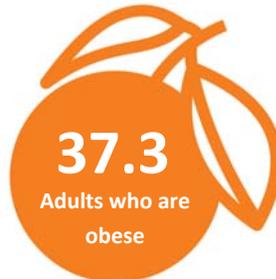




Helping Mississippians Live Happier, Healthier Lives!

## THE NEED FOR SNAP-ED



## SNAP-ED IMPACT IN 2018



**5,112** direct education sessions conducted in **861** programs  
**16,173** participants reached through direct education

**45,562** Mississippians reached through indirect education or policy, systems, and environmental change interventions  
**12,537,733** impressions through so-

## HAPPYHEALTHY SOCIAL MARKETING CAMPAIGN



Facebook: 3,463 following  
Twitter: 78 following  
Instagram: 108 following

[happyhealthy.ms](http://happyhealthy.ms)

**Mass Media** 398,236

**Online Radio** 825,835 unique impressions



Learn to choose the best fruits and vegetables for the best price.

MISSISSIPPI STATE UNIVERSITY  
OKLAHOMA STATE UNIVERSITY  
WWW.HAPPYHEALTHY.MS



# DIRECT EDUCATION: COOKING MATTERS FOR



*"I have inspired my mom to eat healthier, which was [my] main goal. I have also learned so much about food and shopping that I never knew. My entire family eats unhealthy and have health issues, so I'm deter-*

After a six week course, participants reported an increased confidence in their ability to:

- Choose the best priced form of fruits/vegetables 22%
- Buy healthy food for their family on a budget 27%
- Use basic cooking skills 19%
- Cook healthy foods for their family on a budget



*"...before I ate only white rice now I only buy and eat brown rice and whole-grain foods. Also, [I] learn[ed] to compare prices and read labels more*

# POLICY, SYSTEMS, & ENVIRONMENT: SMARTER



**18 Smarter Lunchrooms      Movement School Cafeterias**  
**Estimated Reach: 10,824**



Partnered with Mississippi Department of Education Office of Healthy Schools-Child Nutrition. Provided 32 trainings to 1,078 school cafeteria managers and 151 Child Nutrition Directors on the

# POLICY, SYSTEMS, & ENVIRONMENT: EDIBLE



**30 School and Community Edible Gardens**  
**Estimated Reach : 11,427**



Data sources available upon request.  
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