

MAINE STATE LEGISLATURE

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SHOP COOK EAT

healthy and on a budget. It's a snap!

MAINE



SNAP-Ed

Healthy Eating on a Budget



2015 SNAP-Ed ANNUAL REPORT

SNAP-Ed

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM-EDUCATION

Our goal is to provide participants with the skills and knowledge needed to make healthier food choices within a limited budget and choose physically active lifestyles, consistent with the latest Dietary Guidelines for Americans.

35 TRAINED NUTRITION EDUCATORS

*reach families in **ALL 16 COUNTIES** through collaborations with the Healthy Maine Partnerships.*





SHOP COOK EAT

healthy and on a budget. These are the words that best describe our theme for the year 2015. In the following pages, you will see how Maine SNAP-Ed succeeded in teaching low-income Mainers to stretch their food dollars, by creating healthy meal plans with simple and delicious recipes that fit within their budget.

While we are proud of the metrics that show our progress, it is the real connections behind the numbers that we are pleased to report.

As we look forward to 2016, our focus is very much the same. So be on the look out—you will be seeing us all around Maine as we spread the message and do our part to share easy ways to shop, cook, and eat healthy and on a budget.

It truly can be a snap!

MAINE SNAP-Ed

2015 By The Numbers*

Maine SNAP-Ed delivered **10,562** nutrition education **CLASSES**, reaching a total of **36,283** youth and adult **PARTICIPANTS**. Many of those participants attended multiple classes with Nutrition Educators, resulting in **151,086 CONTACTS!**

14%

INCREASE in
participants from FY 2014

57%

INCREASE in
contacts from FY 2014

EDUCATIONAL PROGRAM

PARTICIPANTS

PICK A BETTER SNACK

13,574 youth

TEACHING 10 TIPS

8,116 youth and adult

EAT WELL PLAY HARD IN CHILDCARE SETTINGS

3,673 youth

COOKING MATTERS AT THE STORE

3,673 adults

NUTRITION TO GROW ON

2,129 youth

EATFIT

1,585 youth

COOKING MATTERS FOR TEENS

1,272 youth

COOKING MATTERS FOR ADULTS

870 adult

COOKING MATTERS FOR FAMILIES

614 youth and adults

EAT SMART LIVE STRONG

534 adults

COOKING MATTERS FOR KIDS

97 youth

EAT WELL PLAY HARD FOR PARENTS

93 adults

COOKING MATTERS FOR PARENTS

35 adults

21%

PARTICIPANTS
were adults and seniors

79%

PARTICIPANTS
were youth

**Results from this report are from fiscal year 2015 surveys collected across all curricula by SNAP-Ed Nutrition Educators and submitted monthly for analysis.*





THE AVERAGE REACH BY NUTRITION EDUCATOR PER FULL-TIME EQUIVALENT

4,451	324	1,085
TOTAL CONTACTS	SESSIONS	PARTICIPANTS

ADULT PARTICIPATION

*High levels of satisfaction with
programming in 2015!*

96% WERE SATISFIED WITH
THIS CLASS/SERIES.

93% GAINED USEFUL KNOWLEDGE
FROM THIS CLASS/SERIES.

96% WERE SATISFIED WITH THE
INSTRUCTOR.

92% WERE SATISFIED WITH THE
LENGTH OF CLASS(ES).

93% WOULD REFER A FRIEND TO A
SNAP-ED CLASS.

ADULT PROGRAMMING

In Maine, Cooking Matters® is made possible through a unique partnership between the Good Shepherd Food Bank and Maine SNAP-Ed, with generous donations for groceries and gift cards from Hannaford Supermarkets.



Cooking Matters for Adults

Share Our Strength's Cooking Matters for Adults is designed to empower adults with the skills, knowledge, and confidence to make healthy and affordable meals for themselves and their families. Classes are offered in low-income housing sites, teen centers, community centers, local churches, schools, and food pantries.

Participants report increases in shopping, cooking and eating healthy foods after attending SNAP-Ed classes compared to before.



Reported confidence in purchasing and cooking with healthy foods increased significantly.



Report of "typical" consumption of fruit and green salad both significantly increased.



Almost 1/3 of adult participants reported increased frequency of non-fried vegetables (30%) and fruits (31%) after attending the course.



Frequency of intent to purchase healthful options including low-fat dairy, whole grains, lean proteins, and low-sodium foods increased.



Cooking Matters at the Store

Share Our Strength's Cooking Matters at the Store is a guided grocery store tour providing opportunities for adults to learn easy ways to shop for healthy foods. Mainers in the class are taught skills such as how to use unit price tags, how to read the Nutrition Facts label, and how to identify whole grains. Hannaford Supermarkets donates a \$10 gift card for all class participants to practice purchasing healthful foods.

Intention to Use Shopping Skills

After completing the store tour, of the participants who had not already been using the shopping techniques taught in the tour:

77%

report planning to compare whole grains.

78%

report planning to compare nutrition labels.

72%

report planning to compare unit prices.



TEACHING 10 TIPS

TEACHING 10 TIPS is taught statewide in a variety of community settings that are frequented by low-income youth and adults. Each series consists of four sessions that revolve around one of two themes: **“ADD A FRUIT OR VEGETABLE TO EVERY MEAL”** or **“HEALTHY EATING ON A BUDGET.”** Themes are based on the **USDA’S “10 TIPS NUTRITION EDUCATION SERIES,”** which provides simple, easy-to-follow tips from the Dietary Guidelines for Americans. The goal is to provide participants with the knowledge needed to choose and prepare healthy foods on a limited budget.



81%

of participants report being confident in their ability to **BUY** healthy foods for their family on a budget



SHOP

COOK



81%

of participants report being confident in their ability to **COOK** healthy foods for their family on a budget.



64%

of participants reported using MyPlate to make food choices.



EAT

YOUTH PROGRAMMING

CHANGES IN STUDENT BEHAVIOR

98%

of teachers indicated that their students now can identify healthy food choices.

94%

of teachers indicated that most of their students are willing to try new foods offered at school.

68%

of students now bring fruit and/or vegetables as a snack.

CHANGES IN TEACHER BEHAVIOR

OVER 90%

Of teachers indicated that they now encourage students to eat breakfast and be physically active and remind families to bring healthy snacks. Teachers also indicated that they were offering healthy food choices and making healthier personal food choices.

"This was a wonderful program. My students really enjoyed it."



"I love this program. As a teacher, I do not have the ability to provide the same opportunities to students for tasting new foods like the SNAP-Ed PABS program can. I hope this program continues because I believe students are willing to try new foods and ask for foods they have tried due to this program."



"[The Nutrition Educator] was fantastic. The students and I enjoyed her lessons. The students are now more curious than scared when seeing new food."

PICK A BETTER SNACK™

PICK A BETTER SNACK™ highlights the importance of healthy eating and exercise by introducing students to a variety of fruits and vegetables, and engaging them in fun, hands-on activities. Monthly lessons are 30 minutes in length and include a lesson about a fruit or vegetable, a test, and a physical activity break.

Teachers were asked about changes in their students' nutrition behaviors since the **PICK A BETTER SNACK™** curriculum was put into place, as well as changes in their own behaviors and role modeling of nutrition behaviors for students. The results seem promising.





POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE STRATEGIES

In 2015, Maine SNAP-Ed began integrating **POLICY, SYSTEMS, AND ENVIRONMENTAL (PSE) CHANGE STRATEGIES** in local schools, community centers, and childcare settings. Guided by community needs, Nutrition Educators worked on at least one of the following strategies:

- 1** Create or enhance food and beverage policies in childcare settings.
- 2** Participate on school wellness teams and assist in wellness policy implementation.
- 3** Develop school gardens.
- 4** Promote or establish community or home gardens.
- 5** Encourage participation in federal nutrition programs targeting low-income SNAP-Ed youth (e.g. National School Lunch Program, Summer Food Service).

Across the state, Nutrition Educators are demonstrating that PSE initiatives in combination with direct education are achievable. The key partnerships formed at the local level are critical components for success.



SOCIAL MARKETING

Maine SNAP-Ed's statewide social marketing efforts are aimed at reaching eligible mothers and children in Maine. The campaign shares simple and engaging ideas to promote consumption of fruits and vegetables. Messaging on multiple media focused on easy ways to shop, cook, and eat healthy on a limited budget as well as how to join a Maine SNAP-Ed class.



Campaign postcards were designed and mailed to all those enrolled in SNAP. Nutrition Educators were able to place other campaign materials where the SNAP target audience frequents such as DHHS/WIC offices and food pantries.



Online ads were designed to compel the SNAP target audience to click the ad for more information about healthy meal ideas to stretch their food budget.



Maine SNAP-Ed also reached the target audience used Facebook to create an online Facebook community to share their tips for eating healthy on a budget. Create an online environment to reach and engage eligible with tips and tricks for eating healthy on a budget.

1,264
likes

240
posts shared

105
posts made

52
comments

2015 RECIPE CHALLENGE WINNER



Pasta Primavera

By Molly Glueck

To celebrate National Nutrition Month, Maine SNAP-Ed launched its first Recipe Challenge. Recipes were to include three food groups from MyPlate, use low-sodium cooking techniques and serve at least 4 people for under \$10. Molly Glueck (age 12 from Waterville) submitted the winning recipe, Pasta Primavera! The top 3 recipes, including the winning recipe, are posted to MAINE.GOV/SNAPED and used by Nutrition Educators in local programming.

POWER MOMS

Power Moms are “rock stars” who use the skills they learned in SNAP-Ed classes to feed their families healthy foods on a limited budget. These moms act as “champions” and share their stories to inspire and support other parents. Multiple videos were created featuring two mothers who shared different yet **EFFECTIVE TIPS FOR SHOPPING, COOKING, AND EATING HEALTHY ON A BUDGET.**



Jami

is a homesteader who exudes warmth through her thoughtfulness.



Mayuma

lives in the city, and is a single mom with a beautiful, big laugh.

2015

Leadership Partners

Catholic Charities of Maine

Ethos

Good Shepherd Food Bank

Hannaford Supermarkets

Let's Go!

Maine Adult Education Association

Maine Association of Area Agencies on Aging

Maine Department of Health and Human Services

Center for Disease Control and Prevention

Women, Infants, and Children Nutrition Program

Child and Adult Care Food Program

Office for Family Independence

Maine Department of Education

Child Nutrition Services

Office of Adult Education

Coordinated School Health Programs

Maine Federation of Farmers' Markets

Maine Head Start Directors Association

Maine State Housing Authority

Maine Hunger Initiative

University of Maine Cooperative Extension

Looking ahead to

2016


The Maine SNAP-Ed program continues to provide low-income families statewide with easy ways to shop, cook, and eat healthy food on a limited budget, combining nutrition education, social marketing, and environmental support to make the healthy choice the easy choice. As we continue our work, we would like to thank our Leadership Partners (listed above) for their insight, support, and dedication to the enrichment and success of the Maine SNAP-Ed program. We would also like to extend gratitude to those community partners that support and collaborate with the local Nutrition Educators to provide Maine SNAP-Ed programming throughout Maine.

CONTACT INFORMATION

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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 statewide by the University of New England (UNE) through contracts with the Healthy Maine Partnerships. Maine SNAP-Ed educates low-income families on low-cost, healthy eating and active lifestyles.

