

MAINE STATE LEGISLATURE

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SHOP COOK EAT



2019 ANNUAL REPORT



Partnering to Create Healthier Communities for Maine

Dear Partners and Supporters,

This Fiscal Year (FY) 2019 Annual Report highlights the **power of collaboration with local partners to integrate SNAP-Ed in our communities**. The 39 highly trained Nutrition Educators developed and nourished organizational partnerships at specific sites in their communities to deliver direct education, plan for and adopt changes in nutrition and physical activity practices, leverage resources, and plan for sustainability. These partnerships are fundamental to the work of improving healthy eating, increasing physical activity, and decreasing food insecurity for low-income Mainers across all 16 Maine counties. The work of organizational partnerships is quantified in the **Welcome to Maine SNAP-Ed—Connecting With Your Community** illustration on pages 10 and 11 in this report.

In Maine, SNAP-Ed is funded by the United States Department of Agriculture (USDA) and administered by the Office for Family Independence (OFI) at the Maine Department of Health and Human Services (DHHS). Programming is implemented through a contract with the University of New England (UNE) in partnership with local community organizations. Maine SNAP-Ed uses evidence-based nutrition education, social marketing, and policy, systems, and environmental change strategies to help Maine families shop, cook, and eat healthy on a budget.

The contributions of our team here at UNE, together with Maine DHHS OFI and all of our state and local partners, are featured

throughout this report. Please review this report to appreciate the talents and successes of our workforce in Maine.

Sincerely,

The Maine SNAP-Ed Implementing Agency Team at the University of New England



Results from this report are from data collected by the University of New England across all curricula and programs for FY 2019, unless otherwise noted.

By the Numbers

Maine SNAP-Ed delivered **9,354** evidence-based nutrition education classes reaching a total of **25,046** youth and adult participants. Many of those participants attended multiple classes taught by Nutrition Educators, resulting in **144,688** contacts!

Curricula and Participant Numbers for FY 2019:

Pick a better snack™: **14,078**
Eat Well Play Hard in Child Care Settings: **3,568**
Cooking Matters at the Store: **2,210**
Cooking Matters for Kids: **1,696**
10 Tips for Adults: **1,574**
10 Tips for Teens: **639**
Cooking Matters for Adults: **537**
Cooking Matters for Teens: **393**
iGrow Readers: **192**
Cooking Matters for Families: **159**

When the in-person class contacts are combined with social marketing and media campaign work, Maine SNAP-Ed made **182,837** contacts.

In FY 2019, Nutrition Educators also worked on long-lasting policy, systems, and environmental changes, reaching close to **7,000** Mainers with sustainable public health approaches.

To learn more about our curricula, please visit www.mainesnap-ed.org/programs-classes.

Maine SNAP-Ed Nutrition Educators are based in the following local organizations:

City of Bangor
City of Portland, Public Health Division
Coastal Healthcare Alliance
Coastal Healthy Communities Coalition (University of New England)
Healthy Acadia
Healthy Androscoggin (Central Maine Community Health)
Healthy Communities of the Capital Area
Healthy Community Coalition of Greater Franklin County
Healthy Lincoln County (MCD Public Health)
Healthy Northern Kennebec (MaineGeneral Medical Center)
Healthy Oxford Hills (Western Maine Health)
Knox County Community Health Coalition (Penobscot Bay YMCA)
Mid Coast Hospital
Pines Health Services
Somerset Public Health (Redington-Fairview General Hospital)
The Opportunity Alliance
Wabanaki Public Health

- Aroostook Band of Micmac Indians – Micmac Service Unit
- Houlton Band of Maliseet Indians Health Department
- Passamaquoddy Health Center – Indian Township
- Penobscot Nation Health Department
- Pleasant Point Health Center

State Nutrition Action Council

FY 2019 Membership

Partnerships are fundamental to the success of Maine SNAP-Ed community interventions.

The UNE team would like to thank the state and community partners that collaborate yearlong to address obesity and food insecurity across the state. Maine's State Nutrition Action Council (SNAC) partners support community capacity to plan and achieve changes in nutrition, physical activity, food security, and obesity prevention policies and practices, working together to increase our collective impact statewide. Membership includes state-level public health and food security partners.

Fedcap, Breaking the Cycle
FoodCorps
Full Plates, Full Potential
Good Shepherd Food Bank
Hannaford Supermarkets
Let's Go!
Maine Association of Area Agencies on Aging
Maine Department of Agriculture,
Conservation, and Forestry
Maine Department of Education—
Child Nutrition
Maine Department of Education—
Health Education
Maine Department of Health and Human
Services—Office of Disease Control and
Prevention
Maine Department of Health and Human
Services—Child and Family Services

Maine Farmland Trust
Maine Farm to Institution
Maine Federation of Farmers' Markets
Maine Head Start
MaineHealth
Maine Network of Healthy Communities
Maine Women, Infants, and Children
(WIC) Nutrition Program
Preble Street Maine Hunger Initiative
University of Maine Cooperative
Extension Expanded Food and Nutrition
Program (EFNEP)
Wabanaki Public Health
YMCA Alliance of Maine



SNAC Success

Maine SNAP-Ed collaborated with the Maine Federation of Farmers' Markets, Maine Farmland Trust, and the Office for Family Independence (OFI) to design **four regional postcards** promoting the **Maine Harvest Bucks** and **Farm Fresh Rewards** programs. The postcards featured the locations of participating farmers markets and grocery stores, a \$10 incentive, and a nutrition message **reinforcing consumption of fruits and vegetables**. The partner-led evaluation indicated **330 postcards were returned to 17 participating locations**. Associated farmers markets and local food stores saw as much as a **300% increase in SNAP sales**, with many shoppers returning two or more times to buy local, fresh produce.

Policy, Systems, and Environmental Change Strategies

Maine SNAP-Ed works with local partners across the state to implement policy, systems, and environmental (PSE) change strategies. **PSE interventions modify policies, systems, and environments to make healthy choices practical and available to all community members.** PSE change efforts primarily occur in settings where Nutrition Educators are implementing direct education, combining evidence-based curricula with supportive

environments. To work towards sustainable changes, Nutrition Educators promote their efforts through **social and news media channels, digital and permanent signage, and by distributing supportive resources such as cookbooks and community resource guides.** Educators also help local partners develop external sources of funding for continued implementation to ensure long-term support for changes adopted.

In FY 2019, Nutrition Educators worked on the following PSE strategies:

- **17** worked on increasing access to produce from local farms
- **17** promoted or established home or community gardens
- **10** supported implementation of school wellness policies
- **3** established or promoted school gardens
- **2** promoted healthy retail
- **1** worked on child care wellness
- **5** encouraged participation in federal food assistance programs for youth
- **1** worked on healthy worksite practices
- **8** worked with healthcare sites to encourage clinical community linkages

In FY 2019, **41 successful public health interventions** resulted in policy, systems, or environmental changes that impacted an estimated **7,000** individuals eligible for SNAP.



By making sustainable changes to policies, delivery systems, and the physical landscape, Nutrition Educators are fostering healthy behaviors to help reduce the burden of obesity.

Local Organization: Healthy Community Coalition of Greater Franklin County

Partner: Hope Harvest Community Garden **Reach:** Over 300 Individuals and Families



Local Organization: Healthy Acadia
Partner: Eggemoggin Country Store
Reach: 341 Shoppers

The local Nutrition Educator **designed signage to promote healthy purchasing choices for a rural general store** in Hancock County. The signage was placed near the store entrance **to remind shoppers of the benefits of purchasing the fresh fruits and vegetables** available at the convenience store.



Local Organization: Healthy Northern Kennebec
Partner: Community Garden at the South End Teen Center
Reach: 30 Middle and High School Students

Previously, the staff and teens at the South End Teen Center were limited to a few containers for their community garden. The Nutrition Educator helped build a **200-square-foot garden and used a garden-based curriculum to teach the students how to incorporate their locally grown, fresh produce into healthy recipes.**



Local Organization: Healthy Androscoggin
Partner: Lisbon School District
Reach: 295 Students

In partnership with the School Nutrition Director, the Nutrition Educator **implemented two evidence-based Smarter Lunchrooms strategies designed to nudge kids toward nutritious foods.** The strategies included **using creative names and appealing pictures to label fruits and vegetables** as well as **"Meal of the Day" signs** to promote the nutritious daily entrée. Ongoing **nutrition education classes reinforced strategies** to choose healthy foods in the cafeteria.

Hope Harvest Community Garden increased bed size and productivity thanks to its SNAP-Ed champion. **Close to 1,000 pounds of fresh produce were shared** at the community food pantry and the local homeless shelter. The Nutrition Educator hosted five **free "Taste and Take" markets** at a low-income housing site, and **harvested items were distributed to food insecure families** in partnership with the adjacent hospital. **Youth and adult nutrition education reinforced the educator's successful environmental and system changes.**



**Nutrition
Educators are
integrated into
the communities
they serve,
working in
rural and urban
settings where
low-income
Mainers eat,
live, learn, play,
shop, and work.**

24

Faith-based Centers

81

Eligible Child Care and
Head Start Programs

10

Food Pantries and
Food Banks

28

Adult Education
and Training Sites

182

Eligible Schools and Youth
Education Sites

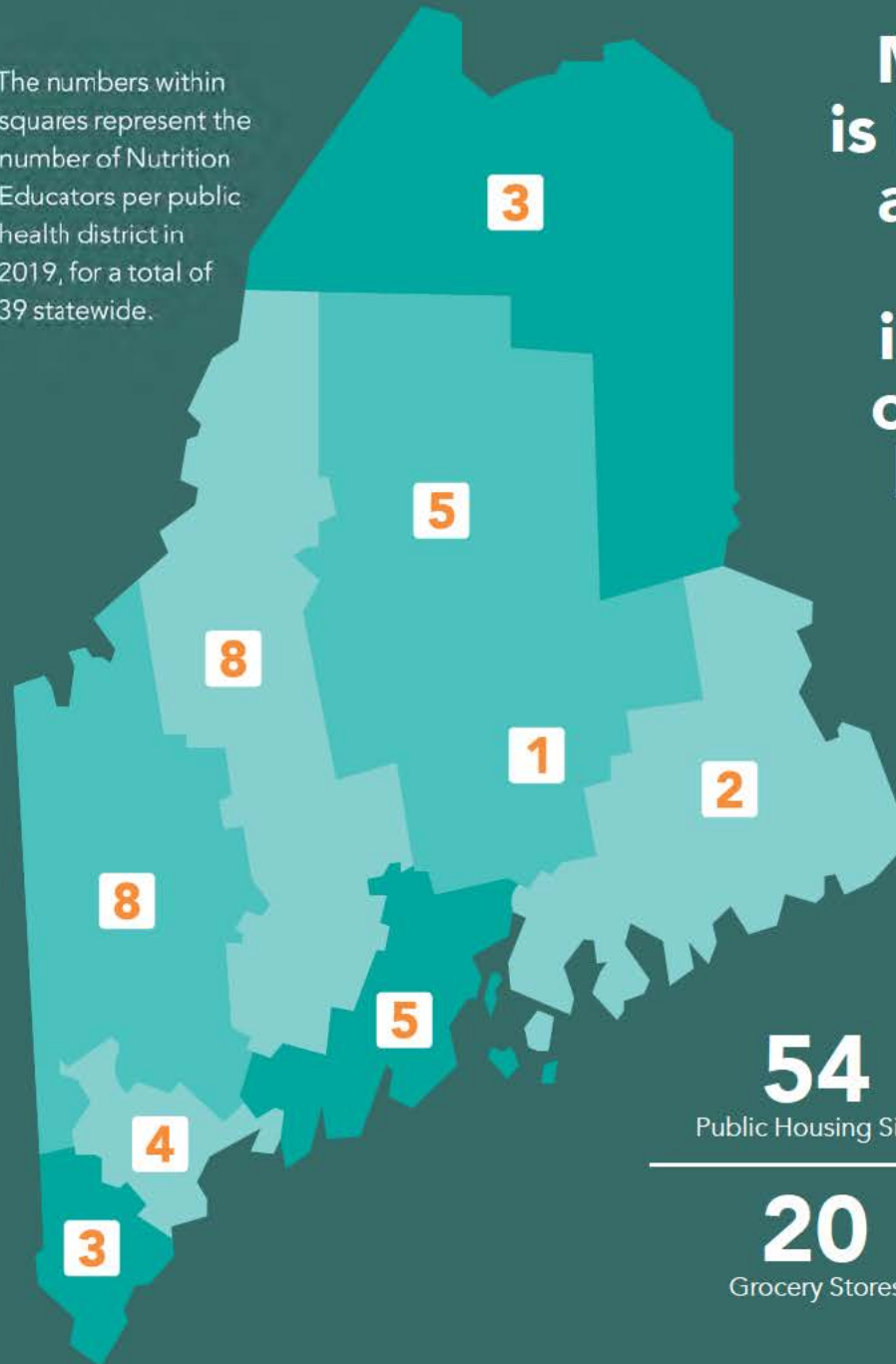
24

Health Care Clinics
and Hospitals

9

Congregate Meal Sites/
Senior Nutrition Centers

The numbers within
squares represent the
number of Nutrition
Educators per public
health district in
2019, for a total of
39 statewide.



**Maine SNAP-Ed
is in every county
across the state
helping low-
income Mainers
of all ages make
healthy choices
from Caribou
to York.**

22

Community and
Recreation Centers

7

Emergency Shelters and
Temporary Housing Sites

54

Public Housing Sites

20

Grocery Stores

4

Libraries

Welcome to Maine SNAP-Ed

Education provided for
24 health clinics
483 adults and families reached

Education at **54 public
housing sites**
**620 adults and
38 youth** reached

6 garden beds at
town office
Produce provided to
local food pantry
120 individuals reached

Food demos, translated
recipes, and cookbooks
at **farm stands**
100 WIC clients reached

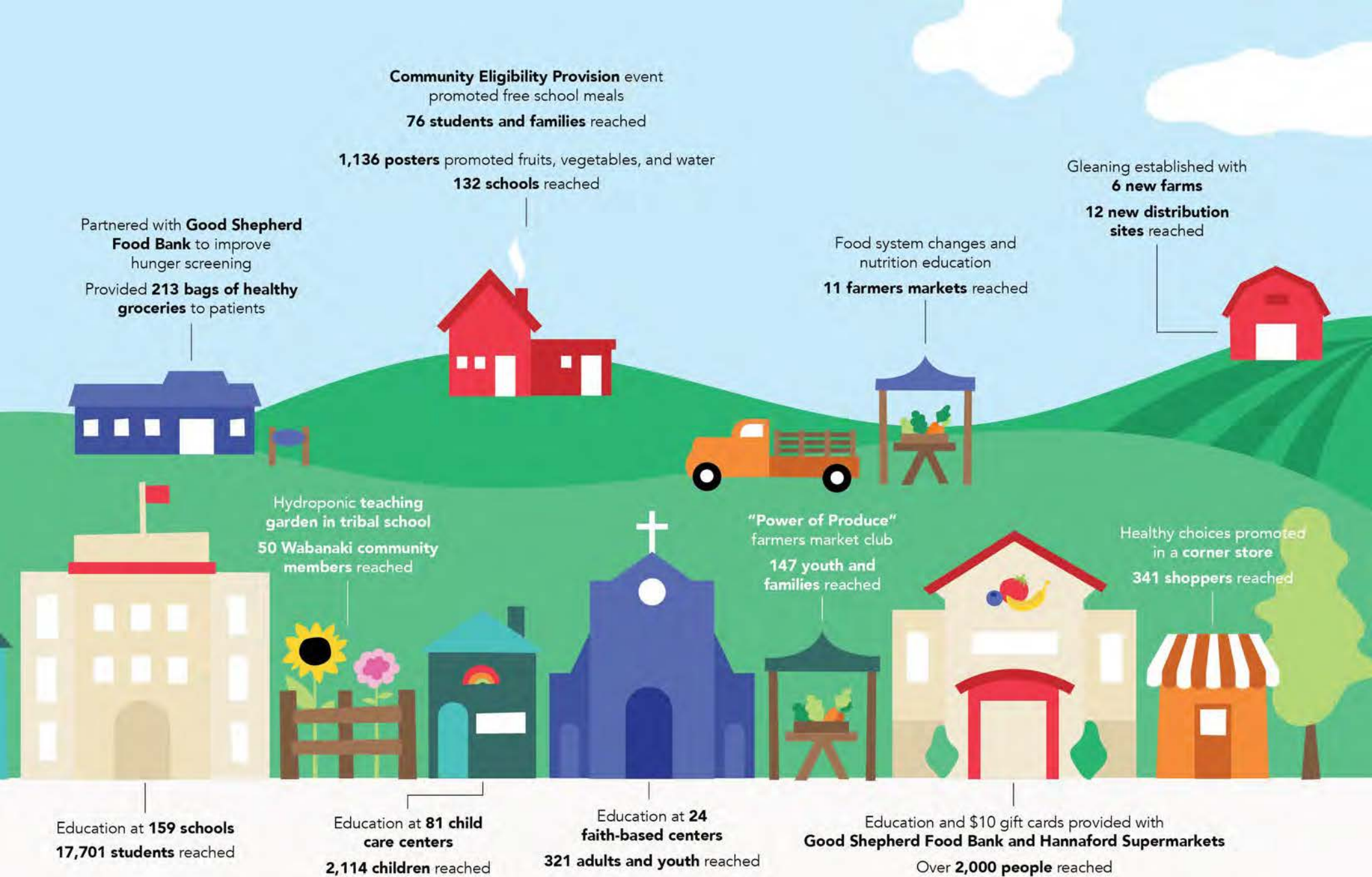
Blueberry bushes added
to **2 low-income garden sites**
247 adults reached

Education at **22 community
recreation sites**
431 youth and families reached

4 libraries hosted nutrition education
81 adults and 26 youth reached

126,660 unique website visits
Most views on mobile devices





Connecting with your community

Youth Education

Pick a better snack™

Pick a better snack (PABS) emphasizes healthy eating and exercise by introducing students to a variety of fruits and vegetables and engaging them in fun, hands-on activities. Monthly classes taught by Nutrition Educators include a nutrition lesson, a fruit or vegetable tasting, and an exercise to encourage physical activity. Bingo cards and a family newsletter are sent home with the children, reinforcing PABS messages in the household.

Research suggests that **taste testing fruits and vegetables as part of a multicomponent intervention increases fruit and vegetable consumption among children**, and it is a suggested strategy to improve nutrition.¹ The influence of teachers' personal health behaviors on classroom environments has also been documented as having a positive influence on children's health status and behaviors.²

In FY 2019, PABS reached **14,078 students** in eligible elementary schools with 50% or more students participating in free or reduced-price meals. After completing PABS, teachers were asked about changes in their students' nutrition behaviors after the PABS curriculum was implemented, as well as changes in their own behaviors and role modeling of nutrition behaviors for students.* The results are very promising.

*Findings from Altarum's FY 2019 outcome and process evaluation of PABS multi-Level intervention.

"I think it helps them realize that not every choice is a healthy choice. There's definitely a lot of talk about that in our class, and that increases after Pick a better snack comes in. They're a lot more conscious of their snacks. They start reading labels and looking at what they're eating before they just eat it." Elementary School Teacher

Teachers reported the following **increases in healthy behaviors** at the end of the school year as compared to the beginning of the school year:

More students were...

Likely to **bring fruits or vegetables as a snack**



Likely to **choose fruits or vegetables** as a snack or in the cafeteria



Willing to **try new foods**



Able to **identify healthy food choices**



Likely to **drink plain water** during class or with a snack



of teachers reported that they offer **healthy food choices** to students at parties or as snacks



of teachers encourage students to be **physically active**

Cooking Matters for Kids

A Partnership Between Good Shepherd Food Bank and Maine SNAP-Ed

In FY 2019, Maine SNAP-Ed reached **1,696 youth in grades 4 through 6** with Cooking Matters for Kids (CMK). This nutrition education series teaches youth ages 9 to 12 about healthy eating and covers basic cooking skills. Nutrition Educators demonstrate **simple, nutritious recipes so that children can prepare healthy meals at home**. The lessons incorporate ways the students can make healthy beverage choices and eat a variety of colorful fruits and vegetables and more whole grains. Class participants also learn the importance of eating breakfast every day and how to make healthy decisions when eating away from home.

Nutrition Educators offer the class as a six-week course, 2 hours in length, or modified for the classroom in a series of 10, 45-minutes lessons. CMK is implemented in schools in an **eligible census tract where 50% or more of students receive free or reduced-price meals**, or who attend programs at income-eligible locations such as afterschool care, day camps, or community centers.

After completing the series, more students reported:

- *I can make something to eat with fruit all by myself*
- *I can make something to eat with vegetables all by myself*
- *I can follow recipe directions*
- *I really like eating whole grains*



64%

PABS and CMK are present in 135 out of 212 eligible schools; that's almost **two-thirds**!



“My favorite part of cooking class was making the oatmeal raisin balls. It was fun making them and when I eat it I had so much energy. When I got home and my dad made some and we loved it. I learned a lot more about grains and how to manage my sugar.” CMK Student

Adult Education

10 Tips for Adults

10 Tips for Adults is an evidence-based nutrition education and obesity prevention program designed by Maine SNAP-Ed. The content is designed to teach low-income Mainers **healthy eating, shopping, and cooking skills**. The curriculum includes two complementary nutrition education series: Series A focuses on the USDA MyPlate, and Series B focuses on eating better on a budget. Each series has four lessons lasting 30–60 minutes. The curriculum is conducted in low-income housing sites, community centers, churches, food pantries, and healthcare settings.

In FY 2019, Nutrition Educators reached **1,574 Maine adults** with this curriculum.

After participating in 10 Tips for Adults, participants reported* that they...

More frequently ate or drank:

- Fruits and vegetables
- Lean meats and proteins
- Foods from all 5 food groups
- Water

Less frequently ate or drank:

- Sugar-sweetened beverages
- Sweets (Series B only)

Practiced healthy shopping behaviors by:

- Using MyPlate when serving meals
- Making a shopping list
- Choosing low-sodium options
- Planning meals ahead of time

Felt more confident:

- Buying and cooking healthy foods for their family
- Buying the best priced fruits and vegetables



*Findings from Altarum's FY 2019 evaluation of 10 Tips for Adults participants with a 6 to 8 week follow-up and a random sample comparison group of non-participants. Photo courtesy of Brian Peterson Photography, LLC.

Social Marketing

Maine SNAP-Ed's statewide social marketing campaign efforts are aimed at reaching eligible mothers and children across the state. The campaigns share easy and engaging ideas to promote consumption of fruits, vegetables, and healthy beverages. Messaging in FY 2019 focused on ways to stretch limited food dollars through the "Shop, Cook, and Eat Healthy on a Budget" social marketing campaign.

212,425 Facebook Reach
4,119 Facebook Likes
1,850 YouTube Views

Total Page Likes



Evidence suggests that sharing positive norms through marketing strategies will increase the healthy behavior among the intended population.³



Maine SNAP-Ed used Maine Integrated Youth Health Survey (MIYHS) results to craft **social norms messages** related to fruit consumption, noting that most youth **choose fruit every day**. Posters were shared with all Nutrition Educators to be displayed in schools across the state. The norming message was also placed on the back cover of **9,900 ChopChop** magazines, which were distributed by Maine SNAP-Ed Nutrition Educators throughout the state.

SNAP-Ed Website
Visitors: 126,660
Unique Maine Users: 4,621
Sessions engaged by Mainers: 11,676



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- (2) fax: (202) 690-7442; or
- (3) email: program.intake@usda.gov.

(4) This institution is an equal opportunity provider.

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