

SNAP-Ed Makes Maine Healthier

SNAP-Ed, the national **Nutrition Education and Obesity Prevention Grant Program**, empowers **Americans across the lifespan in all 50 states, DC, and Guam** to spend wisely, eat healthy, and be physically active to prevent diet-related chronic disease. The program **supports community partners** to make healthy choices easy and accessible in low resource locations and directly aligns with the national agenda for health. **The House budget repeals the national SNAP-Ed program in Section 10011, eliminating a program proven to help American families and communities stretch food dollars and make healthy choices.**

SNAP-Ed Delivers Results

Maine Reach

Nutrition education delivered by **38 Nutrition Educators** in all **16 counties** reaching Mainers across the lifespan.

Over 21,700

Mainers

360

Program Delivery Sites

62%

Rural Community Sites



45%

of adults increased eating vegetables



53%

of teens increased use of Nutrition Facts Labels



27%

of adults increased use of grocery list



17%

of youth increased physical activity



The class has **changed the way I look at food and shop**. It is very helpful to understand the back of package labels, especially as a diabetic. Also, the vision of MyPlate to understand portion is very beneficial.



Maine SNAP-Ed Participant, Somerset County

SNAP-Ed Builds Healthy Communities

Maine Reach

through community collaborations

Over 15,000

Mainers

89

Community Sites

SNAP-Ed works with partners to make lasting organizational changes so healthy choices are easier. Most often, these are **school/early childhood, agriculture, healthcare, recreation, and food pantry** partners.



Collaborating with SNAP-Ed has been highly beneficial in developing healthy, engaging displays. These **in-store setups** inspire and empower customers to assemble quick, nutritious meal options, **making healthy choices easy and accessible.**



SNAP Retailer, Penobscot County



Top Partner Collaborations



Gleaning excess farm produce for Mainers eligible for SNAP

Point-of-decision prompts to make **healthy shopping choices**

Community signage and StoryWalks™ to promote physical activity

Recurring fitness events like Walk-a-thons or running clubs

SNAP-Ed Yields Returns on Investment



A recent state-level study showed for every \$1 spent, SNAP-Ed returns at least \$5.36 in future health and economic benefits from:

- health care savings
- educational attainment
- lifetime earnings
- life expectancy

"Makes me feel better knowing that the food we prepared [in class] is healthy and that it's delicious."

Maliseet Tribal Elder Center SNAP-Ed Participant

"We've been able to incorporate some of the foods you [SNAP-Ed] introduced to the kids into our daily snacks, like raw carrots and broccoli, because the kids showed interest in them. If you hadn't come to our class and made it fun, they may still be turning up their noses at these veggies!"

Cumberland County Classroom Teacher

SNAP-Ed Extends Reach, Reduces Duplication

SNAP-Ed strategically aligns with federal programs and local partners to **maximize reach, expand services** and **eliminate duplication**. In rural and urban communities, SNAP-Ed collaborates with partners to reach Americans where they live, learn, eat, shop, work, and play. SNAP-Ed also employs **social marketing campaigns** to encourage healthy eating and active living through behavior-changing messages.

Maine Reach

through social marketing

Over 2.6 million

Impressions

“ We saw an uptick in the number of people attending the market on the weekends after the postcards were mailed out and noticed a **significant increase in the number of EBT shoppers** who visited on those days. ”

Nutrition Educator, York County

Maine SNAP-Ed leads a State Nutrition Action Council (SNAC) with the mission to improve food security, nutrition, and health through state-level collaborations.



Postcard Promotion Project:

Maine Harvest Bucks provides \$1 in bonus bucks for every \$1 spent with SNAP/EBT at designated farmers markets and farm stands, with some offering **Maine Senior FarmShare**.

Postcards promote participation where **SNAP-Ed educators host healthy eating/active living education**.

SNAP-Ed Measures Impact

In FY2023, SNAP-Ed launched a new electronic national reporting system (NPEARS) in response to a 2019 GAO report of USDA's nutrition education programs. The new system compiles national data for improved data consistency, accountability, and measurement. This allows the program to capture impacts from the SNAP-Ed Evaluation Framework (est. 2017). SNAP-Ed is positioned as an evaluation leader among USDA nutrition education programs, with bolstered capacity to quantify and communicate its effectiveness and outcomes across the country.

NATIONAL
PEARS



This report includes data summarized from SNAP-Ed state and implementing agencies contributing FY2024 data to ASNNA as of May 2025 (representatives from 45 states, DC and Guam). For more information, contact ASNNA at info@asnna.us.org or visit asnna.us.org