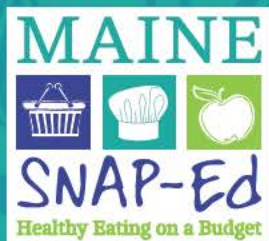


# MAINE STATE LEGISLATURE

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# Maine SNAP-Ed FY 2014 Annual Report



## WHO WE ARE



The Supplemental Nutrition Assistance Program - Education (SNAP-Ed) is the nutrition education and obesity prevention component of the SNAP program. SNAP-Ed is the largest obesity prevention initiative in Maine and is funded by the United States Department of Agriculture (USDA). Maine SNAP-Ed is administered by the Maine Department of Health and Human Services (DHHS) and implemented by the University of New England (UNE). UNE contracts with the Healthy Maine Partnerships (HMPs), a statewide network of community health coalitions that form Maine's public health infrastructure, to deliver local programming. As of fiscal year 2014 (FY 2014), the HMPs have hired 30 qualified Nutrition Educators to deliver nutrition education to youth and adults who are eligible for SNAP benefits.

*Maine SNAP-Ed helps people learn easy ways to shop, cook, and eat healthy food on a budget to maximize their SNAP benefits.*

**Shop**



**Cook**



**Eat**







## WHAT WE DO

The goal of Maine SNAP-Ed is to provide participants with the skills and knowledge to make healthier choices within a limited budget and choose physically active lifestyles, consistent with the current Dietary Guidelines for Americans.

### Direct Education

- Maine SNAP-Ed delivers evidence-based nutrition education programs to low-income families where they live, work, and play.
- Programs are series-based (more than one class) to promote behavior change.
- Classes are available for all ages.

**In FY 2014**, the Maine SNAP-Ed program reached 31,889 youth and adults in 7,881 nutrition classes, for a total of 96,107 contacts with SNAP eligibles statewide.



“I thought, well, maybe if I teach myself how to cook better for myself and try new things in the long run it will be better for me.” —*SNAP-Ed Participant*

“It [the class] makes you more aware [of what you are buying] when you’re shopping, what you’re eating and what’s really important, like vegetables.” —*SNAP-Ed Participant*

### Social Marketing Campaign

- Maine SNAP-Ed also reaches mothers and young children through a social marketing campaign.
- Over 4,000 internet users accessed the Maine SNAP-Ed landing page to find out more information about the program and available classes.

**In FY 2014**, postcards were mailed to all SNAP recipient households across the state with information about accessing SNAP-Ed programs. The postcards were adapted to launch an online marketing pilot, where strategically placed internet ads targeted low-income mothers.



## WHERE WE WORK

*Maine SNAP-Ed provided classes in:*



- 333 schools and youth education sites
- 101 Head Start and child care sites
- 95 community centers
- 79 public housing sites
- 78 food stores
- 62 churches
- 56 emergency food assistance sites
- 40 elderly service centers



## PROGRAM SPOTLIGHT: SHARE OUR STRENGTH'S COOKING MATTERS™ PROGRAM



**Good Shepherd  
Food-Bank**  
*Feeding Maine's Hungry*

- In Maine, Cooking Matters™ is implemented through a unique partnership between the Good Shepherd Food Bank (GSFB), Maine SNAP-Ed, and Hannaford Supermarkets.
- Participants learn how to select nutritious, low-cost ingredients and prepare them in ways that provide the best nourishment possible to their families.
- The program is provided in a series of six two-hour classes.
- *In FY 2014*, SNAP-Ed delivered 218 Cooking Matters series statewide with technical assistance from UNE and GSFB. Groceries were provided to all participants by Hannaford Supermarkets.

### *Participant Survey Results*

- Teens reported a significant increase in confidence in basic cooking skills, using the Nutrition Facts labels on food, and making meals from scratch.
- Teens reported a significant increase in the frequency of consumption of fruits and green salads.
- Adults reported a significant increase in their “typical” consumption of fruits, green salads, and non-fried vegetables.
- Adults reported a significant increase in confidence in purchasing and cooking healthy foods.
- Adults also reported a significant increase in using the Nutrition Facts labels on food, eating food from each food group every day, and cooking meals from scratch.





## WHY SNAP-ED IS IMPORTANT

- 1 in 7 Mainers lives in poverty.
- Low-income individuals often have limited access to affordable, healthy food, and limited access to safe places for physical activity.
- Malnutrition impacts academic performance; youth who are hungry are not ready to learn.
- Cost is perceived as a barrier to eating healthy.

### *The SNAP-Ed Solution:*

- Classes teach participants easy ways to shop, cook, and eat healthy food on a limited budget.
- Combines nutrition education, social marketing and environmental support to low-income households to make the healthy choice the easy choice.



“For our lowest income kids, just the idea of the empowerment that they could make their own foods, that they could make the choices to eat healthy, to eat regularly, how to find the best food choices when they go shopping. I think that was really, really important for some of our kids.” —*SNAP-Ed Partner*

“I learned, not just the recipes, but the way to use food... you learn little things... that stick in your head.” —*SNAP-Ed Participant*



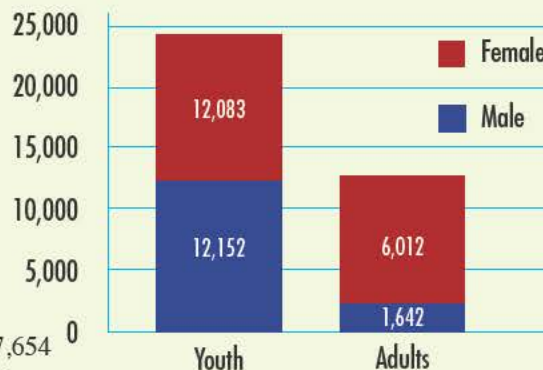
## WHO WE SERVE

### *Maine SNAP-Ed serves:*

- SNAP participants and low-income individuals eligible to receive SNAP benefits or other means-tested Federal assistance programs, also known as SNAP eligibles.
- Mainers across the entire lifespan, with a special focus on young mothers with children.

### *Maine SNAP-Ed reached:*

- **In FY 2014**, Maine SNAP-Ed reached 24,235 youth and 7,654 adult and senior participants with direct education programming.
- Among youth, the distribution of male and female participants was very similar (50% female and 50% male).
- Among adults, there were more female participants (79%) than male (21%).





## WHO WE WORK WITH

*Partnerships enhance program delivery and reduce barriers for participants to attend.*



- SNAP-Ed programs are delivered in partnership with numerous agencies across all counties in order to reach the SNAP target audience in settings that are easy for participants to access.

“We are all about preparing kids for a bright future and a healthy future. And so it was such a perfect fit for our program really that we were able to—rather than just telling the kids it is important to eat healthy—we were able to give them the hands-on experience, that it doesn’t have to taste bad...and you can make it yourself.” —*SNAP-Ed Partner*

- Through its Leadership Council, Maine SNAP-Ed maintains active partnerships that provide assistance in enhancing the capacity of Maine SNAP-Ed and in reaching new audiences with SNAP-Ed programming statewide.

### *Partner organizations include:*

Altarum Institute  
Catholic Charities of Maine  
Ethos Marketing  
Farm to Schools  
Good Shepherd Food Bank  
Hannaford Supermarkets  
Let's Go!  
Maine American Association for Retired Persons – Maine  
Maine Adult Education Association  
Maine Association of Area Agencies on Aging  
Maine Child and Adult Care Food Program  
Maine Centers for Disease Control  
Maine Cooperative Extension  
Maine Department of Health and Human Services,  
Office for Family Independence  
Maine Department of Education, Child Nutrition Services  
Maine Coordinated School Health Program  
Maine Federation of Farmers Markets  
Maine Head Start Directors Association



Child and Family Opportunities  
Maine State Housing Authority  
Maine Hunger Initiative  
Bangor Health & Wellness  
Maine Primary Care Association  
Maine Women, Infants and Children  
Nutrition Program  
Maine Office of Adult Education and Family  
Literacy  
Wholesome Wave





## PROGRAM SPOTLIGHT: COMMUNITY CARE TEAM COLLABORATION WITH MAINE SNAP-ED

- **In FY 2014**, Maine SNAP-Ed launched a pilot initiative in Androscoggin County with the local “Community Care Team” (CCT), run by Androscoggin Home Care and Hospice. The CCT works with individuals facing high rates of chronic disease and high utilization of MaineCare.
- A Nutrition Educator from Healthy Androscoggin teamed up with Androscoggin Home Care and Hospice to provide this target group with nutrition education classes to improve the likelihood that they would choose healthier lifestyles.
- Participants learned ways to increase fruit and vegetable consumption and skills for healthy eating on a budget, such as tips for reading the Nutrition Facts labels on food and a grocery store tour with tips for smart shopping.
- A core group of six to eight participants attended the sessions with positive outcomes, including healthier food choices and weight loss by participants.



### FOR MORE INFORMATION:

**Call:** 207-221-4560 | **Email:** mainesnap-ed@une.edu | **Or visit:** maine.gov/snaped

### REFERENCES:

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5. Pan Atlantic SMS Group. (2014). Focus Group Report relating to education programs and messaging for the Maine SNAP-Ed program. Portland, ME.



USDA is an equal opportunity provider and employer. Maine SNAP-Ed is funded by the USDA's Supplemental Nutrition Assistance Program, or SNAP, which is administered by the Maine Department of Health and Human Services (DHHS) and implemented through a contract with the University of New England (UNE). Utilizing the Healthy Maine Partnership agencies statewide as access points for SNAP-Ed delivery, we strive to educate Maine SNAP recipients on low cost, healthy eating and active lifestyles.