

# SNAP-ED

## 2023 Highlights



Michigan State University (MSU) Extension Supplemental Nutrition Assistance Program Education (SNAP-Ed) instructors deliver evidence-based, hands-on nutrition and physical activity learning opportunities that empower limited income youth and adults with information and strategies to make healthy behavior and lifestyle choices.



### WHAT WE DO

MSU Extension partners with the Michigan Department of Health and Human Services to provide SNAP-Ed, a nutrition education program designed to reduce hunger and food insecurity and promote healthy eating habits for SNAP-Ed eligible populations. MSU Extension SNAP-Ed community nutrition instructors teach youth, individuals, and families how to make health a priority. The goal of SNAP-Ed is to improve the likelihood that SNAP-Ed eligible persons will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance.

## SNAP-ED PROGRAMMING THROUGHOUT THE STATE



Overall MSU Extension **REACHED**

**240,136** UNDUPLICATED  
individuals through **NUTRITION** and  
**PHYSICAL ACTIVITY PROMOTION,**  
**EDUCATION,** and **PSE** (policy, system,  
and environmental changes) and worked  
collaboratively with **945 PARTNERS** and  
**168 COALITIONS** throughout the state.



# PSE

POLICY, SYSTEMS, AND  
ENVIRONMENTAL CHANGE

## PSE IMPACT

Oct. 1, 2022 - Sept. 30, 2023

**254** Community Sites  
REACHED

**66,375**  Children & Adults REACHED

Children & Adults REACHED

## PSE SITE CHANGES

 **495** Nutrition

 **55** Physical Activity

**5** Both Nutrition and  
Physical Activity

 **44** Policy Changes

**216** Environmental  
Changes

 **295** System Changes



### PSE Success Story

We have increased the amount of fruits and vegetables the children are eating and decreased the amount of pre-fried foods served at snacks and meals. This Farm to Early Care program has taught me to shop for locally grown fruits and vegetables!

- Montmorency County

## DIRECT EDUCATION

**10,025** Direct Education  
Sessions Offered



**9,700** Face to Face



**325** Hybrid



### ADULT Dietary Improvements

**17%** consumed  
less soda  
per day

**39%** ate more  
fruits per  
day

**36%** ate more  
vegetables  
per day








### ADULT Physical Activity Improvements



**39%** increased moderate physical  
activity participation



**32%** increased strength training  
activities

YOUTH Health & Nutrition Impact		3rd - 12th Grade
	increased vegetable consumption	<b>33%</b>
	decreased soda consumption	<b>33%</b>
	increased physical activity	<b>31%</b>
	washed their hands more often	<b>28%</b>
	decreased screen time	<b>30%</b>

### YOUTH K-2nd Grade Impact

**89%** Washed their hands more before handling food.

**65%** Bring more fruits and veggies as snacks.

**97%** Can identify healthy food choices.

**81%** Increased physical activity.

**90%** Are now eating more fruits and vegetables.



# INDIRECT EDUCATION

Indirect education activities are complementary approaches to direct education and PSE coaching and include informative channels like: articles, fact sheets, radio podcasts, social media postings, web presence, and educational videos.

# 372,083

ADULTS AND YOUTH REACHED



## SOCIAL MEDIA



### TOTAL DUPLICATIVE REACH FOR SOCIAL MEDIA POSTS



**3,515** Instagram TOUCHES



**288** Video Hours WATCHED on YouTube  
**96,882** video thumbnails shown to YouTube Viewers



**172,300** MI HEALTH MATTERS Facebook Post Entered Users Screen



**174** MI HEALTH MATTERS Educational Videos Now Available



### PSE Success Story

Alcona Elementary Lead Cook started incorporating more home-cooked meals for lunch and wanted to do taste testing of new meals. After some discussion and brainstorming, she decided to implement Try-day Fridays, where each Friday she would make a new recipe. Students had the choice to try the new meal, with a prize incentive for trying. Recipes that received a majority vote of yes were added to the Lunch Menu. They also collaborated with the art teacher to get some healthy foods art work on the walls in the cafeteria. "Students, who normally choose peanut butter & jelly for lunch, are giving the new recipes a try, and trying more foods than they normally do. I also noticed that students requested and prefer more fresh fruits & vegetables."

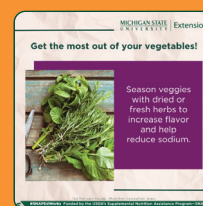
- Alcona County

The MI Health Matters social media campaign has produced an additional **23 short-form educational videos** that help give viewers the tools they need to increase their physical activity and intake of fruits and vegetables by providing interesting information, cooking tips, recipes, and tricks. The MSU Extension Facebook MI Health Matters video library consists of 174 videos.



### MSU Extension created infographics

provide audiences with quick bits of information that can be found in lengthier MSU Extension news articles. The infographics also include **links that allow viewers access to the full article.** These infographics are posted on Facebook and Instagram.



# SNAP-ED SUCCESS STORIES

## MARQUETTE COUNTY

An Eat Smart, Live Strong series participant was asked how things were going and she shared that she's eating more fruits and vegetables, is walking more, and has lost five pounds in the four weeks since the class started.

## MENOMINEE COUNTY

The Nah Tah Wahsh Community School implemented cafeteria environmental improvements and food tastings that honored their Native American culture and the students were able to experience foods like blackberries, raspberries, squash, wild rice, and bison; many for the first time.

## EMMET COUNTY

After attending a series, participants from the Little Traverse Bay Band of Ottawa Indians shared they were washing their hands more before eating, trying new foods at home, reading food labels more often, and improved kitchen safety. They were also cleaning and sanitizing cutting boards in between produce and meat more often. One participant even said they bought color-coded cutting boards for this purpose.

## MANISTEE COUNTY

After completing a 2022 needs assessment, a subcommittee of the LiveWell 4 Health Manistee coalition found that 99% of food pantry clients would take more fresh fruits and vegetables if provided. In response, the group created the Field to Pantry pilot program with three local farmers that agreed to sell produce at wholesale prices to eight local pantries.

## GRATIOT COUNTY

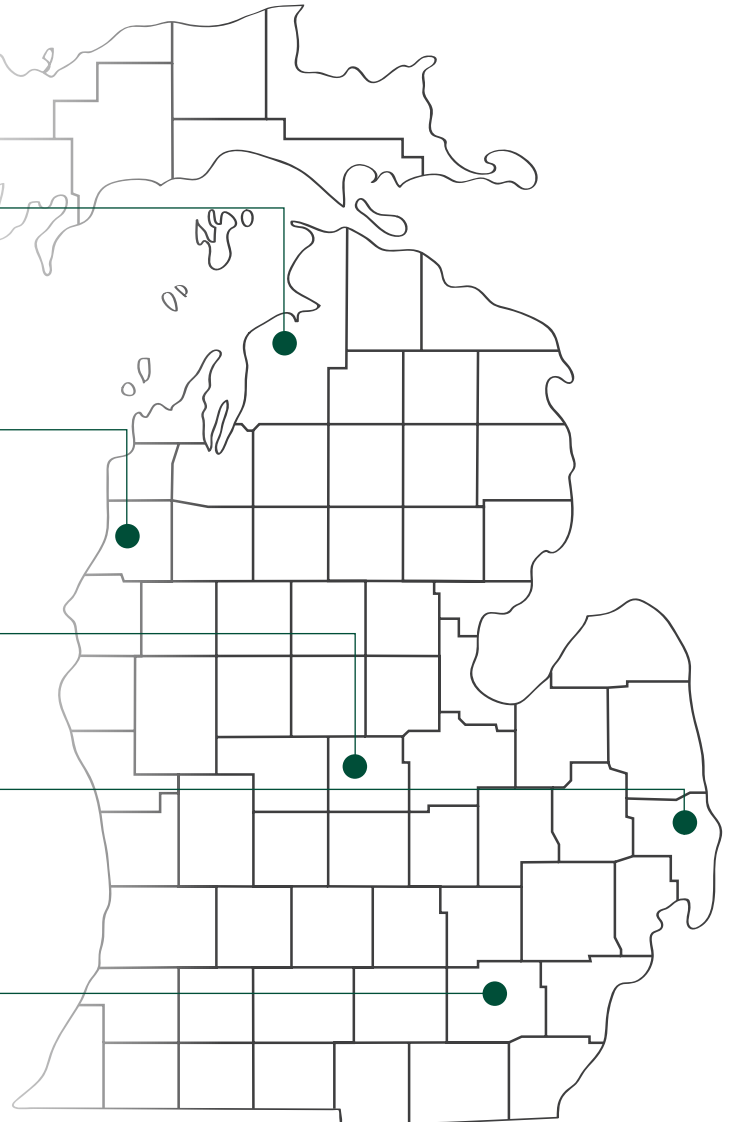
The Live Well Gratiot (multi-sector) Coalition worked collaboratively to fund and provide \$100 in farmers market tokens for fresh produce to 58 individuals that completed a Cooking for One SNAP-Ed series.

## ST. CLAIR COUNTY

In collaboration with WIC, a comfort station for breastfeeding moms was set up at the 4-H Fair. The WIC Coordinator wrote, "I wanted to thank you for inviting WIC to participate in providing a comfort station for breastfeeding moms at this year's 4-H Fair. The community response was overwhelmingly positive."

## WASHTENAW COUNTY

With the assistance of MSU Extension, refugees from Afghanistan, Pakistan, and Colombia participated in an Eat Healthy, Be Active nutrition education series and ultimately cultivated a garden with vegetables; some traditional to their homeland. The surplus in vegetables were sold at the local farmers market.



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