. The turnout was very good. I really had only expected to have two or three (participants), but had an average of 14 to 15 every class. One of the ladies came up to me after class had ended. I had done the Dairy lesson. She told me she was so glad I explained that you only lose the fat, not the calcium, when switching to low-fat or skim milk. She told me her husband had been telling her for a while she should be using lower-fat or skim milk, but she didn't really know why. She told me it all made sense now and she would be buying the lower-fat or skim milk from now on.

*Submitted by Mary Ann Pennington, Nutrition Program Associate, Jasper County*

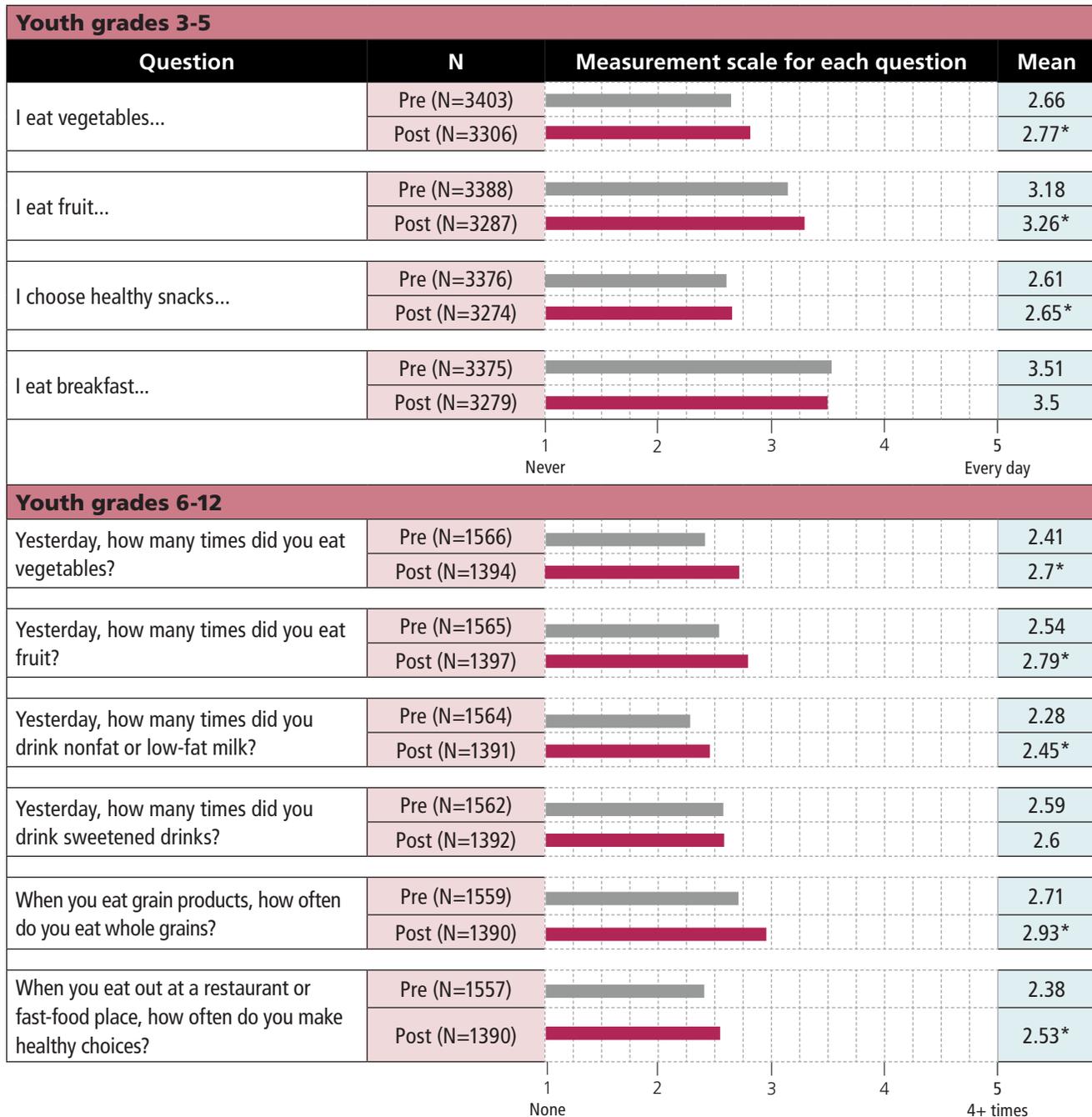
# Healthy Eating

## (Youth)

This series of indicators (ST1, MT1) focuses on how closely participant eating behaviors align with the recommendations provided in the 2015-2020 Dietary Guidelines for Americans.

### Medium-term impact

Medium-term impacts (MT1) reflect reported changes in eating behaviors. Youth were surveyed before and after participating in a series of nutrition education lessons.



\*Statistically significant (p<.05; 95% confidence interval)

*At Symington Elementary School in Grandview, Missouri, I was teaching a Kids in the Kitchen course to first-grade students. The subject was about measuring foods. The majority, if not all, of my students had never used a measuring cup while cooking. I explained to students that measuring foods is a great way to control portion sizes. The next class a parent pulled me aside and said that her daughter wants to measure her cereal and milk every morning, to stay on top of portion control.*

*Submitted by Crystal Doffoney,  
Nutrition Program Associate, Jackson County*



*Joni Halley, Nutrition Program Associate, works with local agencies to provide food tastings to students. Pictured are students with their newly created butterflies at Putnam County Elementary School.*

### **Success Story**

**A**fter teaching a lesson to a second-grade class at Bowling Green Elementary School, I had a student run up to me as I was packing to leave. She told me that her father had looked at the newsletter I had sent home, and they decided to make the recipe on the back! The recipe they made was called Food Groups Sandwich, which reinforced the lesson I had taught about choosing healthy foods from each food group. She told me that her dad couldn't wait until she brought the next newsletter home so they could make another healthy recipe together!

*Submitted by Sarah Woodrow,  
Nutrition Program Associate, Pike County*

### **Success Story**

**I**t has been a great start to a new school year at Confluence Academy-South in St. Louis City. I have had such positive feedback from teachers, parents and students. One of the teachers, a parent as well, stopped me in the hall yesterday to let me know what an impact I had on her child at home. She stated, "Zontae absolutely loved Nutrition, and talked explicitly about what he learned in nutrition class on his way home from school." I have been teaching two nutrition concepts a week to this particular fifth-grade class, so, not only is he learning at a quick pace, but having nutrition lessons twice a week means he is having lots of nutrition discussions quite often with his mom on their way home from school. The parent stated, "Zontae is cognitively slow for his age, but his interest in the topic has definitely made positive changes in his eating habits." "He is making healthier choices at the dinner table and for his evening snacks—i.e., eating cheese and crackers instead of cake or cookies." She also stated that he is more open to trying new foods as well. He doesn't give her that squishy face or state that the food is nasty. He even tells his family they need to try new things and be courageous—a phrase I as an FNP educator usually add when trying to have students try new foods. Wow, what a success! Nothing is more positive (than) when a parent stops to tell you what the student has shared and how I have impacted the family in such a positive way.

*Submitted by Andrea Oswell-Holmes,  
Nutrition Program Associate, St. Louis City*





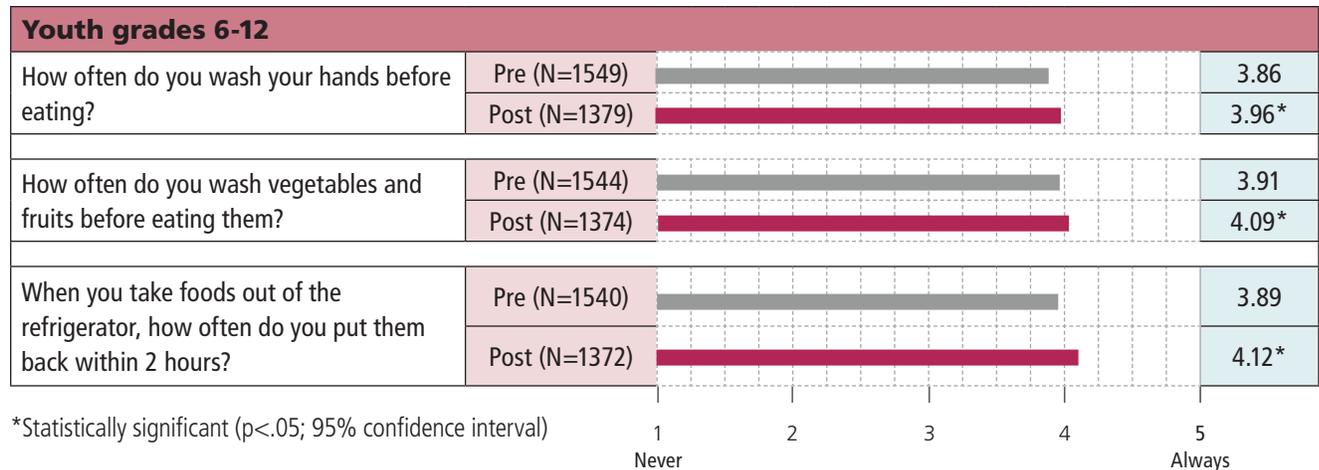
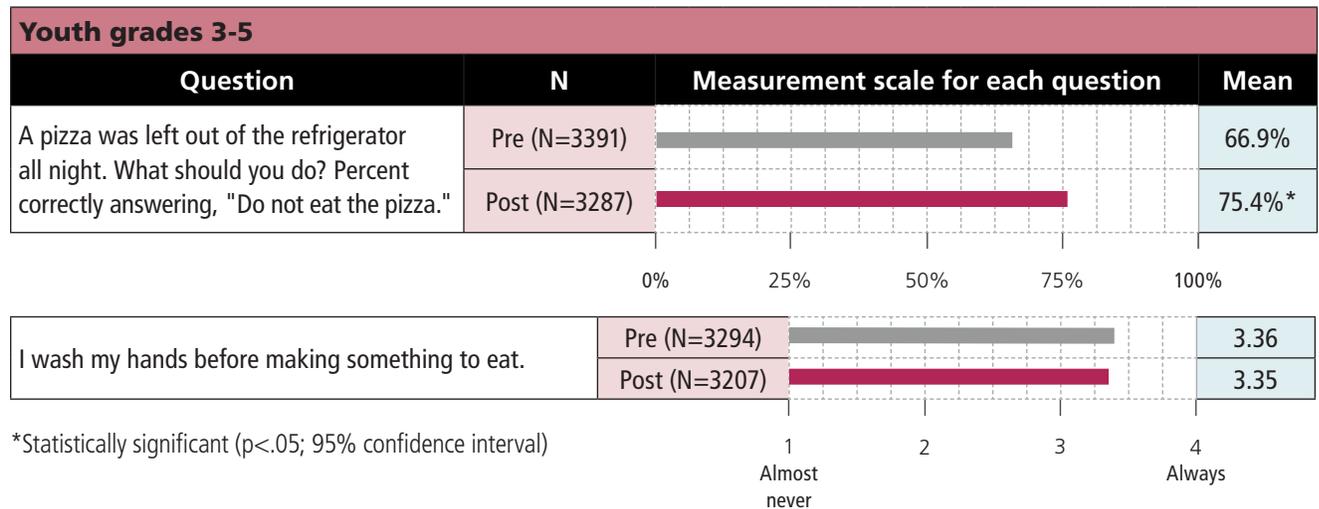


# Food Safety Behaviors

## (Youth)

### Medium-term impact

Medium-term impacts (MT4) reflect reported changes in behavior. Youth were surveyed before and after participating in a series of nutrition education lessons.



### Success Story

When visiting the kindergarten students at Bloomsdale Elementary, I had a FIRST! The lesson was the germ lesson and hand-washing. Often, I have to send students back to wash their hands, as they skip an important step and the germ light shows them that the "invisible germs" had not washed off completely. On this day, we really worked hard at hand-washing, and the kids were proud to announce to the principal that ALL THREE CLASSES had a 100 percent success rate in hand-washing that day. They were so proud. The principal was impressed and the teachers reported more diligent soap and scrubbing by the students.

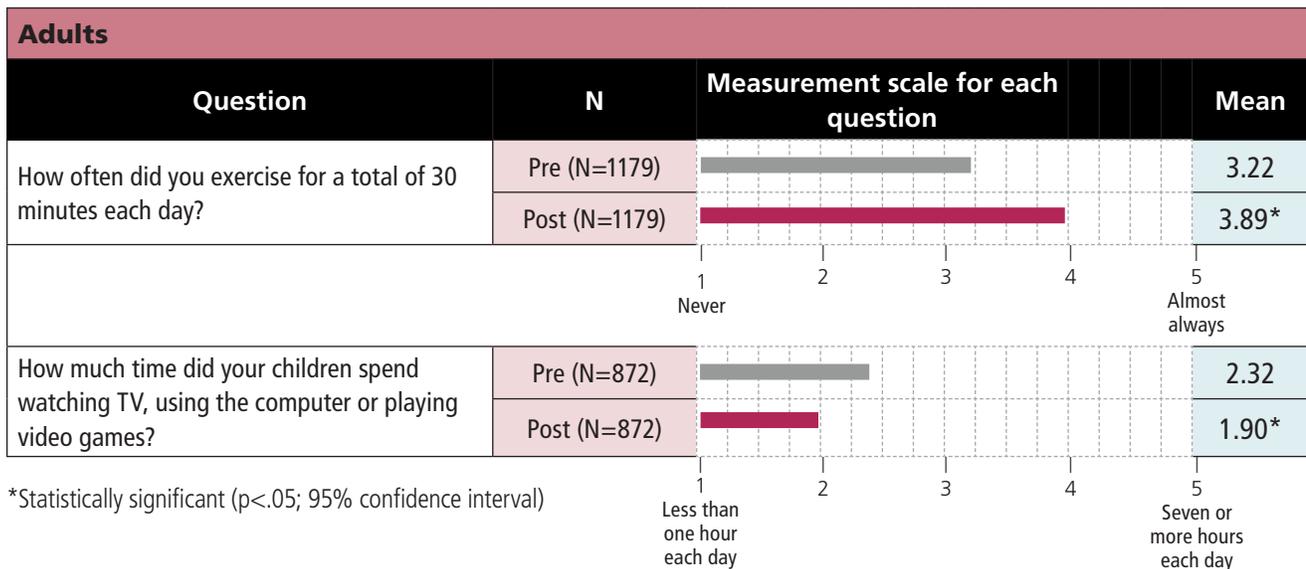
*Submitted by Judy Colligan,  
Nutrition Program Associate, Ste. Genevieve County*

# Physical Activity and Reduced Sedentary Behavior (Adults)

This series of indicators (ST3, MT3) focuses on increasing physical activity and/or reducing sedentary behavior.

## Short-term impact

Short-term impacts (ST3) include intended behavior changes or goal setting by participants. Adults were surveyed about their prior behaviors and intended changes after receiving nutrition education.



\*Statistically significant (p<.05; 95% confidence interval)

## Success Story

Two weeks ago, I started teaching the Eating Smart, Being Active classes with a new group of participants. We did our stretching exercises as outlined in the curriculum. They had handouts to take home with them so they could do them at home.

Today at class, one of the women in the group indicated that she had been doing the shoulder stretches and that they had really helped with the soreness and stiffness in her back and shoulders. We did the exercises/stretchers for Lesson 2 today. She was hesitant about doing them and "making a fool" of herself. She indicated that she would take the handout home and that she will be trying them at home.

I reminded her as she leaving to keep up with the exercises, and that I was proud of her.

*Submitted by Rhonda Kasper,  
Nutrition Program Associate, Cass County*

## Success Story

I have been teaching Eat Smart, Live Strong at the local senior center. One of my students said that he had started using the exercises that I handed out and was doing them six days a week now for at least one half-hour each day. He said, "It has made all the difference in the world!" He said that he has better mobility and flexibility, and that he has more energy and just feels better overall. His wife even commented that "he can almost keep up with me now." She agreed that the exercise routine has made a great improvement in his life. She also made sure to tell me that they always ate plenty of fruits and vegetables each day—even more than what was recommended in the curriculum sometimes.

*Submitted by Christa Spinder,  
Nutrition Program Associate, Crawford County*



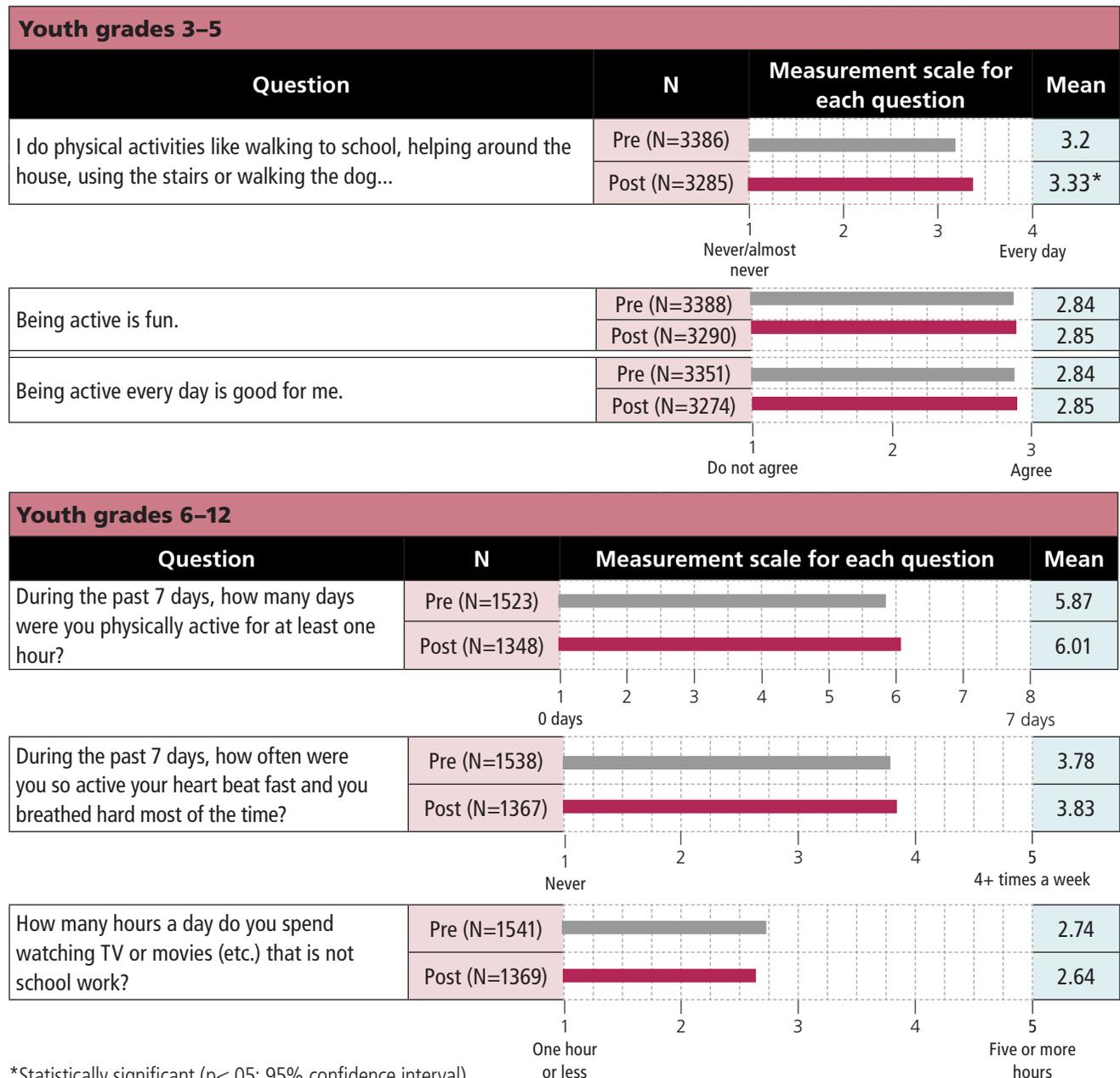
Heather Eoff, Nutrition Program Associate, helps a child at Hermann Elementary make a smoothie and be physically active at the same time on the smoothie bike.

# Physical Activity and Reduced Sedentary Behavior (Youth)

This series of indicators (ST3, MT3) focuses on increasing physical activity and/or reducing sedentary behavior.

## Medium-term impact

Medium-term impacts (MT3) reflect reported changes in behavior. Youth were surveyed before and after participating in a series of nutrition education lessons.



\*Statistically significant (p<.05; 95% confidence interval)

## Stay Strong, Stay Healthy

### Stay Strong, Stay Healthy



Stay Strong, Stay Healthy (SSSH) is an evidence-based physical activity program designed to improve the health and quality of life of older adults. It builds upon the evidence-based Strong Women Program developed by researchers at the Friedman School of Nutrition Science and Policy at Tufts University in Boston, Massachusetts. Trained SSSH instructors collaborate with community partners in rural and urban regions of Missouri in order to provide access to a safe, effective, evidence-based physical activity program. By increasing strength, balance and flexibility, SSSH aims to positively influence the ability of older adults to remain living independently longer.

SSSH courses have been taught in Missouri for the past 12 years. After regular participation, pre- and post-course physical fitness assessments show significant changes that positively affect the functionality, independence and quality of life of participants while simultaneously reducing the risk of falling. After participants complete an SSSH course, assessments show that 61 percent of the participants improve in four to five of the fitness assessments. Pre- and post-course surveys also reveal:

- Ninety-five percent of SSSH participants feel better because of the program
- Ninety-four percent feel physically stronger
- Ninety percent feel more flexible
- Eighty-seven percent feel they have more energy



Amy Bartels, Nutrition and Health Specialist, leads SSSH participants at Hughes Senior Center, Laclede County.



In 2016, SSSH expanded to reach SNAP-eligible audiences. Out of 115 total SSSH courses taught across the state during fiscal year 2017, 26 courses were held at approved FNEP locations for SNAP-eligible Missourians. In fiscal year 2017, 221 SNAP-eligible older adults participated in SSSH at approved locations. Not only did these participants receive the course's physical benefits, several reported that it helped boost both their balance and their general energy levels. Some were encouraged to exercise more and leave their homes more frequently, and said the course improved their overall emotional outlook. In the upcoming year, SSSH efforts will continue in Missouri to raise awareness about the importance of physical activity and the availability of evidence-based programs to help prevent frailty, injury and disease.

# Cooking Matters

Operation Food Search and University of Missouri Extension have again teamed up to end hunger in Missouri. Through a partnership with Share Our Strength, a Washington, D.C.-based anti-hunger organization, Operation Food Search (OFS) hosts the Cooking Matters program in Missouri. While OFS focuses its programming on the Greater St. Louis area, satellite partnerships—such as its alliance with University of Missouri Extension—extend the reach of this hands-on, six-week cooking course across the state. The suite of Cooking Matters programs includes courses for kids, teens, adults, parents, families and child care professionals as well as a facilitated grocery store tour called Cooking Matters at the Store.

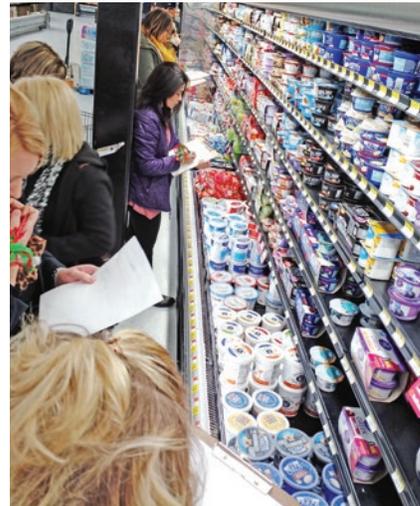
During Cooking Matters at the Store tours, participants engaged in basic nutrition lessons, learning how to use the MyPlate food guide, read a Nutrition Facts panel and shop for and prepare tasty, nutritious and affordable food for themselves and their families.

The Cooking Matters program is offered to a wide spectrum of audiences, including newly arrived immigrants and refugees who are unfamiliar with shopping in American stores, parents who are trying to raise healthy eaters and teens who are aging out of foster care. OFS had an 83 percent course graduation rate, and the University of Missouri Extension had an 86 percent graduation rate. The importance of nutrition education is undeniable, and by utilizing Cooking Matters to provide families and individuals the basic skills to make healthy food choices on a limited budget, families across Missouri are learning how to make the most of their resources.

Operation Food Search Budget	
Fiscal Year 2017	Subaward 00051513-1
Personnel	\$31,000
Fringe benefits	\$6,000
In-state travel	\$2,000
Office supplies	\$400
Nutrition education materials	\$1,200
Printing and duplication	\$4,400
Operation Food Search	
<b>TOTAL</b>	<b>\$45,000</b>



Mom offering son a taste of foods prepared in a Cooking Matters class conducted by Amy Bartels, Nutrition and Health Specialist, Texas County.



## Success Story

Assisted Nutrition and Health Specialist Sarah Wood with Cooking Matters for Teens classes at the Buchanan County Academy. During each session, youth participants learned about nutrition, smart shopping/smart food choices and also prepared a three-course meal. During the first class, we observed that very few students knew how to use a knife to cut or chop foods of any kind. By the last Cooking Matters lesson, these kids were able to chop foods like sweet potatoes, onions, green peppers, cilantro, green onions, tomatoes, garlic and cucumbers with very little help. They also learned to safely handle, cut and cook meat. It was very rewarding to help teach these important life skills to a group of kids who might not get that knowledge without our programs.

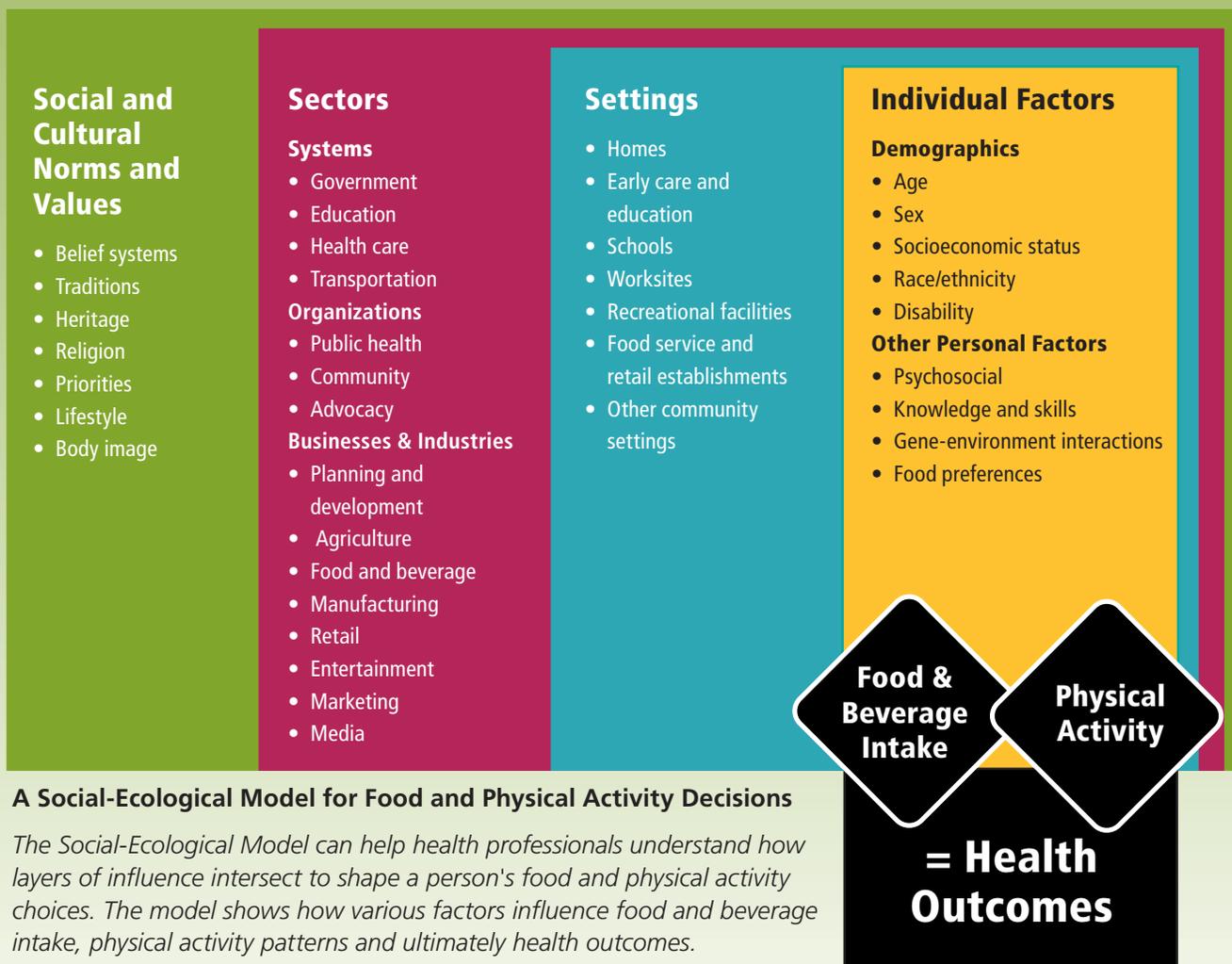
*Submitted by Debbie Bennett,  
Nutrition Program Associate, Buchanan County*



*Nutrition Program Associate Micah Doty works with a group of first-graders at South Harrison Elementary in Harrison County. They learned about the different food groups and talked about the importance of physical activity.*

# Environmental Settings Level Indicators

Organizations that serve low-income individuals can help reinforce and support what participants are learning in SNAP-Ed classes. Information in this section describes some of the ways that sites in Missouri have made changes in policy or practice to help people to make healthy choices.



## A Social-Ecological Model for Food and Physical Activity Decisions

The Social-Ecological Model can help health professionals understand how layers of influence intersect to shape a person's food and physical activity choices. The model shows how various factors influence food and beverage intake, physical activity patterns and ultimately health outcomes.

Source: <https://health.gov/dietaryguidelines/2015/guidelines/infographic3-1/>

# Local Partnerships

## Worksite Wellness

Partners at the state and regional level can influence and change settings within communities. One example is the WorkWell Missouri Toolkit initiative. The toolkit was revised as a collaborative effort of the Missouri Council for Activity and Nutrition (MOCAN) Worksites Work Group, which includes the Missouri Department of Health and Senior Services and several other partners that influence many other organizations. The toolkit was written to help employers begin a worksite wellness program, as well as to aid those employers who have a wellness program in place.

A group of 13 pilot agencies associated with the partner organizations completed the WorkWell Missouri Toolkit project. Several of these pilot agencies were SNAP-Ed sites. The pilots worked through the program for approximately six months, ending in January 2017. Pilots could request

reimbursement of up to \$1,000 from partner funds for such things as training, travel and supplies that were relevant to making and keeping an organizational wellness policy in place.

At the end of six months, pilots were asked to complete a survey describing their experiences and submit suggestions for changes to the WorkWell Missouri Toolkit before its final publication. The pilots indicated that the toolkit was “easy to use,” and that they would likely continue to use it. They also felt better prepared to manage health care costs. Fifty-three percent of the respondents indicated that productivity increased, and 64 percent expressed increased employee satisfaction.

After the toolkit was finalized, the partner organizations conducted a webinar in August, “Educate the Educator,” to train their staffs to better assist local businesses in implementing worksite wellness programs.

### Success Story

Minnie Cline Elementary in Savannah offered a yearlong Garden Club after school. This opportunity was made possible through the partnership of Amie Whipple (fourth-grade science

teacher), Andrew County Health Department and FNEP/MU Extension. Participating students engaged in hands-on learning with the gardens. The topic of one of my lessons was soils. One day after a rain, I noticed the students were out on the playground intensely looking at the ground and moving very slowly. I asked them what they were doing and they told me they were looking for worms to put in the raised beds. They said they learned in class how worms help the soil and wanted to make sure we had worms for the raised beds. It is rewarding to see students apply the knowledge learned in our garden class, even several weeks after a lesson.

*Submitted by Sue Robison,  
Nutrition Program Associate,  
Andrew County*



# Nutrition Supports

Because of the nature of the Socio-Ecological Model, many interventions overlap more than one indicator area. Gardening at a site, such as a school or community center, is an excellent example of an overlap between Nutrition Supports (MT5) and Physical Activity and Reduced Sedentary Behavior Supports. On the one hand, gardening can be a Nutrition Support if the food produced is consumed by individuals within a group of people, such as schoolchildren or those participating in a food pantry, and a Physical Activity and Reduced Sedentary Behavior Support if the individuals within that group are caring for the garden. In Missouri, Nutrition Supports are realized in parks, retail outlets, schools,

worksites, child care facilities, community centers, senior citizen centers and other settings. While Eat Smart in Parks is featured in this section, Stock Healthy, Shop Healthy (see page 34); worksite wellness (see page 20); Smarter Lunchrooms; Farm to School (see page 28) and other interventions also have a Nutrition Support component.

**Objective:** Currently, 12 parks have implemented the Eat Smart in Parks intervention. By September 30, 2018, this number will grow to 20 state and local parks that have concessionaires who offer healthy options.

• Parks which have implemented Eat Smart in Parks:

Baseline 10/1/15	12
Goal 9/30/18	20
As of 9/30/17	30



## Eat Smart in Parks Program Expands to Include School Concessions

The Eat Smart in Parks (ESIP) program, a healthy food environment strategy that uses evidence-based practices to improve the healthfulness of foods offered at parks, continues to expand to include school concession stands, particularly those that serve low-income audiences.

In addition, ESIP continues to help parks add new items that meet ESIP nutrition guidelines, promoting them through a variety of marketing techniques.

Currently, ESIP partners are working to build a healthy concessions toolkit for use in schools across the state. Three Missouri schools have piloted a healthy school concessions approach that includes customer surveys, taste tests and menu changes. Marketing technical assistance and materials have been provided to these early adopters of healthy school concessions principles.

Lessons learned from these pilot schools will be incorporated into the healthy school concessions toolkit.

The healthy park and school concessions initiatives continue to leverage funding from the Missouri Department of Health and Senior Services (DHSS) to support their projects. DHSS also provides funding to select local public health agencies (LPHAs) to implement ESIP strategies.

Other fiscal year 2017 ESIP accomplishment highlights include:

- The Joplin Area Food Action Network (JFAN), a southwest Missouri coalition, secured a grant to implement ESIP in parks within Jasper County. JFAN members were trained to implement the program with MU Extension's assistance.
- Park customer survey results and healthy concessions success

stories were presented as a session at the Missouri Park & Recreation Association (MPRA) state conference. Attendees learned about the importance of assessing the needs of their patrons when making concession menu changes.



Nutrition Program Associate JoLynn Hambach conducts a taste test at the Owensville Middle School concession stand.

# Physical Activity and Reduced Sedentary Behaviors

## Behavior Supports

Because of the nature of the Socio-Ecological Model, many interventions overlap more than one indicator area. Gardening at a site, such as a school or community center, is an excellent example of an overlap between Nutrition Supports and Physical Activity and Reduced Sedentary Behavior Supports (MT6). On the one hand, gardening can be a Nutrition Support if the food produced is consumed by individuals within a group of people, such as schoolchildren or those participating in a food pantry, and a Physical Activity and Reduced Sedentary Behavior Support if the individuals within that group are caring for the garden. In Missouri, Physical Activity and Reduced Sedentary Behavior Supports are realized in schools, work sites, child care facilities, community centers, senior citizen centers and other settings. While gardening is featured in this section, worksite wellness (see page 20) and Let's Move! (see page 24), among others, also have a Physical Activity and Reduced Sedentary Behavior Supports component.

Objective: The number of edible gardens (youth and adult) will increase from 180 beginning October 1, 2015, to 350 by September 30, 2018.

- Edible gardens (youth and adult):

Baseline 10/1/15	180
Goal 9/30/18	350
As of 9/30/17	635

Participation in Missouri SNAP-Ed's Eating From the Garden grew tremendously last year, as SNAP-Ed nutrition program associates really ramped up the program.

The number of affiliated gardens went from over 300 in fiscal year 2016 to more than 600 in fiscal year 2017, meeting both client educational and financial needs. New gardens are blossoming throughout the state partly because more schools and clients are learning about the program. Meanwhile, SNAP-eligible Missourians need to stretch their food budgets further—and are looking to gardens to help out.

As a result, children are learning where their food comes from, and are eager to taste what they have grown. The food grown in these gardens goes for cooking lessons, samples, food banks, school lunch programs and to client homes. University of Missouri Extension also has teamed up with high school FFA classes to help grow more than 4,000 plants that will be transplanted into SNAP-Ed gardens. The Missouri SNAP-Ed team is looking forward to new gardens across the state and more opportunities during the next year.



Students excited about the produce from their garden. Shanna Sorg, Nutrition Program Associate, teaches Eating From the Garden at a day care in Madison County.

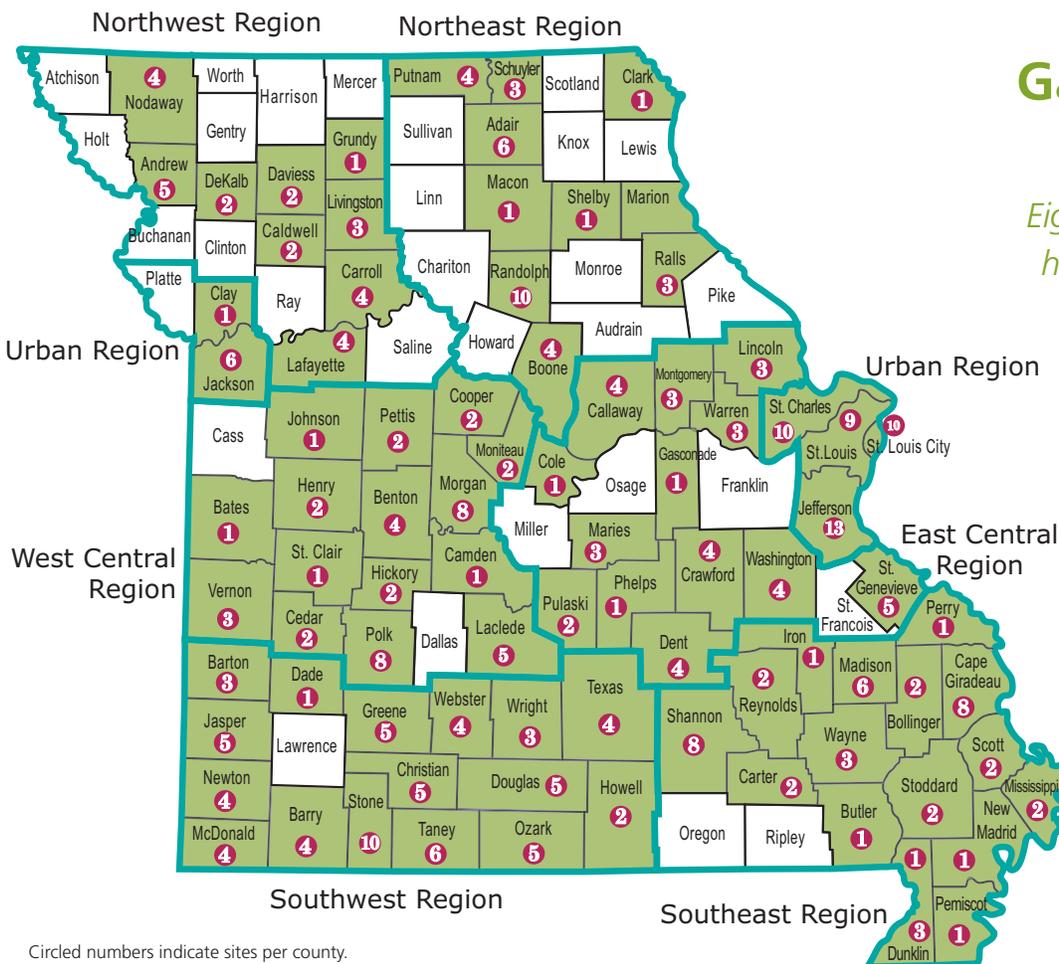
# Physical Activity and Reduced Sedentary Behaviors

## Eating From the Garden

Eating From the Garden		
Region	Sites	Pounds of Produce
East Central	38	449
Northeast	36	886
Northwest	26	36
Southeast	54	3,318
Southwest	102	1,972
Urban East	42	66
Urban West	7	178
West Central	32	711
<b>Total</b>	<b>337</b>	<b>7,601</b>



Volunteers made garlic bug spray and harvested purple beans. Mary Bolling, Nutrition Program Associate, teaches gardening at the St. Louis Dream Center, St. Louis City.



## Garden Sites by County

*Eighty-three counties had garden sites for a total of 635 gardens (raised beds/container/traditional), which grew 7,601 pounds of produce with a retail value of \$20,748.*

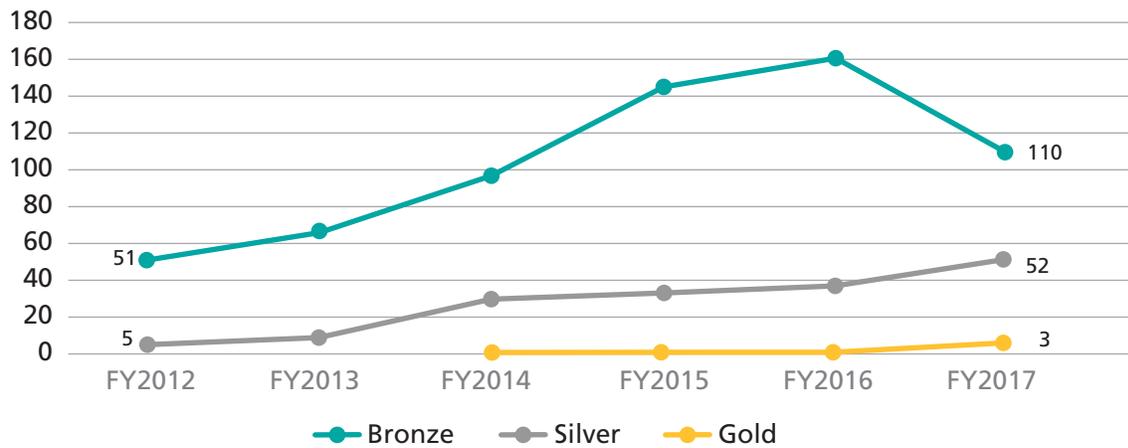
Objective: By September 30, 2018, SNAP-Ed faculty will provide training and technical assistance so that 10 new schools will enroll in the challenge and 25 schools that recertify will improve their designation.

# Program Recognition

Recognition programs (LT7) publicly identify sites that meet specific standards to support nutrition or physical activity. These standards guide programs about changes to be made in policy or practice, and recognition awards can motivate them to do them. The information below lists recognition programs available to schools and child care providers in Missouri that support the health of the youth and families they serve.

## HealthierUS School Challenge: *Smarter Lunchrooms*

Total Missouri Schools by Certification Designation



Missouri SNAP-Ed faculty provide training and technical assistance to help schools and child care providers support positive nutrition and physical activity. The following table summarizes program accomplishments achieved by Missouri sites (LT7).

	Total sites 9/30/15	Total sites 9/30/17	SNAP-Ed goal by 9/30/18	Percent of goal achieved	
a	HealthierUS School Challenge: Smarter Lunchrooms designation	179	165	-	-
	New certifications	-	39*	10	390.0%
	Improved designation upon recertification (e.g., Bronze to Silver)	-	26*	25	104.0%
b	Missouri Eat Smart Child Care recognition awards	141	144	-	-
c	Missouri MOve Smart Child Care recognition awards	48	106	-	-
d	Let's Move! Child Care designation	22	37	37	100.0%

\* Cumulative count, 10/1/15–9/30/17

Data sources:

a - USDA Food and Nutrition Service, 2016. HealthierUS School Challenge Missouri award winners. Retrieved January 2017 from <https://www.fns.usda.gov/hussc/missouri-award-winners>

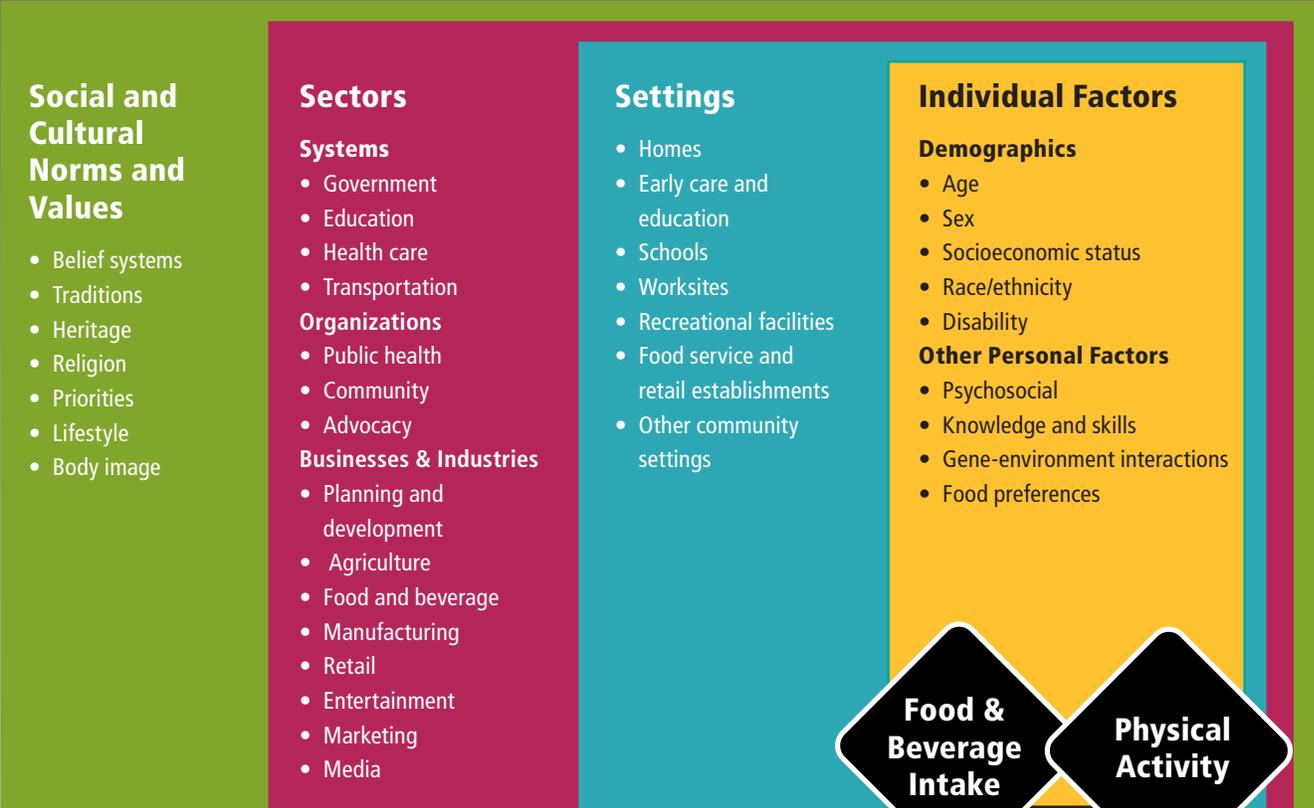
b - Missouri Department of Health and Senior Services, 2016. Recognized Missouri Eat Smart child care centers and homes. Retrieved January 2017 from <http://health.mo.gov/living/wellness/nutrition/eatsmartguidelines/>

c - Missouri Department of Health and Senior Services, 2016. Recognized Missouri MOve Smart child care centers and homes. Retrieved January 2017 from <http://health.mo.gov/living/wellness/nutrition/movesmartguidelines/>

d - Nemours Foundation, 2016. Let's Move! Child Care. Retrieved January 2017 from <https://healthykidshealthyfuture.org/>

# Sectors of Influence Indicators

Coordinated efforts by multiple organizations within a sector—and even across multiple sectors—can create systemic support for healthy choices. Work across several sectors is described in this section.



## A Social-Ecological Model for Food and Physical Activity Decisions

The Social-Ecological Model can help health professionals understand how layers of influence intersect to shape a person's food and physical activity choices. The model shows how various factors influence food and beverage intake, physical activity patterns and ultimately health outcomes.

Source: <https://health.gov/dietaryguidelines/2015/guidelines/infographic/3-1/>

# Multi-Sector Partnerships and Planning



Multi-sector partnerships and planning efforts (ST8) increase the collective impact toward achieving SNAP-Ed goals. Working across multiple sectors helps to coordinate the ways that all partners support nutrition and physical activity changes.

During this last year, the Missouri Council for Activity and Nutrition (MOCAN) has continued implementing its 2016–2020 strategic plan. MOCAN functions as the SNAP-Ed Nutrition Network. As part of that implementation, work groups were offered an opportunity to apply for funds to begin or continue initiatives to change policies, systems or environments. Two work groups received funding—the Worksites Work Group and the Food Systems Work Group. The Worksites Work Group used the funding to attend business conferences to disseminate the recently revamped WorkWell Missouri Toolkit, provide a training session for a group of businesses and train partner agency staff members on how to use the WorkWell Missouri Toolkit with small businesses, especially in low-income communities. The Food Systems Work Group continued its efforts to link schools with local farmers to further Farm to School efforts in Missouri, especially in schools that are SNAP-eligible sites. During fiscal year 2017, the Schools/Child Care Work Group helped the Missouri School Boards' Association (MSBA) revise its model local wellness policy to reflect the latest information and make it consistent with the new U.S. Department of

Agriculture regulations governing school meals. The Policy Work Group gathered information from schools about student physical

stakeholders about communication channels and needs, and established two additional committees to address health care professional training as well as an oversight body to assure the CSC recommendations are implemented, as planned.

A summit planning committee also was established to guide the planning of a joint conference between MOCAN and the MU Center for Health Policy; the concept that food policy is health policy will be the focus of the summit. Changing the food environment in low-income areas will help clients use the knowledge and skills learned in SNAP-Ed classes.

To assist with more involvement by all members, Kansas City joined Joplin as a remote location for MOCAN quarterly meetings. Both locations were successful in attracting current and new members in their respective areas.

**SAVE THE DATE**

**15<sup>th</sup> ANNUAL MISSOURI HEALTH POLICY SUMMIT**

**MU Center for Health Policy and Missouri Council for Activity and Nutrition (MOCAN) present**

**Setting the Table for Success**

**Food Policy Is Health Policy Health Reform in 2017 and Beyond**

**October 26 & 27, 2017 Hilton Garden Conference Center - Columbia, Missouri**

**This Summit will raise awareness of the connections between Food Policy and Health Policy at a local, state and national level. Discussions will focus on the impact of food policy and health reform on the public health and healthcare sectors. Practical tools will be shared to promote healthy environments in settings ranging from hospitals, workplaces, schools and communities.**

**FEATURED SPEAKERS:**

- **Margo Mootari, DSc, Director, Nutrition Policy at Center for Science in the Public Interest, Washington D.C.**
- **Ricardo Salvador, PhD, Director, Food & Environment Program, Union of Concerned Scientists, Washington, D.C.**
- **Bill Barkley, MBA, RONLD, FAND, General Manager and Food Service Director, and Taylor Young, MS, RD, LD, Food Service Manager, Children's Mercy Hospitals and Clinics, Kansas City, MO**

**JOIN DISCUSSION ON:**

- Food Policy to Health Policy
- How food policy impacts health
- How policy and environmental change supports health in all settings
- Current events in health reform
- Local initiatives in food and health policy
- Healthy hospital initiatives
- What's going on in Missouri and the nation ... and many more!

**University of Missouri**

**PRESENTED BY:**

MU Center for Health Policy | Missouri Council for Activity and Nutrition (MOCAN)  
 MU Office of Continuing Medical Education & Physician Lifelong Learning | MU Sinclair School of Nursing

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 Visit our website [mucan.mocan.org](http://mucan.mocan.org) for an up-to-date listing

activity and education opportunities, and engaged more stakeholders in a discussion about ways to ensure that students have the opportunity to meet physical activity recommendations. The Healthcare and Communications Work Groups continued to implement recommendations from the Missouri Children's Services Commission (CSC) surrounding reducing childhood obesity, which disproportionately affects low-income children. The groups collected information from



# Agriculture

The agriculture sector (MT8) is essential in helping to ensure that children and families eligible for SNAP-Ed have access to fresh and locally-grown foods. Those working in or with the agriculture sector can strive to increase the availability of these foods through local distribution channels such as farmers markets, on-farm markets, community supported agriculture and farm-to-school activities.

Objective: Currently, 98 school districts utilize fresh produce or animal products from local producers. The number of school districts will increase to 110 by September 30, 2018.

Baseline 10/1/15	98
Goal 9/30/18	110
As of 9/30/17	143

Data sources		Missouri	Region*	US
<b>a,b</b>	<b>MT8a-1. Total number of farmers markets that accept SNAP benefits per 10,000 SNAP recipients</b>			
	Number of farmers markets	261	1,168	9,059
	Farmers markets accepting SNAP	50	279	3,220
	Farmers markets accepting SNAP, rate per 10,000 SNAP recipients	0.26	0.39	0.32
<b>a,b</b>	<b>MT8a-2. Total number of on-farm markets that accept SNAP benefits per 10,000 SNAP recipients</b>			
	Number of on-farm markets	50	137	1,455
	On-farm markets accepting SNAP	0	10	138
	On-farm markets accepting SNAP, rate per 10,000 SNAP recipients	0	0.01	0.01
<b>a,b</b>	<b>MT8a-3. Total number of community supported agriculture (CSA) initiatives that accept SNAP benefits per 10,000 SNAP recipients</b>			
	Number of CSAs	14	84	794
	CSAs accepting SNAP	4	16	163
	CSAs accepting SNAP, rate per 10,000 SNAP recipients	0.02	0.02	0.02
<b>c</b>	<b>MT8b. Number of school districts that participate in farm-to-school activities</b>			
	Total number of districts surveyed	522	2,161	12,522
	Number participating in farm-to-school activities	143	683	5,258
	Percent participating in farm-to-school activities	27.39%	31.61%	41.99%
<b>a,d,e</b>	<b>MT8d. Proportion of low-income communities with farmers markets</b>			
	Percent SNAP recipients living within distance of a farmers market that accepts SNAP			
	Within 1 mile	4.89%	5.53%	9.49%
	Between 1.1 and 3.0 miles	14.50%	18.47%	19.67%
	Between 3.1 and 5.0 miles	9.07%	12.92%	12.24%
	Between 5.1 and 10.0 miles	17.76%	14.55%	15.10%
	Over 10.0 miles	53.77%	48.53%	43.50%
<b>d,e</b>	<b>MT8e. Estimated number of people in the target population who have increased access to or benefit from the agricultural policy or intervention</b>			
	Total number of persons in the census-defined area(s)	6,045,448	25,228,666	320,076,027
	Number of persons who are SNAP-Ed eligible	1,892,413	7,152,403	99,940,032
	Percent of persons who are SNAP-Ed eligible	31.3%	28.4%	31.2%

\*The Mountain Plains Region consists of Colorado, Iowa, Kansas, Missouri, Montana, Nebraska, North Dakota, South Dakota, Utah, and Wyoming.

**Data Sources.** Data were accessed from <https://snaped.engagemntnetwork.org/>, which included additional data analysis by the University of Missouri's Center for Applied Research and Environmental Systems (CARES). Data were accessed in January, 2018, and the following data sources were used:

- a - Local Food Directory, December 2017. US Department of Agriculture, Agricultural Marketing Service.
- b - Small Area Income and Poverty Estimates, 2016. US Census Bureau.
- c - Farm to School Census, 2015. U.S. Department of Agriculture, Food and Nutrition Service, USDA - Farm to School Program.
- d - 2010 Decennial Census. U.S. Census Bureau.
- e - American Community Survey, 2010-2014. U.S. Census Bureau.

# Agriculture

## Farm to School Program

### Growth in Missouri

Missouri currently has 143 school districts participating in Farm to School activities, according to the newest U.S. Department of Agriculture (USDA) Farm to School census. That is 911 schools—housing nearly 432,000 students—that serve locally grown foods in their lunchrooms. In 2016–2017, there were over 945,913 Missouri students enrolled in the National School Lunch Program. That means 45 percent of Missouri's students consume local foods in their lunchroom in some capacity during the school year.

School meals provide healthy food and a balanced eating lifestyle. Access to local foods promotes increased fruit and vegetable consumption, decreased consumption of foods high in sugar and an awareness of where food comes from. Combined with classroom education, agriculture education, life skills, gardening practices and farm visits, this can make students more aware of a healthy, balanced lifestyle. Studies across the nation have reported the direct impact of a farm to table program on behavioral changes, money-saving techniques, social skills, improved work ethic and hard-work principles.

Horticulture, agriculture business, community development and nutrition specialists are collaborating with producers and consumers across Missouri to help get more fruits and vegetables grown, sold and consumed in our state.

Extension continues to be the lead agency in farm to school efforts, and serves as the state lead agency in the National Farm to School Network. The program relies on partnerships with the Missouri departments of Agriculture, Health and Senior Services, and Elementary and Secondary Education to continue easing purchasing guidelines and helping source local foods as well as for producer education and school lunch professional food preparation training.

Missouri Farm to Institution work is well-recognized within the National Farm to School Network as a model for state partnerships and growth.



Jessica Hood, Nutrition Program Associate, prepares pear and mango salsa at the Webster Groves Farmers Market.

### Farmers markets

Farmers markets continue to thrive in Missouri. Efforts are underway to find an easier way for farmers and markets to gain accessibility to electronic benefit transfer (EBT) machines to make transactions easier. Technologies like new apps created for phones and tablets have helped more markets gain access to EBT/SNAP payments. Healthy

food access grants and the Double Up Food Bucks program have been instrumental in the growth of Missouri markets, particularly in more urban markets. The Double Up Food Bucks program has proven itself a financially beneficial asset to producers at markets, while helping users increase their consumption of fresh fruits and vegetables.

### Eat Smart on the go food truck

In 2017, Eat Smart on the go traveled to several Missouri regions, and was featured at the 2017 National Urban Extension Conference in Minnesota. All told, the food demonstration truck traveled over 5,000 miles in 2017, visiting 10 Missouri counties and handing out more than 5,600 samples of recipes made with fresh foods.

The demonstration truck gives extension staff members the opportunity to provide cooking demonstrations and food tastings at such large events as job fairs, health events, statewide fairs and festivals. Event participants are able to interact with instructors and get a close-up look at healthy ingredients as well as learn food safety and food preparation techniques.

Recipes highlighted are from the Seasonal and Simple cookbook and app, which helps users select, store and prepare fresh fruits and vegetables. The recipes use simple preparations and seasonings that allow participants to taste the goodness of a fruit or vegetable at the peak of its flavor.



The NE Region participated in the Eat Smart on the go truck training in summer 2017.



Larry Roberts, Eating From the Garden State Coordinator, providing education on healthy eating on the go.

# Agriculture

## Double Up Food Bucks

The Double Up Food Bucks program is a healthy food incentive program that helps low-income families eat more fresh fruits and vegetables while supporting local farmers. The program doubles the value of SNAP dollars spent on locally-grown fresh fruits and vegetables. For every dollar in SNAP benefits that customers spend on local produce at participating farmers markets and grocery stores, they receive a dollar-for-dollar match, up to \$25 a day, that can be spent on any produce at the same site.

The Double Up Heartland Collaborative, a regional coalition of healthy food incentive program supporters, expanded the number of sites implementing the program in 2017.

University of Missouri Extension’s Family Nutrition Education Programs worked with the collaborative to expand nutrition education programming efforts at participating locations, as well as to promote the Double Up Food Bucks program to SNAP recipients.

Extension nutrition educators offered Healthy Change Workshops and provided food demonstrations, food tastings and recipes at many locations. Show Me Nutrition education displays and MU’s Seasonal and Simple app were available for viewing in many markets. SNAP Outreach was provided at several markets in the St. Louis area.

The food collaborative in Springfield, Missouri hosted a “Meet your farmer mini-market” to increase awareness of Double Up Food Bucks, and to demonstrate to low-income families the ease and many benefits of buying from farmers markets.

University of Missouri, Family Nutrition Program, 2017

## Success Story

I taught a healthy workshop lesson with the Food Co-Op team at the Salvation Army food pantry in Branson. The lesson was Change to Healthy Habits, and I was using the "Eat More, Eat Less" chart. We were discussing and sharing ideas and ways to get more fruits and veggies in our daily diets. One lady stated how difficult it was to buy fresh produce due to the cost and her limited budget. I told them I was headed down to the Branson Farmers Market after our class, and gave them the flyer for the Double Up Food Bucks program. I invited them to the market, and explained that I would have a table set up with information on healthy choices, along with a large dispenser of fruit-infused water to sample. They could then see Sarah (director of the market), at the tent next to mine, to get their tokens for fresh produce! Many seemed quite excited about the idea, but I didn't know if they would show up...so, when three showed up later that evening, I was thrilled! What was really cool, though, was after they got their tokens and produce they came back by my table to show me the tomatoes, radishes, spinach and lettuce they had purchased! What an awesome program, and a great success story. In fact, they shared the news with the members of our class at the following session!

Submitted by Barbara Beck,  
Nutrition Program Associate, Taney County

# Health Care Clinical-Community Linkages

Health care providers play an important role in protecting the health of the population. They are also in a unique position to make referrals to community-based services that can benefit their patients (MT11). Because of this, health care providers can be great allies in supporting SNAP-Ed goals.

Weight screening at HRSA-funded facilities	Missouri	Region*	US
<b>MT11b. Adolescent weight status</b>			
Youth ages 3 to 17 who had documentation of Body Mass Index (BMI) percentile and counseling for nutrition and physical activity during the measurement year	41.94%	46.97%	56.01%
<b>MT11b. Adult weight status</b>			
Patients aged 18 and older who had their BMI recorded, and who had a follow-up plan documented if their BMI was outside of a healthy range	51.11%	50.59%	55.54%
<b>MT11e. Total patients at HRSA-funded facilities</b>			
Youth ages 0 to 17	153,617	586,944	7,363,722
Adults age 18 or older	240,561	1,022,928	14,611,759
*The Mountain Plains Region consists of Colorado, Iowa, Kansas, Missouri, Montana, Nebraska, North Dakota, South Dakota, Utah, and Wyoming.			
<b>Data Source.</b> US Department of Health & Human Services, Health Resources and Services Administration. 2014. Data were accessed from <a href="https://snaped.engagementnetwork.org/">https://snaped.engagementnetwork.org/</a> , which included additional data analysis by the University of Missouri's Center for Applied Research and Environmental Systems (CARES). Data were accessed in January, 2018.			



## WISEWOMAN

The Well-Integrated Screening and Evaluation for Women Across the Nation (WISEWOMAN) program provides heart disease and stroke prevention health screenings, health risk assessment and lifestyle intervention education to clients of the Show Me Healthy Women (SMHW) program, Missouri's National Early Breast and Cervical Cancer Control Project. Participants must meet the program's age requirements (35-64 years) as well as income guidelines. Thirty-nine Missouri counties offer the WISEWOMAN program.

WISEWOMAN providers referred 155 clients to the Eating Smart, Being Active program for lifestyle intervention, including nutrition and physical activity education. Sixty-three women completed at least one class, and 14 women completed six classes.

Resource lists were developed for providers in each WISEWOMAN county to distribute to program participants. The resource lists provide information about services and resources in each county, including community and health resources, physical activity resources, food pantries, grocery stores, farmers markets and SNAP offices.

Follow-up contacts with WISEWOMAN clients indicate some of the following successes:

- One WISEWOMAN participant has continued to try to eat healthier, and lost 13 pounds. She is using information from the program each day and has made many lifestyle changes, such as eating less sugar.
- Another is reading labels more often since taking the program, and has started walking and exercising more frequently.
- One woman has made some changes in her eating habits, and has lost 20 pounds in the last few months. She is taking the things she has learned and applying them to her life. She also is exercising more.
- Another woman exercises more, and is more aware of what she eats.
- A different woman is using the recipes she received in the program for family meals and church dinners. She said she learned a lot and enjoyed the classes.
- A WISEWOMAN participant has been walking for exercise since taking the classes.
- Another WISEWOMAN participant is eating a lot better now, and has increased her physical activity. She has lost about 10 pounds.

# Social Marketing

Comprehensive, multilevel social marketing campaigns (MT12) raise awareness of SNAP-Ed messages and help to reinforce changes that are in line with SNAP-Ed goals. A social marketing campaign is unified by elements such as a consistent message or call to action, a logo, a tagline or catchphrase and objectives for individuals and populations. Effective social marketing campaigns often rely on strong partnerships to help spread the messaging across a full range of marketing outlets.



The new MU Nutrition and Health Extension social media logo.

## Social media

The social media campaign leads the way for engagement and social marketing efforts. The focus last year was on reaching two specific target audiences: youth/teens and adults. The Start Younger, Live Longer media campaign focuses on the youth/teen population; the Live Like Your Life Depends On It campaign strives to reach the adult population. Messages are strategically planned for these audiences to spark reader interest and correlate with SNAP-Ed goals and objectives while helping to reinforce health and nutrition information. In an effort to reach more people with more messages, all pages were combined in September 2017 to establish one unified account and campaign. All new accounts are called MU Nutrition and Health Extension, and feature a wide variety of posts and information to reach

Objective: By October 1, 2016, a new youth social marketing campaign will be developed for use with SNAP-Ed participants. By September 30, 2018, over half of MOCAN member agencies will have utilized the new youth campaign materials and utilize a consistent message across the state.

### Youth Social Marketing Campaign

Baseline 10/1/15	0
Goal 10/1/16	1
As of 9/30/16	1

### MOCAN member agencies using campaign

Baseline 10/1/15	0
Goal 9/30/18 more than	50%
As of 9/30/17	1



Screenshot of MU Nutrition and Health Extension Facebook page—example of #ExtensionOnLocation video.

multiple audiences simultaneously. This new campaign aims to engage all low-income Missourians and show ways to be healthier in different areas of the state. Social media is a great tool for connecting with people without having to be physically present.

Since the beginning of the new social media campaign, there has been an increase in page and post likes, as well as more engagement from page visitors. Many posts are specialized to certain areas of the state so that people feel more connected to the content and are more willing to interact on social media sites.

## Billboards

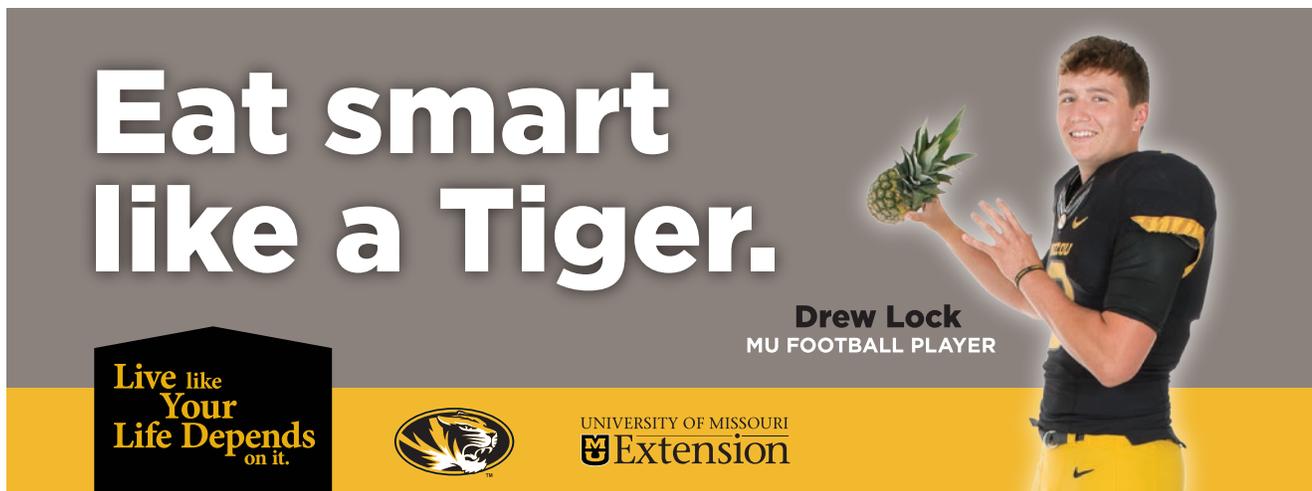
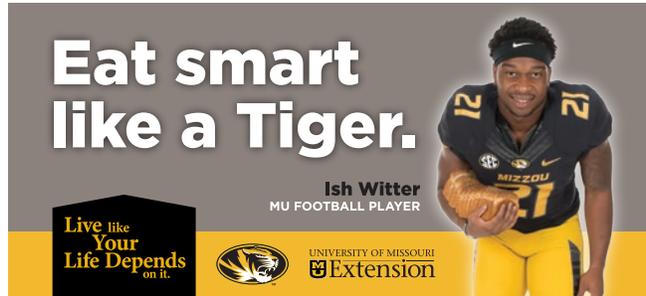
This year, MU Extension SNAP-Education collaborated with MU athletics in a statewide billboard campaign that specifically targets youth. The billboards are strategically placed around the state in areas where more than 50 percent of the people with incomes less than 185 percent of the federal poverty guidelines live. An in-season athlete from the University of Missouri is featured on each billboard, along with the phrase “Eat like a Tiger!” In the fall, the billboards featured athletes Drew Lock from the football team and Melanie Crow from the volleyball team. This winter, the billboards will feature basketball players like Sophie Cunningham and other winter sport athletes. From September 2017 through December 2017, 44 billboards in 26 counties were installed across the state, resulting in 500,000 impressions per week. These billboards help to reinforce SNAP-Education messages taught across the state in classes and through programming.

## Engagement

Engaging Missourians with social marketing messages is very important to SNAP-Education efforts. Messages on billboards and social media are created to inspire Missourians of all ages to think about nutrition and health in new and different ways. They encourage residents to try a new healthy food, exercise in a new place or take care of themselves a bit better. Engagement is a crucial piece in the social marketing campaign effort to make the lives of Missourians better.

Below:

Examples of billboards placed around the state in SNAP-Education-approved areas.



# Food Systems

Objective: Missouri currently has three food policy councils statewide. By September 30, 2018, this number will grow to nine.

Food Policy Councils in Missouri	
Baseline 10/1/15	3
Goal 9/30/18	9
As of 9/30/17	6

## Outcome Measures

This indicator (LT12) quantifies the number of a variety of food system improvements that specifically support SNAP-Ed eligible communities and are due, in whole or in part, to efforts by SNAP-Ed and its partners, including:

Data sources		Missouri	Region*	US
a,b	<b>LT12b. Food hubs</b>			
	Number of food hubs	3	17	203
	Food hubs accepting SNAP	3	12	160
	Food hubs accepting SNAP, rate per 10,000 SNAP recipients	0.02	0.02	0.02
c	<b>Number of federal investments (grants or projects) in local production incentives</b>			
	U.S. Department of Agriculture investments	149	661	4,175
	Other federal investments	5	16	213
	Total federal investments	154	667	4,388
c	<b>Number of federal investments by primary purpose of project</b>			
	<b>Production incentives (LT12c)</b>			
	Local infrastructure	67	173	1,126
	Local meat, poultry and fish	13	38	190
	<b>Farm-to-community initiatives (LT12d)</b>			
	Marketing and promotion	16	130	961
	Farm to institution	9	68	450
	<b>Location and development incentives (LT12e)</b>			
	Healthy food access	25	93	732
	Careers in agriculture	3	37	244
	Research	20	129	628
	Stewardship	1	9	56
	<b>LT12f. Census tracts with healthier food retailers</b>			
	<b>Total population in Census tracts</b>	<b>5,988,926</b>	<b>24,547,633</b>	<b>312,474,470</b>
	Percent with no food outlet	0.64%	1.56%	0.99%
	Percent with no healthy food outlet	21.82%	21.23%	18.63%
	Percent with low healthy food access	27.45%	24.10%	30.89%
	Percent with moderate healthy food access	45.26%	45.83%	43.28%
	Percent with high healthy food access	4.83%	7.29%	5.02%
*The Mountain Plains Region consists of Colorado, Iowa, Kansas, Missouri, Montana, Nebraska, North Dakota, South Dakota, Utah, and Wyoming.				
<b>Data Sources.</b> Data were accessed from <a href="https://snaped.engagementnetwork.org/">https://snaped.engagementnetwork.org/</a> , which included additional data analysis by the University of Missouri's Center for Applied Research and Environmental Systems (CARES). Data were accessed in January, 2018, and the following data sources were used:				
a - Local Food Directory, December 2017. US Department of Agriculture, Agricultural Marketing Service.				
b - Small Area Income and Poverty Estimates, 2016. US Census Bureau.				
c - Modified Retail Food Environmental Index (mRFEI), 2011. Division of Nutrition, Physical Activity and Obesity, Centers of Disease Control and Prevention.				

# Food Systems

## Voices for Food Policy Councils

The two communities with Voices for Food Policy Councils made strides in changing the food environments in their areas. They both organized under the umbrella of a 501(c)(3) to help ensure sustainability.

The Taney Council Food Policy Council completed a countywide community food system assessment to guide its work in the future. The Barton County Food Policy Council began developing a volunteer training and management plan to support the local pantry. This council also supported safety and functional upgrades to the local pantry's building.

The Barton County council worked in several different arenas this year, fostering Farm to School and Stock Healthy Shop Healthy programs as well as farmers market promotions and the local pantry. The pantry began mobile pantry drops to the most rural areas of the county, reaching many without transportation to get food; this pantry has changed how it provides foods to clients to allow the clients to choose some of the foods they receive.

Another community—Stone County—began working toward forming a food policy council under the umbrella

of a local 501(c)(3) organization.

### Food hubs

Food hub initiatives and rural farmer-owned grocery stores are gaining momentum in Missouri. Two new hub-type businesses have opened, joining many farmer-owned roadside markets that continued operating in Missouri in FY17. MU Extension regional specialists helped conduct a food hub study in south central Missouri that concluded that the demand for more locally grown foods continues to rise significantly. In the Springfield area, a regional food hub that will source from 28 counties and cover an 80-mile radius is slated to open in 2019. In the last year, three new food hubs have opened. One is located near central Missouri, one crosses state lines into Kansas and the other is in the Ozarks region. Economic viability and food access are two major goals that these operations address, prompted in part by a consumer drive to understand how food is grown close to them. More hub-type businesses are under construction or are being planned.



## Stock Healthy, Shop Healthy

Stock Healthy, Shop Healthy combines nutrition education, community engagement, small business support and systems and environmental change work to increase access to healthy foods. Key components of the program allow a community and participating stores to build demand for healthy foods as store supplies increase.

Environmental audits assess the presence or absence of products and the quantity of shelf space dedicated to healthy products. MU Extension SNAP-Ed developed the Healthy Food Shelf Space Measurement Tool to evaluate the program's success. Healthy shelf space measurements serve as a proxy for sales data. During fiscal year 2017, the amount of shelf space dedicated to healthy foods at participating stores increased by 13 percent.

When retailers were asked what they thought resulted in sales growth, their top responses were food demonstrations provided by SNAP-Ed and the program's in-store nutrition prompts and shelf talkers.

Key environmental changes were made to participating stores last year. Healthy products were moved to eye level, healthy displays were created and shelf talkers and posters were placed to make the healthy choice the easy choice for the customer. A southwest Missouri store

replaced two large end caps with healthy products. At a store in Springfield, Missouri, large alcohol advertising on the front of the store was replaced with a Stock Healthy, Shop Healthy poster.

Environmental changes such as these have a huge impact on current and potential customers.

*This store replaced end caps of alcohol and junk food with water and canned vegetables.*

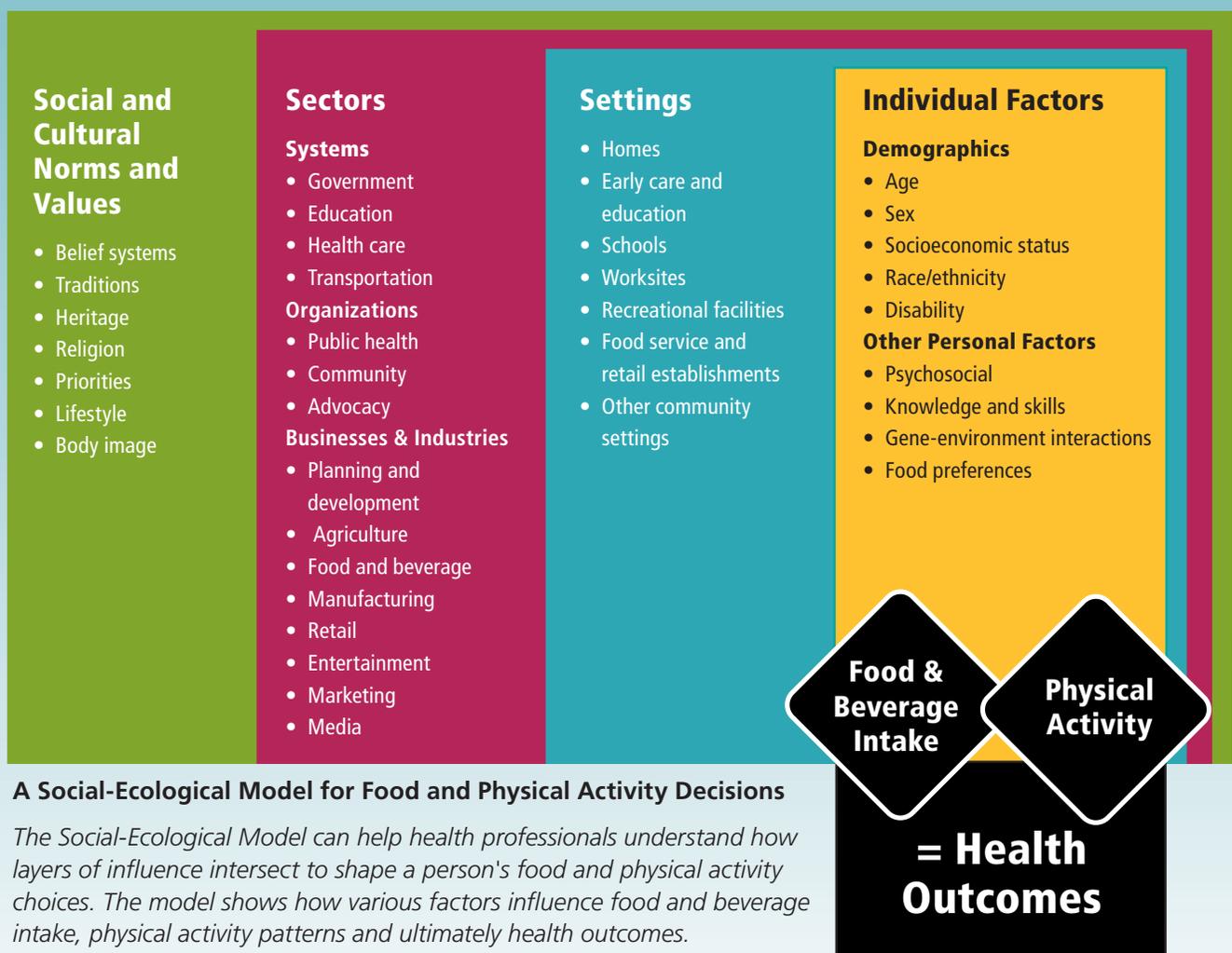


*A large Stock Healthy, Shop Healthy poster replaced an old alcohol advertisement on the front of this store in Springfield, Missouri, thereby changing the perception of passersby of what this store sells. Now potential customers know that this store sells a wide range of groceries.*



# Population Results

At the broadest level, population-level data illustrate how those eligible to participate in SNAP-Ed compare to the population as a whole. Populations that make healthier choices are less likely to experience chronic health conditions and are more likely to enjoy a higher quality of life. Data in this section show how Missouri is doing relative to the region and nationally.



## A Social-Ecological Model for Food and Physical Activity Decisions

The Social-Ecological Model can help health professionals understand how layers of influence intersect to shape a person's food and physical activity choices. The model shows how various factors influence food and beverage intake, physical activity patterns and ultimately health outcomes.

Source: <https://health.gov/dietaryguidelines/2015/guidelines/infographic/3-1/>

# Comparison of Missouri-Specific Data to National and Regional\* Data for Selected Population Results

Data sources	Fruits and Vegetables (R2)	Percentage		Daily average consumption, total servings		
		Total population	SNAP-Ed population	Total population	SNAP-Ed population	
a	<b>R2a. Fruit consumption (all fruits).</b> Adults ages 18 and older who have two or more daily servings.	Missouri	25.12%	20.91%	1.30	1.1
		Region	27.83%	25.42%	1.30	1.2
		United States	28.57%	26.84%	1.33	1.3
	<b>Whole fruit.</b> Adults ages 18 and older who have one or more daily servings.	Missouri	44.68%	35.53%	0.91	0.77
		Region	48.82%	42.51%	0.98	0.88
		United States	48.68%	43.35%	0.97	0.88
	<b>100% fruit juice.</b> Adults ages 18 and older who have one or more daily servings.	Missouri	16.49%	16.33%	0.33	0.38
		Region	16.30%	17.65%	0.32	0.38
		United States	18.52%	20.19%	0.36	0.42
a	<b>R2b. Vegetable consumption (all vegetables).</b> Adults ages 18 and older who have two or more daily servings.	Missouri	35.15%	29.38%	1.82	1.6
		Region	37.30%	33.54%	1.87	1.8
		United States	38.83%	34.01%	1.93	1.8
	<b>Beans.</b> Adults ages 18 and older who have one or more daily servings.	Missouri	3.98%	5.23%	0.24	0.23
		Region	5.72%	9.25%	0.27	0.31
		United States	8.45%	14.03%	0.31	0.38
	<b>Green vegetables.</b> Adults ages 18 and older who have one or more daily servings.	Missouri	19.79%	16.96%	0.52	0.46
		Region	20.40%	18.04%	0.53	0.47
		United States	23.33%	20.05%	0.58	0.50
	<b>Orange vegetables.</b> Adults ages 18 and older who have one or more daily servings.	Missouri	5.95%	4.65%	0.25	0.21
		Region	7.09%	7.32%	0.27	0.26
		United States	7.79%	8.30%	0.28	0.27
	<b>Other vegetables.</b> Adults ages 18 and older who have one or more daily servings.	Missouri	41.60%	40.41%	0.81	0.75
		Region	40.72%	36.99%	0.80	0.74
		United States	37.92%	31.58%	0.76	0.66

\*The Mountain Plains Region consists of Iowa, Kansas, Missouri, Montana, Nebraska, North Dakota, South Dakota, Utah and Wyoming.

Data sources	<b>Beverages (R5)</b>		Percentage		Daily average consumption, total servings	
			Total population	SNAP-Ed population	Total population	SNAP-Ed population
b	<b>R5a. Water consumption.</b> Adults drinking three or more cups of plain drinking water (tap or bottled) in glasses per day.	Missouri	no data	no data	no data	no data
		Region	no data	no data	no data	no data
		United States	49.08%	43.54%	4.38	3.95
a	<b>R5b. Sweetened beverages (all).</b> Adults consuming more than one regular soda and/or sugary, fruit-flavored beverage per day.	Missouri	no data	no data	no data	no data
		Region*	27.48%	36.20%	0.70	1.00
		United States	29.06%	40.08%	0.80	1.20
	<b>Sugary fruit-flavored drinks:</b> More than one serving per day.	Missouri	no data	no data	no data	no data
		Region*	9.54%	13.31%	0.20	0.30
		United States	13.67%	19.58%	0.30	0.50
	<b>Soda or pop:</b> More than one serving per day.	Missouri	no data	no data	no data	no data
		Region*	20.60%	27.82%	0.50	0.60
		United States	19.11%	27.17%	0.50	0.70

\* For each of these indicators, regional data reflect the six (of 10) states that collected data on this indicator: Iowa, Kansas, Montana, Nebraska, South Dakota and Utah.

Data sources	<b>Physical Activity and Reduced Sedentary Behaviors (R7)</b>		Percentage	
			Total population	SNAP-Ed population
a	<b>R7a. Aerobic physical activity.</b> Adults meeting recommended guidelines of at least 150 minutes per week of moderate-intensity aerobic physical activity, or 75 minutes per week of vigorous-intensity physical activity.	Missouri	50.54%	46.28%
		Region	53.32%	46.30%
		United States	50.69%	42.52%
a	<b>R7b. Muscle strengthening activities.</b> Adults meeting recommended guidelines of muscle-strengthening activities on two or more days a week that work all major muscle groups.	Missouri	28.79%	24.40%
		Region	31.34%	26.41%
		United States	30.18%	23.67%
c	<b>R7c. Sedentary behavior: Entertainment-based screen time.</b> Children ages 6 to 17 reported to spend two hours or less viewing television, or using computers or hand-held electronic devices for entertainment on an average weekday.	Missouri	44.88%	43.31%
		Region	47.64%	44.48%
		United States	43.72%	38.52%
d	<b>R7d. Active commuting.</b> Workers who commute by walking or by using public transportation.	Missouri	3.46%	8.53%*
		Region	4.48%	9.46%*
		United States	7.83%	12.92%*

\*For this indicator, data reflect those at 150% federal poverty level or less, rather than the 185% SNAP-Ed threshold.

Data sources	Breastfeeding (R8)		Percentage	
			Total population	SNAP-Ed population
c	R8a. Ever breastfed	Missouri	74.09%	68.04%
		Region	81.09%	75.99%
		United States	79.20%	71.63%
c	R8b. Breastfeeding at six months	Missouri	38.88%	27.71%
		Region	51.02%	41.47%
		United States	47.58%	38.29%
c	R8c. Breastfeeding at 12 months	Missouri	25.75%	18.26%
		Region	31.22%	24.66%
		United States	28.09%	21.79%
c	R8d. Exclusive breastfeeding at three months	Missouri	30.74%	23.17%
		Region	37.86%	34.14%
		United States	34.20%	28.60%
c	R8e. Exclusive breastfeeding at six months	Missouri	11.77%	5.54%
		Region	16.36%	13.37%
		United States	14.64%	11.96%

Data sources	Healthy Weight (R9)		Percentage		Percent of SNAP-Ed population by weight status (BMI)*			
			Total population	SNAP-Ed population	Underweight (Below 18.5)	Healthy weight (18.5-24.9)	Overweight (25.0-29.9)	Obese (Above 29.9)
a	R9a. Adults. Adults whose body mass index (BMI) = 18.5-24.9	Missouri	32.89%	30.91%	3.30%	33.14%	30.84%	32.72%
		Region	34.80%	33.76%	2.61%	33.62%	32.67%	31.10%
		United States	33.95%	31.41%	2.21%	31.02%	33.48%	33.29%
c	R9b. Youth. Healthy weight, youth ages 10 to 17	Missouri	65.04%	54.65%	8.47%	54.65%	19.45%	17.43%
		Region	66.28%	56.04%	7.73%	56.04%	17.33%	18.90%
		United States	62.88%	52.60%	5.52%	52.60%	18.56%	23.32%

\* BMIs reflect adult ranges. For youth, weight status is calculated using body mass index (BMI) and CDC BMI-for-age growth charts as follows:

Underweight - Less than 5th percentile; Normal or Healthy Weight - 5th to 85th percentile; Overweight - 85th to 94th percentile; and Obese - 95th percentile or greater.

Data sources	Family Meals (R10)		Percentage		Number of family meals per week, percent of SNAP-Ed population		
			Total population	SNAP-Ed population	Less than 3 meals	3 to 4 meals	5 or more meals
c	R10a. Families that report eating a family meal. Children who eat meals with all members of their family, five or more times per week.	Missouri	68.98%	74.64%	9.32%	16.04%	74.64%
		Region	70.48%	72.81%	11.54%	15.65%	72.81%
		United States	67.85%	71.43%	13.60%	14.97%	71.43%

Data sources	Quality of Life (R11)		Percentage	
			Total population	SNAP-Ed population
a	Adults ages 18 or older who report that their general health is "good" or better.	Missouri	82.17%	67.35%
		Region	85.15%	70.87%
		United States	82.29%	68.04%
a	Average number of good physical health days in the last 30 days, adults ages 18 or older.	Missouri	25.67 days	22.79 days
		Region	26.38 days	23.86 days
		United States	26.09 days	23.88 days
a	Average number of good mental health days in the last 30 days, adults ages 18 or older.	Missouri	25.96 days	22.01 days
		Region	26.52 days	23.65 days
		United States	26.31 days	24.22 days

Data Sources: Data were accessed from CommunityCommons.org, which included additional data analysis by the University of Missouri's Center for Applied Research and Environmental Systems (CARES). Data were accessed in January 2017, and the following data sources were used:

a - Behavioral Risk Factor Surveillance System, 2015. Centers for Disease Control and Prevention. <https://www.cdc.gov/brfss/>

Note: Data for sweetened beverages (R5) was based on surveys conducted in 2012 and 2013.

b - National Health and Nutrition Examination Survey, 2011-2012. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://www.cdc.gov/nchs/nhanes/index.htm>

c - National Survey of Children's Health, 2011-2012. Child and Adolescent Health Measurement Initiative, Data Resource Center on Child and Adolescent Health. <http://childhealthdata.org/learn/NSCH>

d - American Community Survey, 2010-2014. U.S. Census Bureau. <https://www.census.gov/programs-surveys/acs/>



# Missouri-Specific Data

Sites for Direct Education			
Type of setting	Number of different sites/locations	Type of setting	Number of different sites/locations
Adult education and job training sites	9	Libraries	16
Adult rehabilitation centers	12	Churches	27
Worksites	2	Public/community health centers	55
Community centers	23	Public schools	571
Elderly service centers	53	Head Start programs	104
Emergency food assistance sites	88	Other youth education sites (includes parks and recreation)	161
Extension offices	2	Shelters	17
Farmers markets	9	WIC programs	8
Food stamp offices	26	Other (community action agencies)	5
Food stores	23	Public housing	16
Individual homes	—		

# Missouri-Specific Data

Participant Data for Direct Contacts	
<b>Participants by age</b>	
Youth participants (through grade 12)	141,860
Adult participants (age 19+)	15,188
<b>Participants by race*</b>	
Caucasian	129,849
African-American	18,720
Native American	212
Asian	1,008
Native Hawaiian or Pacific Island	590
Other	6,669
Participants of Hispanic ethnicity*	7,178
<b>Participants by gender</b>	
Male	77,003
Female	80,045
<b>Educational contacts</b>	
Direct contacts**	769,535
Indirect contacts (family newsletters, health fairs, food pantries, Show Me Nutrition Line)	3,064,787
<b>Total educational contacts</b>	<b>3,834,322</b>
<b>Groups</b>	
Number of groups that participated	8,501
Average number of visits per group	4.9

\* Race/ethnicity numbers are estimated.

\*\* Total face-to-face educational contacts for all groups. Educational contacts for one group = (number of participants in one group) × (number of visits for the group).

Number of Participants by Grade Level or Age	
Grade level	Number of participants
Prekindergarten	15,436
Elementary school (K–5th grade)	111,259
Middle school (6th–8th grade)	12,986
High school (9th–12th Grade)	2,179
Indirect contacts, grades pre-K–12	38,356
Adults age 19–64	11,096
Adults age 65+	4,092
Indirect contacts, adults age 19+	642,891
<b>Total participants</b>	<b>838,295</b>
<b>Total youth participants (through grade 12)</b>	<b>180,216</b>
<b>Total adult participants</b>	<b>658,079</b>

# Missouri-Specific Data

<b>Curriculum Statewide Direct Contacts Summary 2017</b>			
<b>Curriculum</b>	<b>Youth</b>	<b>Adult</b>	<b>Total</b>
Let's Read About Healthy Eating	13,625	2	13,627
Adventures in Nutrition with the Show Me Chef	18,546	-	18,546
Fun with Food & Fitness	18,767	1	18,768
Food Group Express	16,264	-	16,264
Building My Body	14,804	-	14,804
Choosing Foods for Me	11,386	-	11,386
Exploring the Food Groups	9,637	-	9,637
Digging Deeper	4,764	-	4,764
Choices and Challenges	4,702	-	4,702
Kids in the Kitchen	15,270	-	15,270
Cooking Matters for Kids*	82	-	82
Eating From the Garden	6,461	52	6,513
Live It	1,976	-	1,976
Cooking Matters for Teens*	121	-	121
Eating Smart, Being Active	28	12,946	12,974
Cooking Matters for Adults*	2	503	505
Cooking Matters at the Store*	-	968	968
Small Steps to Health and Wealth	-	10	10
Eat Smart, Live Strong	-	214	214
Serving Up MyPlate: A Yummy Curriculum	2,231	-	2,231
Cooking Matters for Parents*	4	65	69
Grow It, Try It, Like It	3,111	-	3,111
The Great Garden Detective	56	-	56
Getting Healthy Through Gardening	-	167	167
Cooking Matters for Families*	23	32	55
Stay Strong Stay Healthy—Level One	-	214	214
Stay Strong Stay Healthy—Level Two	-	7	7
Cooking Matters for Child Care*	-	7	7
<b>Totals</b>	<b>141,860</b>	<b>15,188</b>	<b>157,048</b>
* This curriculum includes classes taught by Operation Food Search.			

# Missouri FNP Budget Fiscal Year 2017

Item	Budget STATE (\$)	Actuals* STATE (\$)
<b>Personnel</b>		
Salaries and wages	4,641,357	4,453,271
Benefits	1,512,972	1,400,699
<b>Supplies</b>		
Postage	52,800	68,279
Office supplies	161,433	166,826
Telephones	16,150	20,616
Advertising	155,600	60,430
<b>Nutrition education materials with copying</b>	656,779	268,649
<b>Travel</b>		
In/out-state	399,630	372,179
<b>Administrative expenses</b>		
Building lease/rental	399,886	315,581
Maintenance	-	-
Other	26,000	27,558
<b>Contract/grants</b>	45,000	45,000
<b>Total operating</b>	8,067,608	7,199,088
Direct costs	8,067,608	7,199,088
Total indirect*	1,613,522	1,439,819
<b>Total federal costs</b>	<b>9,681,129</b>	<b>8,638,907</b>
<b>TOTAL COST</b>	<b>9,681,129</b>	<b>8,638,907</b>

\* Indirect costs are calculated at 20 percent of the total awarded amount.

## Missouri FNP Publications and Presentations

Conference	When/Where	Contact	Title
Association of SNAP Nutrition Education Administrators	February 2017/ Alexandria, VA	Keller, K.	Putting Results Together in Missouri SNAP-Ed: What can we say about SNAP-Ed results?
Association of SNAP Nutrition Education Administrators	February 2017/ Alexandria, VA	Fahrmeier, L.	Farm to School: Opportunities & Challenges to Consider
Association of SNAP Nutrition Education Administrators	February 2017/ Alexandria, VA	Lubischer, K.	Stock Healthy, Shop Healthy Research Brief
Association of SNAP Nutrition Education Administrators	February 2017/ Alexandria, VA	Mehrle, D.	Building Local Food Councils to Improve Community Food Security
Missouri Parks and Recreation Association	March 2017/Osage Beach, MO	DeBlauw, C., Hampton, N.	Concession Confessions
International Society of Behavioral Nutrition and Physical Activity	June 2017/Victoria British Columbia	Stanis, S. W., DeBlauw, C., Keller, K., Hampton, N.	Eat Smart in Parks: Giving Voice to Youth
Society for Nutrition Education and Behavior	July 2017/Washington, D.C.	Lubischer, K. and Keller, K.	Stock Healthy, Shop Healthy: If customers demand it, healthy options will come

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# Running out of money for food?

Contact your local food stamp office or go online to  
**<https://mydss.mo.gov/food-assistance/food-stamp-program>**

For more information on nutrition and physical activities you can do with your family, call MU Extension's Show Me Nutrition line at

**1-888-515-0016**