Infographics to promote your SNAP-Ed Program

Promote your SNAP-Ed program to stakeholders (county, state, federal legislators; university/college administrators and researchers) by using an Infographic.

Infographics or information graphics give us a new way of communicating and new ways to help stakeholders understand and think about your information. An effective infographic will tell a story about your programs, the problem, your solution and results. A good infographic should work on at least two levels:

- big picture at first glance (such as trends in poverty, hunger in your state);
- invites viewers to examine and interact with the detailed information.

The graphic’s primary purpose is to make data comprehensible to a wide audience.

How to make a viral infographic:

Source: The YouMoz Blog; The Definitive Guide to Conceptualizing, Designing and Promoting Your own Infographic
**Infographics to promote your SNAP-Ed Program**

1. **Pick your outcomes**: It is important to pick the end-of-year outcomes that will appeal to your target audience. Brainstorm with your team. Ask yourselves the following questions.
   a. Who is your target audience?
   b. Will the target audience be interested?
   c. Does the choice of data reflect well upon your program?
   d. Is it presented in a novel or eye-catching way?
   e. Have you used valid data sources for the information?

2. **Decide on what your relevant national, state and possibly local data will be.**
   a. Examples of national resources may include:
      - Behavioral Risk Surveillance System Survey Data [www.cdc.gov/brfss](http://www.cdc.gov/brfss)
      - National Survey of Children’s Health [www.childhealthdata.org](http://www.childhealthdata.org)
   b. State outcome data from EARS and State final SNAP-Ed narrative
   c. State needs assessment

3. **Shape the information into a narrative**: the information tells the story.
   a. Effective data communication must be:
      i. Compelling: stands apart from all other available data
      ii. Competent: sourced from creditable resources to create trust
      iii. Controversy: the data you choose should create discussion and expand your influence beyond the reach of the infographic
   Remember there could be lots of bits of information present in your readers’ world. Think about how much they will be able to digest in the few moments they focus on your content. What you can communicate in that timespan can change their perspective.

4. **Make the words dance with images. Make the complex understandable.**
   a. Present the data and story visually
   b. Free the data from the constraints of a table. Present it in a format that reveals hidden trends, highlights key points and is visually accessible
   c. Visual representation should strive to be:
      i. Accurate
      ii. Clear
      iii. Accessible
      iv. Informative
      v. Valuable
      vi. Beautiful

5. **Find the experts to assist with development.**
   a. Work with your university graphics department on design (development of an infographic can cost $200-$500)
   b. Use other resources to develop your design – look at other designs and adapt
   c. Examples follow

Sources: [www.creativeblog.com/design/10-steps-creating-perfect-infographic/](http://www.creativeblog.com/design/10-steps-creating-perfect-infographic/)
[http://understandinggraphics.com/design/themes-for-a-good-infographic/](http://understandinggraphics.com/design/themes-for-a-good-infographic/)
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SNAP-ED WORKS

REFERENCES

THE CHALLENGE


THE SNAP-ED SOLUTION


THE RESULTS


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SNAP-Ed WORKS
Healthier Lives Through Nutrition Education

THE CHALLENGE
1/3
Children in the U.S. are overweight or obese
2/3
Adults in the U.S. are overweight or obese
1/5
Families with children in the U.S. face hunger/food insecurity
1/10
Adults in the U.S. eat the recommended daily amount of both fruits and vegetables

THE SNAP-Ed SOLUTION
Teaches SNAP families how to buy and prepare healthy foods
Helps low-income families stretch tight budgets and buy healthy options
Introduces school kids to new fruits and vegetables through workshops, classes, and school gardens

SNAP-Ed WORKS IN ALL 50 STATES
With low-income families and children that receive SNAP (food stamps)

SNAP-Ed WORKS FOR KIDS
3/4 of SNAP-Ed participants are children
73% of students met the national recommendation for fruit consumption among Georgia SNAP-Ed program participants
50% decrease of overweight in elementary school students in a Pennsylvania SNAP-Ed program
100% increase of fruit and vegetable consumption in elementary school students in SNAP-Ed’s Harvest of the Month program in Chico, CA

SNAP-Ed WORKS FOR ADULTS & FAMILIES
Increase in healthier foods
42% increase in the number of participating low-income California adults eating 5+ servings of fruits and vegetables daily
Increase in physical activity
Up to 62% of SNAP-Ed participants were more physically active
Decrease in hunger
40% of SNAP-Ed participants say the program helped them reduce the number of days their families faced food insecurity during the month

Find out how you can protect SNAP-Ed at
http://www.phi.org/resources?resource=snapedworks

DESIGNED BY elefint designs
PUBLIC HEALTH INSTITUTE

SNAP-Ed PDT – September, 2014
SNAP-ED KENTUCKY
2013 Annual Report

OUR FOCUS
SNAP-ED: STRENGTHENING FAMILIES

The Supplemental Nutrition Assistance Program Education (SNAP-Ed) reaches SNAP recipients and limited resource audiences providing nutrition education. Participants receive hands-on education and gain basic skills necessary to raise healthy families on limited incomes in a struggling economy. Clients are provided with nutrition education that teaches them to use SNAP resources effectively while promoting healthy eating habits with physically active lifestyles. SNAP-Ed helps Cooperative Extension further its goals in key strategic areas:
- Reducing and preventing obesity
- Decreasing hunger
- Reducing health care costs

SNAP FAMILIES AND PROGRAMS

In Kentucky in 2013 there were:

2,844 families enrolled in SNAP-Ed programs
6,399 adults benefiting from SNAP-Ed programs
209,163 children benefiting from SNAP-Ed programs
67,835 children below the age of 5 benefiting from SNAP-Ed programs
45 SNAP-Ed assistants in 42 counties

NUTRITION AND FAMILIES

In Kentucky:
- 31.3% of adults were obese in 2012
- 36.0% of children and teens age 10 to 17 were obese or overweight in 2011-2012
- 821,067 of adults were impoverished in 2012
- 263,744 of children were impoverished in 2012
- $264.72 was the average SNAP benefit received in 2013

KENTUCKIANS RECEIVING SNAP BENEFITS

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60 Minutes or More a Day
Where Kids Live, Learn, and Play

Inform
Health Care
92% of youth saw a health care provider last year

Enable
Preschool
4.2 million youth attend center-based preschools

Build
Community
24 minutes of physical activity are added for youth who walk to school

Integrate
School
95% of youth are in school for 6-7 hours per day

Support
Home
Youth are 65% more likely to join organized physical activities when encouraged by their parents

Physical activity is critical for overall health.

Learn more: www.health.gov/paguidelines


SNAP-Ed PDT – September, 2014