



NJ SNAP-Ed FFY 2021

The Landscape



430,000+ NJ Households receive **SNAP** benefits



1 in 8 NJ children struggle with **hunger**



1 in 4 NJ adults are **obese**



34% of NJ adults eat less than 1 serving of **fruit** per day



19% 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
 - 4 Project-Specific Agencies
 - External Evaluator



520 partnerships developed



23,219 individuals reached by **direct education** and **181,024** individuals reached by **PSE work**



15 interventions delivered at **732** sites in all **21** counties



2,200,000+ individuals reached by **social marketing**

The Results

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



94% of adults eat more than 1 type of **fruit**



92% of adults eat more than 1 type of **vegetable**



95% of adults participate in **physical activity**



27% of NJ adults **do not** drink sugar-sweetened beverages



82% of adults **use nutrition facts on food labels** and **95%** of adults **cook healthy foods** on a budget



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