

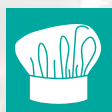
MAINE STATE LEGISLATURE

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MAINE



SNAP-Ed

Healthy Eating on a Budget

SHOP COOK EAT

2017 ANNUAL REPORT





Maine SNAP-Ed

SNAP-Ed is the USDA's nutrition education arm of the Supplemental Nutrition Assistance Program (SNAP).

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-one 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) 2017, unless otherwise noted.

2017 BY THE NUMBERS

Maine SNAP-Ed delivered **9,610** evidence-based nutrition education classes reaching a total of **40,754** youth and adult participants. Many of those participants attended multiple classes with Nutrition Educators, resulting in **151,193** contacts!

CURRICULA	PARTICIPANTS
Pick a Better Snack	14,205
Pick a Better Snack Parent/Caregiver	12,273
Eat Well Play Hard in Child Care Settings	3,723
Nutrition to Grow On	2,609
10 Tips for Adults	2,587
10 Tips for Youth	2,122
Cooking Matters at the Store	1,679
10 Tips for Teens	664
Cooking Matters for Adults	418
Cooking Matters for Teens	303
Cooking Matters for Families	89
Eat Smart Live Strong	82

When the in-person class contacts are combined with social marketing and media work, Maine SNAP-Ed made **203,830** contacts.

In 2017, Nutrition Educators also worked on long-lasting policy, systems, and environmental changes designed to reach up to **17,000** Mainers over the next few years.

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

POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE STRATEGIES

Maine SNAP-Ed began implementing **Policy, Systems, and Environmental (PSE) change strategies** in schools, communities, and child care settings in FY 2015. 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**.

IN FY 2016...

SNAP-Ed's second full year of PSE effort resulted in impactful changes in low-income communities and settings across the state.

Maine SNAP-Ed successfully...



Increased access
to **healthy foods**
in low-income
communities



Established or
maintained school
and community
gardens



Improved systems for enrolling students
into federal **food assistance programs**
like the National School Lunch Program
and the Community Eligibility Provision



**1 POLICY CHANGE:
SCHOOL**

**4 SYSTEMS CHANGES:
2 SCHOOLS,
2 CHILD CARE**

**10 ENVIRONMENTAL
CHANGES:
8 SCHOOLS, 1 NON-PROFIT,
1 DOWNTOWN**

4,200

Individuals eligible for SNAP
were reached

8,336

Mainers were reached

IN FY 2017...

NUTRITION EDUCATORS continued to focus their PSE change strategies in settings where they were providing nutrition education.

- 10** supported implementation of **school wellness policies**.
- 7** established and promoted **school gardens**.
- 2** established or enhanced **child care wellness policies**.
- 6** encouraged youth participation in **federal food assistance programs**.
- 10** promoted or established **home or community gardens**.

SOCIAL MARKETING

Maine SNAP-Ed's statewide social marketing 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 2017 focused on ways to stretch limited food dollars through the **"Shop, Cook, Eat" social marketing campaign**, and healthy beverages were promoted through the **"Rethink Your Drink" campaign**. Both interventions were promoted on Facebook and the Maine SNAP-Ed website.

Print messages encouraging youth to drink water were included in **ChopChop** magazine, and **10,000 copies** were distributed to eligible schools and DHHS offices.

In collaboration with three program partners, Maine SNAP-Ed also designed and distributed **6,933 postcards** to SNAP recipients to promote **Maine Harvest Bucks** at farmers' markets, resulting in an **increase in first-time SNAP shoppers** at two markets.



Additionally, **25** Nutrition Educators worked to **increase access to local fruits and vegetables** from farms and farmers' markets — a new strategy for FY 2017.



FY 2017

Facebook Likes: **3,859**
Facebook Reach: **77,221**
Website Visitors: **17,996**
Website Reach: **32,220**
YouTube Views: **1,203**



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.**

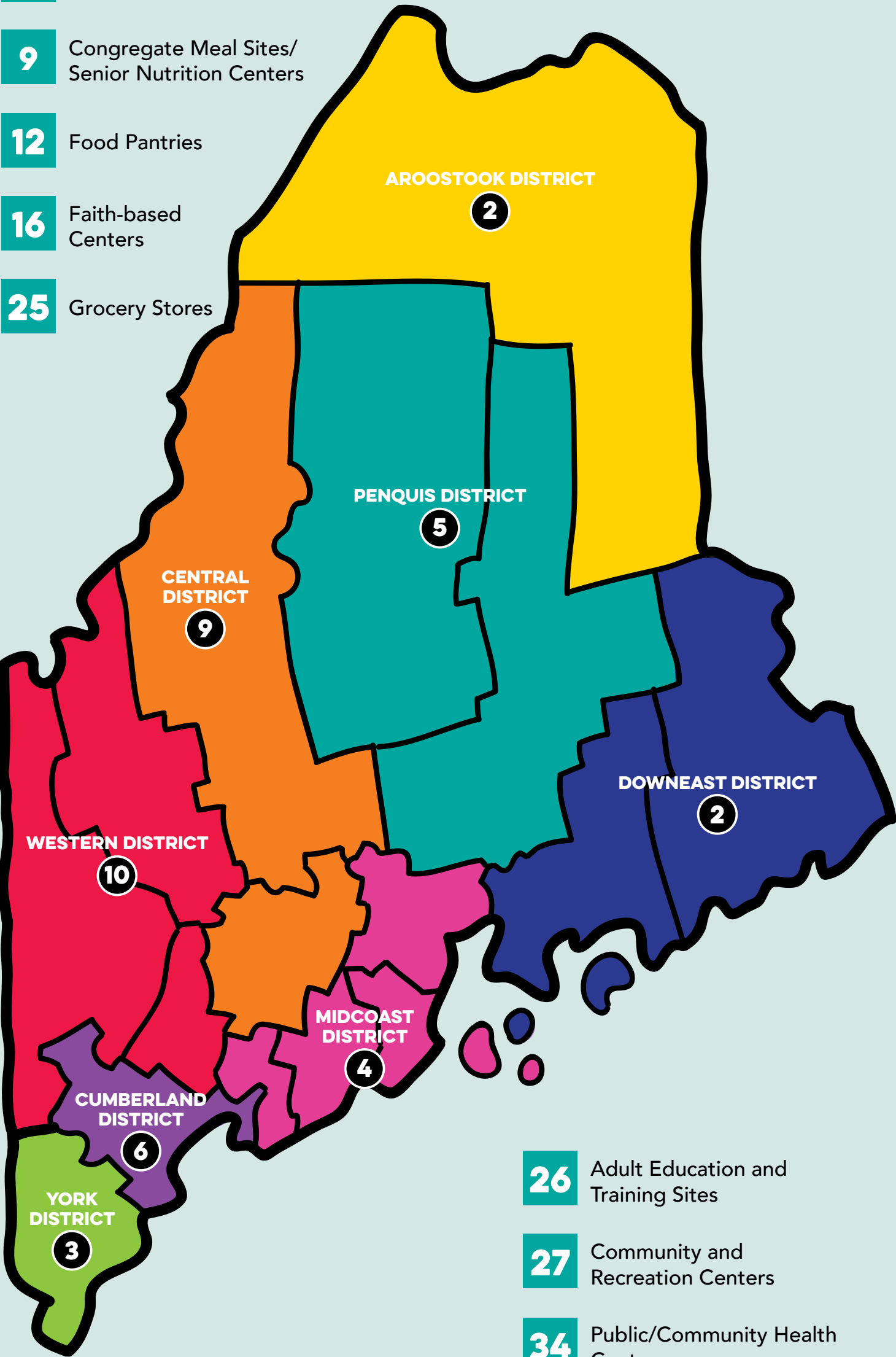
7 Farmers' Markets

9 Congregate Meal Sites/
Senior Nutrition Centers

12 Food Pantries

16 Faith-based
Centers

25 Grocery Stores



26 Adult Education and
Training Sites

27 Community and
Recreation Centers

34 Public/Community Health
Centers

80 Public Housing Sites

112 Eligible Child Care Centers
and Head Start Programs

189 Eligible Schools & Youth
Education Sites



Maine SNAP-Ed is in every county across the state helping low-income Mainers of all ages make healthy food choices.



Black circles represent the number of Nutrition Educators per district in 2017.

YOUTH CURRICULA

PICK A BETTER SNACK™

Research suggests that taste testing fruits and vegetables as part of a multi-component intervention increases fruit and vegetable consumption among children, and it is a suggested strategy to improve nutrition. 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.

Pick a better snack 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**, physical activity, and take-home materials.

In FY 2017, Pick a better snack reached **14,205 students** in 140 eligible elementary schools across the state.

96% of teachers indicated that more students are now **willing to try new foods** offered at school.

83% of teachers indicated that more students now **choose fruits and/or vegetables** in the cafeteria or during classroom parties.

Over 90% of teachers now make **healthier food choices** themselves, offer healthy food choices to students, and remind families to **bring healthy snacks**.

10 TIPS FOR TEENS was designed by Maine SNAP-Ed to teach low-income teens about nutrition and to empower them to take control of their health by making healthy choices. The curriculum is delivered as a **four-class series** and includes **USDA MyPlate** messages and handouts, nutrition education activities, and a **recipe demonstration**.

In FY 2017, **303 teens** participated in programming, and evaluation results are promising. Among teens who completed a post-curriculum survey, there was a statistically significant **increase in the reported amount of fruit, non-fried vegetables, low-fat dairy products, and whole grains consumed** after participating in 10 Tips for Teens, and **56% reported drinking more water**.

"I used to eat a lot of fast food, but now I eat a lot of veggies and fruit." —Teen Participant

"The SNAP-Ed program is the only exposure to a variety of fruits and vegetables for many of our students."

—Classroom Teacher

"My students are more inclined to try new foods and they more often than not bring healthy snacks and lunches."

—Classroom Teacher





ADULT CURRICULA

10 TIPS FOR ADULTS is a multi-level nutrition education and obesity prevention program for adults designed by Maine SNAP-Ed. Sessions are conducted in **low-income housing sites, community centers, churches, food pantries, and healthcare settings.**

10 Tips for Adults includes two series of interactive, engaging nutrition education sessions based on the **USDA MyPlate** “10 Tips Nutrition Education Series” and the latest Dietary Guidelines for Americans. Each series includes **four nutrition education sessions** that last 30 to 60 minutes. In FY 2017, Nutrition Educators reached **2,587 low-income Mainers** with this curriculum.

An independent study assessed changes in purchasing and consumption attitudes, knowledge, and behaviors among class participants. In addition to learning that 98% of respondents were highly satisfied with the series, **a number of significant behavior change findings were observed in FY 2017*:**

IMPROVEMENTS IN SHOPPING AND FOOD PREPARATION, INCLUDING:

- Planning meals
- Purchasing in bulk
- Using nutrition facts
- Using MyPlate

INCREASED CONSUMPTION OF:

- Fruit
- Water
- Dairy products

DECREASED CONSUMPTION OF:

- Sugar-sweetened beverages
- Sweets

*Findings from Altarum Institute’s pre-post intervention study of 10 Tips for Adults Series B participants.

What was the most useful part of the 10 Tips for Adults classes?

“Very simple nutritious meals, with no special expensive ingredient”

—Adult Participant

“Adding more colorful fruits and vegetables to meals for a healthier meal”

—Adult Participant



COOKING MATTERS® FOR ADULTS

In Maine, **Cooking Matters** is implemented through a partnership between the **Good Shepherd Food Bank** and Maine SNAP-Ed. The **Cooking Matters for Adults** series teaches participants to shop smarter, use nutrition information to make healthier choices, and cook delicious, affordable meals.

In FY 2017, there were **418 participants** in Cooking Matters for Adults. Of those surveyed, there were **significant increases** in **eating from each food group, cooking from scratch, and making budget-friendly, healthy meals**. They also reported increased confidence in using basic cooking skills and helping the family eat healthier. Notably, participants reported **significant increases in vegetable consumption and low-fat dairy products** after participating in the sessions.

“I’ve eaten more vegetables and less meat. I’ve made fewer trips to the grocery store so that’s saved money.”

—Adult Participant

“I spend more time on menu planning. Adding more vegetables.” —Adult Participant



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**. In FY 2017, **1,679 Mainers** were taught how to use unit price tags, read the Nutrition Facts label, and identify whole grains. **Hannaford Supermarkets** donates a \$10 gift card to all class participants.

After completing the store tour, participants said they:

“watch unit prices to save money” and report learning that

“veggies, whether fresh, frozen, or canned have nutritional value.”

2017 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.

Catholic Charities of Maine • Good Shepherd Food Bank
Hannaford Supermarkets • Let's Go! • Maine Adult Education Association
Maine Association of Area Agencies on Aging
Maine Center for Disease Control and Prevention
Maine Department of Education Child Nutrition Program
Maine Department of Health and Human Services
Maine Farmland Trust • Maine Federation of Farmers' Markets
Maine Head Start Directors Association • Maine Network of Healthy Communities
Maine State Housing Authority • National Diabetes Prevention Program
Office for Family Independence • Preble Street Maine Hunger Initiative
University of Maine Cooperative Extension
United Way of Greater Portland • WIC Nutrition Program

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

Bangor Public Health and Community Services
City of Portland Public Health Division
Coastal Healthcare Alliance • Healthy Acadia • Healthy Androscoggin
Healthy Communities of the Capital Area
Healthy Community Coalition of Greater Franklin County
MaineGeneral Medical Center/Healthy Northern Kennebec
Medical Care Development • Mid Coast Hospital • The Opportunity Alliance
Partnership for a Healthy Northern Penobscot • Penobscot Bay YMCA
River Valley Healthy Communities Coalition • Sebasticook Valley Health
Somerset Public Health • St. Mary's Nutrition Center
UNE Coastal Healthy Communities Coalition
Healthy Oxford Hills/Western Maine Healthcare Corporation



This **hoop house** was established in **Waldo County** with Maine SNAP-Ed support in FY 2016 and continues to expand and extend its reach, impacting up to 150 students, families, and staff.

Children at the Sprouts Head Start take part in planting and tending the gardens throughout the season, along with their families and staff. Students at the Unity Elementary School participate in four hours of hands-on learning in the garden.



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Like Us: facebook.com/mainesnap-ed



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MAIL: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW Washington, D.C. 20250-9410

FAX: (202) 690-7442 **EMAIL:** program.intake@usda.gov

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Contact mainesnap-ed@une.edu or 207-221-4560 for more information.