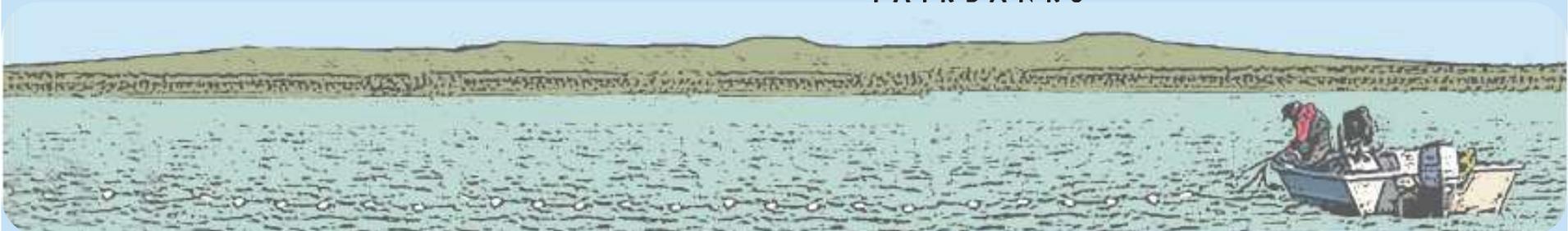


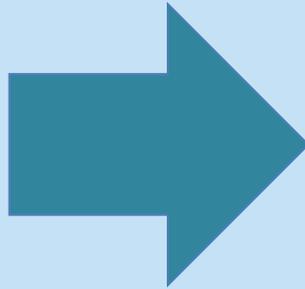
2014 SNAP-Ed Needs Assessment and Nutrition Education in Alaska

Andrea Bersamin
Associate Professor

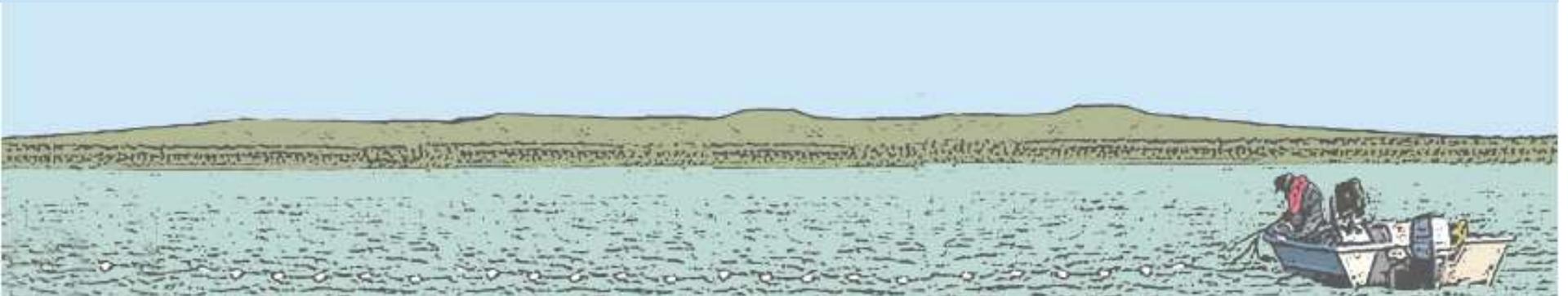


Objectives

Formative Research

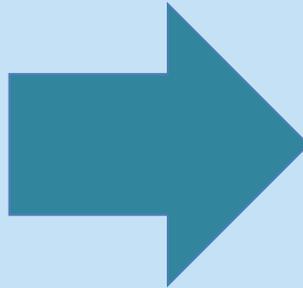


Nutrition Education



Objectives

Formative Research



Nutrition Education

1. SNAP-ed Needs Assessment

- Methods
- Key Results

2. Vege and Fruit Focus Groups

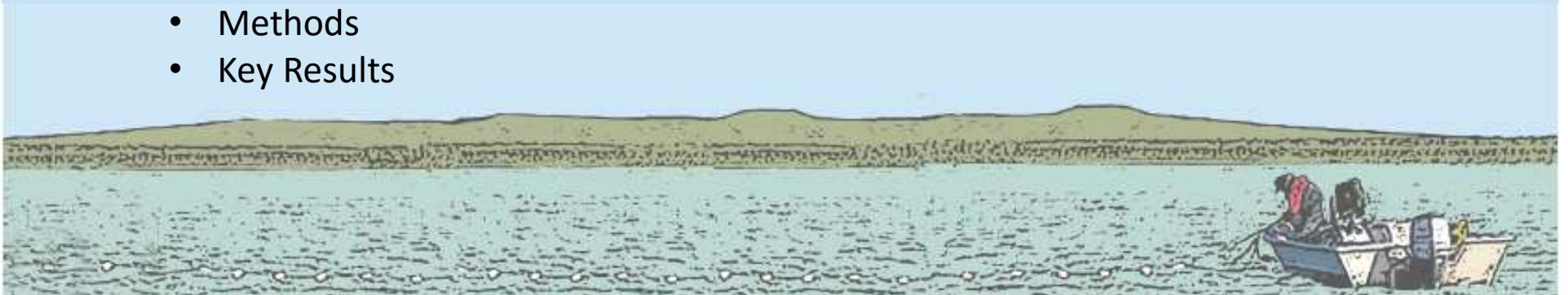
- Methods
- Key Results

3. Technology Survey

- Methods
- Key Results

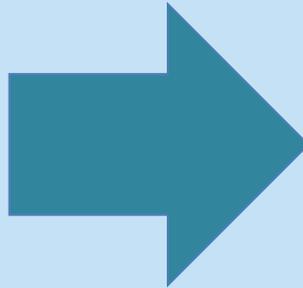
Examples

- Traditional food pamphlets
- Text messages
- Online cooking demos



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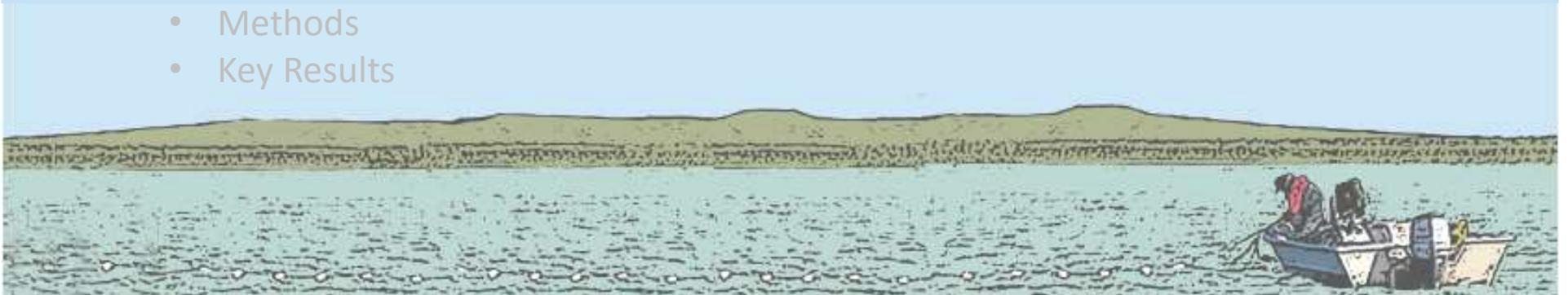
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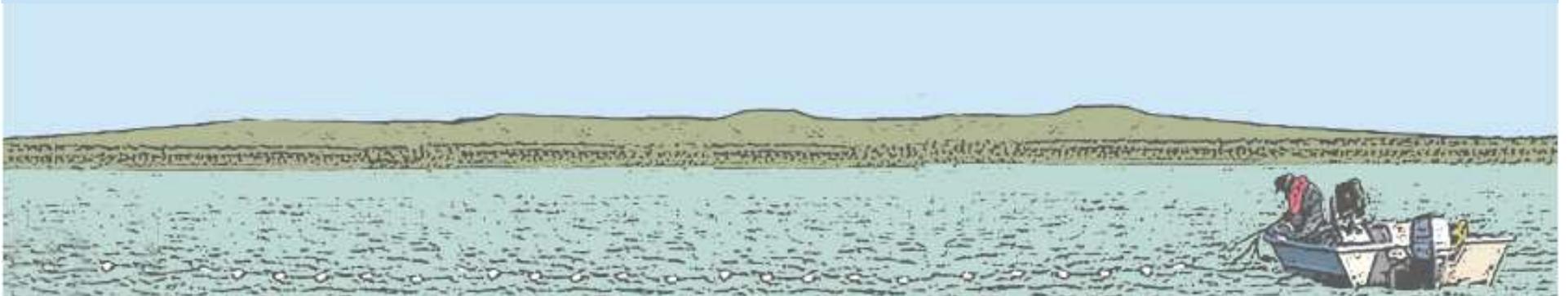
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Needs Assessment: Objectives

- understand which geographic regions and populations in Alaska have the greatest need for SNAP-Ed services

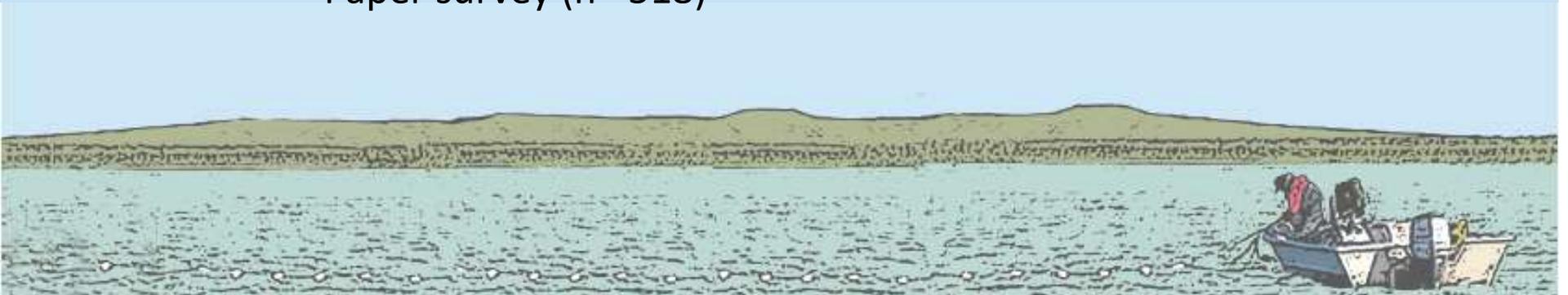


Needs Assessment: Methods

- Existing Data
 - Data abstraction
- New Data
 - Nutrition educators
 - Web-based survey (n= 53)
 - Telephone interviews (n= 53)
 - Low-income adults
 - Paper survey (n= 518)

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



Needs Assessment: Results

Alaska Native people should be prioritized

- 2nd largest group in Alaska (14.8%)
- Constitute 39.3% of pop receiving SNAP benefits
- Substantial socio-economic and health disparities

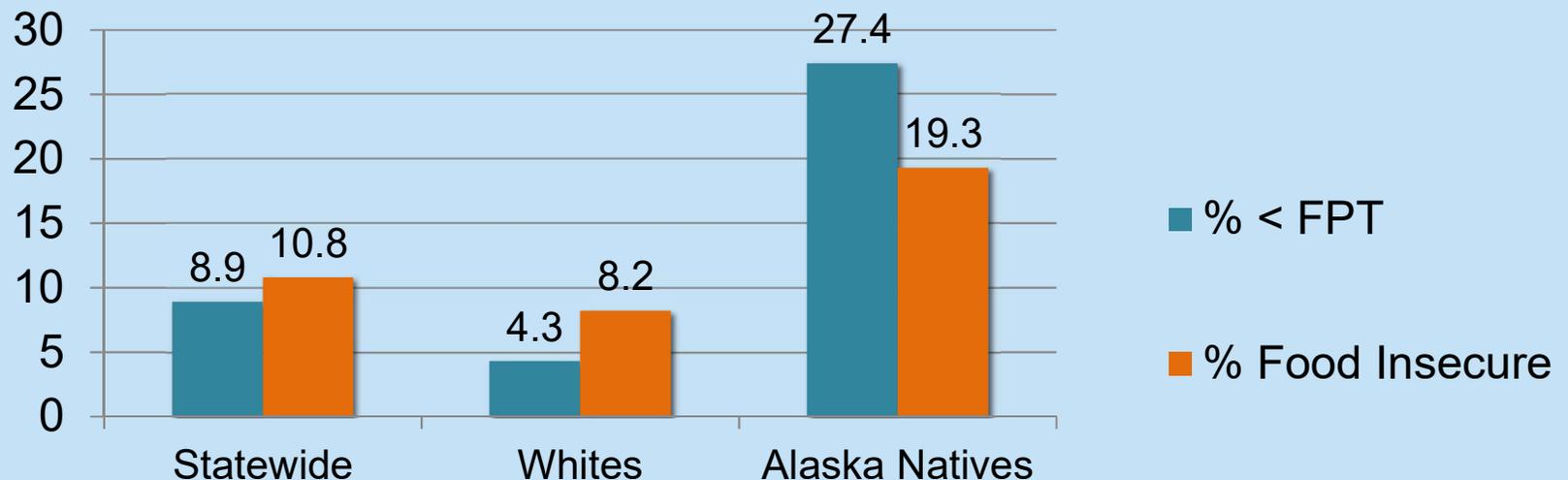


Table 18
Ranking of Census and Borough Areas**

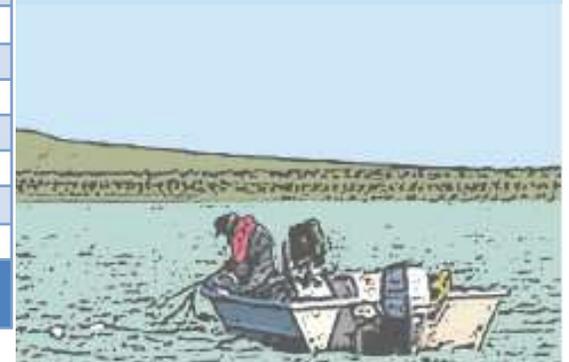
Public Health Region	Food Insecurity Rank	Census and Borough Area	Pop. Rank	Poverty Rank	< 5 Fruit & Veg Rank	Overweight & Obesity Rank	Overall rank**
Anchorage and Mat-Su Region	4	Municipality of Anchorage	1	24	16	18	3
		Matanuska-Susitna	3	16	12	11	2
Gulf Coast Region	3	Kenai Peninsula Borough	4	15	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
		Bethel Census Area	6	3	4	24	1
		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 regions

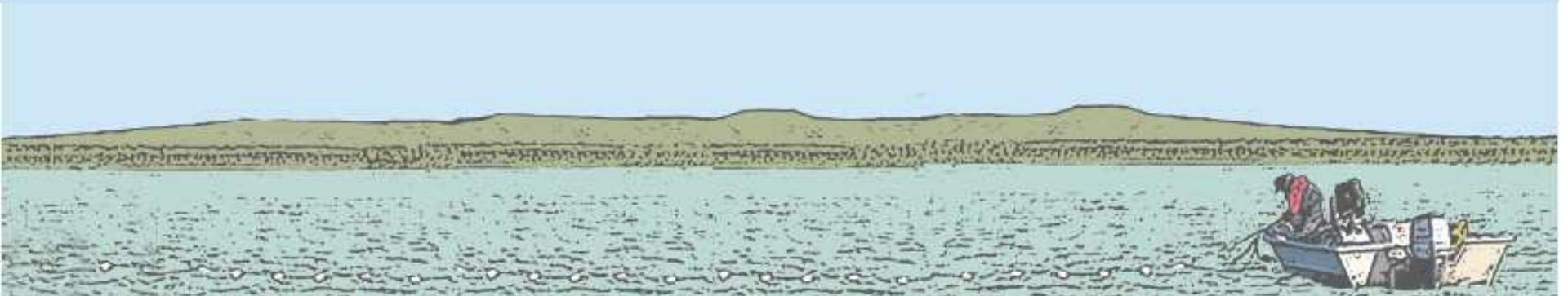
5 regions with greatest need for SNAP-Ed services and/or potential impact:

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



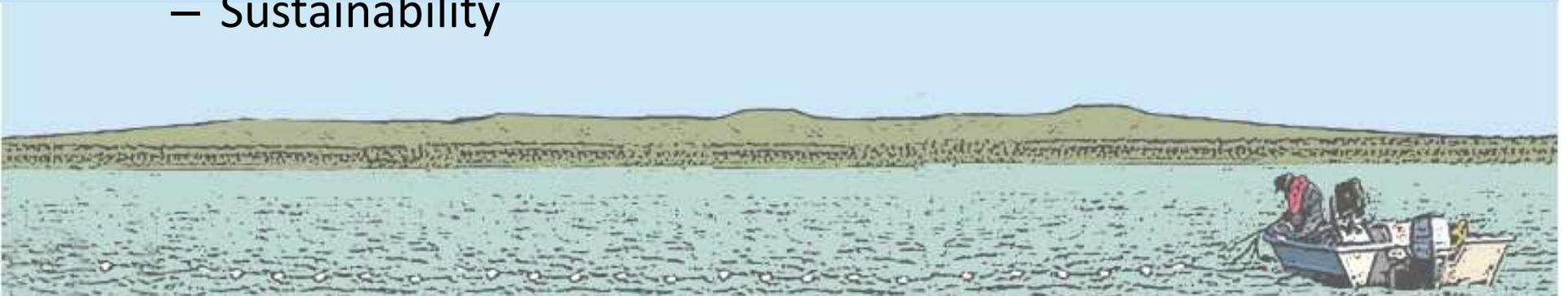
Needs Assessment Results

- SNAP-Ed services should prioritize Alaskan youth
 - childhood and adolescence represent critical life stages for developing healthy habits.



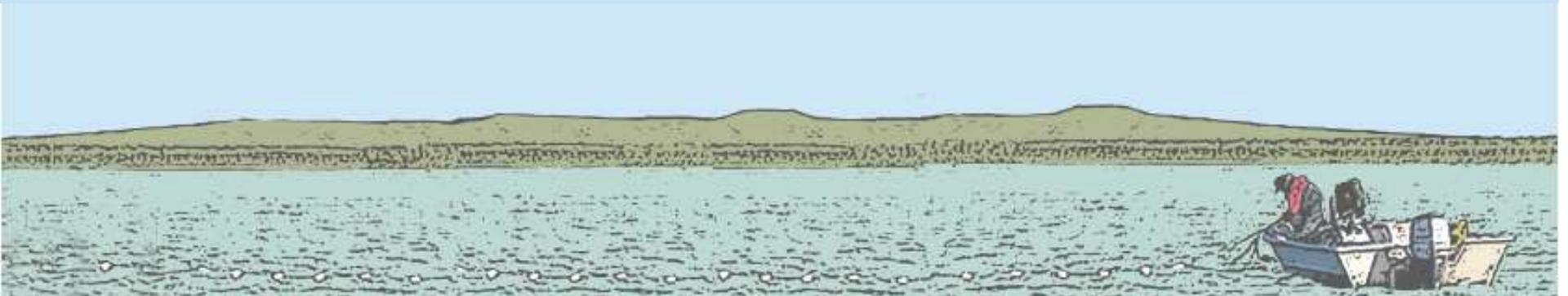
Needs Assessment Results

- Pop estimates ranges: 300,950 (Anchorage) to 642 (Yakutat)
- Pop density ranges: 171.2 p/sq mile (Anchorage) to <0.1 p/sq mile (Yukon- Koyukuk)
- State-wide average pop density is 1.2.
- Nationally, the pop density is 87.4
- The vast distances, low population density and lack of affordable travel highlight the importance community-based and public health approaches.
 - Impact
 - Reach
 - Sustainability



Needs Assessment Results

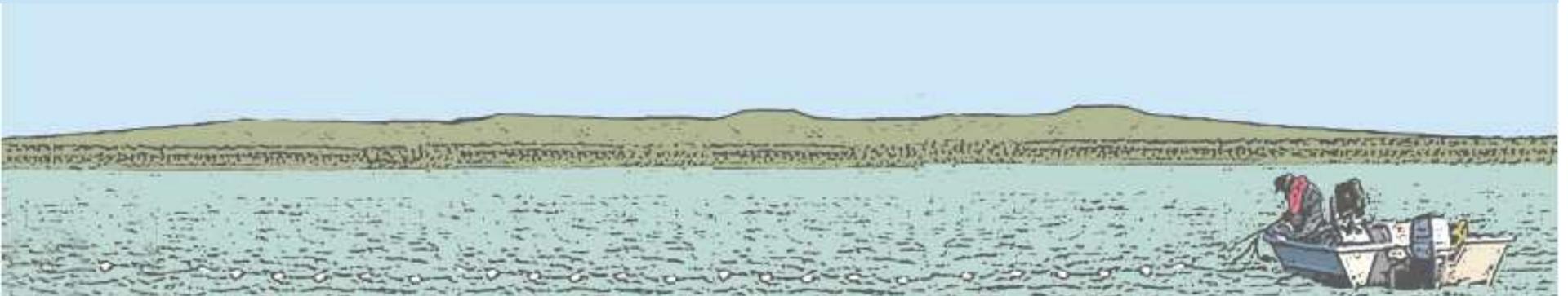
- Financial and intellectual resources are limited
- Consider a **workgroup** composed of key stakeholders that addresses
 - shared messaging
 - training opportunities
 - evaluation efforts



Needs Assessment Results

- **Most prevalent dietary shortfalls:**
 - inadequate vegetable and fruit intake
 - high sugar sweetened beverage intake.

SNAP-Ed messages should consider focusing on these two prevalent behaviors.

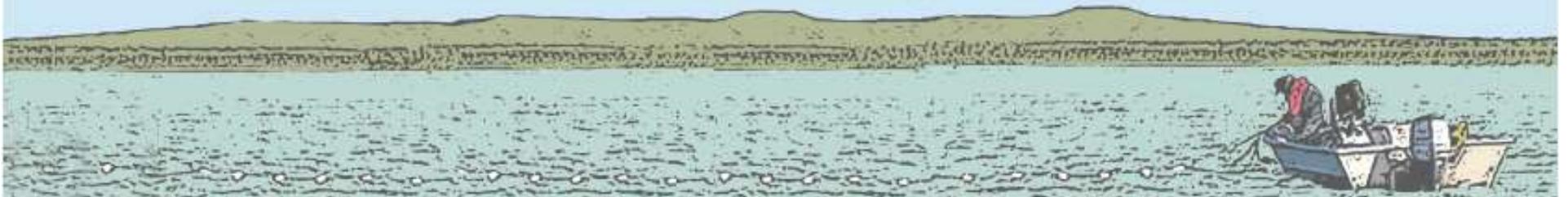


Client challenges to improving diet quality

Access: Market foods, subsistence foods

Obviously food access. The villages don't even have a village store and the things that are available in the store are just all poor choices. I was in a village last week and we went to the store and there was maybe two nutritious things and that was just a box of pears, fresh pears that were rotting

Subsistence used to be you'd walk outside your village a hundred yards and you could shoot a moose and you can't do that anymore. I mean the subsistence foods are still there, but it's not like it was.



Client challenges to improving diet quality

Time: Shopping, Subsistence harvest and processing, Young women's family responsibilities

Harvesting and preparing. Preparing it for storage or for the future is very time consuming.

If you want to eat healthy here, you have to spend a lot of time shopping, thinking about the foods that you're eating and going to eat.

Time, what's hard is in the villages ... a lot of the women hold the jobs in the family and also they're the ones who prepare the food



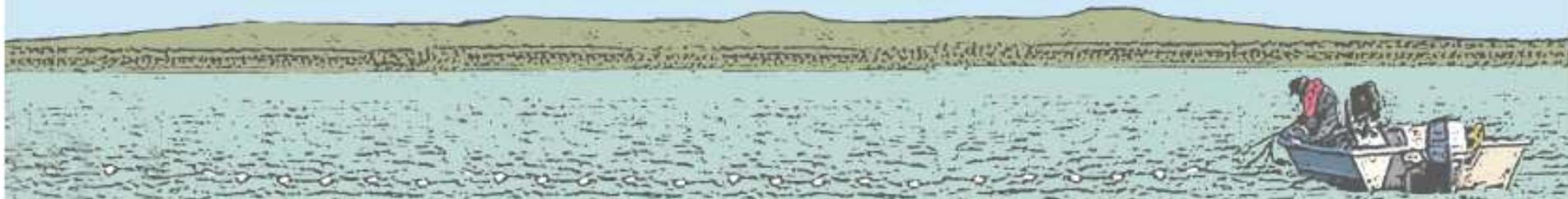
Client challenges to improving diet quality

Knowledge: General nutrition, lack of knowledge and misperceptions about subsistence foods

Like I've had hunters tell me that they've offered food to families that were needy but then the families turned it down because they didn't know how to either put it up or didn't know how to prepare it. So there were resources there, but they needed more education about how to utilize it.

... realizing that the traditional foods do indeed play a huge role and they count towards these things and oftentimes people want to stop when you talk about vegetables, well the words get in the way. Now those beach greens count."

A lot of people just won't make the leap between okay fruits are healthy, salmon berries, huckleberries and blueberries are a fruit.

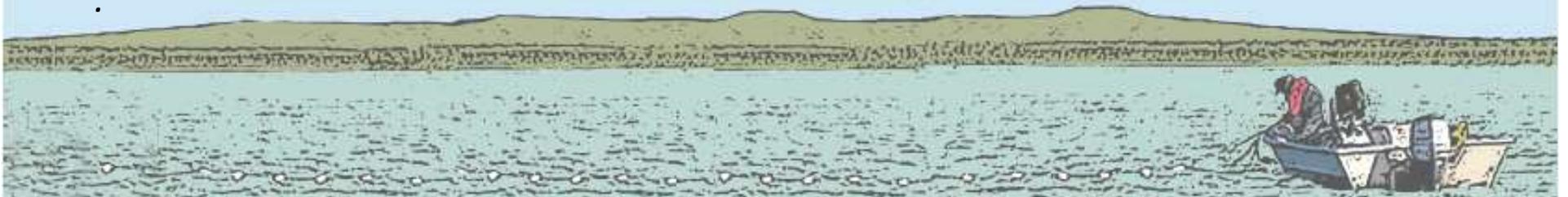


Client challenges to improving diet quality

Generational differences: Access, subsistence knowledge

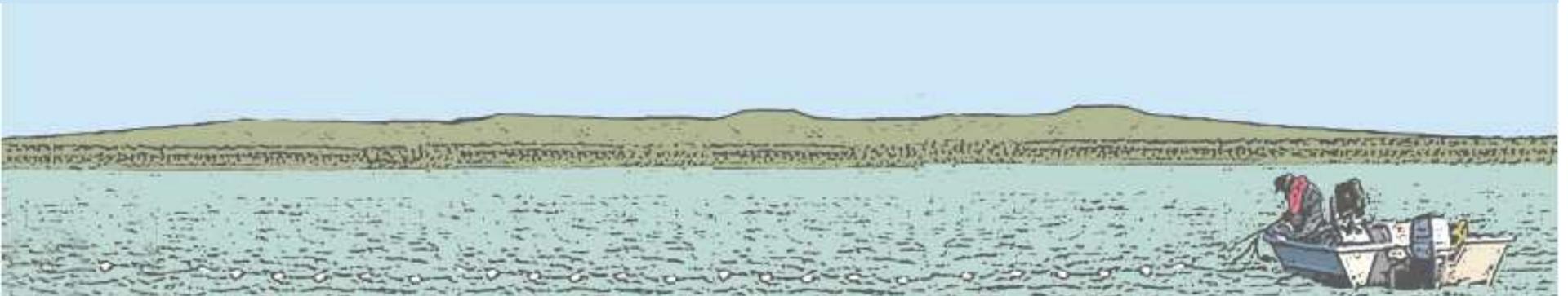
...the younger people lack the knowledge of knowing what those subsistence foods are, like using fireweed for asparagus, those kinds of things.

...but I found that the elders knew a lot more about food preparation than the younger community. ... I thought there was a big difference in knowledge base between the older population and the younger population



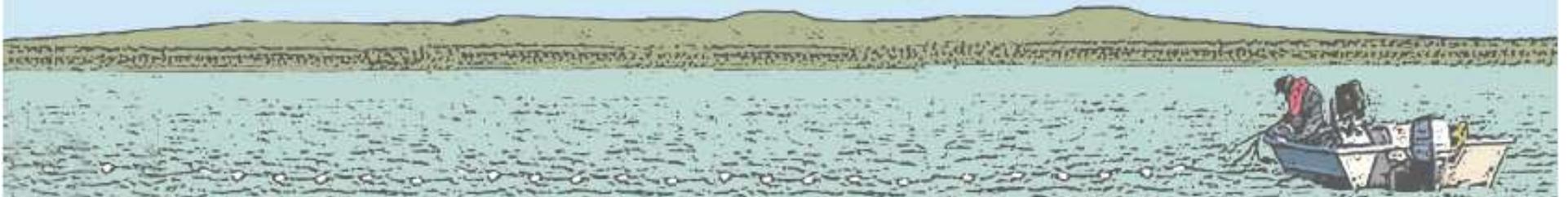
Challenges faced by educators

- Communication, cultural sensitivity, knowledge of subsistence foods



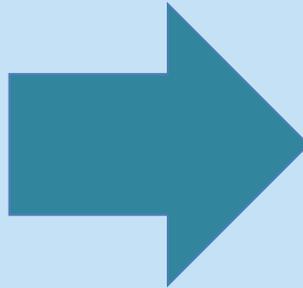
Needs Assessment: key findings

- importance of working within the subsistence food/lifestyle context
- need for cultural competence and sensitivity
- benefit of local mentors



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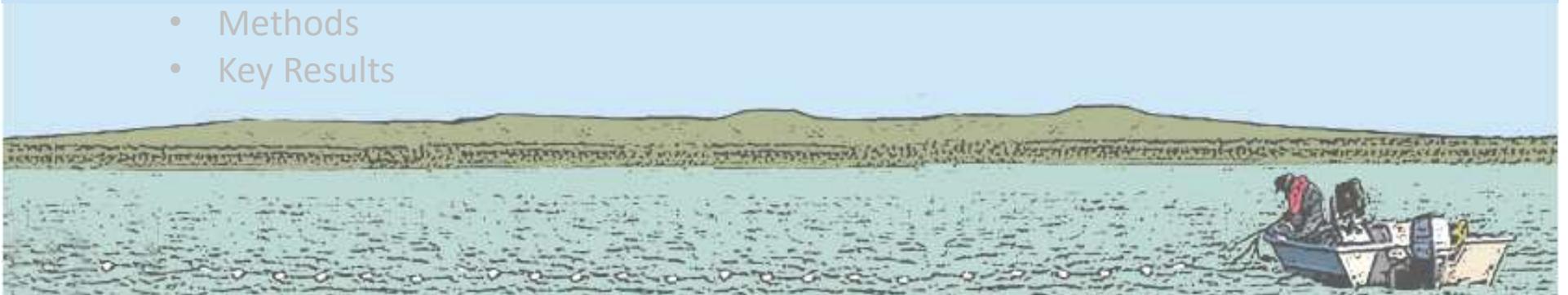
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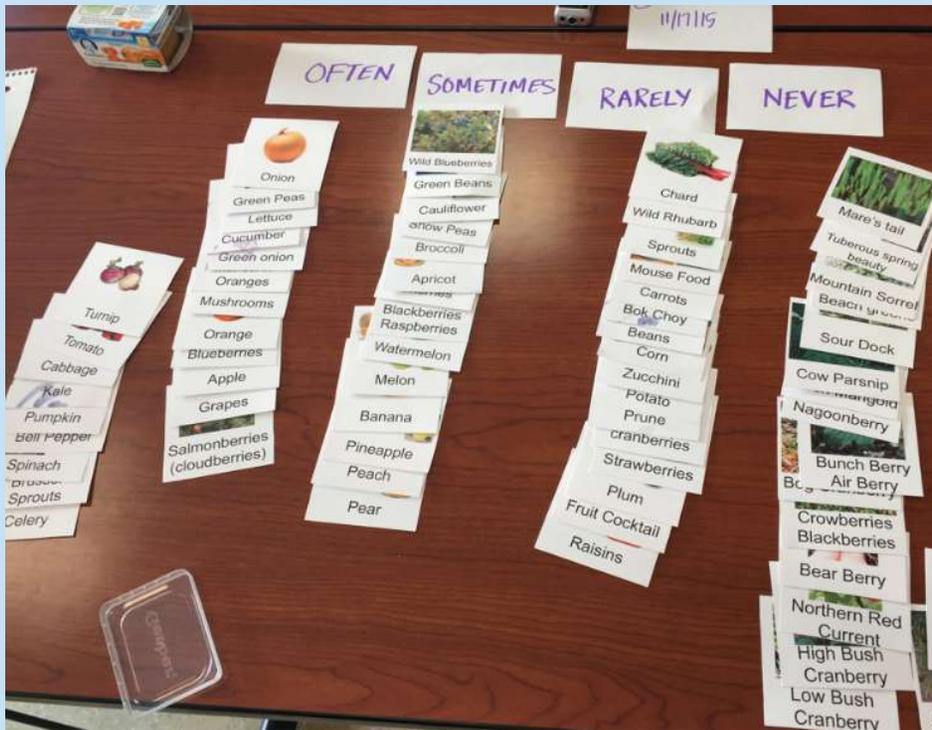
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Examples

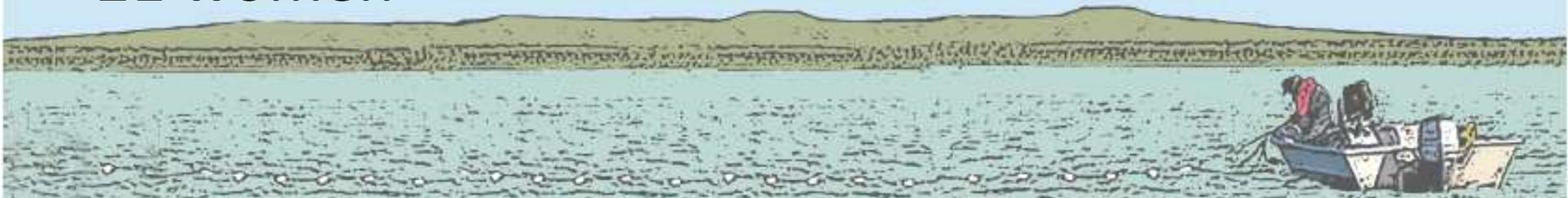
- Traditional food pamphlets
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Focus group: Methods

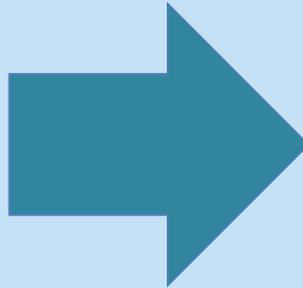


21 women



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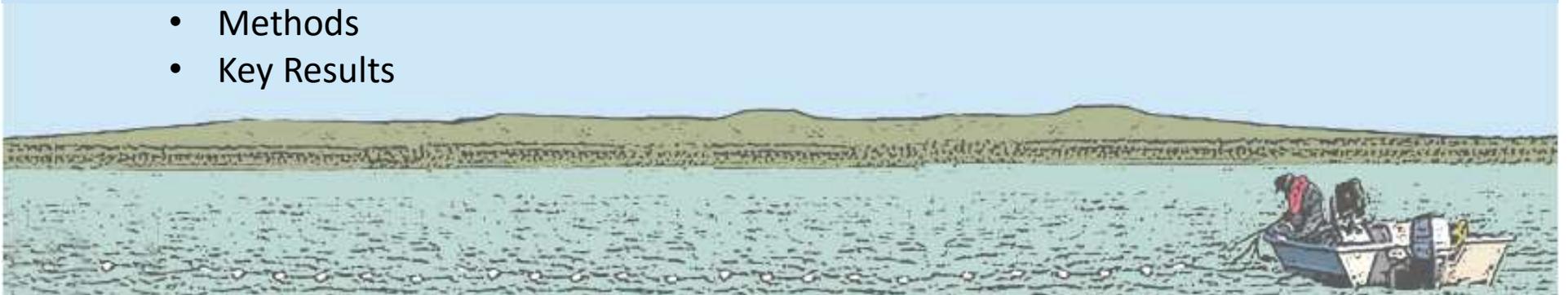
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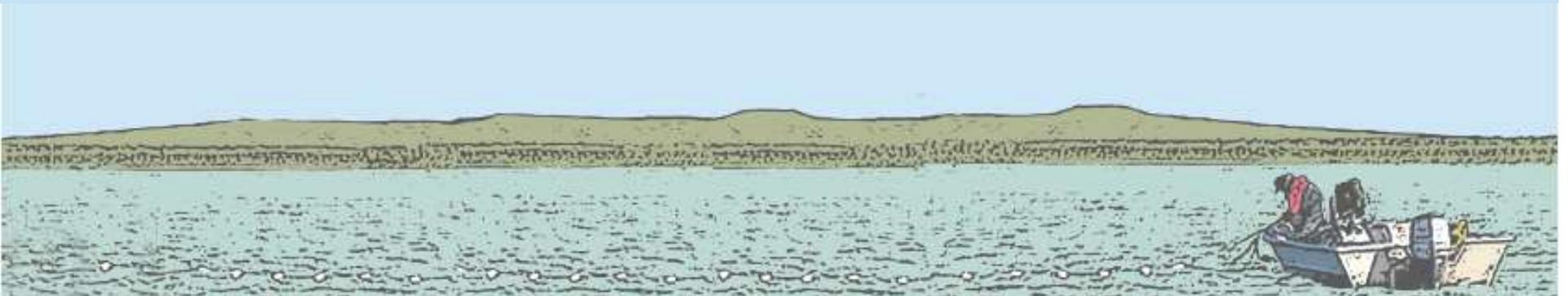
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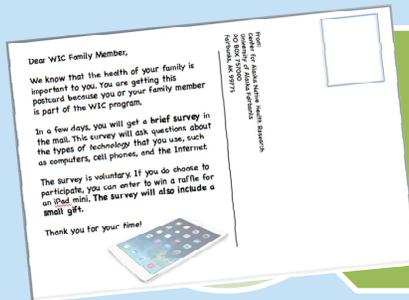


Technology Survey

- Understand media technology use among Alaska Native WIC recipients in Southwest Alaska
- Understand the feasibility of technology-based nutrition education



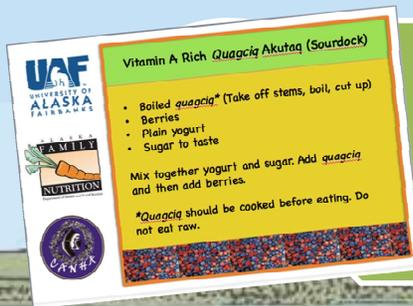
Dillman's Method of Survey Design



Announcement
Postcard



Survey



Reminder/thank-you
Postcard



Study Design

3300 Authorized
Representatives



975 Authorized
Representatives Randomly
Selected and Mailed
Survey



362 Surveys Returned
37.4% response rate

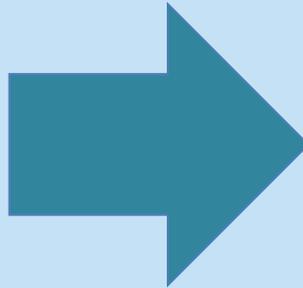


8 Surveys Undeliverable
605 non-response



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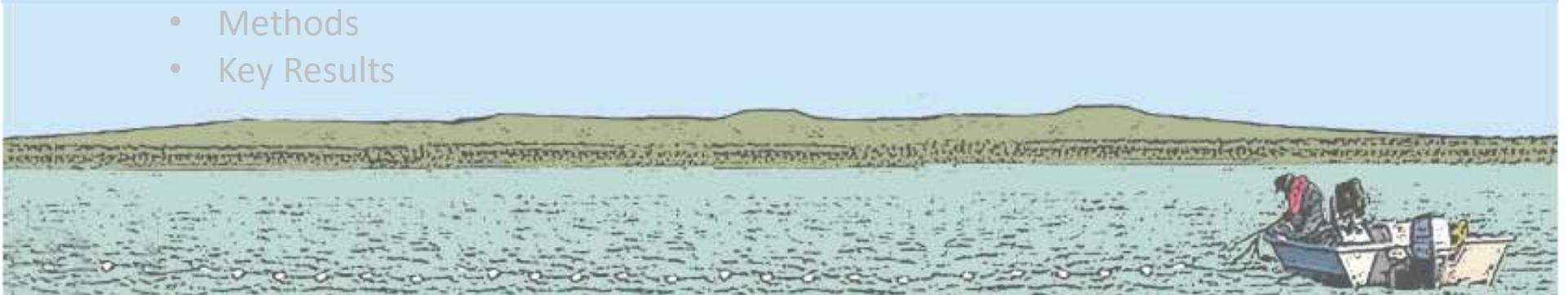
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Quaqc

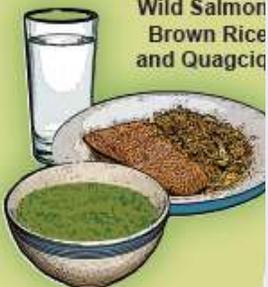
Feast Freely on Organic Greens from the Tundra

FOOD IS MEDICINE



Get the facts to make healthy choices for your family.

Quaqc has tasty green leaves from the tundra, and your family from diabetes. You and eating sourdough young to learn about



Wild Salmon, Brown Rice, and Quaqc

438 Calories



Eat 100% of the

Curaq: B

Feast freely on organic greens from the tundra!

FOOD IS MEDICINE



Get the facts to make healthy choices for your family.

Wild Alaskan blueberries are a SUPERFOOD. They are high in antioxidants that may help protect you from aging, cancers, and heart disease.

Oatmeal with Blueberries and Tea



374 Calories



Eat 100% of the these

VS.

Angukaq: Wild Rhubarb

Feast Freely on Organic Greens from the Tundra!



FOOD IS MEDICINE



Get the facts to make healthy choices for your family.

Angukaq has tasty green leaves. Eating greens from the tundra, such as Angukaq, may protect you and your family from cancer, heart disease, and diabetes. Kids are never too young to learn about tundra foods!

Angukaq: Excellent Source of Folate!

- Folate is a water-soluble B vitamin. This vitamin cannot be stored in your body. You should eat folate-rich foods every day.
- Folate is important for everyone. It helps make red blood cells. If you do not have enough folate, you can get a type of anemia.
- Folate is very important for infants, children and women who are pregnant. It helps to prevent some birth defects.

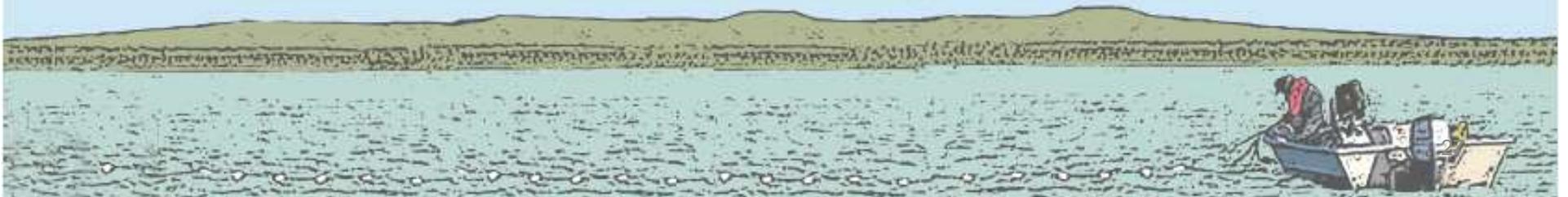
Angukaq has more folate than spinach!



TIP!
The tall dead stalks of last year's angukaq show where new shoots can be found!

Nutrition Facts	
Wild Rhubarb: Angukaq	
Serving size 1 cup	
Amount per 1 cup	
Calories 49	
% DV	
1%	Total Fat <1g
0%	Saturated Fat 0g
	Trans Fat 0g
0%	Cholesterol 0mg
1%	Sodium 28mg
3%	Total Carbs 7.5g
10%	Dietary Fiber 2.5g
	Sugars 1.8g
	Added Sugars 0g
	% Protein 3.4g
44%	Vitamin C
20%	Calcium
72%	Vitamin A
7%	Potassium

Online Cooking Demonstrations



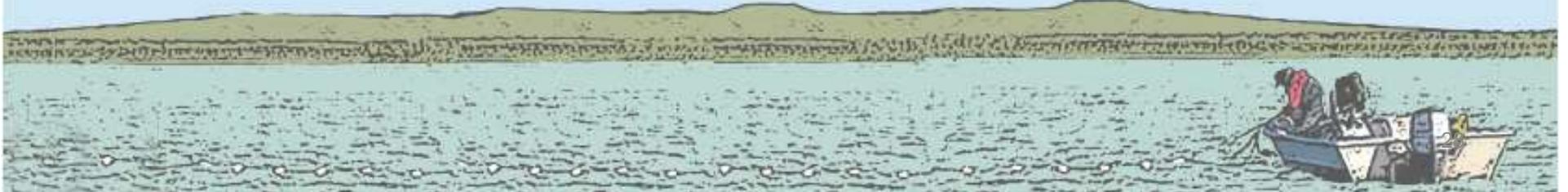
Online Cooking Demonstrations

Skillet
Cabbage
with Apples

with Julie Cascio
and Kolton

0:10 / 10:15

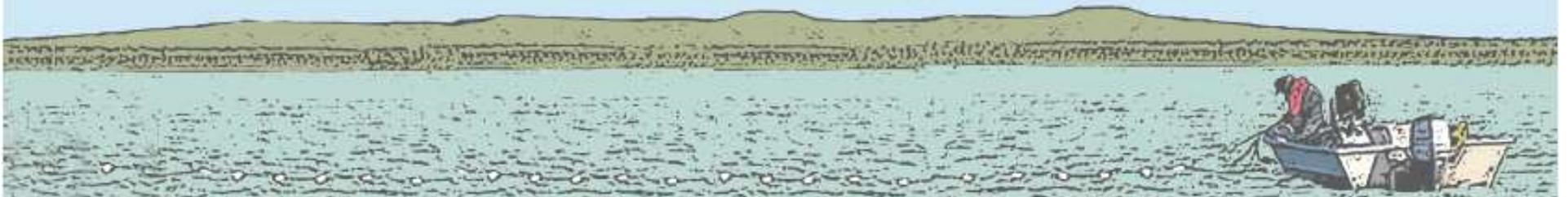
0:10 / 10:15



Text Message Campaign

Txt4happykids is text messaging program that promotes vegetable and fruit intake among families with young children

- Addresses barriers to eating vegetables and fruit in Alaska
- Potential for large reach
- Cost effective
- Sustainable



Txt4HappyKids

- Based on Social Cognitive Theory (SCT)

Cost: Announce sales at grocery stores so more F&V are available at home

Preference: Portray eating F&V as tasty good and something children enjoy

Role models: Motivate parents to be positive role models for their children by eating F&V

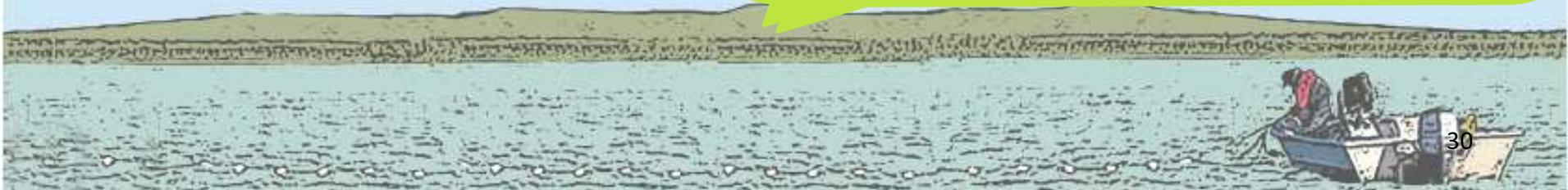
Knowledge: Provide information about health benefits of eating F&V

Self-efficacy: Improve skills related to

Apples are on sale for 1.49/lb @ Fred Meyer!
Peel, core & chop. Add water & ground cinnamon. Cook for 30 min until soft, then mash. Kids love warm applesauce!

time together

Frozen broccoli has as much fiber as fresh broccoli! Microwave until tender & toss with some olive oil, lemon juice, garlic powder, salt & pepper!



Thank You!
Questions?

