

# The University of Georgia SNAP-Education 2024 Key Impacts

## OUR PROGRAMS

University of Georgia (UGA) SNAP-Ed consists of four interventions designed and implemented by faculty and staff of UGA and UGA Cooperative Extension to provide nutrition education and obesity prevention to low-income Georgians across the state.



### FOOD TALK, FOOD TALK: BETTER U, AND FOOD TALK:FARMERS MARKET

Face-to-face and virtual nutrition education based on 3 culturally tailored curricula in 9 counties and at farmers markets in Fulton, Clarke, Bartow, Carroll, Troup, Clayton, and Lowndes, Gilmer and Ware County.



### FOOD ETALK

Online eLearning nutrition education series optimized for mobile devices.



### SOCIAL MARKETING FOOD TALK & DRINK WATER, GEORGIA!

Targeted print and e-mail newsletter series, social media, mass media, and texting interventions.



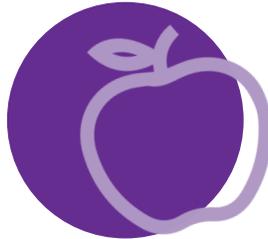
### POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE (PSE)

Combining PSE and direct nutrition education, including Healthy Child Care Georgia (HCCG) and FARM Rx programs.

## FOOD TALK & FOOD TALK: BETTER U 1,141 Participants



**78%**  
PARTICIPANTS  
ARE OVERWEIGHT  
OR OBESE

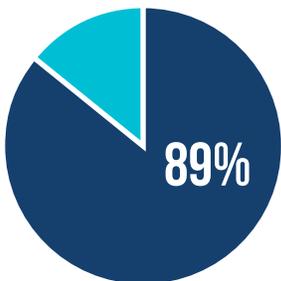


**56%**  
REPORTED  
IMPROVED  
NUTRITION  
PRACTICES

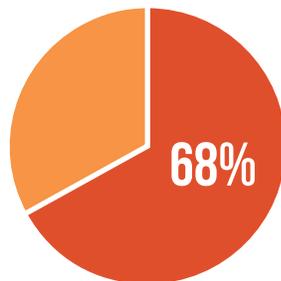


**46%**  
INCREASED DAYS  
OF CARDIO OR  
LIFTING WEIGHTS

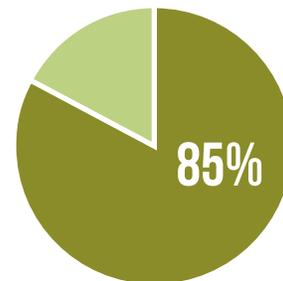
## FOOD TALK: FARMERS MARKET 7,149 Participants



Agree or strongly agree with the statement: "I plan to make healthy changes based on the information I learned today."



Planned to eat more fruits or vegetables



Planned to buy the featured fruit or vegetable

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**FOOD eTALK** 507 Participants



**87%**  
planned to eat  
more fruit



**28%**  
reported improved  
confidence to exercise for  
30 minutes on most days



**87%**  
planned to eat  
more vegetables



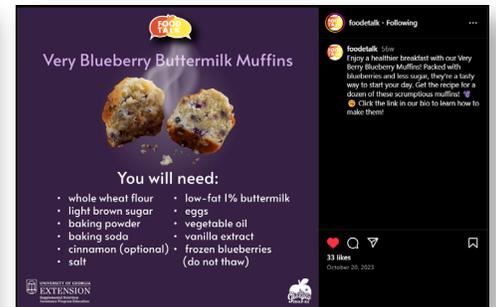
**90%**  
planned to reduce  
portion size

## SOCIAL MARKETING

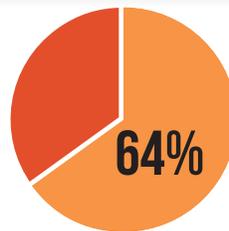


**5,364**  
emails sent

**173**  
new contacts



Users exposed to the Drink Water, Georgia! texting campaign reported setting goals for drinking more water and less sugary drinks.



Participants exposed to the Drink Water, Georgia! campaign intended to drink more water.



**3,854,449**  
impressions

**1,365,319**  
total reach

**1,044**  
texting participants



**11,311,708**  
impressions

**3,041,805**  
total reach

**702**  
texting participants