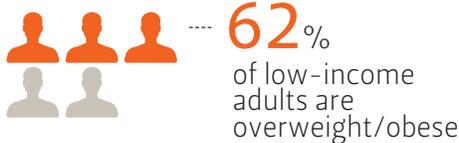
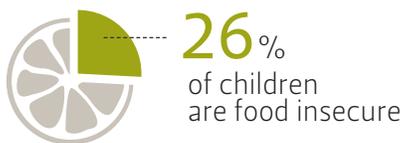


# SNAP-Ed

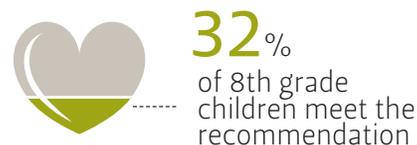
works in oregon!

## 2015 PROGRAM ACTIVITIES AND IMPACTS

### THE CHALLENGE



\$1 in nutrition education saves as much as \$10 in long-term health care costs



**LOW INCOME OREGONIANS ARE 2.5x MORE LIKELY TO BE LIVING WITH DIABETES** [15% vs. 6%]

### THE SNAP-ED SOLUTION

#### ENGAGE

low-income youth, adults, and families where they eat, live, learn, work, play, and shop

#### FOCUS

leverage strategic partnerships and utilize evidence-based interventions

#### EMPOWER

through education and messaging to promote healthy behaviors and strong food resource management skills



Supplemental Nutrition Assistance Program - Education [SNAP-Ed]  
foodhero.org

Oregon State UNIVERSITY | Extension Service

# HIGHLIGHTS OF OREGON SNAP-ED RESULTS

## Direct education reach

45,000 individuals  
[300,000 contacts]

## Food Hero Social marketing reach

~3 million adults + youth

## 700+ volunteers

trained to extend reach

**46 site** or community-based assessments of needs and gaps conducted

**100+ policy systems** or environmental changes were made to improve access or appeal for healthy eating or physical activity

## ADULT BEHAVIORS

↑ **56%** vigorous physical activity

↑ **35%** vegetable consumption

↑ **25%** fruit consumption

↑ **14%** ability to manage food resources

## YOUTH BEHAVIORS

↑ **14%** helping family prepare meals

↑ **14%** reading the nutrition facts labels

↑ **10%** vigorous physical activity

↓ **13%** screen time

## SUCCESS STORIES



### Farmers' market vendors make it easier for clients to use SNAP benefits

**Coos County SNAP-Ed** -- The Coos Bay Farmer's Market Director and volunteers from DHS conducted an informal needs assessment to examine SNAP participant use of and access to the farmers' market. While a large number of vendors accept SNAP benefits, less than a third of those vendors had signage to communicate this to shoppers. After having conversations with various vendors we also found that there was a lack of understanding about the difference between the different types of benefits (SNAP, WIC, and Senior Farm Direct Nutrition Program (SFDNP)). We created vendor packets which included a laminated "we welcome SNAP EBT customers" sign, SNAP purchasing guidelines, tips to display the sign, information about the difference between the SNAP, WIC, and SFDNP programs and vouchers, and tips to increase their SNAP customer base.



### School-wide commitment to school garden development contributes to selection for Oregon Department of Education Wellness Award

**Deschutes County SNAP-Ed** -- Elk Meadow was one of three Oregon schools chosen as a recipient of the Oregon Department of Education Wellness Award. This award recognized the school's accomplishments including the active garden committee, the strong partnership with OSU Extension SNAP-Ed, the Fuel Up to Play 60 Wellness Team, and physical activity based school fundraisers, all aimed at creating a culture of health and wellness on campus.



### Learning Connection Town Hall brings together partners in support of child health

#### Tillamook County SNAP-Ed --

The Learning Connection Town Hall was a countywide health initiative based on the foundation that healthy kids are better learners. SNAP-Ed partnered with members from the Oregon Department of Education, Oregon Dairy Council, Tillamook Bay Community College, Tillamook School

District, Food Roots (a local non-profit agency), and county commissioners to plan this kick-off event at the end of May. The meeting brought together community leaders in Tillamook County to strengthen local networks, stimulate action, and engage a broad range of public and private stakeholders in supporting the link between health and education. The purpose of this meeting was to facilitate dialogue about child health and to focus on key solutions for the county. The success and excitement from the Town Hall cascaded into a series of task force meetings involving local leaders in establishing what the 2016 Year of Wellness will entail. Subcommittees were created for four main focus areas: nutrition, physical activity, health and behavior change, and health policy.

