

SNAP-ED

2024 Highlights

Michigan State University (MSU) Extension Supplemental Nutrition Assistance Program Education (SNAP-Ed) delivers evidence-based, hands-on nutrition and physical activity learning opportunities that empower limited income youth and adults with information and strategies to make healthy behavior and lifestyle choices.



WHAT WE DO

MSU Extension partners with the Michigan Department of Health and Human Services to provide SNAP-Ed, a nutrition education program designed to reduce hunger and food insecurity and promote healthy eating habits for SNAP-Ed eligible populations. MSU Extension SNAP-Ed community nutrition instructors teach youth, individuals, and families how to make health a priority. The goal of SNAP-Ed is to improve the likelihood that SNAP-Ed eligible persons will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance.

SNAP-ED PROGRAMMING THROUGHOUT THE STATE



Overall, MSU Extension **REACHED**

115,483 unduplicated

individuals through **NUTRITION** and **PHYSICAL ACTIVITY PROMOTION** and **EDUCATION, PSE** (policy, system, and environmental) efforts, and worked collaboratively with **1,053 PARTNERS** and **205 COALITIONS** throughout the state.



PSE

POLICY, SYSTEMS, AND
ENVIRONMENTAL CHANGE

PSE IMPACT

Oct. 1, 2023 - Sept. 30, 2024

363 Community Sites
REACHED

72,303  Children & Adults REACHED

PSE SITE CHANGES

 **643** Nutrition

 **81** Physical Activity

7 Both Nutrition and
Physical Activity

 **68** Policy Changes

346 Environmental
Changes

 **317** System Changes



PSE Success Story

Through extensive coaching with SNAP-Ed staff and a partnership with the Father Fred Food Pantry, seven daycare sites distributed healthy food boxes that included picture-based recipes to help upwards of 150 young families with food insecurity throughout the Grand Traverse region.

- Grand Traverse County and
surrounding area

DIRECT EDUCATION

8,975 Direct Education
Sessions Offered



8,840 Face to Face



135 Hybrid



ADULT Dietary Improvements

22% consumed
less soda
per day

40% ate more
fruits per
day

39% ate more
vegetables
per day



ADULT Physical Activity Improvements



43% increased moderate physical activity
participation



40% increased strength training activities

YOUTH

Health & Nutrition Impact

3rd - 12th
Grade



Increased vegetable consumption

29%



Decreased soda consumption

40%



Increased physical activity

32%



Decreased screen time

30%

YOUTH

K-2nd Grade Impact

92% Washed their hands more before handling food.

63% Bring more fruits and veggies as snacks.

99% Can identify healthy food choices.

85% Increased physical activity.

92% Are now eating more fruits and vegetables.



SOCIAL MARKETING



Healthy Drinks, Healthy Kids

MSU Extension, in partnership with the Sugar Smart Coalition and shared by the Association of Child Development, has developed messaging and graphics in support of the Healthy Drinks, Healthy Kids social marketing campaign that promotes the reduction of sugar sweetened beverages.

13,325

Total reach for all content (total count, duplicative).

11,660

The number of users that saw any of our posts at least once. (unduplicated)

793

The number of clicks on any of the content, including reactions, likes, comments, and shares. (total count, duplicative).



In FY24, MSU Extension partnered with the Office of

Disease Prevention and Health Promotion (ODPHP) to promote the **Move Your Way**® campaign as a social marketing effort to encourage physical activity participation among SNAP-Ed eligible adults.



Campaign Length:

7 months (March-September 2024)



Estimated eligible population:

935,676 adults among 28 targeted counties in Michigan.



Total impressions:

19,771,278 with an average click through rate (CTR) of 0.08%



MSU Extension Physical Activity website:

4,717% increase in views and **757% increase in user engagement** during the Move Your Way campaign.

INDIRECT EDUCATION

Indirect education activities are complementary approaches to direct education and PSE coaching and include informative channels like: articles, fact sheets, radio podcasts, social media postings, web presence, and educational videos.

1,017,341

ADULTS AND YOUTH REACHED

SOCIAL MEDIA



TOTAL DUPLICATIVE REACH FOR SOCIAL MEDIA POSTS



2,560

Instagram IMPRESSIONS



339

Video Hours WATCHED on YouTube

102,822

Video thumbnails SHOWN to YouTube Viewers



186,821

MI HEALTH MATTERS Facebook Post Entered Users Screen



178

MI HEALTH MATTERS Educational Videos Now Available



SNAP-ED SUCCESS STORIES

HOUGHTON COUNTY

After working with a SNAP-Ed coach, Barkell Elementary School started incorporating a Healthy Eating or Living Tip of the Week into their daily announcements.

MARQUETTE COUNTY

In partnership with the Upper Peninsula Food As Medicine project, a SNAP-Ed participant completed all 10 My Way to Wellness online lessons, participated in all 10 discussions, posted that she learned new ways to cook and how to make healthy choices and for her participation in the program, she earned \$40 in vouchers to purchase fruits & veggies at her local farmers market.

OTSEGO COUNTY

A SNAP-Ed Instructor worked with the Program Director at Patriot Place to design and improve the eight shared kitchens that the male veterans experiencing homelessness were using. The veterans were able to access the improved kitchens and use skills learned in their nutrition classes to prepare more meals from scratch, using whole foods, lean meats, and fresh produce.

KENT COUNTY

A participant of a Cooking for One class shared that after attending the program she drank more water, walked more, and replaced salt with a spice blend learned in class. This resulted in her blood pressure and sugar levels improving to the point that her doctor check-ins were reduced to twice a year.

LAPEER COUNTY

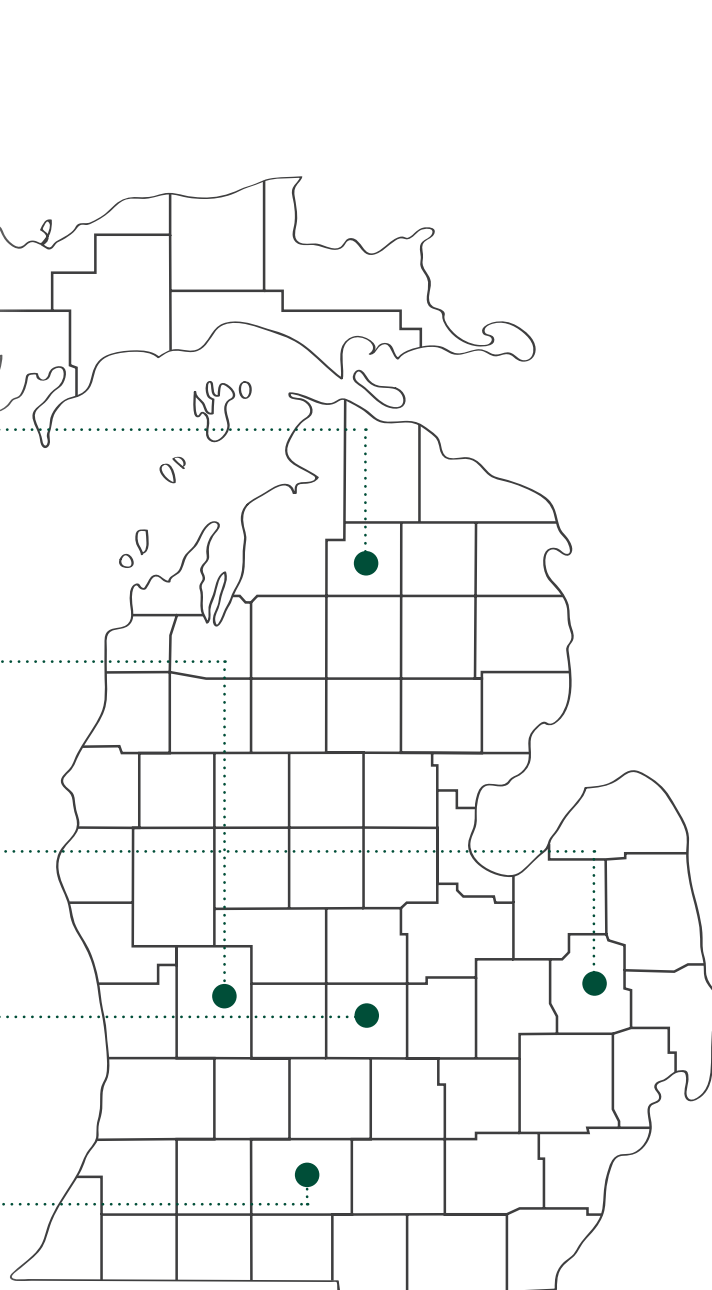
A SNAP-Ed Instructor provided coaching and education for Silver Maple Village in Lapeer that resulted in 200, three-pound bags of produce being delivered each week to residents of the senior complex and low income apartments.

CLINTON COUNTY

A SNAP-Ed Instructor worked with the Service Coordinator for Suntree Apartments to establish a connection with the Good News Soup Kitchen. This resulted in food boxes being delivered to the senior residents that were facing food insecurity and transportation barriers to food access.

CALHOUN COUNTY

A Title 1 Parapro, that observed a nutrition program at Tekonsha Elementary, decided to make nutrition books available in the school's library to support ongoing learning after the program.



MSU is an affirmative-action, equal-opportunity employer, committed to achieving excellence through a diverse workforce and inclusive culture that encourages all people to reach their full potential. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status. Issued in furtherance of MSU Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Dr. Quentin Tyler, Director, MSU Extension, East Lansing, MI 48824. This information is for educational purposes only. Reference to commercial products or trade names does not imply endorsement by MSU Extension or bias against those not mentioned.

