Helping Mississippians live happier, healthier lives!

SNAP-Ed and EFNEP focus on reaching the limited-resource audience in Mississippi to provide practical, hands-on nutrition education and policy, systems, and environmental strategies to address some of our most pervasive challenges of poverty, food insecurity, and obesity. Addressing these issues can save money on healthcare by changing behaviors to help prevent chronic diseases associated with obesity, poor quality nutrition intake, and lack of physical activity.

Why is there a need for nutrition education?

Mississippi State University Extension

Obesity
- Adult rate: 39.5%
- Youth rate: 25.4%

Diabetes
- Adult rate: 14.3%
- Projected cases in 2030 at current pace: 415,353

Hypertension
- Adult rate: 40.8%
- Projected cases in 2030 at current pace: 751,568

SNAP reached 212,892 households with 411,995 individuals in an average month

SOCIAL MARKETING
- 3,546,503 impressions through social marketing/media
- 33,479 online radio unique impressions
- 805,044 web display banner ads unique impressions

HAPPYHEALTHY.MS 30,604 pageviews
- 23,597 sessions
- 16,186 new visitors

Outcomes

EFNEP YOUTH:
- 94% improved diet quality
- 76% improved physical activity
- 83% improved food safety

SNAP-ED YOUTH:
- 26% increased their vegetable intake
- 29% increased their fruit intake
- 11% increased their milk consumption

EFNEP ADULTS:
- 83% improved diet quality
- 42% improved physical activity
- 55% improved food safety
- 49% improved food security
- 82% improved food resource management

SNAP-ED ADULTS:
- 49% increased confidence in choosing the best price for fruits and vegetables
- 41% increased confidence in their ability to use basic cooking skills
- 47% increased confidence to cook healthy foods on a budget

Mission: Readiness
- 76% of Mississipians between the ages of 17 and 24 are not eligible to serve in the US military. Excess weight is one of the main disqualifiers due in part to the lack of access to nutritious food.

Data sources available upon request.

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This institution is an equal opportunity provider.
**SMARTER LUNCHROOMS MOVEMENT**

36 School Cafeterias
estimated reach 16,700

**YOUTH EDUCATION**

“We display the fruit and vegetable fact sheets on our digital menu boards to encourage fruit and vegetable consumption by students and faculty.” - Tonya, Lincoln County

4,709 youth lessons conducted in 817 classes, 15,887 youth reached

“I can’t wait to tell my momma that I ate celery today! I’m going to ask her to get some the next time she goes to the store!” - Tommie, 5th grader, Madison County

**EDIBLE GARDENS**

24 school and community Edible Gardens; estimated reach of 4,607

“Today’s Mom helped me learn so much and made me feel more confident.” - Lillian, Marion County

**ADULT EDUCATION**

1,776 families reached through adult direct education
2,598 adult direct education lessons given over 3,228 hours

“This course taught me how to consider adding more healthy options to my meals...It also helped me and my wife with our relationship by allowing us to cook together.”

- Ronnie, Jackson County

“I was pregnant with twins and I didn’t know anything about babies. Today’s Mom helped me learn so much and made me feel more confident.”

- Lillian, Marion County

**GOVERNMENT AGENCIES**

**SCHOOLS**

**FAITH-BASED**

**FOOD STORES**

**EARLY CHILDHOOD**

**HUMAN SERVICES**

**474 COMMUNITY PARTNERS**