

MAINE SNAP-ED WORKS! 2021



Supplemental Nutrition Assistance Program—Education

Engaging with communities to support healthy, active living for all Mainers.



the Challenge



More than **88,000** households participate in SNAP



About **1 in 8** households are food insecure



In several rural counties, close to **1 in 6** households experience food insecurity



Children are the group most likely to experience poverty



1 in 10 people live with low access to affordable nutritious food

the Solution

- ✓ **Connect with** Mainers where they eat, live, learn, play, shop, and work
- ✓ **Policy, systems, and environmental supports** to improve access to healthy choices.
- ✓ **Public sector collaborations** that increase state capacity to end hunger
- ✓ **In-person and virtual evidence-based curricula**
- ✓ **Social marketing campaigns** that support families to live healthy lifestyles



the Results



Series-based health education works! *

Elementary students reported **eating more fruits, vegetables, and healthy snacks and drinking fewer sugar-sweetened beverages**

Teens reported **increased use of nutrition facts labels and cooking at home**

Adults reported **increased confidence in buying and cooking nutritious foods on a budget**

Youth, teens, and adults reported **increases in physical activity** after classes

39 Nutrition Educators helped families shop, cook, and eat healthy foods on a limited budget **in all 16 counties**

6,152 nutrition education classes reached over **15,000** participants

>12,500 were youth under 18

88% of classes were delivered virtually to adapt to COVID-19

Marketed healthy living messages to **133,239** unique website users through the **SHOP COOK EAT** healthy on a budget **social marketing campaign**

Policy, systems, and environmental changes in **60+** community sites, reaching about **11,000** Mainers and building on community assets to support:

- access to **local fruits and vegetables** (22)
- **community and home** gardens (21)
- **school and child care** gardens (12)
- **clinical-community** linkages (9)
- school **wellness policies** (6)

Sector partnerships through Maine SNAP-Ed's **State Nutrition Action Council** promoted the benefits of **federal school meal programs** through coordinated social media campaigns and public resources to help **alleviate hunger**



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

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