



NJ SNAP-Ed FFY 2019

The Landscape



360,000+ NJ Households receive **SNAP** benefits



1 in 7 NJ children struggle with **hunger**



1 in 4 NJ adults are **obese**



35% of NJ adults eat less than 1 serving of **fruit** per day



21% of NJ adults eat less than 1 serving of **vegetables** per day



51% of NJ adults do not get enough **exercise**

The NJ SNAP-Ed Solution

Supplemental Nutrition Assistance Program Education (SNAP-Ed) is a USDA-funded program to promote nutrition and prevent obesity where low-income people live, learn, eat, shop, work and play.

New Jersey's SNAP-Ed program's organizational structure includes:

- ✓ State Agency
- ✓ Implementing Agency
 - 3 Regional Agencies
 - 3 Support Agencies
 - External Evaluator



1,265 partnerships developed



37,500 individuals reached by **direct education** and **71,100** individuals reached by **PSE work**



12 interventions delivered at **648** sites in all **21** counties



2,000,000+ individuals reached by **social marketing**

The Results

Among individuals who participated in NJ SNAP-Ed direct education:



64% of children and **82%** of adults eat more than 1 type of **fruit**



92% of adults participate in **physical activity**



80% of children and **85%** of adults eat more than 1 type of **vegetable**



86% of adults **shop with a list** and **93%** of adults **cook healthy foods** on a budget



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