



SNAP-Ed: in New York– Eat Smart New York

DEFINING THE PROBLEM

Obesity, poor nutrition, and limited physical activity are significant health concerns. Poor health disproportionately affects minority and low-income populations. Educational opportunities and resources are limited.

INVESTING IN THE SOLUTION

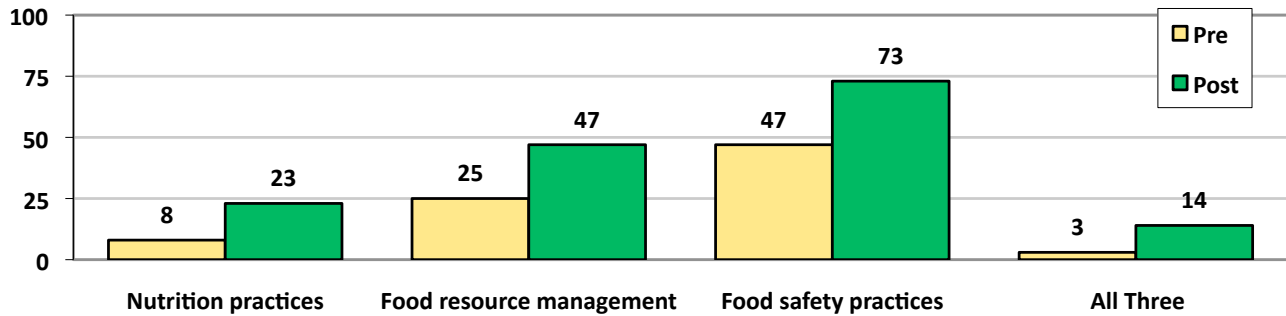
SNAP-Ed brings together federal, state, and local resources to target low-income adults and low-income youth. The program operates in 59 counties throughout New York State. Each year, more than 10,000 new participants complete the program.

Since 1995, New York State SNAP-Ed has improved the diets and food-related behaviors of program participants. Each year NY’s SNAP-Ed program called ‘Eat Smart New York’ enrolls more than twenty thousand new program participants. In 2012, SNAP-Ed reached 14,962 adults and 5,744 youth directly and 42,065 family members indirectly.

82% of SNAP-Ed participants who report income are at or below 100% of poverty, earning \$22,350 a year or less for a family of four. 50% of all SNAP-Ed adults are minorities.

CHANGING BEHAVIORS

Percent reporting acceptable practices



WHY IT WORKS

SNAP-Ed educators follow a research-based learning model that allows them to effectively reach and educate program participants. Educators are

- members of the communities they support;
- trained/supervised by university and county-based faculty;
- skilled in using hands-on, interactive teaching methods;
- committed to delivering sound instruction;
- able to influence changes in behavior and impact the lives of those they teach; and

"I've learned so much about label reading. I have high blood pressure. Since I've been coming to class, my doctor has said it's lower and wants to take me off my medication soon."

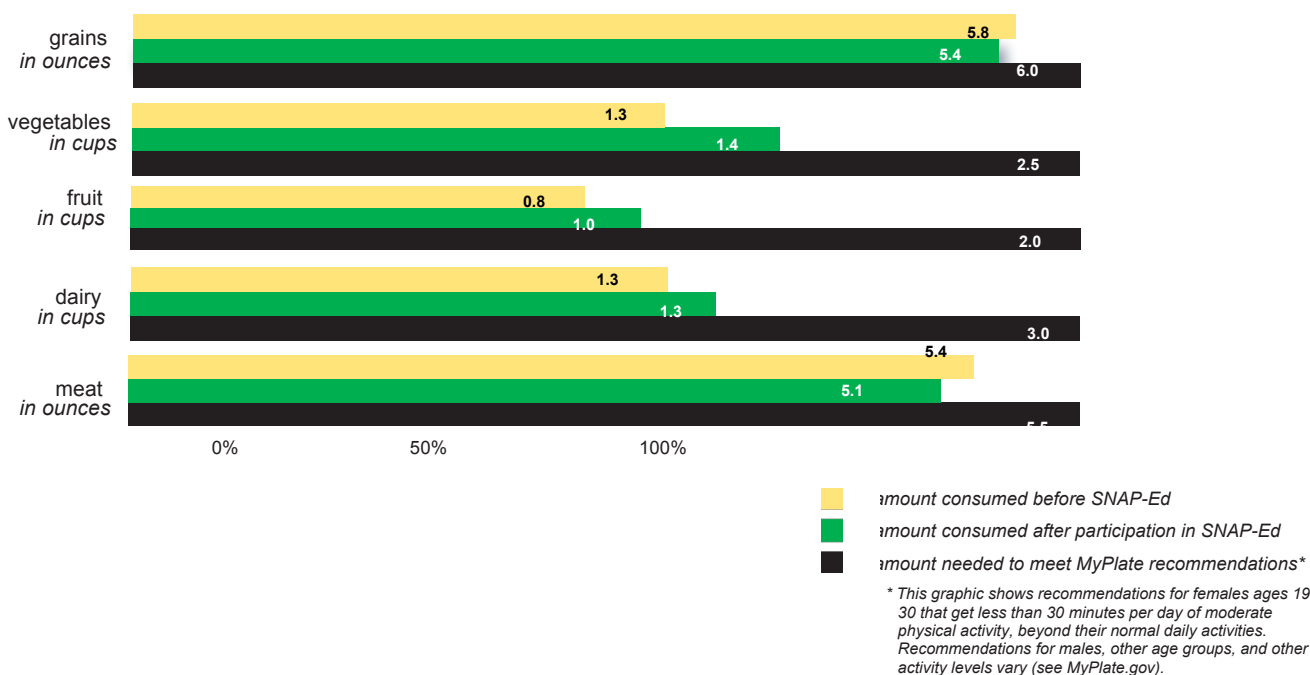
"When [educator] showed me how to figure out the sugar in my soda, I could not believe it! I am now looking at the amount of sugar in all the foods I eat!"

"I learned that too much TV is not healthy for my family. I turned off the TV and my children didn't even care! They just went off and played. I didn't think it would be that easy. {Educator} was right!"

DEMONSTRATING RESULTS

Improvement in Food Consumption

Data reported through diet recalls show that SNAP-Ed graduates eat more closely to MyPlate recommendations. It also shows there is still a huge need for nutrition education.



ECONOMIC IMPACT: \$1.5 M*

Increased demand for produce

Vegetable and Fruit Consumption

- Combined daily consumption increase of ~0.3 cups
- This translates into a yearly produce consumption increase of 292 tons
- With a market value of \$2.50 per pound, this represents an estimated economic impact of \$1.5 Million

*Based on local market prices 3/13