Implementing the SNAP ED Needs Assessment

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Family Nutrition Programs Manager
Topics

- State Goals and Objectives
- Target Audience
- Other related projects
  - Nutrition Education Resources
  - Expectations for nutrition educators
  - Site selections, using supplemental resources
Federal SNAP ED Goal and Focus

1. Health and promotion to help the SNAP ED target audience establish healthy eating habits and a physically active lifestyle, and
2. Primary prevention of diseases to help the SNAP ED target audience who have risk factors for nutrition-related chronic diseases, such as obesity, prevent or postpone the onset of disease by establishing healthier eating habits and being more physically active.
Alaska’s SNAP ED Goals  FY 16

- Improve by 2% the percentage of adults who consume fruits and vegetables. (BRFSS)
- Decrease by 2% the percentage of youth that drink sugar sweetened beverages. (YRBS/DHSS)
- Increase by 2% the number of adults and youth that meet CDC recommended levels of physical activity. (BRFSS/YRBS)
Not enough Alaskans Meet CDC Recommendations for Daily Physical Activity

- Adults: 20.20%
- Youth: 57.50%
AK Native youth are more likely to consume SSB

- All: 15.80%
- Whites: 11.90%
- AK Natives: 21.80%
Alaska Natives are More Likely to Be Food Insecure

- All: 10.80%
- Whites: 8.20%
- AK Natives: 19.30%
AK Native youth are less likely to eat fruits & vegetables

- All: 19.9%
- Whites: 20.5%
- AK Natives: 14.7%
FFY 14 SNAP ED Needs Assessment

- Target rural communities with limited resources
- K-12 and Alaska Native People who are un- or underserved
- Partnerships
- Surveillance
Rural Communities

- Current
  - Tok
  - Wrangell
  - Fairbanks
  - Anchorage
  - Bethel
  - Kenai

- Proposed
  - Bethel
  - Mat-Su
  - Anchorage
  - Kenai Peninsula
  - Nome
Alaska 185% FPL, American Community Survey, 2008-2012
GIS Mapping of Low Income Populations - Anchorage

Anchorage CT 6 & CT 9.01, 185% FPL, American Community Survey, 2008-2012
Target Audience

- Alaska Native and Youth
- SNAP ED FY 15 EARs report

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
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<tbody>
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<td></td>
<td></td>
<td>Less than 6 Years</td>
<td>6-17 Years</td>
<td>18-69 Years</td>
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<td>1</td>
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<td>Grades K-12</td>
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<td>196</td>
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### Target Audience-continued

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<tr>
<th>Individuals Reporting ONLY ONE RACE</th>
<th>Number of Hispanic or Latino SNAP-Ed Participants by Race</th>
<th>Number of Non-Hispanic/Latino SNAP-Ed Participants by Race</th>
<th>Total by Race</th>
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<tbody>
<tr>
<td>1. American Indian or Alaska Native</td>
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<td>2. Asian</td>
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<tr>
<td>3. Black or African American</td>
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<td>4. Native Hawaiian or Other Pacific Islander</td>
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<td>5. White</td>
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<table>
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<th>Individuals Reporting MULTIPLE RACES</th>
<th>Number of Hispanic or Latino SNAP-Ed Participants by Race</th>
<th>Number of Non-Hispanic/Latino SNAP-Ed Participants by Race</th>
<th>Total by Race</th>
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<td>6. All Others Reporting More than One Race</td>
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<td>84</td>
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<td>11. TOTAL by ethnicity</td>
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Current Nutrition Education Focus

- Grocery Shopping
- Fruits and Vegetables
- Limiting added sugars and caloric sweeteners
- Physical activity
Participation Growth?

- Why is participation low?
- How can we grow SNAP ED participation?
- Where should we seek out locations for new activities?
- How can you use this information to look for
SNAP ED State Activities

- Competitive Grants targeting areas of need
- Purchased incentive items for all SNAP ED clients
- Developing culturally relevant nutrition education materials and messages
- Developing social marketing message
- Supporting food security initiatives
- Supporting fruit/vegetable consumption
SNAP ED State Activities- cont

- Local agency monitoring and technical assistance
- Long term planning for SNAP ED programs, such as the needs assessment.
State Nutrition Partnerships

- SNAP and SNAP Farmer’s Market-DPA & DOA
- Obesity Control and Prevention Program-DPH
- Child Nutrition Services ---DEED
- Expanded Food and Nutrition Program--UAF
- Alaska Native Tribal Health Consortium--FDPIR
- Title III Nutrition Programs- DS&D
- Family Nutrition Programs--DPA
- Division of Subsistence---DFG
- Dietetics and Nutrition Program--UAA
- Center for Alaska Native Health and Research--UAF
Cross Border Partnerships

- Arctic Institute of Community Based Research
- Food Secure Canada
- Community Nutrition Program, Yukon
- University of Ottawa, Canada Research Chair in Environmental Health and Toxicology
Alaska SNAP ED Projects-jennifer

- Text messaging
- CACFP/WIC/ FV Brochures
SNAP ED Connection
Questions/Comments?