

# Implementing the SNAP ED Needs Assessment

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# Topics

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- 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

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1. Health and promotion to help the SNAP ED target audience establish healthy eating habits and a physically active lifestyle, and



# Federal SNAP ED Goal and Focus, cont.

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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.

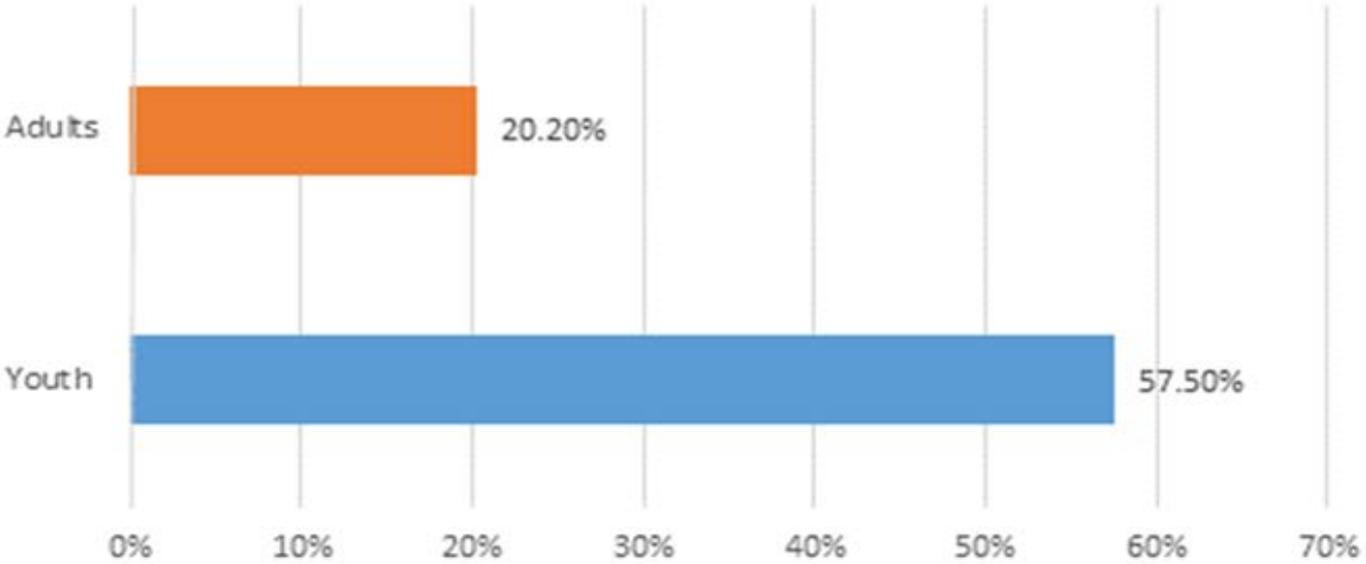


# Alaska's SNAP ED Goals FY 16

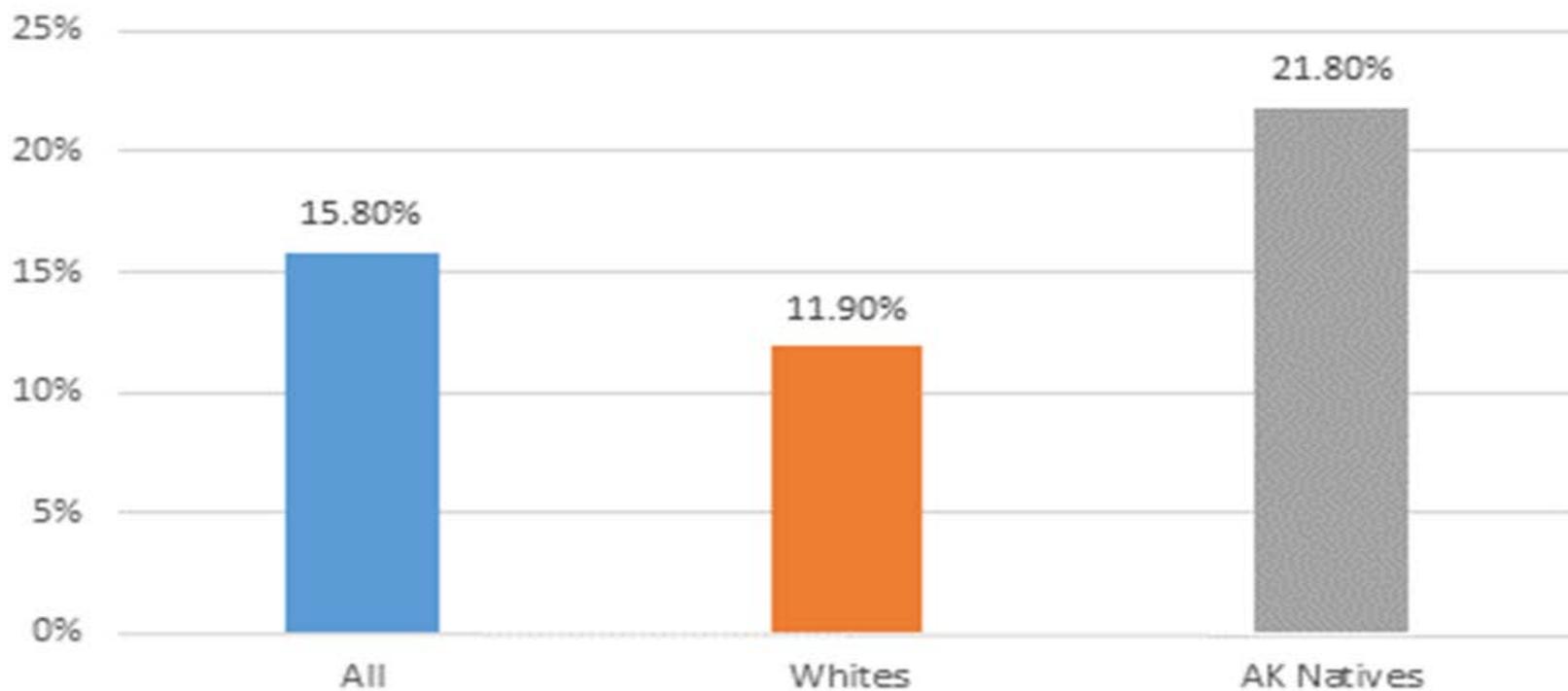
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- Improve by 2% the percentage of adults who consume fruits and vegetables. (BRFSS)
- Decrease by 2% the percentage of youth that drink sugar sweetened beverages. (YRBS/DHSS)
- Increase by 2% the number of adults and youth that who meet CDC recommended levels of physical activity. (BRFSS/YRBS)

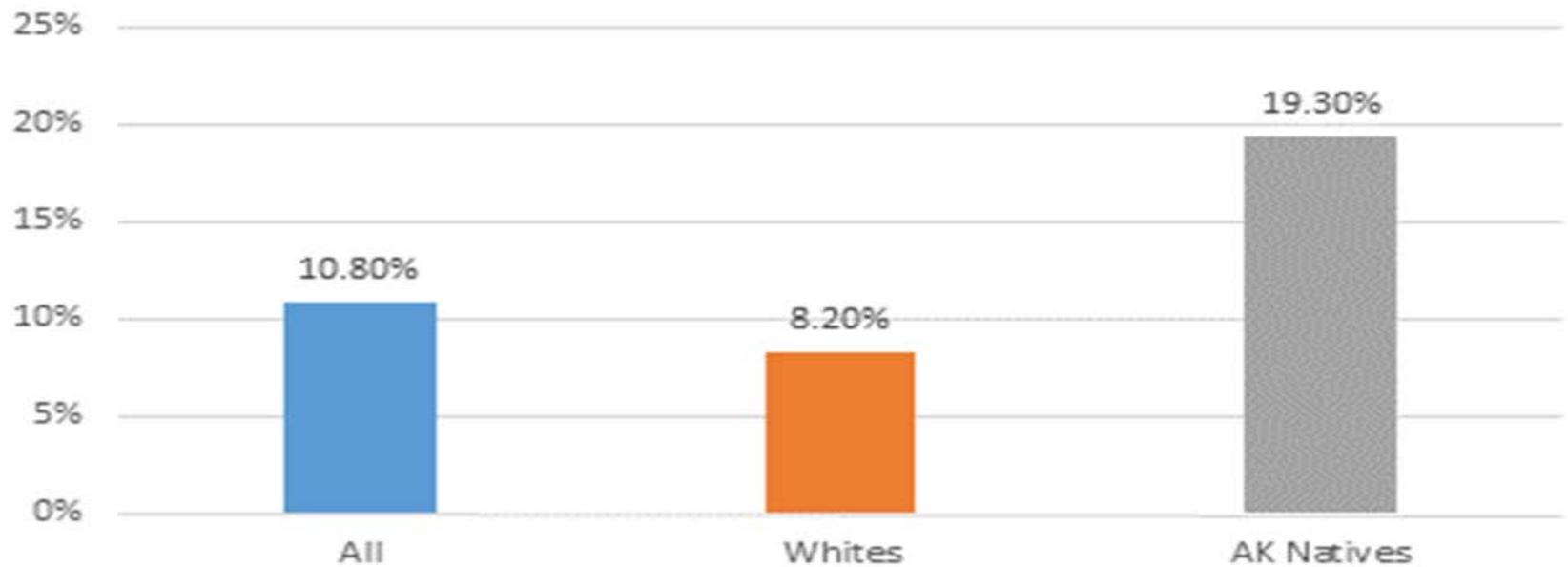
### Not enough Alaskans Meet CDC Recommendations for Daily Physical Activity



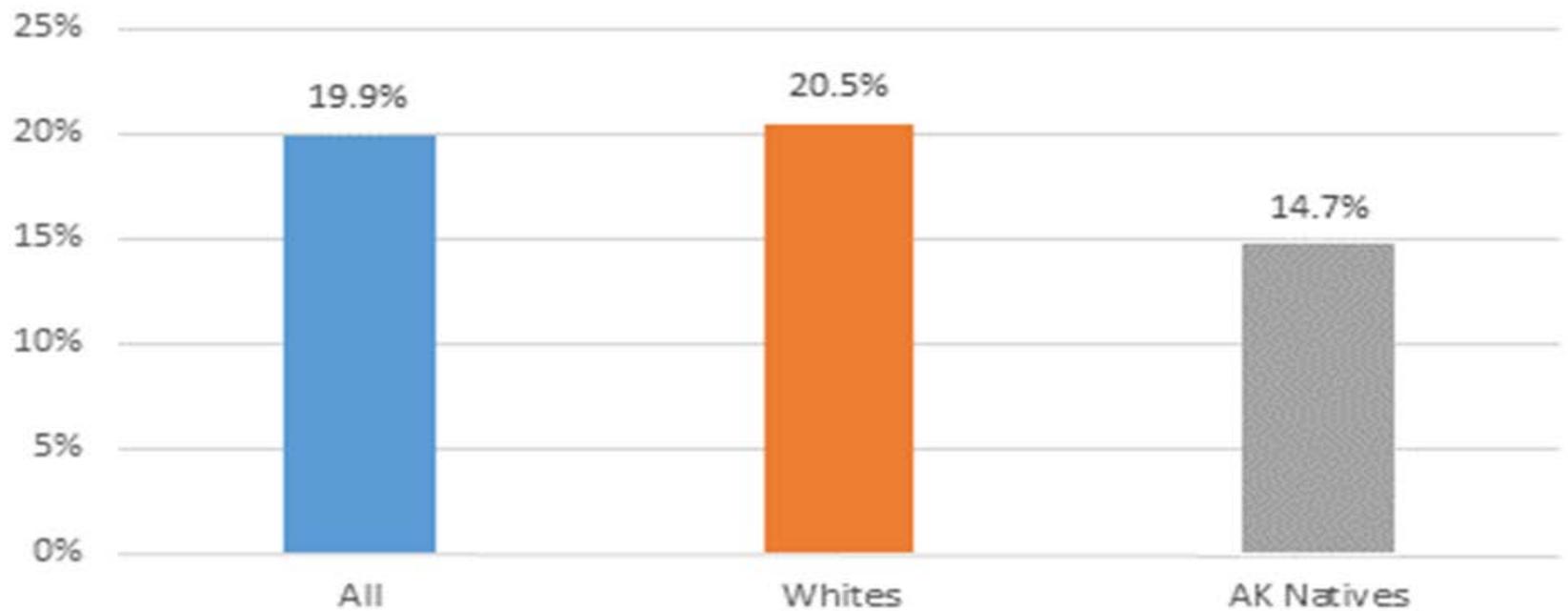
## AK Native youth are more likely to consume SSB



## Alaska Natives are More Likely to Be Food Insecure



## AK Native youth are less likely to eat fruits & vegetables





# FFY 14 SNAP ED Needs Assessment

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



# Rural Communities

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- Current

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

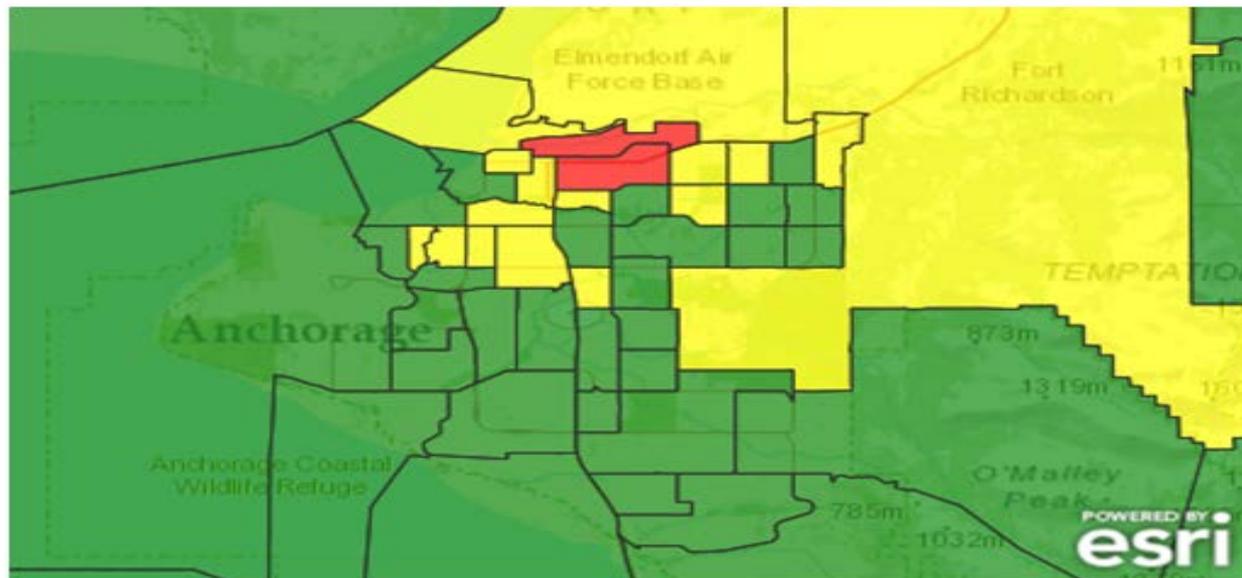
- Proposed

- Bethel
- Mat-Su
- Anchorage
- Kenai Peninsula
- Nome



# 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

	A	B	C	D	E
	Less than 5 Years	5-17 Years Grades K-12	18-58 Years	60 Years or More	All Ages Combined
1 Number of SNAP Recipients in SNAP-Ed	2	1,059	198	17	1,286
2 Number of All Other Participants in SNAP-Ed	0	0	0	0	0
3 Total Number of SNAP-Ed Participants	2	1,059	198	17	1,286

# Target Audience-continued

		A	B	C
		Number of Hispanic or Latino SNAP-Ed Participants by Race	Number of Non-Hispanic/Latino SNAP-Ed Participants by Race	Total by Race
<b>Individuals Reporting ONLY ONE RACE</b>	1. American Indian or Alaska Native	0	513	513
	2. Asian	0	18	18
	3. Black or African American	0	51	51
	4. Native Hawaiian or Other Pacific Islander	0	15	15
	5. White	0	605	605
<b>Individuals Reporting MULTIPLE RACES</b>	6. American Indian or Alaska Native and White	0	0	0
	7. Asian and White	0	0	0
	8. Black or African American and White	0	0	0
	9. American Indian or Alaska Native and Black or African American	0	0	0
	10. All Others Reporting More than One Race	0	84	84
	11. TOTAL by ethnicity	0	1,286	1,286



# Current Nutrition Education Focus

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



# Participation Growth?

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- 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

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- 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

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- 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

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- Text messaging
- CACFP/WIC/ FV Brochures

# SNAP ED Connection



## SNAP-Ed Connection

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### Home

The SNAP-Ed Connection is a dynamic online resource center for State and local SNAP-Ed providers. SNAP-Ed Connection is funded by USDA's **Food and Nutrition Service** (FNS).



#### Read the FY2016 SNAP-Ed Guidance



#### Eat Right When Money's Tight Tip Sheet



#### SNAP-Ed Interventions Toolkit - 2016 Update



#### New! Lead Poisoning and Nutrition



#### MyPlate for My Family



#### Cooking Section

### I Want To

- Order FNS materials from the SNAP Nutrition Education materials order page
- Accept SNAP Benefits in my store
- Visit the SNAP (Food Stamp Program) Web site



### Follow us on Twitter

Now Available



#### EARS Online Training Module!

### Browse Nutrition Education Tools

- Eat Right When Money's Tight
- Meal Planning, Shopping, and Budgeting
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- Handouts and Web Sites
- Recipes
- Photo Gallery
- Basic Nutrition for Everyone

**Questions/Comments?**

