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
- 12 interventions delivered at 648 sites in all 21 counties
- 37,500 individuals reached by direct education and 71,100 individuals reached by PSE work
- 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
- 80% of children and 85% of adults eat more than 1 type of vegetable
- 92% of adults participate in physical activity
- 86% of adults shop with a list and 93% of adults cook healthy foods on a budget

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