SNAP-ED NEEDS ASSESSMENT
Objectives

1. To collect, compile, and analyze quantitative and qualitative data to rank areas of the state according to their need for SNAP-Ed services

2. To provide recommendations for service delivery structure and evidence-based intervention strategies appropriate and relevant to Alaska.
Methods

• Existing Data
  • Data abstraction

• New Data
  • Nutrition educators
    • Web-based survey (n= 53)
    • Telephone interviews (n= 53)
      • WIC, SNAP-Ed, CES, DPP, RDs
  • Low-income adults
    • Paper survey (n= 518)
      • Food Banks and Pantries, WIC

Sources of Data:
• The U.S. Census Bureau’s American Community Survey
• The Alaska Behavioral Risk Factor Surveillance System (BRFSS)
• The Alaska Youth Behavioral Risk Factor Surveillance System (YRBSS)
• The Alaska Food Cost Survey
• Department of Public Assistance
5 regions with greatest need for SNAP-Ed services and/or potential impact:
- Bethel Census Area,
- Matanuska-Susitna Census Area,
- Municipality of Anchorage,
- Kenai Peninsula Borough,
- Nome Census Area.
Food Cost
Priority population: Alaska Native

• Alaska Native people:
  • 2nd largest group in Alaska (14.8%)
  • Experience substantial socio-economic and health disparities
  • Constitute 39.3% of pop receiving SNAP benefits
Effectiveness of existing nutrition education for Alaska Native and rural populations

Priority population: Alaska Native

Alaska Natives
Rural Populations

Very Effective Somewhat Effective Not at all Effective

Effectiveness of existing nutrition education for Alaska Native and rural populations
Priority population: youth (preK-12)

• Nutrition Educators:
  • recognized the importance of promoting and establishing healthy behaviors at a young age to prevent the development of chronic diseases.
  • noted that home economics programs have been cut from schools and that there are multiple generations who lack cooking skills, which are viewed as an essential component of a healthy lifestyle.
Priority messages

1. Increase vegetable and fruit intake
2. Increase PA and reduce time spent in sedentary behaviors
3. Increase healthy beverage consumption

• BRFSS and YRBSS data show:
  • 77% of Alaskan adults and 80% of youth consume fewer than the recommended intake of vegetables and fruit (BRFSS, YRBSS)
  • 46% of adults and 15.8% of youth consume 1 or more SSB daily (higher among Alaska Natives)

• Low-income adults reported that:
  • They would like to eat more vegetables and fruit (97%)
  • Reduce SSB intake (72.8%)
Recommended approach

- The majority of educators indicated that direct-education is the best approach.
- When asked specifically about public health approaches, the majority of educators commented on the importance of complementing, but not substituting, direct education with environmental change.
- Educators recognized a number of benefits to public health approaches including their contribution to changing social norms, particularly when applied in schools.
Do your nutrition education activities support or involve these eight evidence-based public health approaches to promoting healthy eating and an active lifestyle?
Are you interested in using these eight evidence-based public health approaches to promoting healthy eating and an active lifestyle?
Recommended approach

• Public health approaches have the potential to reach virtually all low-income populations efficiently and cost-effectively and overcome Alaska’s vast distances, low population density and lack of affordable transportation between communities
Consider…

- Social marketing
  - Single approach maximizes resources—financial and staffing
  - Low-income adults report that the internet is their preferred method for receiving nutrition education

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FoodHero.org is divided into two main sections: Recipes and Tips & Tools. You can also read Food Hero Monthly and participate in the related monthly poll or connect with other Food Heroes by commenting on recipes or following on Facebook, Twitter and/or Pinterest.
Consider:

- Forming a workgroup composed of key stakeholders that meet to address:
  - Shared messaging
  - Training opportunities
  - Evaluation efforts
Questions?