

WHO WE ARE

In federal fiscal year (FFY) 2013, Maine received \$3.3 million dollars from the U.S. Department of Agriculture's (USDA) Supplemental Nutrition Assistance Program-Education (SNAP-Ed) to provide nutrition education in Maine. SNAP-Ed funds are administered by the Maine Department of Health and Human Services (DHHS), Office for Family Independence, and awarded to the University of New England (UNE) for implementation and to Altarum Institute for technical assistance and evaluation. UNE utilized Maine's local public health infrastructure, the



Healthy Maine Partnerships (HMPs), to educate Maine's low-income households about how to make healthy food choices on a limited budget. Maine SNAP-Ed utilizes qualified Nutrition Educators to implement evidence-based curricula to teach SNAP participants skills to plan, shop, and prepare healthy foods in order to increase their consumption of fruits, vegetables, and whole grains for better health. In FFY 2013 the entire state of Maine had access to nutrition education for its low-income residents.

The goal of Maine's SNAP-Ed program in FFY 2013 was for Maine SNAP participants to make healthy choices within a limited budget and choose physically active lifestyles, consistent with the current Dietary Guidelines for Americans and the USDA's Food Guidance. All work conducted by the HMPs supported the USDA Food and Nutrition Services behavioral outcomes for SNAP participants:

1 Make half your plate fruits and vegetables, at least half your grains whole grains, and switch to fat-free or low-fat dairy products.

2 Increase physical activity and reduce time in sedentary behaviors as part of a healthier lifestyle.

3 Maintain appropriate calorie balance during each stage of life—childhood, adolescence, adulthood, pregnancy and breastfeeding, and older age.

To meet this goal and behavioral outcomes, Maine SNAP-Ed successfully delivered nutrition education to 16,799 Mainers at or below 185 percent of the Federal poverty level (FPL) in FFY 2013. Nutrition programs were delivered in 548 different sites across the state, including: 75 childcare sites, 90 schools, 50 food stores and emergency food assistance sites.



WHO WE SERVE

Maine SNAP-Ed reached 11,809 youth and 4,990 adult participants with direct education in FFY 2013. The majority of Maine SNAP-Ed participants were female (60 percent), as compared with 40 percent males. The difference in male versus female participation was much greater when looking at adults alone. Nearly half of the youth participants were male; whereas the majority of adult participants were females (see *Figure 1*).

Figure 1:

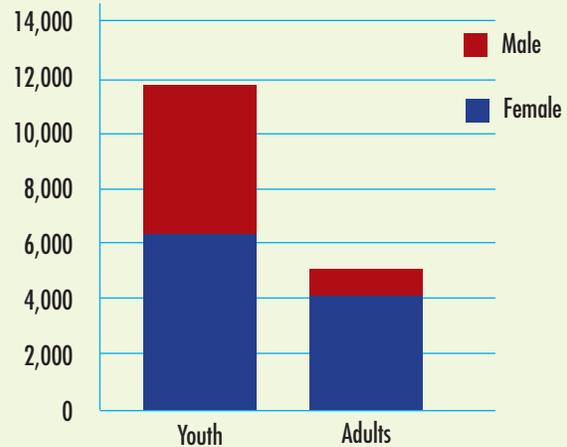


Figure 2:

	Youth (3-17yrs)	Adults (18yrs & older)	All Ages
Total SNAP-Ed participants (direct education)	11,809	4,990	16,799
Total SNAP-Ed contacts (direct education)	22,553	8,916	31,469

The majority of individuals who participated in SNAP-Ed direct education programming were SNAP recipients (63 percent), and the other participants were considered eligible for SNAP (37 percent). The youth contacts (repeated interactions) equaled 22,553 and the total adult contacts equaled 8,916, indicating a similar number of repeat attendances by youth and adults (see *Figure 2*).

Approximately 25,851 people eligible for SNAP were reached with indirect education through community fairs and events; approximately 21,275 were reached with indirect education through newsletters, nutrition articles, or media; approximately 11,129 were reached with indirect education through other avenues (e.g., parent handouts through classes, take home materials at classes or libraries).





WHAT WE DO

Maine SNAP-Ed programming delivered six direct education projects, consisting of both series-based sessions and individual nutrition education sessions, and one indirect education project, which consisted of delivering nutrition education materials and information at public events and as an accompaniment to sessions. Direct education projects included:

- Nutrition education in a classroom-like setting
- Cooking instruction sessions
- Grocery store tours
- Nutrition education in partnership with community-based agencies
- Nutrition education sessions with schools
- Nutrition education sessions with child care centers

Nutrition educators built their capacity and developed relationships with community partners to successfully reach SNAP participants statewide.

Nutrition Education Activity Outreach

Between March and September of 2013, 40 SNAP-Ed trained Nutrition Educators conducted classes for SNAP participants statewide. These included:

- **235** programs in a classroom-like setting, providing information on healthy eating habits and physical activity
- **510** cooking instruction sessions (*Cooking Matters*)
- More than **105** grocery store tours (*Shopping Matters*)
- More than **800** sessions in community-based settings with local partners
- **450** sessions on healthy eating and physical activity at schools
- More than **180** sessions on healthy eating and physical activity with child care centers

Partnerships

Key partnerships facilitated successful implementation of SNAP-Ed programming. These included:

- The Good Shepherd Food Bank's Cooking Matters Program
- Women, Infants and Children (WIC)
- Head Start
- Child and Adult Care Food Programs
- Cooperative Extension
- Adult Education Programs
- Community Transformation Grants
- Maine Department of Education-Child Nutrition Services
- Maine Area Agencies on Aging
- Maine Federation of Farmer's Markets
- 5-2-1-0 Let's Go!

OUTCOMES OF WHAT WE DO

An evaluation tool was developed to assess SNAP participant behaviors before a multi-session series and intent of behavior as a result of taking the class. Over 600 adults completed the survey and the following results were obtained from SNAP participants:

- 48 percent of participants reported that before the class, they ate 2 or fewer fruits & vegetables on most days of the month, 29 percent reported eating 3-4, and 19 percent ate 5 or more.
- When asked how many fruits and vegetables participants intended to eat on most days of the month as a result of taking the class (series), 21 percent reported they intended to eat 2 or fewer, 44 percent reported 3-4 per week, and 35 percent reported 5 or more.
- 81 percent of participants agreed or strongly agreed that they intended to eat healthier foods (e.g., more whole grains, low or non-fat milk, more fruits and vegetables) as a result of the sessions.
- 84 percent of participants agreed or strongly agreed that they learned something new about healthy eating or cooking in the sessions.
- 91 percent of participants agreed or strongly agreed that they were satisfied with the sessions.



WHERE WE SERVE

The Nutrition Educators provided instructions on how to plan, shop and/or prepare healthy foods in settings that were most accessible to SNAP participants, including: public schools, emergency food assistance sites, food stores, and child care sites. Information was gathered from SNAP participants in each of these settings to evaluate the effectiveness of these nutrition education initiatives. Represented here are the top 10 settings.

TYPE OF SETTING	NUMBER OF SITES/ LOCATIONS	TYPE OF SETTING	NUMBER OF SITES/ LOCATIONS
Public Schools	90	Public Housing	38
Emergency Food Assistance Sites	60	Community Centers	30
Food Stores	50	Head Start Programs	29
Child Care Sites	46	Churches	28
Elderly Service Centers	36	Farmers' Markets	25



Snapshot of Significant Accomplishments

- Educated youth at schools and summer food service sites about healthy eating and physical activity
- Conducted cooking demonstrations to recruit participants to nutrition education programs
- Adapted food store tours to meet the needs of underserved populations
- Leveraged partnerships to increase awareness of the Maine SNAP-Ed program

USDA is an equal opportunity provider and employer. Maine SNAP-Ed is funded by the USDA's Supplemental Nutrition Assistance Program, or SNAP, which is administered by the Maine Department of Health and Human Services (DHHS) and implemented through a contract with the University of New England (UNE). Utilizing the Healthy Maine Partnership agencies statewide as access points for SNAP-Ed delivery, we strive to educate Maine SNAP recipients on low cost, healthy eating and active lifestyles.

FMI www.maine.gov/snaped or call 221- 4560

