

SNAP-Ed

2025 Highlights

For over 30 years, Michigan State University (MSU) Extension SNAP-Ed educators and instructors delivered evidence-based, hands-on nutrition and physical activity learning opportunities that empowered youth and adults to build healthy eating habits and be more active on a limited budget. Following a federal decision to end funding, the program was discontinued after July 4, 2025.

WHAT WE DID

Michigan State University (MSU) Extension partnered with the Michigan Department of Health and Human Services to provide Supplemental Nutrition Assistance Program Education (SNAP-Ed). SNAP-Ed was the 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 taught youth, individuals, and families how to make health a priority. The goal of SNAP-Ed was to improve the likelihood that SNAP-Ed eligible persons made healthy food choices within a limited budget and chose physically active lifestyles consistent with the Dietary Guidelines for Americans and the USDA food guidance.

SNAP-Ed PROGRAMMING THROUGHOUT THE STATE



Overall, MSU Extension **REACHED**

113,929 individuals

through **NUTRITION** and **PHYSICAL ACTIVITY PROMOTION** and **EDUCATION, PSE** (policy, systems, and environmental) change efforts, and worked collaboratively with **1,050 PARTNERS** and **180 COALITIONS** throughout the state.

PSE

POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE

PSE IMPACT

Oct. 1, 2024 - Sept. 30, 2025

381 Community Sites REACHED

78,551  Children & Adults REACHED

PSE SITE CHANGES


 **767** Nutrition

 **173** Physical Activity

13 Both Nutrition and Physical Activity

 **99** Policy Changes

400 Environmental Changes

 **454** System Changes



PSE Success Story

With guidance from a SNAP-Ed instructor and support from Lakeshore Food Club and other awarded resources, Gateway 2 Success students and staff established a food club at their school.

The food club offers an innovative, client-centered grocery model that provides a dignified way to access food while reducing stigma for students experiencing food insecurity.

- Mason County

DIRECT EDUCATION

8,211 Direct Education Sessions Offered

 **8,102** Face to Face

 **109** Hybrid

ADULT Dietary Improvements

22% Consumed less soda per day





41% Ate more fruits per day

39% Ate more vegetables per day

ADULT Physical Activity Improvements

 **37%** Increased moderate physical activity participation

 **35%** Increased strength training activities

YOUTH Health & Nutrition Impact		3rd - 12th Grade
	Increased vegetable consumption	30%
	Decreased soda consumption	33%
	Increased physical activity	34%
	Decreased screen time	32%

YOUTH K-2nd Grade Impact	
93%	Washed their hands more before handling food.
62%	Bring more fruits and veggies as snacks.
98%	Can identify healthy food choices.
85%	Increased physical activity.
90%	Are now eating more fruits and vegetables.



SOCIAL MARKETING



In FY25, MSU Extension continued to partner with the Office of Disease Prevention and Health Promotion (ODPHP) to promote the **Move Your Way**® campaign as a social marketing effort to encourage physical activity participation among SNAP-Ed eligible adults.



Campaign Length:
8 months (January-August 2025).



Total Impressions:
10,746,626 with an average click through rate (CTR) of 0.06%.



Estimated Eligible Population:
935,676 adults among 28 targeted counties in Michigan.



MSU Extension Physical Activity Website:
42,486 views to website.

SOCIAL MEDIA



Total duplicative reach for social media posts



2,751 Instagram IMPRESSIONS



244 Video Hours WATCHED on YouTube
9,576 TOTAL Videos Viewed on YouTube



151,639 MI HEALTH MATTERS Facebook Post Entered Users Screen



178 MI HEALTH MATTERS Educational Videos Now Available



SNAP-Ed Success Stories and Videos

Through practical, hands-on education and local partnerships, SNAP-Ed helped people with limited resources build lifelong skills around nutrition, cooking, physical activity, and budgeting for healthy meals.

But sustainable change takes more than knowledge. That's why SNAP-Ed also invested in lasting improvements through policy, systems, and environmental (PSE) changes which helped reshape the places where people live, learn, and work so that healthier choices become easier and more affordable.

This QR code will connect with an MSU Extension web page featuring inspiring videos and articles that highlight what's possible when education, partnership, and policy come together to support a healthier Michigan.



Scan for more information

SNAP-Ed SUCCESS STORIES

CHIPPEWA COUNTY

In partnership with staff from the Sault Tribe Health Center, the local SNAP-Ed instructor offered an interactive cooking workshop focused on recipes adapted to use locally sourced, Indigenous ingredients while limiting added sodium and sugar.

OSCODA COUNTY

A program participant contacted her SNAP-Ed Instructor to report that she had lost 70 pounds, has more energy, and is feeling much better since attending her class.

GLADWIN COUNTY

Upon finishing the six-week nutrition series facilitated by a SNAP-Ed instructor, 31 participants became eligible to receive up to \$100 in produce vouchers, provided through a partnership with MyMichigan Health, for use at local grocery stores.

MUSKEGON COUNTY

With support from MSU Extension, Bright Futures Daycare and Preschool installed an edible teaching garden to promote healthy eating and hands-on learning. Children helped plant and care for the herbs and vegetables while learning about healthy eating. The garden has become a living classroom, encouraging kids to try new foods and helping families support healthy eating at home.

WAYNE COUNTY

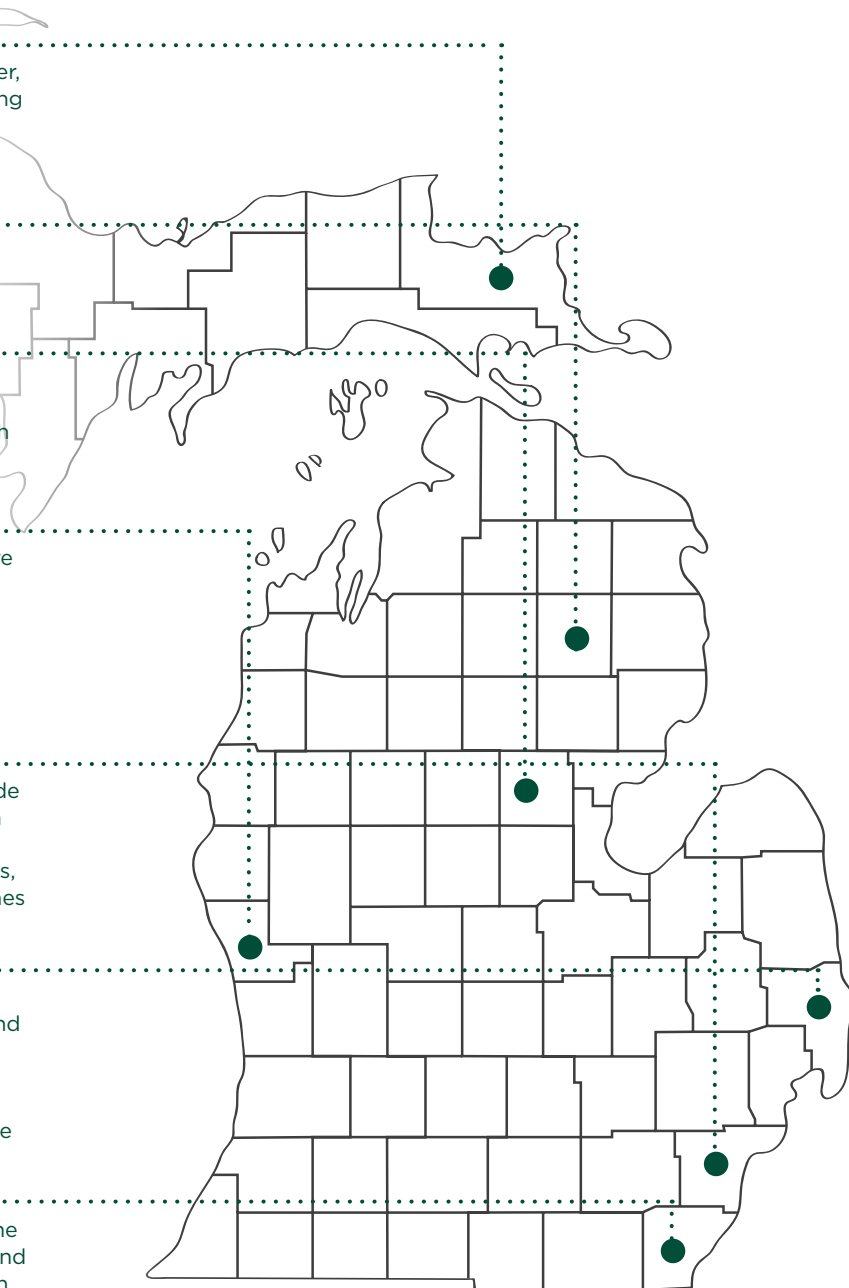
A group of adults with cognitive impairments at the MiSide Clubhouse participated in a SNAP-Ed series with a lesson focused on choosing water over sugary beverages. As a result, participants are purchasing fewer high-sugar drinks, refilling their MSU Extension water bottles one to two times daily, and drinking more water at home.

ST. CLAIR COUNTY

A partner in St. Clair County shared heartfelt feedback following the announced end of the SNAP-Ed program and the elimination of a 30-year veteran instructor, "You have helped so many people throughout the community, often during some of the most difficult times of their lives. You have been a blessing to all of us and are the reason we are able to do what we do to help fight food insecurity."

MONROE COUNTY

In collaboration with the Monroe County WIC Program, the SNAP-Ed instructor helped recruit Parran's Greenhouse and Farm Market to begin accepting WIC Produce Connection e-benefits from Monroe WIC families.



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