

# MARYLAND SNAP-ED:

## ANSWERING THE CALL TO ACTION

University of Maryland Extension

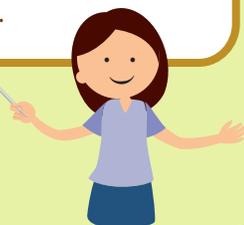
Food Supplement Nutrition Education Program



Maryland SNAP-Ed, known as the Food Supplement Nutrition Education (FSNE) Program, is committed to improving the health and well-being of local residents. FSNE provides nutrition education to low-income individuals and families – and also trains collaborating partners and teachers to administer FSNE curricula to the target audience. In the 2015 program year, MD FSNE provided education to participants through multiple curricula emphasizing healthy eating and physical activity behaviors. Participants were reached in a variety of settings through multilevel modalities, including educational sessions; parent engagement strategies; teacher trainings; and community/parent linkages through newsletters, text messaging and grocery store tours. These diverse educational strategies target individual, interpersonal, and community-level factors associated with nutrition and physical activity.

FSNE educators and collaborators reached 17,714 youth and 3,909 adults through direct education.

Most FSNE adults are the parents/caregivers of youth participants in FSNE education.



In FY15, the majority of participants were reached through in-person direct education sessions. FSNE also utilizes other diverse educational resources to meet the needs of low-income, limited-resource families in Maryland.



More than 740,000 indirect resources, including newsletters; print mailings; and educational text/email messages were distributed to participants in the 2015 program year.

FSNE's multilevel interventions target the following health indicators, which, when adopted as regular or routine behaviors, are associated with improved health and well-being: food resource management, fruit and vegetable consumption, physical activity, reduced sedentary behavior, healthy beverage consumption, and healthy child feeding practices.

### Food Resource Management

Adults who participate in FSNE programming that focuses on smart shopping strategies are equipped to improve their food resource management skills. These adults report plans to significantly increase the frequency with which they:

- Compare prices when grocery shopping
- Buy store brands instead of national brands
- Use coupons
- Eat a meal or snack before shopping to avoid impulse buys

Additionally, adult participants in Cooking Matters at the Store tours conducted by FSNE educators, in partnership with Share our Strength, report strong plans to make healthier and less expensive food choices:

80 %



Planned to compare unit prices to find the best deal

83 %



Planned to read ingredient lists to find whole grains

86 %



Planned to compare food labels to make healthy choices

WELCOME  
TO  
MARYLAND

RANKED 18<sup>TH</sup>  
HEALTHIEST STATE



UNIVERSITY OF  
MARYLAND  
EXTENSION

Solutions in your community

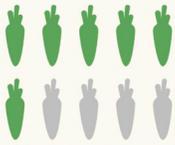
## Fruit and Vegetable Consumption

When working with youth, FSNE educators introduce and repeatedly expose participants to healthy foods, with the goal of increasing taste preference and self-efficacy related to healthy eating. Youth participants in FSNE programming report increased taste preference for healthy foods, including foods from the vegetable and whole grain food groups. Youth also report increased confidence in their ability to choose and consume healthy foods.

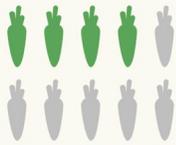


Average number of youth who tried at least 1 new vegetable during their time in FSNE's gardening for nutrition programs

6 out of 10 youth in grades K-2



4 out of 10 youth in grades 3-7

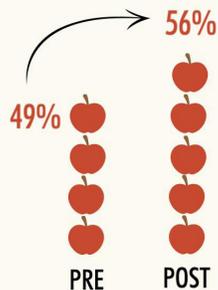


FSNE programming encourages youth to try new healthy foods.

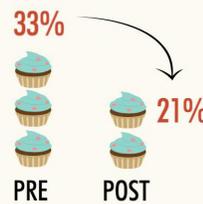
Parent participants in FSNE programming report that their kids are eating healthier, as determined by increases in daily fruit and vegetable consumption.

Parents also report a significant increase in their children's healthy snacking behaviors and a significant decrease in unhealthy snacking (candy, chips, and cookies) from before FSNE programming as compared to after.

FRUITS & VEGETABLES INCREASED



CANDY, CHIPS & COOKIES DECREASED



ADULT CONSUMPTION OF FRUITS & VEGETABLES INCREASED BY ONE WHOLE SERVING

3.5 PRE



+



4.5 POST



FSNE adult programming emphasizes the importance of consuming more fruits and vegetables. Adult participants report an increase in their daily servings of fruits and vegetables by one whole serving after program participation.



After participating in FSNE programming, an average of **8 out of 10 youth** report high confidence in their ability to:

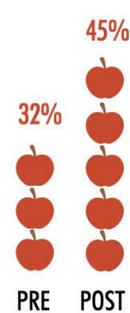


- Ask a family member to purchase their favorite fruits and vegetables
- Prepare their favorite fruits and vegetables at home
- Select fruits and vegetables when eating away from home

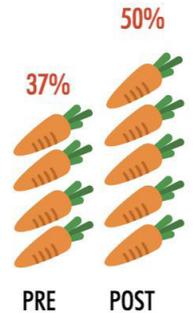


**13%** INCREASE IN THE NUMBER OF CHILDREN WHO:

EAT FRUIT EVERYDAY



EAT VEGETABLES EVERYDAY



## Healthy Eating at Farmers' Markets and Food Assistance Sites

Adults who participate in FSNE education offered at farmers' markets and food assistance sites also indicate strong plans to consume more fruits and vegetables, purchase/select more fruits and vegetables, and increase the variety of fruits and vegetables they take home.

## Physical Activity

FSNE's nutrition education responds to and supports national recommendations for physical activity behaviors as highlighted by parent reports of their children's physical activity.

**60**  **=** THE CDC DAILY RECOMMENDED AMOUNT OF PHYSICAL ACTIVITY FOR KIDS  
**MINUTES OR MORE**

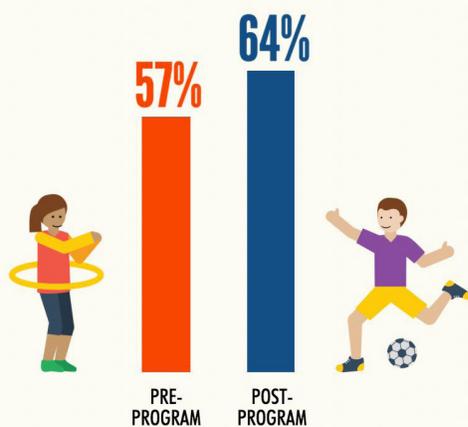


**AFTER TEXT2BHEALTHY:**

**AN AVERAGE OF 9 OUT OF 10 PARENTS REPORT THAT THEIR KIDS EXCEED THE DAILY RECOMMENDED AMOUNT**

Youth participants also report significant increases in their physical activity. The greatest increase in physical activity occurred amongst those youth who report engaging in physically active behaviors at least 5 times per week.

**Percentage of youth in Growing Healthy Habits who report engaging in physical activity 5 or more times in the previous week**



## Reduced Sedentary Behavior

Parents in FSNE programming report a decrease in the amount of time their children spend watching TV each day. Specifically, the majority of parents report that their children are meeting or exceeding the American Academy of Pediatrics' recommendations for screen time.

The American Academy of Pediatrics recommends children limit screen time to:



**After Text2BHealthy, 9 out of 10 parents report that their kids watched 2 hours or less of TV per day**



## Healthy Beverage Consumption

Adult participants in FSNE programming report plans to significantly increase the frequency with which they:

- Drink water with meals, snacks, and throughout the day
- Choose water/unsweetened beverages in place of soda or sweetened beverages
- Know how many calories are in the beverages they usually drink
- Consider the amount of calories in beverages when dining away from home

Parents who participate in FSNE programming also report that their children consume less sugary beverages after program participation.

▶ Children who drink soda or sugared drinks most or all days decreased from 18% before the program to 11% after the program.



## Healthy Child Feeding Practices

Providers at Head Start Centers, Judy Centers, and other childcare organizations who participate in FSNE training programs report strong increases in their plans to:

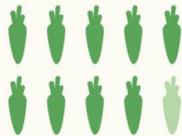
- **Often or always cook with the children in their care (from 40% to 87%)**
- **Always pay attention to children's satiety cues (from 65% to 83%)**
- **Often or always offer foods to children a second time if they didn't like them at first (from 55% to 77%)**

Parents also report increases in their modeling of healthy behaviors to their children.

### After Text2BHealthy:



**9 out of 10 parents eat vegetables in front of their child every day**



**8 out of 10 parents eat fruit in front of their child every day**



**5 out of 10 parents talk about fruits and vegetables with their child**



## Conclusion

FSNE education is associated with significant, positive health outcomes among participating SNAP-eligible youth and adults. Partnerships with collaborating agencies, including local schools and other youth education sites, non-profit agencies, and government agencies, are instrumental in establishing access to and engagement of the target audience. In FY15, more than 2/3 of FSNE's participants received education from collaborating partners alone or from FSNE educators and collaborators. Each year, FSNE develops new local and statewide partnerships, and strengthens existing collaborations, in order to most effectively meet the needs of low-income Maryland residents.

