

Maine SNAP-ED WORKS! 2024

Supplemental Nutrition Assistance Program—Education Engaging with communities to increase healthy, active living for all Mainers



Community Assets and Social Capital	Social and Community Context	Collaborative Action
<p>Communities across Maine are thriving because of shared values, community services, and public spaces.</p> <p>SNAP-Ed Nutrition Educators engaged in community-driven public health interventions in...</p> <p>176 K-12 schools 105 child care and preschool sites</p> <p>31 food pantries and food assistance sites 22 healthcare clinics and hospitals</p> <p>Leveraging close to \$110K in partner resources</p>	<p>Food insecurity is complex and affected by societal and economic factors, like rising food costs.</p> <p>1 in 8 Mainers live in households without enough food to live active, healthy lives.</p> <p>173K Mainers participate in SNAP: ▶ 1 in 7 rural households >55K children</p> <p>SNAP benefits can be spent at 1,466 Maine retailers ▶ \$1 in SNAP = \$1.80 in economic activity</p>	<p>Ensuring access to healthy choices for people eligible for SNAP</p> <p>evidence-based curricula</p> <p>policy, systems, and environmental supports</p> <p>social marketing campaigns that support families</p> <p>public sector collaborations for nutrition security</p>

Building on Strengths Results where Mainers Eat, Live, Learn, Play, Shop, and Work...

38 Nutrition Educators in all 16 counties **7,522** classes **21,746** participants **>18,700** youth

After completing series-based health education, participants reported...

YOUTH: 17% increased physical activity & 31% increase in eating daily vegetables
ADULTS: 45% increased eating vegetables & 35% increase in choosing healthy foods on a budget

97%
of classroom teachers agreed:

“More students can now identify healthy food choices.”

“My students love this program. They are trying new fruits and veggies both at lunch and [in the] classroom.”

~Teacher



Healthy Recipe Retail Display

Policy, systems, and environmental changes in **42 new and 47 ongoing** community sites, reaching close to **15K** Mainers with long-lasting community health improvements.

In Penobscot County, healthy shopping was promoted to **500 SNAP shoppers** through a retail collaboration that bundles affordable groceries with recipes to **make healthy eating convenient**.

State Nutrition Action Council

Promoted USDA's **SUN BUCKS** healthy grocery benefit: Instagram posts reached **> 4,500** Mainers

Produce Incentives:
2,955 \$10-postcards redeemed for fresh produce at farmers markets



SHOP COOK EAT
social marketing campaign

2,667,846
impressions

↑ 8.78% from last year



Sources available upon request by emailing mainesnap-ed@une.edu | mainesnap-ed.org

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