



The SNAP-Ed Story:
Engaging With Communities
To Support Healthy, Active
Living For All Mainers

MAINE



SNAP-Ed

Healthy Eating on a Budget

2021

Annual Report



Fiscal Year 2021

This Annual Report features the stories that highlight the successful delivery of direct education programs, policy, systems, and environmental (PSE) change strategies, and social marketing efforts while offering in-person, virtual, and alternative approaches that provided nutrition education programming safely in communities during the first full year that Maine SNAP-Education was impacted by the COVID-19 pandemic.

The stories and results presented here clearly demonstrate that Maine SNAP-Education Nutrition Educators successfully adapted to the realities of the COVID-19 pandemic. They did so by engaging with partners in their local communities to offer nutrition education programming that met the needs of participants. **Two success stories that exemplify the social capital that Maine SNAP-Education builds in communities are told on pages 10-12** from the storytellers themselves, Nutrition Educators Nancy Wood with the Knox County Community

Health Coalition and Brooke Fogg-Wolfe with the City of Bangor's Public Health and Community Services.

Maine SNAP-Education engaged in addressing race, health, and social inequities and their application to programming. Nutrition Educators directed the formation of the Maine SNAP-Education Racial Equity Practice Group. This group facilitated an equity moment activity for Nutrition Educators during monthly trainings to increase awareness of and self-reflection on the meaning of racial terms and definitions. Nutrition Educators applied skills from a statewide training on trauma-informed and equity-centered approaches for Maine SNAP-Education. These skills enhanced their ability to provide engaging and impactful Maine SNAP-Education programming to promote the health and wellbeing of Maine communities.

Results from this report are from data collected by the University of New England across all curricula and programs for FY 2021 unless otherwise noted.

Leveraging Community Resources

SNAP-Education staff and program funding stimulate other local agencies and businesses to co-fund interventions that benefit their communities. In 2021, implementing partners across the state provided data on **leveraged resources** resulting from SNAP-Education programming, such as contributions of dedicated space, new equipment, partnership activities and contributions, partner champion activities and contributions, volunteer time, and communication activities designed to continue awareness and support for the program. The most commonly reported types of leveraged resources were **gleaned produce, materials/supplies, and volunteer staffing**.

The dollar value of SNAP-Education leveraged resources:

Volunteers and personnel time	— \$ 21,566
Materials and supplies	— \$ 6,470
Gleaned produce	— \$ 3,812
Space	— \$ 2,550
Communication	— \$ 400
Small tools	— \$ 127

Total: \$34,925



Cultivating Health

How Maine SNAP-Ed Connected with Mainers in 2021:

Direct Education

Maine SNAP-Ed Nutrition Educators delivered **6,152 nutrition education classes** reaching a total of **15,103 youth and adult participants**. Many of those participants attended multiple classes, resulting in more than **88,000 contacts**.

Curricula

Participants

Pick a better snack™	7,997
Eat Well Play Hard in Child Care Settings	1,633
10 Tips for Adults	1,469
10 Tips for Teens	1,408
Cooking Matters for Kids	970
Cooking Matters at the Store	723
Food Smarts Kids	281
Cooking Matters for Teens	279
Cooking Matters for Adults	220
Cooking Matters for Families	108
Cooking Matters for Parents/ Caregivers	18
iGrow Readers	15

Policy, Systems, and Environmental Change Interventions

Nutrition Educators worked on long-lasting public health approaches that provide all Mainers with the opportunity to make choices that lead to long, healthy lives.

More than **47 NEW policy, systems, and environmental (PSE) changes** were implemented, reaching over **11,600 Mainers**. **Eleven (11) ONGOING PSE successes reached an additional 10,200 individuals. Total PSE reach is about 21,800.**

Social Marketing and Media

The **SHOP COOK EAT** social marketing campaign's healthy messages on the Maine SNAP-Ed website and social media platforms reached **133,239 individuals** – an increase of over 10,000 from last year.



Where We Work

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

- Aroostook County Action Program
- City of Bangor
- City of Portland, Public Health Division
- Coastal Healthcare Alliance (MaineHealth)
- Coastal Healthy Communities Coalition (University of New England)
- Healthy Acadia
- Healthy Androscoggin (Central Maine Community Health)
- Healthy Communities of the Capital Area
- Healthy Community Coalition of Greater Franklin County (MaineHealth)
- Healthy Lincoln County (MCD Public Health)
- Healthy Northern Kennebec (MaineGeneral Medical Center)
- Healthy Oxford Hills (Western Maine Health/MaineHealth)
- Knox County Community Health Coalition (Penobscot Bay YMCA)
- Mid Coast Hospital (MaineHealth)
- Somerset Public Health (Redington-Fairview General Hospital)
- The Opportunity Alliance
- Wabanaki Public Health and Wellness
 - Mi'kmaq Nation
 - Houlton Band of Maliseet Indians Health Department
 - Penobscot Nation Health Department
 - Passamaquoddy Health Center – Indian Township

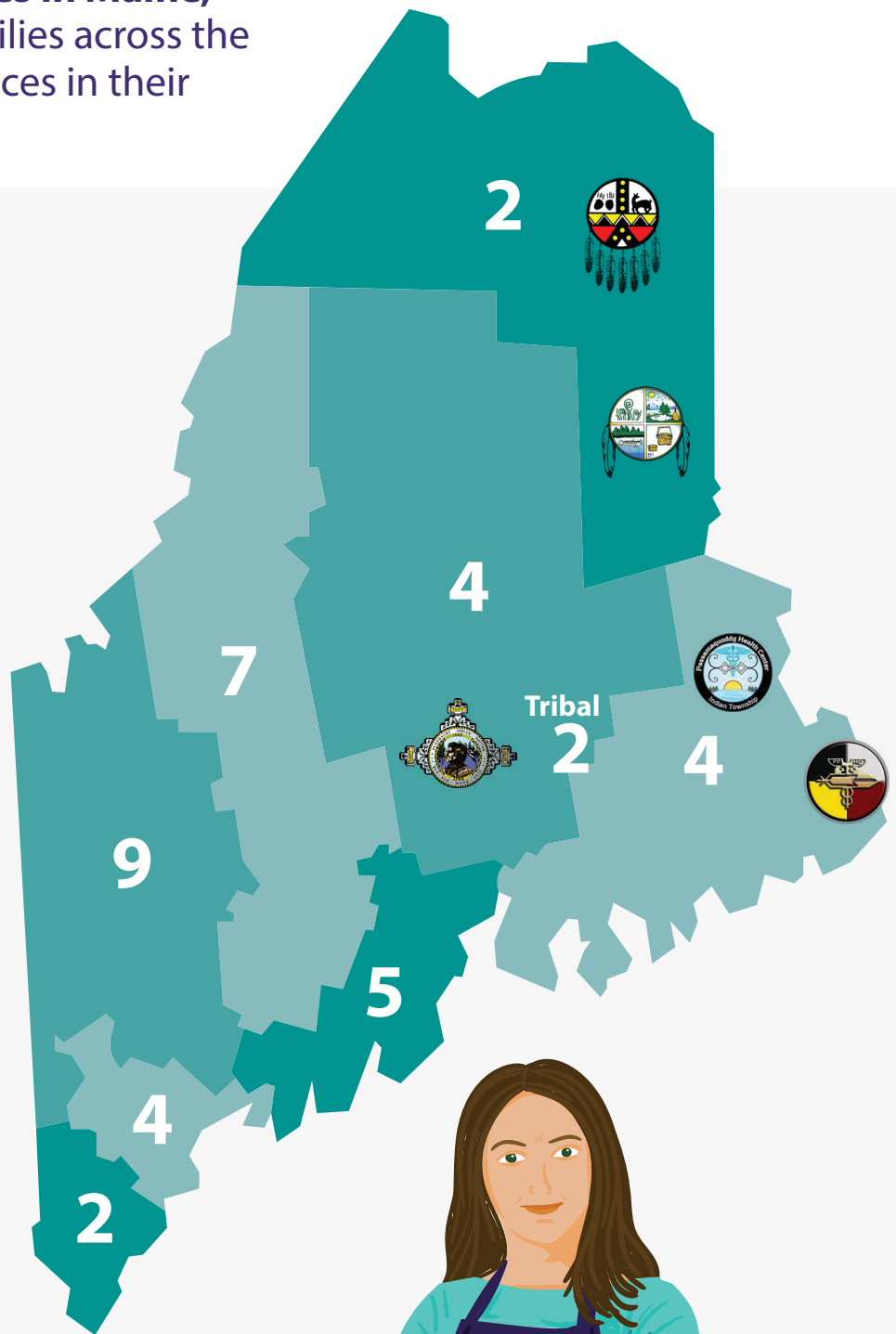


39 Nutrition Educators

work throughout **all counties in Maine**, helping individuals and families across the life span access healthy choices in their communities.

Direct Education Community Partners:

- 79 Eligible Child Care and Head Start Programs
- 133 Eligible Schools and Youth Education Sites
- 17 Adult Education, Job Training, TANF, and Veteran Services Sites
- 19 Public Housing Sites
- 14 Health Care Clinics and Hospitals
- 11 Community Organizations and Recreation Centers
- 7 Libraries
- 5 Food Pantries and Food Banks
- 7 Faith-based Centers
- 4 Before- and After-school Programs
- 3 Emergency Shelters and Temporary Housing Sites
- 6 Youth Organizations (Boys or Girls Clubs, YMCAs)



The numbers on the map represent the number of Nutrition Educators in each public health district in 2021.

COVID-19 Pandemic

On June 30, 2021, Governor Janet T. Mills declared an end to Maine's civil state of emergency first declared in March of 2020.* Although a major step forward for Mainers, pandemic restrictions through the 2021 school year had already significantly restricted Maine SNAP-Education in-person instruction. With community health and safety as the priority, SNAP-Education continued to work and adapt youth and adult programming within suggested public health guidelines. Fortunately, Nutrition Educators have established strong partnerships and accrued social capital in the communities they serve, so pivoting to appropriate, impactful programming was achievable and measurable.

Pandemic Highlights

Maine SNAP-Education continued to innovate in 2021 to ensure ongoing programming in Maine communities.

Curricula were adapted for remote delivery, and virtual nutrition education was held across the state in 2021 for child care centers, schools, and adult partner agencies.

Nutrition Educators pivoted their PSE change interventions to support food and nutrition security efforts and to sustain the wide-reaching environmental changes fundamental to healthy communities, especially during emergencies.

Of the 15,103 participants in 2021, 13,304 or 88% were reached with virtual or online programming

Of the 47 newly adopted system and environmental changes, 8 were in response to COVID-19, building on community assets to **ensure food and nutrition security** and **impacting 1,767 Mainers**

- gleaning systems distributing produce to emergency food distribution sites
- take-home garden kits

Nutrition Educators...

Pivoted to ensure contact with their audience by increasing distribution or display of information, resources, and materials such as fact sheets, website links, social media posts, and informational videos

- disseminating 2020-2025 **Dietary Guidelines for Americans (DGA) recommendations to 7,467 people**
- sharing **food and nutrition security resources with 832 individuals and families**

Identified ways to reach teens despite pandemic-related challenges by:

- leading SNAP-Education curricula during their schools' **virtual physical education (PE) classes**
- Lewiston High School: provided 10 Tips for Teens virtually for PE classes with about 60 students in their homes
- sharing YouTube videos and holding live Q&A sessions with **Jobs for Maine's Graduates (JMG)**, a youth career pathway program
- reaching teens at home through a **partnership with 21st Century After School Grants**
- teen **reach doubled from 2020 (713) to 2021 (1,408)**

Collaborated with the statewide job skills program Fedcap to provide virtual classes to Mainers receiving Temporary Assistance to Needy Families (TANF)

* <https://www.maine.gov/governor/mills/news/governor-mills-welcomes-end-state-civil-emergency-2021-06-30>, accessed May 2022



"In such an uncertain year, thank you so much for working to make this happen for our students. We appreciate your innovative efforts to ensure that students still received this programming."

— Elementary School Teacher
Pick a better snack classroom



"[The educator] did a fantastic job educating students in our program. We were so grateful to have her visit our program weekly. Students learned a lot and talked about fruits, vegetables and exercise well beyond her lessons."

— Elementary School Teacher
Pick a better snack classroom

Youth Education

SNAP-Ed in Maine Schools

Food Smarts Kids

In February of 2021, Maine SNAP-Ed introduced **Food Smarts Kids (FSK)**, an interactive, **learner-centered nutrition education and cooking curriculum**, to reach **fourth- through sixth-graders**. FSK was developed by Leah's Pantry, a California-based nonprofit organization, and is included in the USDA's SNAP-Ed Toolkit of evidence-based interventions. The primary focus of the FSK five- to six-week series is to **increase fruit and vegetable consumption** among children. A portion of every lesson emphasizes the **importance of active lifestyles**.

FSK covers a variety of **core nutrition principles** including: eating the rainbow, whole foods, water consumption, sleep, exercise, lean protein sources, and vegetables. **Home cooking** from whole, fresh ingredients is encouraged, using recipes from **EatFresh.org**, a website funded by USDA.

24 series conducted, reaching **281** youth – primarily in grades 4 through 6 with **50/50** virtual/in person



2021 Results

FSK was evaluated using a post-series student survey conducted via paper and pencil for in-person lessons and via a weblink for virtual programming. Surveys were received from 123 out of 281 students, for a response rate of 44%.

Student-Reported Health Behaviors After Food Smarts Kids

There were statistically significant:

- increases in reported **fruit, vegetable, and healthy snack** consumption
- reductions in the consumption of **sugar-sweetened beverages**
- increases in the amount of **physical activity**

Pick a better snack™

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.* The influence of teachers' personal health behaviors on classroom environments has also been documented as having a positive influence on children's health status and behaviors.**

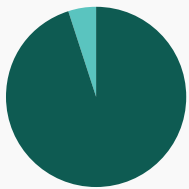
Pick a better snack (PABS) promotes healthy eating and physical activity by introducing students to a variety of fruits and vegetables through **monthly taste-testings** and engaging students in fun, movement activities. Materials such as family newsletters and Bingo cards are sent home to reinforce the PABS messaging that was taught in the monthly nutrition lessons.

* <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/fruit-vegetable-taste-testing>

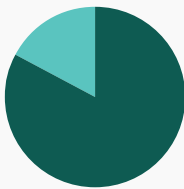
** <https://www.ncbi.nlm.nih.gov/pubmed/27169640>

Youth Education

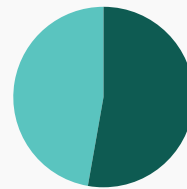
In 2021, **PABS reached 7,997 students in eligible elementary schools** where 50% or more students participate in free or reduced-price meals. **After completing PABS:**



95% of teachers reported that **more students** now can **identify healthy food** choices

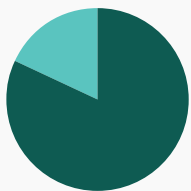


83% of teachers reported that **more students** are now **willing to try new foods** offered at school



53% of teachers reported that **more students** were likely to **choose fruits or vegetables** in the cafeteria or during classroom parties

For their own behaviors:



82% of teachers reported that they **offer healthy food choices** to students at parties or as snacks or rewards



71% of teachers remind families to bring **healthy snacks for school parties**

"I think this program is great in exposing kids to healthier food choices that are available...it's been great to see kids trying new foods and finding that they really enjoy them."

— Elementary School Teacher
Pick a better snack classroom



Adult Education

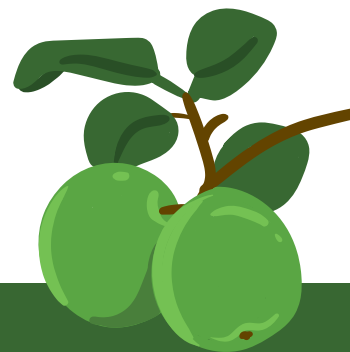
10 Tips For Adults

The **10 Tips for Adults** curriculum was designed by Maine SNAP-Ed to **increase fruit and vegetable consumption and physical activity and promote water consumption**. It also reinforces **skills to purchase healthy foods on a budget**. Each session includes a recipe demonstration and covers cooking preparation techniques.

Nutrition Educators reached **1,469** Mainers with **10 Tips for Adults** (24 in-person and 75 virtual series).

After attending the series, participants reported statistically significant increases in...

- confidence buying and cooking healthy foods on a budget
- consumption of fruit, non-fried vegetables, low-fat dairy, and whole grains
- moderate physical activity



“Love learning how to read the labels because I’ve honestly never learned that. Also love the easy recipes and how to substitute healthy ingredients into recipes I already make.”

— 10 Tips For Adults Participant

COOKING MATTERS®

Implemented through a partnership with the Good Shepherd Food Bank

The **Cooking Matters for Adults (CMA)** series teaches participants shopping skills and how to cook delicious, affordable meals.

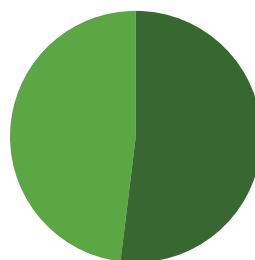
Nutrition Educators conducted **11 in-person** and **20 virtual** CMA series.

After the series, participants said:

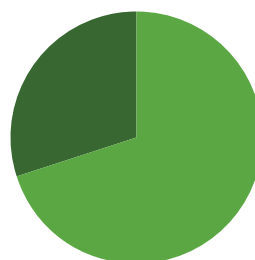
“...it has made me more aware of...many more meal options that are nutritious [and] less expensive. Learning to read the nutritional labels more carefully definitely helps me more!”

“I actually enjoyed this class on Zoom. You were able to cook in your own kitchen. Use your own tools to prepare the meal. Which left a lot of good quality time to discuss what went wrong/right, tools used, best “how to” ideas, etc. Great class!”

Cooking Matters at the Store is a guided grocery store tour that **reached 723 people** in 2021 with **20 in-person** and **105 virtual** tours, providing opportunities for adults to learn easy ways to shop for healthy foods. After the tour:



52% of participants reported they planned to try reading ingredient lists, along with 44% reporting they already read ingredient lists.



30% of participants indicated they are planning on trying more fruits and vegetables in the future, along with 63% of participants reporting they already do so.

Getting Food to Where People Are

Knox County Community Health Coalition

In 2021, Nancy Wood, a Maine SNAP-Ed **Nutrition Educator**, worked to expand the **Knox County Gleaners** program in her community to increase the number of participating farms and types of distribution sites in order to bring food to where people are. Nancy knows that not everyone is comfortable with going to food pantries, whether due to lack of familiarity with food pantries or perceived stigma, but a library is a different type of site. People are already at the library, checking out books or movies or using the computer. Nancy hoped that people would see the program as “Let me just grab a head of lettuce, a squash, and a tomato for the road.”

By providing gleaned produce at town libraries, Nancy’s program ultimately provided two key necessities for the community during the pandemic – access to free, nutritious food and a social connection for community members participating in the program.



Nancy quickly received affirmation that her goal of bringing the food to where the people are was headed in the right direction. Community members started showing up each week, with some individuals bringing an increasing number of friends with them each time, leading to group conversations about the food and if they tried the recipes and made any modifications. The Rockland Library distribution site had blossomed into a **social moment**.

Collaborations and Community

Gleaning, the process of collecting and distributing excess produce from local farms, has been a passion project for Nancy for years. Knox County Gleaners already had a few distribution sites at food pantries and soup kitchens. To expand the program and its accessibility, Nancy collaborated with the Rockland Library, located in downtown Rockland, to offer gleaned produce, along with corresponding recipes, on a weekly basis.

The library distribution site became a known resource in the community, with library staff providing feedback that community members would call the library asking about what produce was available that week. The library also regularly promoted the program to library patrons as they were checking out books and through Facebook posts in which they highlighted the food and the farms that made the project possible.

Between June and October, 2021, the Knox County Gleaners distributed 1,065 pounds, or approximately 4,213 servings, of produce to the Rockland Library.

On the back of this success in Rockland, Nancy expanded her program to the Voss Library in Union. Once it was known in the community that Friday mornings were distribution day, there was never any produce left over by the end of the day.

Looking Forward

The Knox County Gleaners are going into their fourth summer of distributing gleaned food to community members at sites that include food pantries, soup kitchens, Head Start, health clinics, and, now, two town libraries. During their 2021 season, the gleaning group distributed approximately 20,000 pounds of gleaned produce, reaching nearly 16,000 individuals.

In keeping with SNAP-Ed principles, the grant funding is used to make change that is sustainable through the support of stakeholders or partners, outside of SNAP-Ed funding, who assume responsibility for sustaining the efforts.

This project is a model for implementing a strategy and building strong sustainability because of Nancy's collaboration with the Knox County Gleaners. The gleaning group has become a 501 (c)(3), allowing them to apply for grants for sustainability, and the group was able to purchase equipment in 2021 due to a Harvard Pilgrim grant, provided by a partner organization.

Nancy continues her work on securing funds to build a community kitchen, a goal that will provide the Knox County Gleaners with a space to process gleaned produce and, for Nancy, a space to provide hands-on Maine SNAP-Ed nutrition education classes. Nancy is "always looking for more volunteers, always looking to connect people, and always looking for more people to share in the joy."

"We have lots of farms. We have lots of good food. We have lots of nutrition here, and I just want everybody to get some of that."

— Nancy Wood
Maine SNAP-Ed Nutrition Educator

Nancy has been with the Maine SNAP-Ed program as a Nutrition Educator at Knox County Community Health Coalition for 8 years. Being a Nutrition Educator comes naturally to Nancy, having previously worked as a professional chef and a teacher in vocational school settings and having owned and operated both a restaurant and a catering company. She was raised in a family of chefs in which food was the center of life.

Libraries are an important component of society and provide equal access for all to educational resources and knowledge, which make them valuable collaborative partners for Maine SNAP-Ed. In 2021, **9 Nutrition Educators** provided SNAP-Ed programming at **11 libraries**, providing nutrition education or supporting PSE changes.



Bangor Public Health and Community Services

Brooke Fogg-Wolfe, a Maine SNAP-Ed **Nutrition Educator**, implemented a policy, systems, and environmental change strategy intended to increase consumption of vegetables by introducing basic gardening skills and teaching people how easy and affordable container vegetable gardening can be. As a longtime gardener herself, Brooke wanted to share her passion for gardening with participants in her nutrition education programming. To help people feel more connected to where their food comes from and to provide a source of vegetables for people at their homes, Brooke developed container vegetable garden kits for those attending her classes.

Reinforcing Education Through Gardening

In her nutrition education programming, Brooke loves to teach people to enjoy food by introducing them to new foods, teaching new cooking skills, and creating positive relationships with food. When it comes to food, Brooke wants all of her participants to know "You can grow it, you can cook it. There are all sorts of fun things you can do with it, and that's what I enjoy most."

Brooke wanted to expand on the nutrition information she presents in her classes and help reinforce the accessibility of at-home container gardens. "I wanted folks to see just how easy it could be, if they are not gardeners themselves, to grow your own food and how to incorporate that."

Container gardening, growing plants in containers such as pots instead of in the ground, is a practice that can allow people to grow their own food in a limited outdoor space, making gardening possible for people living in urban or higher density areas.

The kits were advertised as incentives for any adults who signed up for and attended her 10 Tips for Adults series at two sites – Brewer Head Start and the Newport Library. Each kit included three nursery pots, soil, fertilizer, and seed packets for basil, green onions, and mesclun lettuce. Instructions for how to grow and maintain the plants, as

well as recipes that used the produce, were also included in the kits. Parents from the Head Start group and library patrons were excited for the classes and kits, with the library having “quite a variety of people signed up.”

Planting Seeds for the Future

Brooke will continue this project in 2022, advertising the container garden kits as she recruits for 10 Tips for Adults classes. Learning from the previous year’s project, Brooke plans to provide two seedlings, such as tomatoes and cucumber seedlings, instead of three packets of seeds because seedlings might be more interesting for individuals to work with and will provide harvestable produce more quickly. She is also hoping to expand the number and types of sites she works with to include food pantries and housing authorities, as well as hoping to provide kits to individuals in more urban areas to

highlight the fact that gardening is something that can be done on a back doorstep or porch.

“You don’t have to live on a farm to grow your own food. Gardening is something you could do on your own back door step.”

— Brooke Fogg-Wolfe
Maine SNAP-Ed Nutrition Educator

Brooke has been with the Maine SNAP-Ed program as a Nutrition Educator at Bangor Public Health & Community Services for 8 years. Brooke joined Maine SNAP-Ed after seeing how much a Nutrition Educator colleague loved her job and hearing stories about the fun of teaching nutrition to elementary school kids. She grew up in a “connected to earth family” and has been involved with gardening and growing her own food since childhood. Brooke loves gardening because of the connection to food and also for the stress-relieving benefits.

Multi-level programming is a key part of SNAP-Ed work in which individuals are reached by more than one intervention or activity, and these efforts complement and reinforce each other, optimizing the intervention. In this example, direct education adds value to the community garden, a PSE change initiative – so, two levels of programming complementing each other.

Nutrition Educators also provide complementary, multi-level programming by adding social marketing, staff training on continuous program and policy implementation, and parent/community involvement to their interventions. In 2021, **97% of Maine SNAP-Ed’s PSE efforts included at least one complementary activity.**

It’s even more of an investment for them if they go that step of learning how it grows and growing it themselves, they are darn well going to want to use that tomato when they finally get one. They waited a long time for that tomato!

— Brooke Fogg-Wolfe
Maine SNAP-Ed Nutrition Educator



Policy, Systems, and Environmental (PSE) Change Interventions

Public Health Approaches for Healthy Living

Across the state, communities are engaged in innovative, successful public health initiatives to create environments where all Mainers can thrive. SNAP-Ed Nutrition Educators connect with local organizations to initiate and promote **long-lasting, sustainable changes** to make healthy choices accessible and equitable.

Nutrition Educators worked on **73 PSE change interventions**:

Access to local fruits and vegetables	23
Community and home gardens	20
School and child care gardens	12
Clinical-community linkages	9
School wellness	6
Connection to food assistance programs	1
Healthy retail environments	1
Child care wellness	1

In 2021, there were **47** new PSE supports in **84** sites.

Mainers Reached:

11,600

With NEW PSE supports

10,200

With ONGOING PSE interventions

Multi-Level Programming

PSE change efforts are primarily implemented in the same settings where Maine SNAP-Ed classes are conducted. Supportive environments are complemented by **evidence-based nutrition education** and **physical activity lessons, social marketing, staff training on continuous program and policy implementation, and parent and community involvement**. These four components of **multi-level programming help to maximize and sustain** the public health interventions.

Of the **84 sites** where at least one new PSE change was implemented, **82 (or 98%) included at least one of the four complementary components**.

76% **Parent/community Involvement (76%)** was the most likely component to be paired with a PSE support,

71% followed by **direct education (71%)** and **social marketing (71%)**.

53% About half of supports adopted included **staff training (53%)**.

Notably, the **average number of complementary activities implemented with new PSE supports in 2021 increased** from 2020 (2.71, up from 1.92), as did the degree of multi-level programming. In 2021, there were **seven supports adopted with all four complementary activities**, as compared with one in 2020.



Sustainability

Lasting change in communities is driven by the people living there. That is why Maine SNAP-Ed Nutrition Educators work on sustainable PSEs, so that Maine SNAP-Ed can invest in communities to co create long-lasting changes that outlast SNAP-Ed involvement. Sustainability means that Nutrition Educators work to identify ongoing funding and an organization that is not dependent on SNAP-Ed funding to assume responsibility for newly adopted PSE changes. They also work on policies or processes to maintain the change, support from community allies, as well as monitoring and reporting systems to inform the quality and impact of programming.

To ensure lasting changes for PSE efforts in 2021, **sustainability activities** were implemented with **56** of the **73** (77%) interventions.

These results indicate increased sustainability efforts compared to 2020.

The activity most likely to be “fully in place” was support from community allies (39%), followed by having identified an organization outside of SNAP-Ed to assume responsibility and implementing a monitoring and reporting system (both at 29%).

Social Media and Marketing

The **SHOP COOK EAT** social marketing campaign’s healthy messages on the Maine SNAP-Ed website and social media platforms reached **133,239 individuals - 11,860 of which were from Maine or 8.9% of total traffic**. The most commonly visited pages were the Homepage, Healthy Recipes, and Stocking Your Kitchen. Over 95% of the traffic to the Maine SNAP-Ed website was from mobile devices.

SHOP COOK EAT paid social advertising on Facebook and Instagram reached **6,000** Mainers.

To further **participant engagement** in social marketing efforts, Maine SNAP-Ed launched a **new texting campaign in 2021**. Participants could opt-in to receive weekly texts with **SHOP COOK EAT messages and recipes**. Resources and links were selected to support the campaign’s focus on eating healthy foods and making healthy beverage choices.

Between the texting campaign’s launch in March 2021 and the end of the fiscal year (September 2021) there were:



Meal planning saves time at the grocery store and the stress of deciding what to eat mid-week. 📅 Tap the link to get started.
<https://txt.so/JEFICZ>
Reply stop to stop

15:31 📶

State Nutrition Action Council

Members of Maine's **State Nutrition Action Council (SNAC)** are actively engaged in multi-sector, state-level initiatives to achieve food and nutrition security and healthy living access for all Mainers. The collective impact of the SNAC is only

possible through the ongoing commitment and dedication of its members, who represent the following state-level organizations and their community-based affiliates.

Recognizing Our 2021 SNAC Members

- Maine Department of Health and Human Services, Office for Family Independence, Maine SNAP-Ed State Agency – Lead
- University of New England, Center for Excellence in Public Health, Maine SNAP-Ed Implementing Agency – Co-Lead
- Fedcap, Breaking the Cycle
- FoodCorps Maine
- 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 Senior FarmShare Program
- Maine Department of Education – Child Nutrition | Child and Adult Care Food Program | Health Education
- Maine Department of Health and Human Services – Office of Disease Control and Prevention | Child and Family Services
- Maine Farmland Trust
- Maine Farm to Institution
- Maine Federation of Farmers' Markets
- Maine Head Start
- MaineHealth Center for Health Improvement
- Maine Network of Healthy Communities
- Maine SNAP-Ed Nutrition Educators
- Maine Women, Infants, and Children (WIC) Nutrition Program
- Preble Street Maine Hunger Initiative
- University of Maine Cooperative Extension Expanded Food and Nutrition Education Program (EFNEP)
- Wabanaki Public Health and Wellness
- YMCA Alliance of Maine

2021 successes for the SNAC included

a collaboration between the Maine Federation of Farmers' Markets, Maine Farmland Trust, and Maine SNAP-Ed to design and mail regional **Maine Harvest Bucks postcards** to increase SNAP participation at **farmers markets and local grocery stores**. Postcards with a **\$10 fruit and vegetable voucher** were promoted at six farmers markets and included dates and times of a family event, a nutrition message, and contact information. The SNAC initiative demonstrated the added value of coordinating complementary programming by scheduling family events where a **SNAP-Ed Nutrition Educator and WIC** teamed up to provide education and connect more Mainers to support services.



Get a free **\$10 voucher for fruits & veggies**, a **cookbook**, and **explore the market!**

Find out more on the reverse side of this postcard →

Houlton Community Market
Saturdays, 9:00am-1:00pm
Market Square, Houlton
Bring this postcard and earn \$10!!!

Special event: Aug. 28, 2021
Join Maine SNAP-Ed at the market on August 28th for a family-friendly event to learn about healthy shopping and eating on a budget.



232 vouchers were redeemed, accounting for **81% of new SNAP shoppers** at **6 farmers markets**.*

*Data Source: Maine Federation of Farmers' Markets.



Gail Lane, SNAP-Ed Nutrition Educator at Bangor Public Health and Community Services, passed away on March 17, 2022, after a year-long illness. Gail was Bangor's first Nutrition Educator (hired in 2012) and she loved her job. Her participants loved her, too. She received many cards, letters, and notes of thanks and praise over the years. One school – inspired by her lessons – wrote and performed a play for her.

Gail was quiet, crafty, thoughtful, and motivated. She was a wonderful teacher and collaborator, always ahead of the curve and taking steps to improve her work. She had an infectious smile and – although not a gardener – grew a gardenful of sunflowers last summer and brought them in every week so her co-workers (and friends) could enjoy them.

Gail will be missed by us all.

Nondiscrimination Statement

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Civil Rights Complaints Involving USDA Programs

USDA provides federal financial assistance for many food security and hunger reduction programs such as the Supplemental Nutrition Assistance Program (SNAP), the Food Distribution Program on Indian Reservations (FDPIR) and others. To file a program complaint of discrimination, complete the [Program Discrimination Complaint Form, \(AD-3027\)](#) (found online at: [How to File a Complaint, and at any USDA office](#)) or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

1. **mail:** Food and Nutrition Service, USDA
1320 Braddock Place, Room 334
Alexandria, VA 22314; or
2. **fax:** (833) 256-1665 or (202) 690-7442; or
3. **phone:** (833) 620-1071; or
4. **email:** FNSCIVILRIGHTSCOMPLAINTS@usda.gov

For any other information regarding SNAP issues, persons should either contact the USDA SNAP hotline number at (800) 221-5689, which is also in Spanish, or call the [state information/hotline numbers](#) (click the link for a listing of hotline numbers by state); found online at: [SNAP hotline](#).

This institution is an equal opportunity provider.

Contact info

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