

# SNAP-ED NEEDS ASSESSMENT

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# 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

**Table 18**  
**Ranking of Census and Borough Areas\*\***

Public Health Region	Food Insecurity Rank	Census and Borough Area	Pop. Rank	Poverty Rank	< 5 Fruit & Veg Rank	Overweight & Obesity Rank	Overall rank**
Anchorage and Mat-Su Region	4	Municipality of Anchorage	1	24	16	18	3
		Matanuska-Susitna	3	16	12	11	2
Gulf Coast Region	3	Kenai Peninsula Borough	4	15	11	23	4
		Kodiak Island Borough	7	20	18	12	8
		Valdez-Cordova	10	22	6	6	12
Interior Region	5	Denali Borough	25	18	15	17	24
		Fairbanks North Star	2	25	19	20	6
		Southeast Fairbanks	15	12	8	8	16
		Yukon-Koyukuk	17	5	3	14	14
Northern Region	2	Nome Census Area	9	2	2	25	5
		North Slope Borough	11	8	14	21	11
		Northwest Arctic Borough	14	4	1	5	9
Southeast Region	6	Haines Borough	22	19	23	26	23
		Hoonah-Angoon	24	7	-	3	-
		Juneau City and Borough	5	26	13	15	7
		Ketchikan Gateway	8	21	21	10	13
		Petersburg Census Area	20	11	22	7	21
		Prince of Wales-Hyder	16	9	5	4	15
		Sitka City and Borough	12	17	20	22	17
		Skagway Municipality	27	-	-	-	-
		Wrangell City and Borough	23	13	7	16	22
		Yakutat City and Borough	29	-	-	-	-
Southwest Region	1	Aleutians East Borough	21	10		19	18
		Aleutians West	18	23	9	13	20
		<b>Bethel Census Area</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>24</b>	<b>1</b>
		Bristol Bay Borough	28	14	-	1	-
		Dillingham Census Area	19	6	17	9	19
		Lake and Peninsula	26	-	-	2	-
		Wade Hampton	13	1	10	27	10

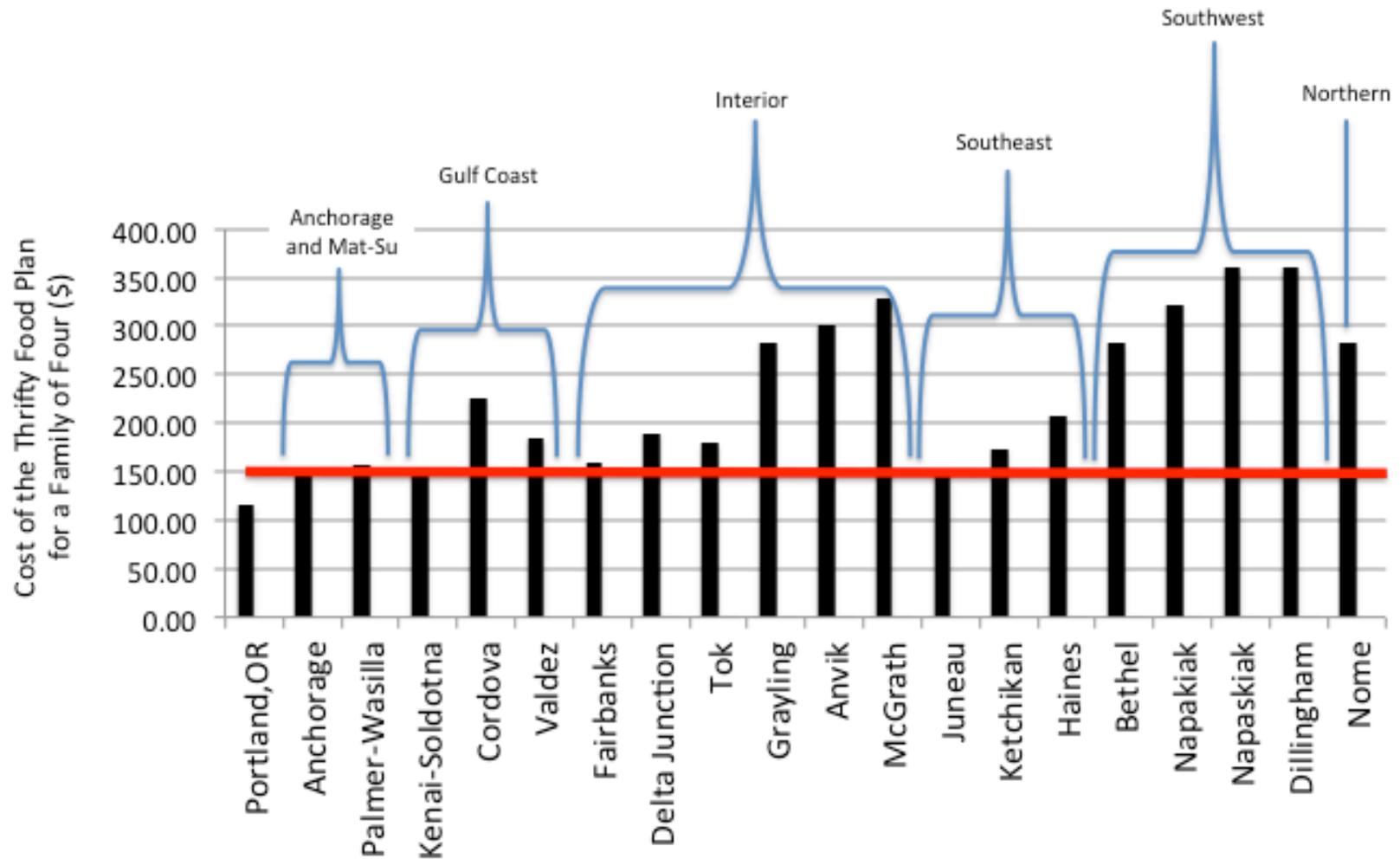
\*\* Overall rank is based on the sum of the census and borough regions: [poverty ranking + vegetable and fruit intake ranking + obesity prevalence ranking + (population size\*5)].

## Priority region

5 regions with greatest need for SNAP-Ed services and/or potential impact:

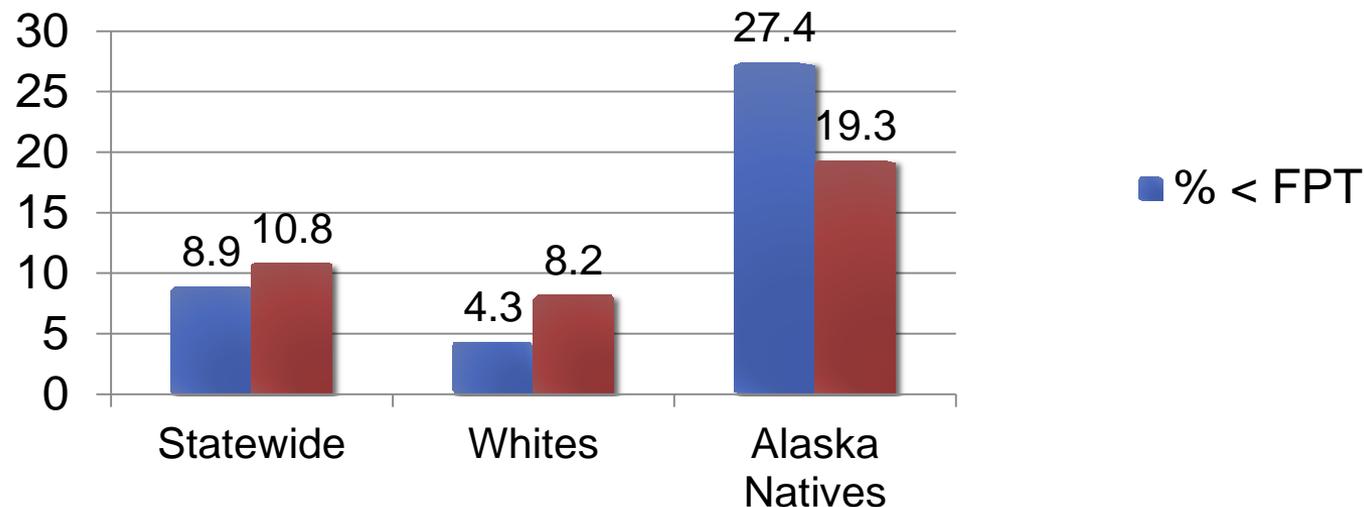
- Bethel Census Area,
- Matanuska- Susitna Census Area,
- Municipality of Anchorage,
- Kenai Peninsula Borough,
- Nome Census Area.

# Food Cost

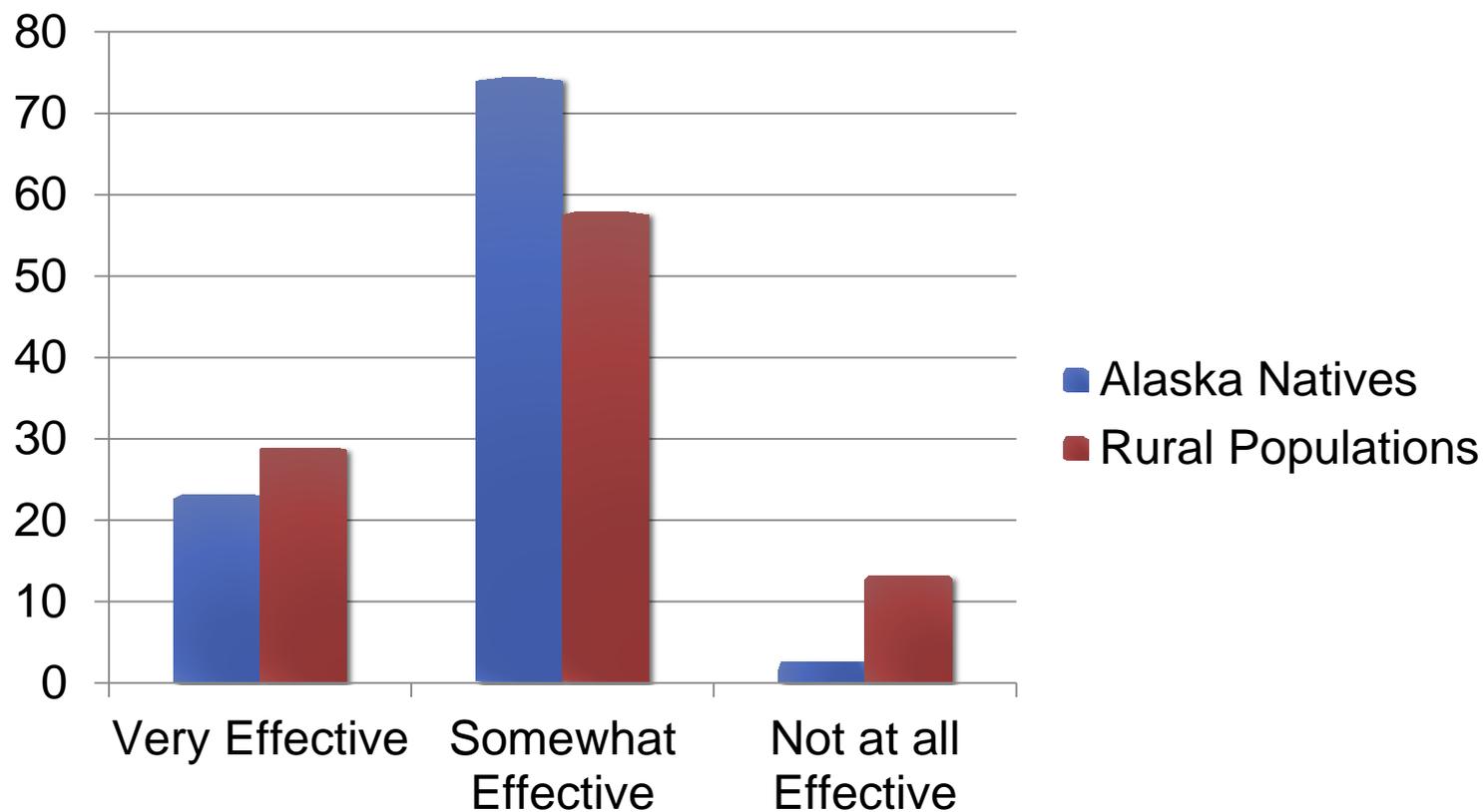


# Priority population: Alaska Native

- Alaska Native people:
  - 2<sup>nd</sup> largest group in Alaska (14.8%)
  - Experience substantial socio-economic and health disparities
  - Constitute 39.3% of pop receiving SNAP benefits



# Priority population: Alaska Native



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.

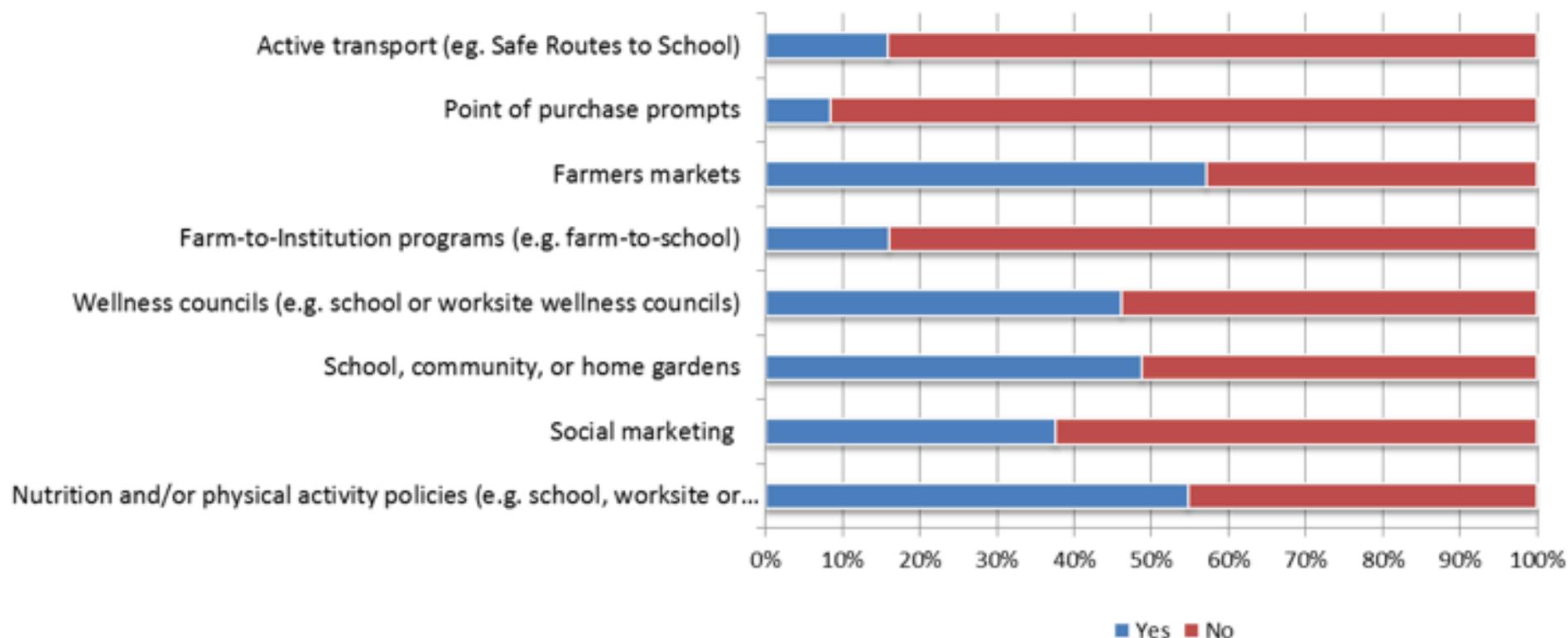
# Priority messages

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

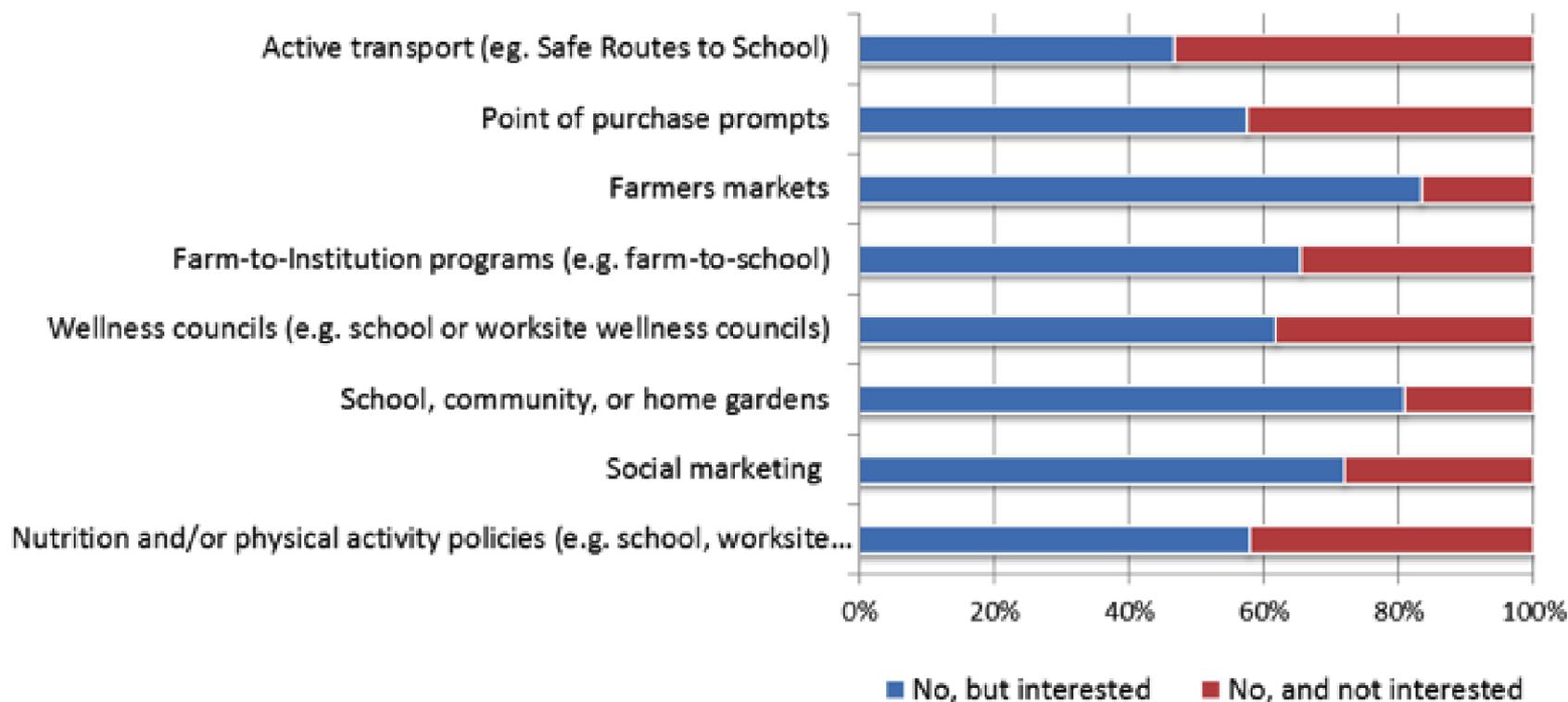
- The majority of educators indicated that direct-education is the best approach.
- When asked specifically about public health approaches, the majority of educators commented on the importance of complementing, but not substituting, direct education with environmental change.
- Educators recognized a number of benefits to public health approaches including their contribution to changing social norms, particularly when applied in schools.

# Recommended approach



Do your nutrition education activities support or involve these eight evidence-based public health approaches to promoting healthy eating and an active lifestyle?

# Recommended approach



Are you interested in using the 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?