

# MAINE STATE LEGISLATURE

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MAINE



SNAP-Ed

Healthy Eating on a Budget

**SHOP**  
**COOK**  
**EAT**

2016  
ANNUAL REPORT





## SNAP-Ed

### Supplemental Nutrition Assistance Program-Education

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Our goal in Maine 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.

Forty-four trained Nutrition Educators reach low-income Mainers in all 16 counties.

*Results from this report are from data collected by the University of New England (UNE) across all curricula and programs for Fiscal Year (FY) 2016, unless otherwise noted.*

# 2016 BY THE NUMBERS

Maine SNAP-Ed delivered **11,548** nutrition education classes reaching a total of **34,190** youth and adult participants. Many of those participants attended multiple classes with Nutrition Educators, resulting in **173,054** contacts!

CURRICULA	PARTICIPANTS
Pick a Better Snack	14,888
10 Tips for Youth	4,181
Eat Well Play Hard in Child Care Settings	3,917
Cooking Matters at the Store	3,109
Nutrition to Grow On	2,591
10 Tips for Adults	2,324
Cooking Matters for Adults	729
Cooking Matters for Teens	684
EatFit	638
Cooking Matters for Kids	441
Eat Smart Live Strong	345
Cooking Matters for Families	130
Kaaley Ila Kari	77
Cooking Matters for Parents	77
Eat Well Play Hard for Parents	59

When the in-person class contacts are combined with our social marketing and media work, Maine SNAP-Ed made **391,920** contacts.

To learn more about our curricula, please visit [www.mainesnap-ed.org/programs-classes](http://www.mainesnap-ed.org/programs-classes).



# YOUTH PROGRAMMING

Highlights from our most widely used curriculum:

## Pick a better snack™

Pick a better snack focuses on 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 classes include a nutrition lesson, a fruit or vegetable tasting, physical activity, and take-home materials.

Teachers were asked about changes in their students' nutrition behaviors after the Pick a better snack curriculum was implemented, as well as changes in their own behaviors and role modeling of nutrition behaviors for students. **The results are very promising:**



**98%** of teachers indicated that more students can now identify healthy food choices.



**94%** of teachers indicated that more students are now willing to try new foods offered at school.



**80%** of teachers indicated that more students now choose fruits and/or vegetables in the cafeteria or during classroom parties.



Over **90%** of teachers now offer healthy food choices to the students, remind families to bring healthy snacks, and encourage students to eat breakfast.



**An independent study of the program in 2016\* also found that parents reported a significant increase in children:**

- » Requesting fruits and vegetables
- » Eating a variety of fruits
- » Eating fruit with dinner or dessert
- » Eating vegetables for a snack

**And** use of Pick a better snack take-home materials was significantly associated with increased consumption of fruits and vegetables for both children and adults.

\*Findings from Altarum Institute's pre- and post-intervention study of parents of second- and third-grade Pick a better snack students.



*"[The Nutrition Educator] was wonderful. The program was just right! My students talk about healthy foods and healthy habits amongst themselves every single school day. They are so much more aware and health conscious!"*

— CLASSROOM TEACHER





# ADULT PROGRAMMING

Highlights from three of our programs for adults:

## Cooking Matters® at the Store

In Maine, Cooking Matters is implemented through a partnership between the **Good Shepherd Food Bank** and Maine SNAP-Ed. 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. In FY 2016, **3,109** Mainers were 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 to all class participants.

After completing the store tour, of those who had not already been using the shopping skills, survey results indicate that participants plan to or are thinking about trying the following tips:

- » Comparing unit prices – **91%**
- » Reading ingredient lists – **92%**
- » Comparing food labels – **93%**



## Kaaley Ila Kari

Good food must not only be accessible, affordable, and nutritious, it must be culturally appropriate. Kaaley Ila Kari ("Come Cook with Me") is a series of nutrition education and cooking classes designed together with Somali and Somali Bantu women and taught by Somali Nutrition Educators.



In FY 2016, there were **77** participants in Kaaley Ila Kari. 100% of participants who completed a satisfaction survey indicated high rates of satisfaction with the class content and the instructor.

*"[Kaaley Ila Kari] is more than just a class, it is saving lives."*

— CLASS PARTICIPANT

## Community Care Teams

The Community Care Team (CCT) project is designed to provide nutrition education classes to adult patients that are high utilizers of community-based medical services. In FY 2016, there were **127** patients participating in the program. Partnering agencies indicate that this targeted approach provides a much-needed service for this high-risk population.

*"The residents really benefit from exposure to different foods prepared in simple and delicious ways. It gives them a concrete experience from which they can begin to change eating habits for increased nutrition as well as ease of preparation."*

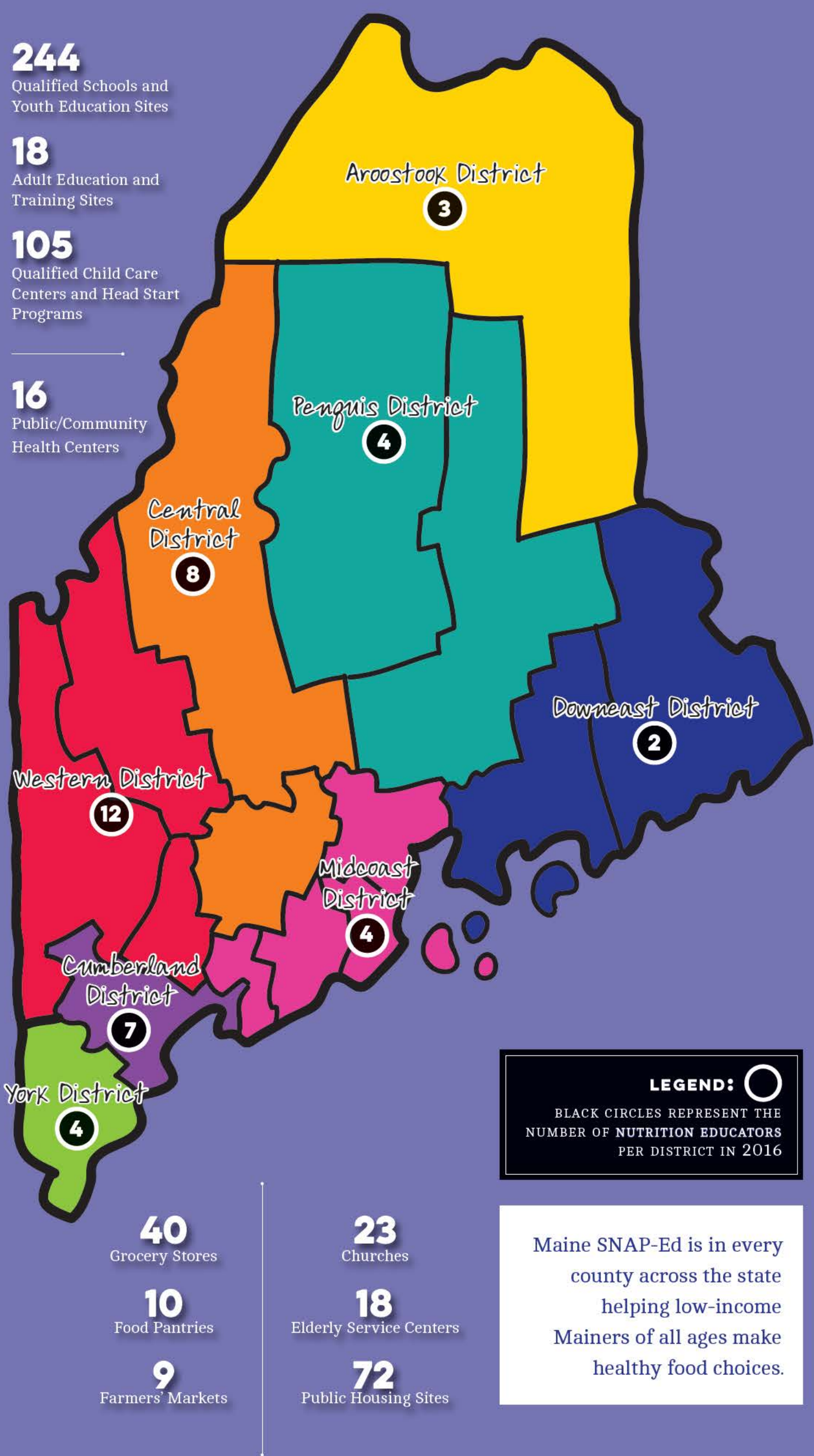
— CCT PARTNER

**PARTNERS:** Androscoggin Home Care and Hospice, DFD Russell Medical Center, Tri-County Mental Health Services, and Spring Rock Park (an elderly housing development)



# WHERE IS MAINE SNAP-Ed?

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





# POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE STRATEGIES

In FY 2015...

Maine SNAP-Ed began implementing **Policy, Systems, and Environmental (PSE)** change strategies in schools, communities, and child care settings. PSE change is a way of modifying the environment to make healthy choices practical and available to all community members. By making sustainable changes to the environment, Nutrition Educators are fostering healthy behaviors to help reduce the burden of obesity across Maine.

*"One way to envision the role of SNAP-Ed is that of a provider of consultation and technical assistance in creating appropriate PSE changes that benefit low-income households and communities."*

— USDA SNAP-Ed PLAN GUIDANCE



10

## POLICY CHANGES:

In 4 child care organizations and  
6 afterschool program sites

9

## ENVIRONMENTAL CHANGES:

In 3 non-profits, 2 public housing  
sites, 2 schools, 1 food pantry, and  
1 child care system

2

## SYSTEMS CHANGES:

In 1 child care organization  
and 1 community garden

2,498

Individuals eligible for SNAP were reached

7,118

Mainers were reached





## In FY 2016...

Nutrition Educators continued to focus their PSE change strategies in settings where they also conducted classes.



9

Nutrition Educators worked on school wellness policies to promote healthier celebrations and decrease use of food as a reward.



7

Nutrition Educators promoted and established school gardens.



3

Nutrition Educators established or enhanced child care wellness policies.



7

Nutrition Educators encouraged youth participation in federal food assistance programs, such as the National School Lunch Program.



5

Nutrition Educators promoted or established home or community gardens.

### Spotlight on central Maine:

#### **Stacking the deck to help make the healthy choice the easy choice.**

Nutrition Educators worked with High Hopes Clubhouse—a day program for adults with intellectual and developmental disabilities—to build container gardens and establish a Wellness Committee. Clubhouse members participated in gardening classes and now maintain gardens on Clubhouse grounds. Garden produce provides more healthy options in the member-run Clubhouse Café (snack bar).



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.

*“Our Nutrition Educators love the PSE work. It is challenging and invigorating.”*

*“We are seeing a real impact with PSE. It helps that we already have great relationships with the schools.”*

*“The PSE work is exciting because you can make a big impact.”*

— LOCAL IMPLEMENTATION PARTNERS

# SOCIAL MARKETING

Maine SNAP-Ed's statewide social marketing efforts are aimed at reaching eligible mothers and children across the state. The campaign shares simple and engaging ideas to promote consumption of fruits and vegetables. Messaging in FY 2016 focused on easy ways to shop, cook, and eat healthy on a limited budget, as well as how to join a class. The most common way Maine residents found out about SNAP-Ed was through programs such as WIC, DHHS, or SNAP.\*

Postcard mailings were distributed to all Maine SNAP recipients (97,127 households) two times in FY 2016.

The biggest marketing accomplishment of FY 2016 was the development of a comprehensive website.

At [www.mainesnap-ed.org](http://www.mainesnap-ed.org) there are over 300 recipes as well as meal planning resources and tips on healthy eating on a budget.

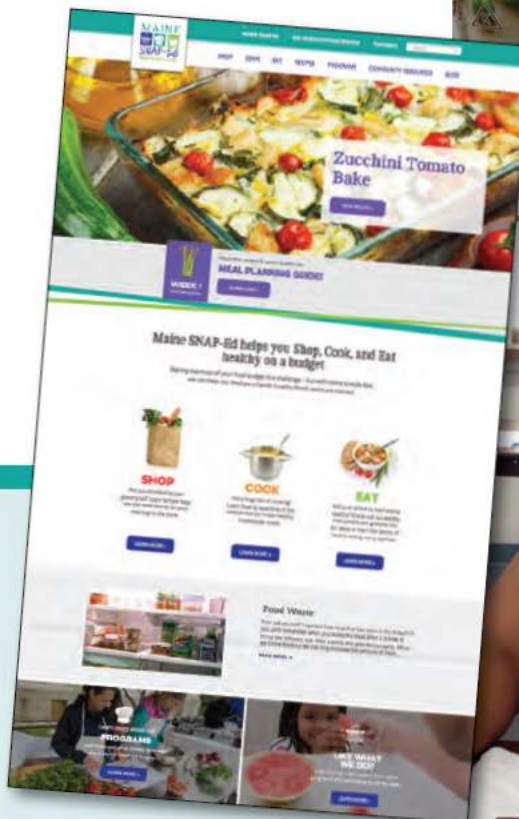
How else did we reach low-income Mainers in 2016?



LIKES: 2,701



VIDEO VIEWS: 21,911  
SHARES: 40  
SUBSCRIBERS: 14



\*Findings from Altarum Institute's statewide, randomized telephone survey of SNAP recipients.





# 2016 PROGRAM PARTNERS

Maine SNAP-Ed would like to thank state and community partners that support and collaborate with our team to provide Maine SNAP-Ed programming across the state.

Altarum Institute  
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  
Child and Adult Care Food Program  
Office for Family Independence  
WIC Nutrition Program  
Maine Department of Education  
Maine Farmland Trust  
Maine Federation of Farmers' Markets  
Maine Head Start Directors Association  
Maine Hunger Initiative  
Maine State Housing Authority  
University of Maine Cooperative Extension

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

ACCESS Health • Aroostook County Action Program • Bangor Region Public Health and Wellness • City of Portland Public Health Division • Coastal Healthy Communities Coalition • Healthy Acadia • Healthy Androscoggin • Healthy Communities of the Capital Area • Healthy Community Coalition of Greater Franklin County • Healthy Northern Kennebec • Healthy Lincoln County • Healthy Oxford Hills • Healthy Sebasticook Valley • Healthy Waldo County • Knox County Community Health Coalition • The Opportunity Alliance • Partnership for a Healthy Northern Penobscot • River Valley Healthy Communities Coalition • Somerset Public Health • St. Mary's Nutrition Center



LOOKING AHEAD TO

# 2017

SNAP-Ed will continue to address obesity through evidence-based approaches to provide low-income Mainers with easy ways to shop, cook, and eat healthy food on a limited budget.

## CONTACT INFORMATION:

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# MAINE



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THANK YOU TO OUR CREATIVE  
TALENT FOR PHOTOGRAPHY AND  
GRAPHIC DESIGN: ERIN LITTLE,  
LISA ABITOL, AND MAUREEN TOFA

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This institution is an equal opportunity provider. 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 local community coalitions. Maine SNAP-Ed educates low-income families on low cost, healthy eating and active lifestyles. Contact [mainesnap-ed@une.edu](mailto:mainesnap-ed@une.edu) or 207-221-4560 for more information.