

2018 VIRGINIA SNAP-ED



A SNAPshot



Cover page:

(left) Susan Prillaman, FCS Agent and (right) Anne Clendendon, Peer Educator

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A LETTER FROM THE LEADERSHIP OF THE FAMILY NUTRITION PROGRAM:

Dear Stakeholders,

It has been another great year for Virginia SNAP-Ed. We continue to use integrated, coordinated approaches to promote healthy eating and physical activity through: Peer-Led Nutrition Education; Volunteer-Led Nutrition Education; Food Access and Availability initiatives, including Policy, Systems, and Environmental (PSE) changes; and Social Media and Support.

Partnerships and well-trained staff and volunteers form the foundation of all SNAP-Ed activities and outcomes. In all, we boast 606 formal partnerships with local and state level agencies and 971 teacher volunteers. We are pleased to report that we graduated 6,539 adults and 77,651 youth as a result of collaborations through peer-led, direct education. An additional 78,677 youth and 1,934 adults were reached through volunteer-led, indirect education. Additionally, we have potentially reached up to 191,528 low-income Virginians through our PSE initiatives and several additional thousand through social media. These coordinated efforts have allowed us to change individuals' behavior and improve awareness, access, and availability to affordable and nutritious foods and beverages and safe physical activity opportunities.

Of our adult participants, 55.5% and 50.2% made positive behavior changes in fruit and vegetable consumption, respectively. For physical activity 45.3% engaged in more physical activity, 48.4% decreased the amount of time spent sitting at home, 43.1% increased their perceived opportunities for physical activity, and 30.7% felt they had increased access to safe spaces to be physically active near their home. Following program participation, 18.2% of participants perceived an increase in their ability to afford healthy foods and 46.7% perceived an increase in their ability to access healthy foods.

Similar positive results were found with our youth programs, either through observations by teachers or reported by children. For example, 80.0% of teachers reported children in grades K-2 eat more fruits at school after participation in SNAP-Ed programs and 42.9% and 38.2% of children in grades 3-5 reported increases in vegetable and fruit consumption, respectively.

Our comprehensive, multi-level, statewide signature programs included *Eat Smart, Move More in Schools*; *Eat Smart, Move More at Farmers Markets*; and *Shop Smart, Eat Smart*. *Shop Smart, Eat Smart* is a healthy retail initiative, started in FY 2018, that promotes the purchase of more nutritious foods and beverages sold at participating food stores across all SNAP-Ed initiatives.

We continued to expand reach and engagement across all digital channels, populated Instagram with SNAP-friendly recipes, and even launched our new website this year, eatsmartmovemoreva.org.

Finally, we utilized systematic evaluation systems to inform decision-making about curriculum and training and to ensure program and fiscal integrity.

Overall, we are extremely proud of our SNAP-Ed program and we look forward to another impactful year. Thank you for your ongoing support.

Sincerely,



Elena Serrano, PhD
Director
Professor



Gina Kindred, EdD
Program Manager,
Operations



Sarah Misyak, PhD
Program Manager,
Evaluation & Research

2018 Virginia SNAP-Ed Annual Report

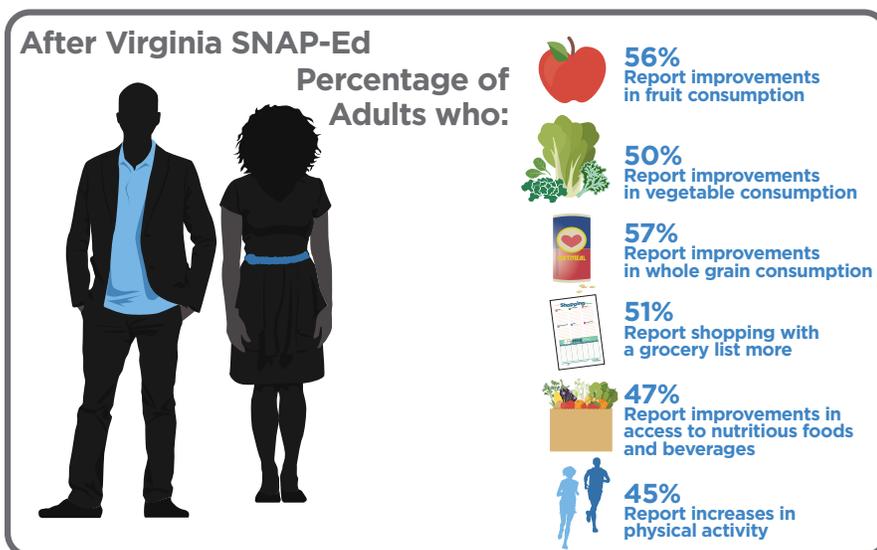
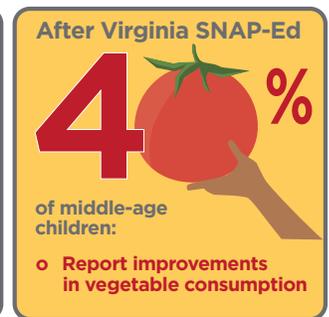
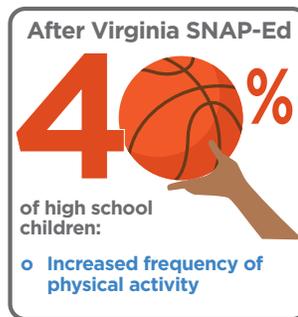
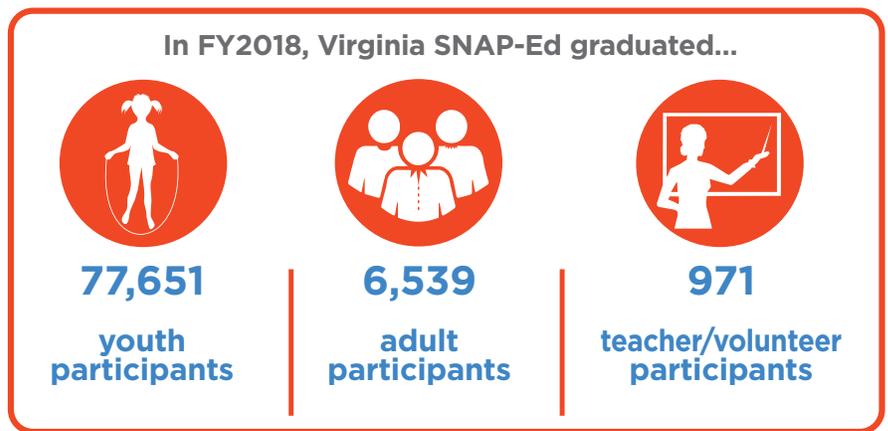
SNAP-ED PROGRAM OVERVIEW

Virginia SNAP-Ed boasted another successful year reaching a large number of SNAP-eligible individuals and working toward making low-cost nutritious foods and physical activities the easy choice through partnerships and collaborations, assessment and evaluation, social media and marketing, and its three initiatives.

INITIATIVES PEER-LED NUTRITION EDUCATION

In FY 2018, the *Healthy Eating and Staying Active as We Age* curriculum was developed for use by adult Peer Nutrition Educators for adults, 45 years and older. The curriculum will allow Virginia SNAP-Ed to better meet the needs of older low-income adults and families beyond mothers of young children.

Still, Virginia SNAP-Ed continues to work toward building greater capacity in reaching young families, the prime target population of SNAP-Ed. Trainings for lessons focused on healthy behaviors during pregnancy and infant and child feeding practices were provided to all Peer Nutrition Educators who worked with adult populations this year. The SNAP-Ed administrative team is also working to identify opportunities and strategies to form partnerships with gatekeepers to the target population, such as WIC.



The Virginia SNAP-Ed recipe database continues to be improved and expanded by a process to identify gaps in recipes and to ensure best practices are modeled in cooking demonstrations.

SNAP-Ed programs were found to be highly effective in promoting changes to participants' behaviors. For example, 40% of high school students reported increases in vegetable consumption and frequency of physical activity. Adults reported even higher increases in these behaviors, as well as important food budgeting behaviors.

Printed Newsletters



42,655

VOLUNTEER-LED NUTRITION EDUCATION

In FY 2018, Virginia SNAP-Ed shifted more SNAP-Ed Agent effort to encourage facilitation of projects focused on Policy, Systems and Environmental (PSE) change education. As such, contact numbers from volunteer-led nutrition education programs declined slightly, although still impressive. They also delivered 42,655 evidence-based newsletters to parents through their efforts. See the table below for contact numbers.

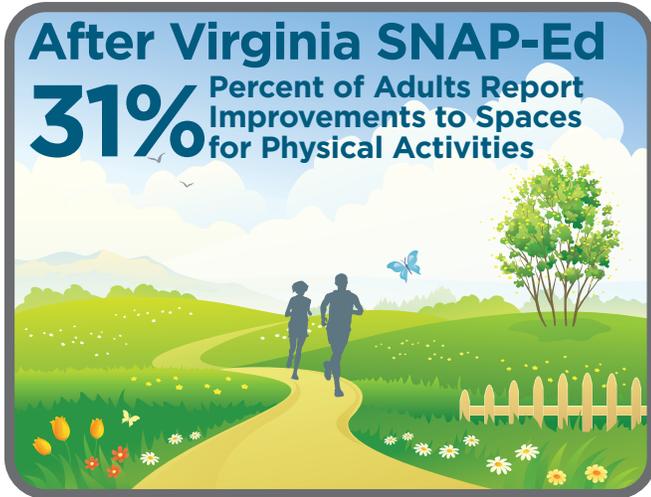
SNAP-Ed Data					
	# Volunteers	# Volunteer Hours	# Adult Clients Served By SNAP Volunteers	# Youth Clients Served By SNAP Volunteers	#Indirect Contacts
Program Totals	971	8,042	1,984	61,433	489,877
Grand Totals					
	# Volunteers	971			
	# Volunteer Hours	8,042			
	# Adult Clients	1,984			
	# Youth Clients	61,433			
	#Indirect Contacts	78,677			
	# Indirect Contacts (Media)	420,000			

“I learned a lot, and thanks to this program now my diabetes is controlled.”



“Aprendí mucho, y gracias a este programa pude controlar mi diabetes.”





(comprehensive, multi-level initiatives to improve health at a given setting type). *Eat Smart, Move More in Schools* and *Eat Smart, Move More at Farmers Markets* are signature programs that were developed in previous fiscal years, with ongoing PSE efforts in these settings as well as others.

FOOD AND PHYSICAL ACTIVITY ACCESS AND AVAILABILITY

SNAP-Ed Agents formed partnerships with retail owners/managers in communities across the state of Virginia to encourage the purchase of healthy foods and beverages at food retail outlets. The goal of the first phase of this *Shop Smart, Eat Smart* program is to build consumer demand for healthy foods and beverages already available in partner stores through PSE changes. *Shop Smart, Eat Smart* was designed as a FNP signature program



16
Policy changes



31
System changes



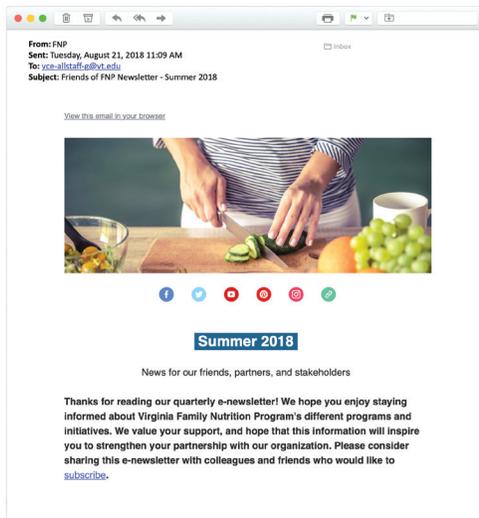
36
Environmental changes

PSE ACTIVITIES AND CHANGES

Setting	Changes			Potential Reach
	Policy	Systems	Environmental	
Afterschool Programs	1	5	1	1,550
Faith/Places of Worship	2	2	2	621
Farmers Markets	0	3	1	73,998
Food Banks	0	2	1	125
Job Training Programs/TANF Worksites	2	0	4	2,500
Large Food Stores (4+ Registers)	0	0	4	45,175
Small Food Stores (≤3 Registers)	0	1	5	50,551
Schools	11	18	18	17,008
Total	16	31	36	191,528



Phase two of *Shop Smart, Eat Smart* is under development for implementation in FY 2019 and FY 2020. In this phase, SNAP-Ed Agents will capitalize on the trust they are currently building with their retail partners to increase stocking of healthy foods and beverages.



SOCIAL MEDIA AND SUPPORT (INCLUDING SOCIAL MARKETING)

Virginia SNAP-Ed continues to strive to meet young families and caregivers where they are at, online. A new, user-friendly website, eatsmartmovemoreva.org, was launched at the end of FY 2018. With both administrative and public pages, this website has the potential to a valuable resource for employees, participants, stakeholders and the general public.

Social media was used to deliver a social marketing campaign for the *Eat Smart, Move More at Farmers Markets* signature program. This campaign reached over 35,000 individuals in FY 2018 with growth across all platforms.

Virginia SNAP-Ed also launched a new e-newsletter this year to communicate with local, state, and regional representatives and partners. The e-newsletter highlights different activities and outcomes of the program.

“I taught my family how to limit the things they eat that aren’t healthy, and we have been exercising more.”



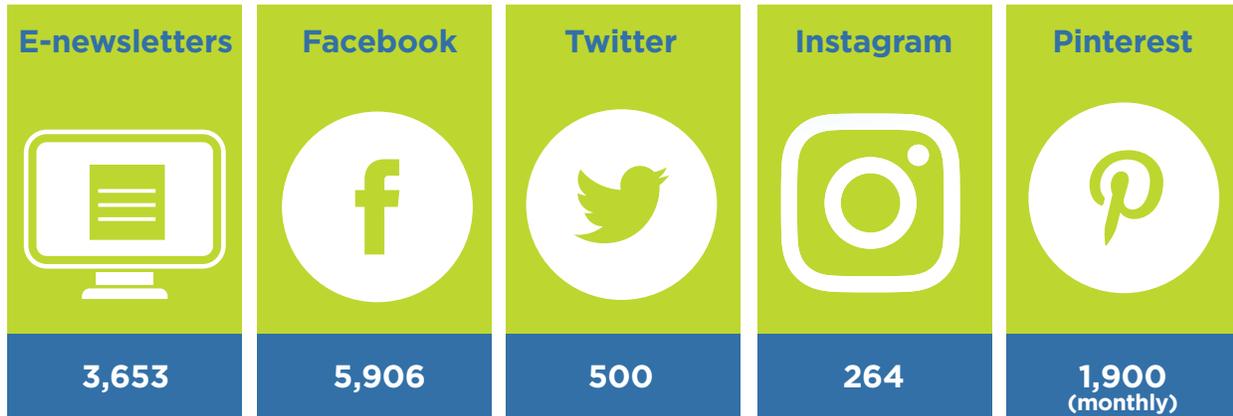
“I learned how to portion size my meals and for my family’s meals, and what is healthy to eat for my family. I also learned that we were eating too much sugar and salt. I now know how to limit these items.”



“I learned to cook with less salt. I learned to cook using more vegetables and I learned to read food labels when I shop. I also learned many wonderful things in this class about healthy eating.”



Number of Followers of SNAP-Ed Social Media and Marketing



SNAP-ED PLANNED IMPROVEMENTS:

With an increasing emphasis on the importance of data-driven decision-making, we plan to adopt PEARS, a new data management system in the coming fiscal year. Training and implementation for this new system is under development. This will impact the reporting for all of our projects.

To further improve our program management and to ensure program integrity in our direct education initiative, Virginia SNAP-Ed will also be developing an implementation fidelity checklist for use by staff supervisors. The checklist will be developed in FY 2019 for use in FY 2020.

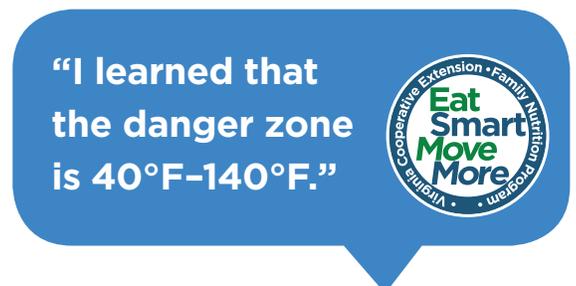
Curriculum Development

The SNAP-Ed administrative team identified the need for activities that Peer Nutrition Educators and SNAP-Ed Agents could use at Department of Social Services and WIC waiting rooms, health fairs, and other public events to help market their programs and recruit participants. Mini-lessons have been created for implementation in FY 2019. Topics include decreasing sugar, fat and sodium intake and reading nutrition labels. Tips on setting up a table and attracting participants to a display are also provided. Finally, an add-on lesson, *Voice Your Choice*, was created to support the healthy food retail initiative. This will be tested in FY 2019.



PARTNERSHIPS AND COLLABORATIONS:

Virginia SNAP-Ed operates through the Virginia Family Nutrition Program of Virginia Cooperative Extension (VCE). Partnerships and collaborations both within VCE and outside lay the foundation for Virginia SNAP-Ed. Virginia SNAP-Ed has 606 cooperating partnerships with schools, after school programs, summer feeding sites, the Department of Education, WIC, DSS offices, and SNAP.





BEFORE

CREATING AND MAINTAINING COMMUNITY AND SCHOOL GARDENS IS AN EFFECTIVE STRATEGY TO INCREASE HEALTHY FOOD AWARENESS AND CONSUMPTION.

AFTER



“I never liked fresh tomato until I tried the peach and tomato salad. Now I buy all of the ingredients at the farmers market and make it for my family all the time!”

“Because of this class, I have talked to my 13 year old daughter and we have been eating even more vegetables and fruits.”

“Because of this class I have started using a grocery list. I also start my day eating protein. I have started focusing on not eating too much sugar and have learned to eat more whole grains. I also learned that I needed to eat more milk and yogurt.”

“One of our nutrition educators teaches a group of older adults. After their third class, they told her that they started a walking group to help them move more. They all met us to go walking right after her class.”

“I learned that low-calorie food is very good. You can cut out sugar, salt and fat and the food still tastes good.”



Eat Smart Move More

Virginia Cooperative Extension • Family Nutrition Program
www.eatsmartmovemoreva.org

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