



SHOP

COOK

EAT

Maine SNAP-Ed

2018 ANNUAL REPORT

Empowering Mainers to Make Healthy Choices



We dedicate this year's annual report to Patti Dorman, our Nutrition Educator from Pines Health Services in Caribou. She will be missed.



Dear Partners and Supporters,

The Supplemental Nutrition Assistance Program–Education (SNAP-Ed) is a federally funded program that supports evidence-based nutrition education and obesity prevention interventions for individuals eligible for the Supplemental Nutrition Assistance Program (SNAP). As directed through the Healthy, Hunger-Free Kids Act of 2010, SNAP-Ed embraces comprehensive complementary direct education, community and public health approaches, and multi-level interventions. It is the largest obesity prevention program in the nation.

In Maine, SNAP-Ed is funded by the United States Department of Agriculture (USDA) and administered by the Office for Family Independence (OFI) at the Maine Department of Health and Human Services (DHHS). Programming is implemented through a contract with the University of New England (UNE) in partnership with local community organizations. Our goal in Maine is to **provide participants with the skills and knowledge needed to make healthier food choices within a limited budget and choose physically active lifestyles** consistent with the latest Dietary Guidelines for Americans. Maine SNAP-Ed uses evidence-based nutrition education, social marketing, and policy, systems, and environmental change strategies to help Maine families shop, cook, and eat healthy on a budget. In keeping with the national guidance, our statewide programming is designed to ensure that the investment in SNAP works, while addressing food insecurity and tackling obstacles to healthy choices where low-income Mainers eat, live, learn, play, shop, and work.

This Fiscal Year (FY) 2018 annual report **celebrates the work of our Nutrition Educators**. There are 35 highly trained Nutrition Educators that reach low-income Mainers in all 16 counties. We are sharing some of their stories and photos in this report because they *are* Maine SNAP-Ed! Their work and the contributions of our team here at UNE, together with the Maine DHHS Office for Family Independence and all of our state and local partners, is highlighted in this report. Please read through this report to understand the talents and successes of our workforce in Maine. We hope to see you in FY 2019!

Sincerely,

*The Maine SNAP-Ed Implementing Agency Team
at the University of New England*

Results from this report are from data collected by the University of New England across all curricula and programs for FY 2018, unless otherwise noted.



Maine SNAP-Ed Nutrition Educators are based in the following local organizations:

Bangor Public Health and Community Services
City of Portland Public Health Division
Coastal Healthcare Alliance
Healthy Acadia
Healthy Androscoggin/Central
Maine Community Health
Healthy Communities of the Capital Area
Healthy Community Coalition of
Greater Franklin County
MaineGeneral Medical Center/
Healthy Northern Kennebec
Healthy Lincoln County/Medical Care Development
Mid Coast Hospital
The Opportunity Alliance-The Public Health Program
Penobscot Bay YMCA/Knox County
Community Health Coalition
Pines Health Services
River Valley Healthy Communities Coalition
Sebasticook Valley Health
Somerset Public Health/Redington-
Fairview General Hospital
UNE Coastal Healthy Communities Coalition
Wabanaki Public Health
Western Maine Healthcare Corporation/
Healthy Oxford Hills

2018 by the Numbers

Maine SNAP-Ed delivered **8,956** evidence-based nutrition education classes reaching a total of **39,697** youth and adult participants. Many of those participants attended multiple classes with Nutrition Educators, resulting in **134,187** contacts!

Curricula and Participant Numbers for FY 2018:

Pick a Better Snack: **14,173**

Pick a Better Snack Parent/Caregiver: **12,189**

Nutrition to Grow On: **3,500**

Eat Well Play Hard in Child Care Settings: **3,413**

Cooking Matters at the Store: **2,442**

10 Tips for Teens: **1,562**

10 Tips for Adults: **1,348**

Cooking Matters for Adults: **675**

Cooking Matters for Teens: **274**

Cooking Matters for Families: **121**

When the in-person class contacts are combined with social marketing and media work, Maine SNAP-Ed made **204,773 contacts**.

In FY 2018, Nutrition Educators also worked on long-lasting policy, systems, and environmental changes designed to **reach over 18,500 Mainers** over the next few years.

To learn more about our curricula, please visit www.mainesnap-ed.org/programs-classes.



State Nutrition Action Council (SNAC) Membership

Maine SNAP-Ed would like to thank state and community partners that collaborate with us to address obesity and food insecurity across the state. SNAC partners support community capacity to plan and achieve changes in nutrition, physical activity, food security, and obesity prevention policies and practices, working together to increase our collective impact statewide. Membership includes state-level obesity prevention and food security partners.

Fedcap, Breaking the Cycle • Full Plates, Full Potential
Good Shepherd Food Bank • Hannaford Supermarkets • Let's Go!
Maine Association of Area Agencies on Aging
Maine Department of Agriculture, Conservation, and Forestry
Maine Department of Education Child Nutrition Program
Maine Department of Education – Health Education
Maine Department of Health and Human Services – Office of Disease Control and Prevention, Child and Family Services
Maine Farm to Institution • Maine Farmland Trust
Maine Federation of Farmers' Markets • Maine Head Start
Maine Network of Healthy Communities
Maine Senior FarmShare Program • Preble Street Maine Hunger Initiative
University of Maine Cooperative Extension Expanded Food and Nutrition Program (EFNEP) • Wabanaki Public Health
Women, Infants, and Children (WIC) Nutrition Program

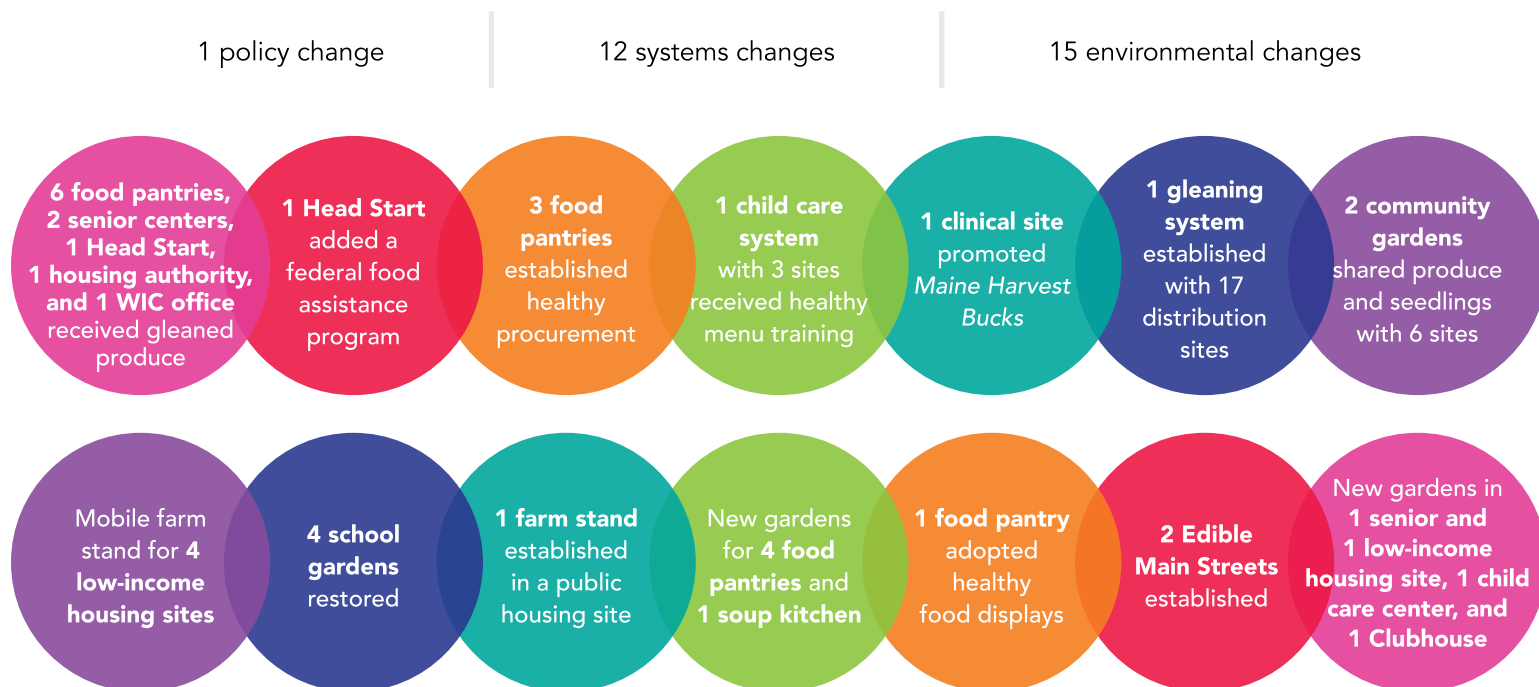
SNAC Success in FY 2018

Working with Maine Farmland Trust and Maine Federation of Farmers' Markets, Maine SNAP-Ed distributed 6 different postcards to **20,533 SNAP recipients** to promote the Maine Harvest Bucks and Farm Fresh Rewards programs supported by the USDA's Food Insecurity Nutrition Incentive (FINI) program. This sector-level partnership worked to increase SNAP purchases of locally-grown fruits and vegetables at priority farmers' markets and food co-ops and included the involvement and resources of the Maine DHHS Office for Family Independence.

Policy, Systems, and Environmental Change Strategies

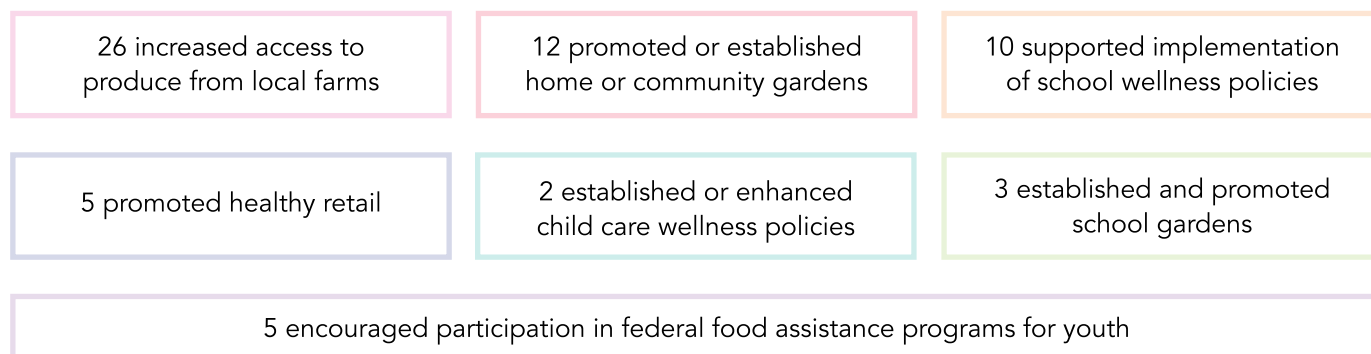
Maine SNAP-Ed has been implementing **policy, systems, and environmental (PSE)** change strategies in schools, child care centers, and throughout Maine communities since 2015. PSE change is a public health approach that modifies the environment to make healthy choices practical and available to all community members. Beginning in FY 2017, each Nutrition Educator selects two annual objectives for implementation over the course of the year. PSE change efforts primarily occur in settings where Nutrition Educators are implementing direct education, combining evidence-based curricula with supportive environments.

In FY 2017, Maine SNAP-Ed efforts resulted in:



These public health interventions impacted an estimated **10,824 individuals eligible for SNAP**—more than *double* the number of individuals impacted by PSE work in FY 2016.

In FY 2018, **Nutrition Educators** continued to focus their PSE change strategies in settings where they were providing nutrition education. New strategies included increasing access to local fruits and vegetables through collaborations with Maine farms and farmers' markets and working with corner stores in low-income communities to promote and increase healthy food options.



By making sustainable changes to policies, delivery systems, and the physical landscape, Nutrition Educators are fostering healthy behaviors to help reduce the burden of obesity.



Kingfield Elementary School Garden, Healthy Community Coalition of Greater Franklin County

PSE Intervention: Expand the school garden and implement a garden promotion campaign.

Reach: 100 students were involved in the development and maintenance of the school garden.

The Nutrition Educator taught evidence-based curricula at Kingfield Elementary School and combined the classroom education with the "Growing Gardeners" afterschool program, which involved students in the development and harvesting of the garden beds. Garden produce was shared during lessons to reinforce healthy eating messages, and flyers were developed to promote and support implementation of the garden in the school community.

Community Garden for People Who Care Food Cupboard in Madison, Somerset Public Health/Redington-Fairview General Hospital

PSE Intervention: Develop a new community garden to supply fresh produce to the local food pantry.

Reach: The food pantry serves 232 households, with an estimated reach of 150 children, 287 adults, and 148 seniors.

Upon learning that the local food pantry did not regularly receive fresh produce, the Nutrition Educator worked with local community youth groups to plan and develop the garden beds. Garden produce was harvested and shared with the local food pantry, serving Madison and Anson families.



Increasing Access to Fruits and Vegetables for the Women, Infants, and Children (WIC) Program in the Midcoast, Mid Coast Hospital

PSE Intervention: Provide fresh-gleaned produce from local farms to WIC families in the Midcoast area.

Reach: The Sagadahoc County WIC Program serves approximately 56 families.

The Nutrition Educator worked with Merrymeeting Gleaners to develop a system to share locally gleaned produce with WIC families. Fresh fruits and vegetables like apples, strawberries, and squash supplemented monthly WIC distributions. Recipes, food preparation, and storage tips were developed to build confidence using freshly harvested produce. This work has been sustained and expanded by the Merrymeeting Food Council.

We are Maine SNAP-Ed!



"I love how deeply rooted our program has become in the community and the reputation we have for truly caring for others."
— Sam

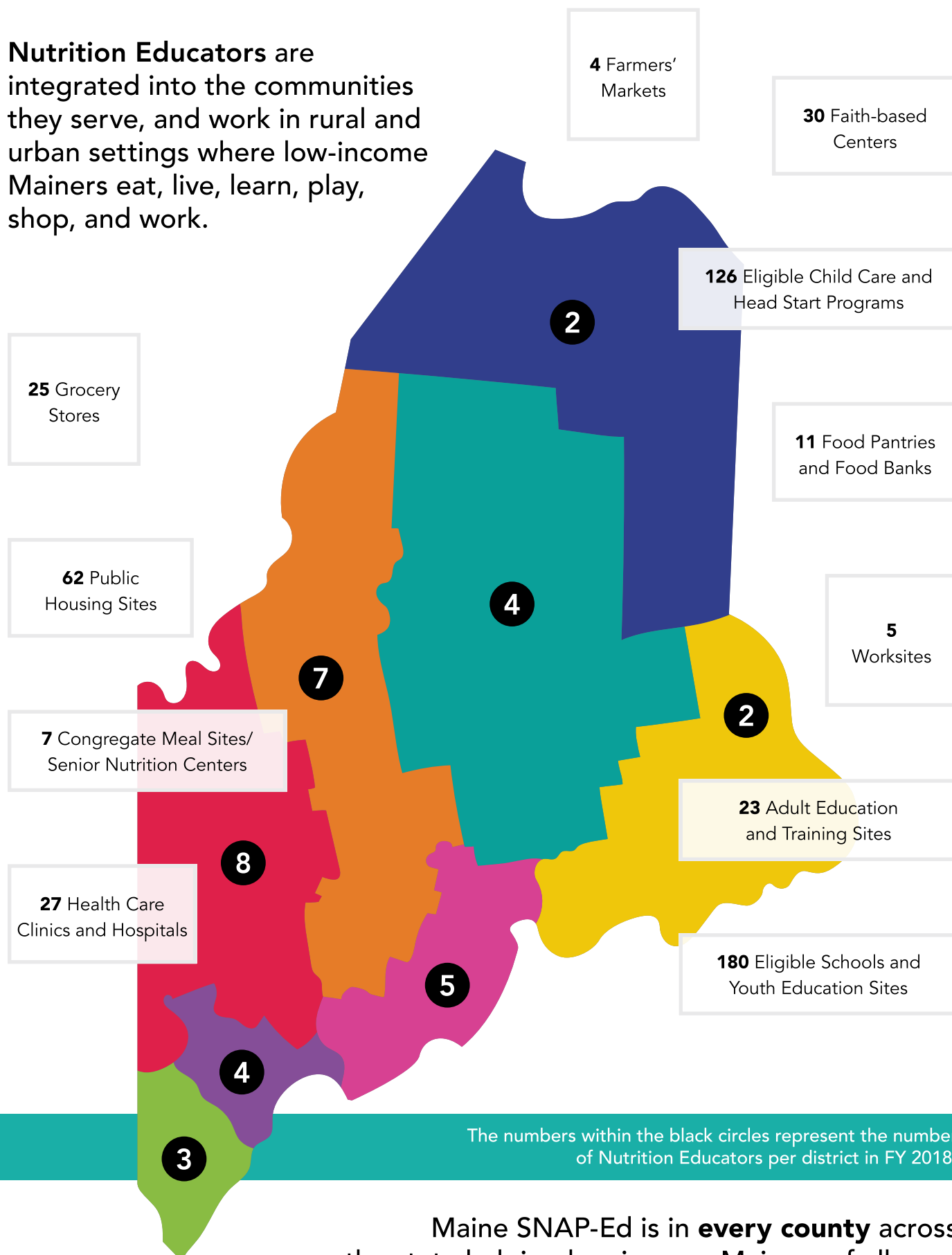


"It is so rewarding when I see children or adults after we've had a class and they tell me about the healthy habits they've now incorporated into their lives."
— Sara



"I love that I am able to bring healthy, simple, inexpensive recipes to the people in my community."
— Ally

Nutrition Educators are integrated into the communities they serve, and work in rural and urban settings where low-income Mainers eat, live, learn, play, shop, and work.



Maine SNAP-Ed is in **every county** across the state helping low-income Mainers of all ages make healthy choices from Caribou to York.

Youth Curricula

Eat Well Play Hard in Child Care Settings



Eat Well Play Hard in Child Care Settings (EWPHCCS) targets SNAP-Ed families with preschool age children. This curriculum is offered in eligible child care centers, daycare homes, and public preschools.

EWPHCCS focuses on improving the nutrition and physical activity behaviors of three- to five-year old children by using educational strategies and skill-building activities to promote healthy behavior change. The lessons are designed to increase young children’s consumption of fruits and vegetables, encourage intake of low-fat or fat-free dairy products, increase physical activity, and decrease screen time exposure. The lessons provide children with hands-on learning opportunities, including preparing and sampling healthy foods and age-appropriate physical activities. Nutrition Educators use colorful photos, stories, props, and other interactive activities to captivate and involve children with different learning styles and attention spans. The activities, food demonstrations, recipes, and take-home materials for parents reinforce the curriculum learning objectives.

Research has demonstrated that EWPHCCS has a positive influence on healthy eating, including increased consumption of vegetables and healthy snacks.

“The children love trying the different fruits, vegetables, healthy snacks, and moving their bodies in Eat Well Play Hard. They have an understanding that fueling their bodies with the foods they try keeps their bodies healthy.” — Child Care Provider



In FY 2018, Nutrition Educators were in 126 early child care education sites across every district in Maine, **reaching 3,413 children**—including one-third of the state’s Head Start sites. The remaining sites were eligible public preschools and daycare centers, including YMCAs.

“Mostly I love feeling so connected to so many parts of my community and being able to feel that I am making a difference in their day-to-day lives.”
— Holly

Pick a better snack™

Pick a better snack (PABS) emphasizes healthy eating and exercise by introducing students to a variety of fruits and vegetables and engaging them in fun, hands-on activities. Research suggests that taste testing fruits and vegetables as part of a multicomponent intervention increases fruit and vegetable consumption among children, and it is a suggested strategy to improve nutrition.

Monthly classes taught by Nutrition Educators include a nutrition lesson, a fruit or vegetable tasting, and a movement activity to encourage youth to be more physically active. Bingo cards and a family newsletter are sent home with the children, reinforcing PABS messages in the household.

In FY 2018, Maine SNAP-Ed's most widely used curriculum **reached 14,173 students** in 135 of the 191 elementary schools with 50% or more students participating in free or reduced-price meals.

After participating in PABS...



Over half of the classroom teachers (56% strongly agree/agree) indicated more students now bring fruit and vegetables as a snack.

More than two-thirds (69% strongly agree/agree) indicated that more students now choose fruit and vegetables during classroom parties.



“Children were proud they had tried new healthy foods. I believe this grounding, at a young age, is the path to healthier eating.”
— Classroom Teacher

“Missy has done a great job making it fun and engaging for the students—they are always excited when it’s Miss Missy day!”
— Classroom Teacher



Adult Curricula

10 Tips for Adults

10 Tips for Adults is a multi-level nutrition education and obesity prevention program designed by Maine SNAP-Ed. The curriculum includes two complementary nutrition education series: Series A focuses on the USDA MyPlate, and Series B focuses on eating better on a budget. Classes are conducted in low-income housing sites, community centers, churches, food pantries, and healthcare settings.

In FY 2018, Nutrition Educators **reached 1,348 low-income Mainers** with this curriculum.

For the second year in a row, an independent study demonstrated **significant behavior changes*** in the three focus areas of Maine SNAP-Ed.

Class participants reported that after 10 Tips for Adults they...



SHOP

Use Nutrition Facts labels

Compare unit prices

Are more confident buying healthy foods on a budget



COOK

Use MyPlate when preparing and serving food

Are more confident cooking healthy foods



EAT

Eat more fruit, vegetables, low-fat and skim dairy products, and whole grains

Drink fewer sugar-sweetened beverages and more water

Eat fewer sweets

Cooking Matters® for Adults

In Maine, **Cooking Matters** is implemented through a partnership between the Good Shepherd Food Bank and Maine SNAP-Ed. The Cooking Matters for Adults (CMA) series teaches participants to shop smarter, use nutrition information to make healthier choices, and cook delicious, affordable meals.

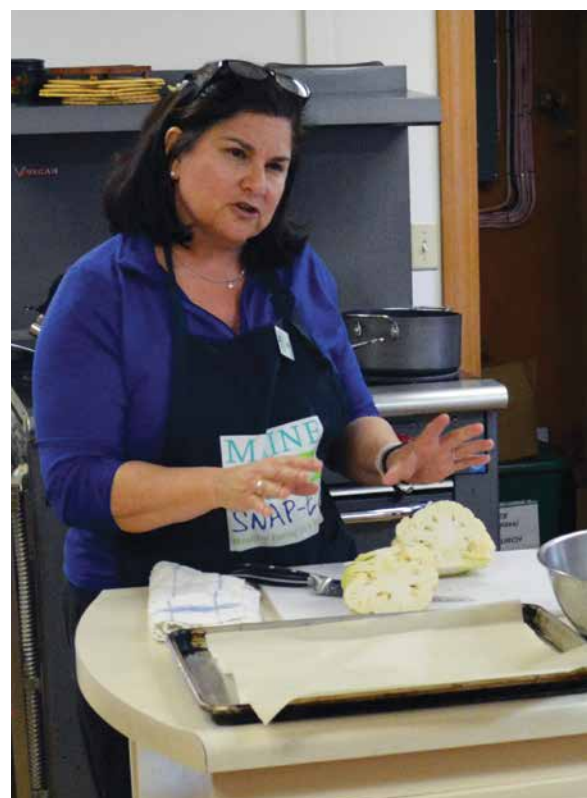
In FY 2018, there were **675 participants** in Cooking Matters for Adults. Hannaford Supermarkets provides funding for groceries and donates a \$10 gift card to all class participants.

Significant Eating Behavior Changes

Participants surveyed reported significant increases in consumption of:

- fruit
- green salad, beans, and other vegetables
- whole grains
- low-sodium foods
- low-fat dairy and proteins
- water

There was also a statistically significant decrease in the amount of regular soda consumed.



“It made me more aware of unit prices, eating healthy, and has really helped me to learn to incorporate veggies and fruit into meals....[and] what size portions are appropriate. Thank you.” — Adult SNAP-Ed Participant

Significant Shopping Behavior Changes

There were statistically significant increases in participants comparing prices before buying foods, planning meals, using nutrition facts on labels, eating breakfast, eating from each food group, cooking from scratch, and making budget-friendly, healthy meals.

Statistically significant increases in **confidence** were reported for all of the following cooking and shopping behaviors:

Reusing healthy ingredients

Choosing best-priced fruits and vegetables

Using basic cooking skills

Buying healthy foods on a budget

Cooking healthy foods on a budget

Helping family members eat more healthy

Eating dinner at home



“One of my favorite moments is when information clicks and participants get excited about learning.” — Kate

“I work really hard to focus on the pleasure and excitement of food, and it happens to be healthy, too.” — Shauna





“I feel more comfortable about eating healthy on a budget. I know I can do it now!”
— Adult SNAP-Ed Participant

“I love helping people feel empowered to make healthy choices. My favorite SNAP-Ed recipe is the Fruit and Nut Slaw from the *Eating Better on a Budget* cookbook with purple cabbage, granny smith apples, and dried cranberries.”
— Emily E.

Social Marketing

Maine SNAP-Ed's social marketing efforts are aimed at reaching eligible mothers and children across the state. The campaigns share easy and engaging ideas to **promote consumption of fruits, vegetables, and healthy beverages**.

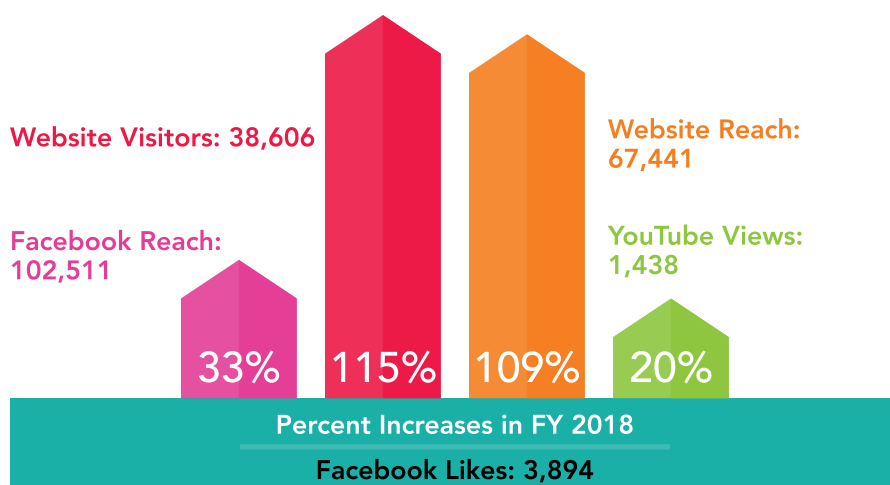


Messaging in FY 2018 focused on ways to stretch limited food dollars through the “Shop, Cook, Eat” social marketing campaign, and healthy beverages were promoted through the “Rethink Your Drink” campaign. Both interventions were promoted on Facebook and the Maine SNAP-Ed website.

Maine SNAP-Ed developed a positive social norms marketing campaign to norm the healthy behavior of Maine middle school students and their preference for water consumption over sugar-sweetened beverages. By sharing the positive norm through marketing strategies, evidence suggests that the healthy behavior will increase among the targeted population. The norming message was placed on the back cover of **15,000** ChopChop magazines, which were distributed by Nutrition Educators across the state. The message was also displayed on posters in eligible middle schools.

“I love the excitement of participants who can’t wait to tell me about a change they’ve made. It is very rewarding every day.” — Emily S.

FY 2018 Social Media Analytics



“I love connecting with people over good food, and helping them to discover new tips and tricks to eat healthy.” — Jada

In FY 2018, Maine SNAP-Ed and **Wabanaki Public Health** initiated a collaboration to reach tribal communities in Maine. Staff were hired and programming began in FY 2019. We are excited about this partnership to implement SNAP-Ed with the five tribal communities in Maine.



“I love being able to change mindsets about healthy eating. It’s priceless to end a class with a whole new light to participants’ faces—a look of hope.”
— Cassandra

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- 1) mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410;
- 2) fax: (202) 690-7442; or
- 3) email: program.intake@usda.gov.

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