

# Maine SNAP-Ed Works! 2020

## Supplemental Nutrition Assistance Program—Education

*SNAP-Ed helps ensure that the investment in SNAP pays off.*



### Challenge

IN MAINE...



**SNAP enrollment increased**  
in every county from  
**2019 to 2020**



**14% of households**  
are food insecure



**2 out of 3 adults**  
are overweight or obese



**Only 3 out of 10**  
high school students eat  
enough fruits and vegetables

### SNAP-Ed Solution

**39 Nutrition Educators** creating healthier communities in all **16 counties**



Delivering **evidence-based**  
curricula



Increasing access to  
**healthy environments**



Increasing state capacity to address  
**hunger** and **prevent obesity**

### Results

#### INDIVIDUAL

**7,955** nutrition education classes reached **23,417** participants in...

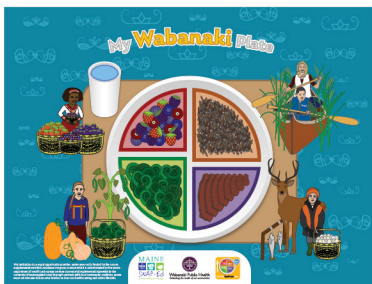


**133** child care sites  
**176** schools



**16** job training and veterans  
services sites  
**17** health care sites

Over **800** were reached with **virtual curricula** adapted for COVID-19



**Series-based nutrition education works!\***

Teens reported **eating more fruits, vegetables, and whole grains** and **drinking more water**

Adults reported **eating less fast food** and **getting more physical activity**

Tribal partner designed the **My Wabanaki Plate**

#### ENVIRONMENTAL

**74** policy, systems, and environmental changes at



**15** food assistance sites  
**10** clinical sites  
**5** faith-based centers

And in other settings where Mainers **eat, learn, live, play, shop, and work**—making the healthy choice the easy choice for about **13,000** Mainers

#### SECTORS OF INFLUENCE

Postcards, **\$10 incentives**, and **nutrition education** with partnering farmers markets and grocery stores increased SNAP participation by up to **200%**

**SHOP COOK EAT** healthy messages reached **123,512** unique website users, peaking at the onset of the pandemic

This institution is an equal opportunity provider. 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 statewide by the University of New England (UNE) through contracts with local community coalitions. Maine SNAP-Ed educates low-income families on low-cost healthy eating and active lifestyles.

\*Statistically significant results  
Sources available upon request by emailing mainesnap-ed@une.edu.

[www.mainesnap-ed.org](http://www.mainesnap-ed.org)

