Helping Mississippians Live Happier, Healthier Lives!

THE NEED FOR SNAP-ED

21.4 Adults consume vegetables <1 per day

17.2 Households that are food insecure

37.3 Adults who are obese

22.9 High school students not physically active

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 social media

HAPPYHEALTHY SOCIAL MARKETING CAMPAIGN

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

happyhealthy.ms

Mass Media 398,236
Online Radio 825,835 unique impressions
"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. For more information, contact MSU-ES SNAP-Ed Coordinator Sylvia Byrd at shb5@msstate.edu or 662.325.1340.