

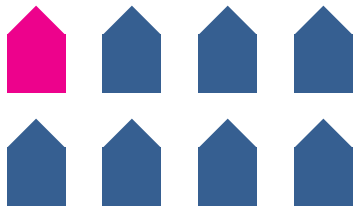
SNAP-Ed New York State

Supplemental Nutrition Assistance Program Education

EatSmartNY



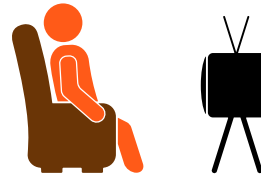
The Issues



Over 32% of New York residents are food insecure. That's **1 in 8 households**.



In NYS, 20% of medical costs are obesity related (8.9% Medicare and 1% Medicaid.)



Nearly 27% of adults are physically inactive.



Nearly 34% of New Yorkers eat less than 1 serving of fruit, 23% eat less than 1 serving of vegetables.

More than 3 million New Yorkers rely on Nutrition Assistance. Of these, 1 million are children.

Impact

- TEACH families how to buy and prepare healthy foods
- HELP families stretch tight budgets and buy nutritious options
- CREATE a culture of health

Invest

SNAP-Ed dollars go far...

Every \$1 spent in nutrition education saves as much as \$10 in health care costs

Partners

Children's Aid Society, City Harvest, Cornell Cooperative Extension (CCE), Food Bank of New York City, New York Common Pantry, Department of Health Schools, Community Agencies, Departments of Social Services

Support

Approximately 10,000 lbs. fresh produce distributed to emergency food programs annual to address food insecurity

The Results

The prevalence of obesity in NYS was reduced from 27% in 2014 to 25.5% in 2016.



Over 1.5 million adults and youth reached through health and nutrition social marketing.



Over 200,000 youth gained skills to make healthy life choices through education classes, obesity prevention events at school, and community gardens to teach healthy eating.



Over 150,000 adults reached through education classes, food demonstrations, and grocery store tours designed to help adults make healthy food choices.



1500 Cooking Matters grocery tours assisted families to make healthier food choices on a limited budget.



Almost 200,000 SNAP-Ed participants learned how to eat healthy on a limited food budget.



768 low-income schools were provided technical training and support.

"I try to be healthy, but realize that I was falling for marketing tricks and buying things that aren't even good for me! Now I will shop smarter and use the unit price to save money!"

Region Highlights -- Promoting Healthy Places and Policies

Capital Region CCE Albany County

Nourish Your Neighbor - Healthy Food Drive Campaign—This initiative encouraged small, medium, and larger food pantries throughout the 11-county capital region to implement changes to the food pantry environment and enhance offerings, increase the availability of healthier shelf stable food choices following the MyPlate food groups. The end result for food pantry patrons, is to increase the likelihood of patrons choosing and utilizing healthy foods from the pantry with their families. The Nourish Your Neighbor Healthy Food Drive campaign took place during March 2016 and 34 agencies participated.



Western Region CCE Erie County

At the Stop to Good Health - Social Marketing

CCE Erie implemented the **"At the Stop to Good Health"** social marketing campaign which disseminated approved USDA diet and activity messages via bus shelters, transit station displays, and digital message boards in targeted low-income neighborhoods with highest poverty rates in Erie and Niagara counties to educate low-income parents and caregivers on eating more fruits and vegetables. The messaging and logo were also incorporated into the Healthy Corner Store initiative.



North Country CCE Oneida County

Community Gardening—The goal is to work with community partners and Cooperative Extensions to establish at least one garden site in each of the five high-risk counties that target youth. During the year, gardens were completed in three high-risk counties in collaboration with community partners and DSS offices. Two of the three sites in high-risk counties offer nutrition education to youth weekly in season. Three additional existing gardens introduced SNAP-Ed activities, targeting youth.



Food Bank of New York City

CookShop for Families was implemented by trained educators and school staff in 180 qualifying public elementary schools, as well as at community based organizations in NYC. Public school educators and staff were provided with training, curriculum materials, equipment and technical support to implement *CookShop for Families* workshops that focus on food exploration and preparation, physical activity, and tasting and enjoying fruit, vegetables, whole grains, legumes and low-fat or fat-free milk products.



New York Common Pantry New York City

Farmers' Market—Regular sessions were conducted at the Mt. Sinai Hospitals Farmers' Market where USDA 10 Tips, MyPlate, and SNAP materials were distributed. The lessons were a great addition to the market because participants learned new ways to use fresh fruits and vegetables. As a result there was an increased awareness and number of NYC SNAP incentives, Health Bucks, increase in community partners that apply for NYC Health Bucks. Live Healthy!



Children's Aid Society New York City

Go!Healthy Eat Smart Box Program

The goal of the Food Box Distribution Initiative was to extend access to fresh produce in the target community. The SNAP population used SNAP benefits to make these purchases. Weekly food box distributions took place in Harlem, Staten Island and the Bronx. Nutritionists conducted cooking demonstrations to educate the SNAP population on how to prepare healthy dishes using the produce that was available in the food box. A total of 1,192 food boxes were distributed across the 3 sites.



City Harvest New York City

Supported SNAP-Eligible Supermarkets

City Harvest provided supermarket makeovers, technical and merchandising assistance to supermarkets. Individual training sessions with retailers focused on successful storage techniques, maintenance of high quality inventory, and best practices in displaying produce to maximize sales which include freshly cut fruits and vegetables. City Harvest worked with 33 SNAP-eligible stores reaching an estimated 705,000 SNAP-eligibles.



Hudson Valley Region CCE Orange County

Implemented CATCH programming for Youth Using Garden Produce

In partnership with the Monticello Housing Authority, CCE Orange has been implementing CATCH programming with the youth as part of an after-school snack program. The children expressed an interest in planting their own "Go Foods". CCE's Master Gardener Volunteer program and CCE Orange assisted with the installation of one large and two small container gardens for the children. Nutritionists provide weekly nutrition programming around what is available for harvest from the garden. Children have been instructed on how to maintain the garden and have kept up with the responsibility with the assistance of a community volunteer and staff of the housing authority.



Southern Tier Region CCE Onondaga County

Helps Build Healthy Eating and Leadership Skills

A collaboration among several community partners provided both interactive, skill-based nutrition education and healthy life-skills training for 20 ethnically and culturally diverse high-school aged youth from the Syracuse City School District. We facilitated, hands-on, cooking-based workshops to guide New American youth to gain the confidence and competence to purchase and prepare healthy food, as well as to share newly-gained knowledge and skills with others – all key leadership building skills! Youth participating resettled in Syracuse, NY from Iraq, Somalia, Sudan, Congo, Nepal, Bhutan and Myanmar.

All the teens learned skills on how to read and follow a recipe, modify the recipe for larger groups, and to work effectively as a team. They also learned basic knife and food safety skills. Six of the program "graduates" facilitated interactive nutrition education at the NYS Fair in the 4H Youth Center. Three Liberty Partnership "graduates" were chosen to serve on the Syracuse City School District newly-developed Student Food Council. These teens will help to lead a pilot project that aims to engage all students in appreciating the diversity of culture and food traditions.

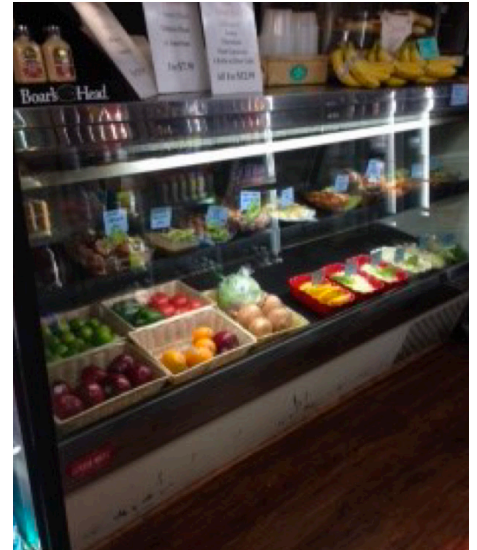


Long Island Region CCE Suffolk County

Healthy Food is Just Around the Corner:

Expanding Healthy Options at Local Corner Stores

Priority corner store locations were selected based on food deserts, targeted schools and social marketing presence. As a result of ESNYLI programming, the stores now showcase healthy offerings with new grocery store shelf signs, a metal post sign and fruit and vegetable vinyl cling window signs were installed. Our educators have facilitated significant modifications to the stores display of fruits and vegetables, offering low fat milk choices, promoting water consumption with the goal to reduce sugary beverages and the posting of healthy messages in prominent locations throughout the stores. A “healthy corner display” was set up in the front of the store where grab and go veggies, fruits, whole grain and low fat protein options are available. Sales of healthy options using SNAP benefits was increased as a result of the Corner Store initiative.



Finger Lakes Region CCE Wayne County

Making a Difference in Communities: Andrews Terrace, public housing in Rochester, Monroe County

A collaboration with Andrews Terrace, a low-income, apartment complex assisted over 500 residents in the City of Rochester, which improved access to affordable produce and built skills and confidence among participants to select and prepare fruits and vegetables. We worked with staff and residents to refurbish, plant and harvest 18 roof top raised beds with signage in English and Spanish. In addition, Foodlink’s mobile curbside market was located at the Andrew’s Terrace once a week, where residents used their SNAP benefits to purchase produce. FLESNY nutrition educators provided nutrition and food preparation activities at both venues.



SNAP Food Aid Program Tied to Lower Health Spending for Poor – Reuters, September 25, 2017

A study published in JAMA Internal Medicine reports that **SNAP participation was associated with about \$1,400 less in average health care costs per low-income adult.** “The newest and most surprising thing here is that SNAP, which is not a healthcare program, nevertheless seems to have an effect on healthcare costs,” said Seth Berkowitz of Massachusetts General Hospital and Harvard Medical School, the study’s lead author.

SNAP is Linked with Improved Nutritional Outcomes and Lower Health Care Costs- Center on Budget and Policy Priorities- 2018

SNAP improves food security, offers benefits that enable families to purchase healthier diets, and frees up resources that can be used for health-promoting activities and needed medical care.

SNAP is linked with reduced health care costs. On average, low-income adults participating in SNAP incur about \$1,400, or nearly 25 percent, less in medical care costs in a year than low-income non-participants. The difference is even greater for those with hypertension (nearly \$2,700 less) and coronary heart disease (over \$4,100 less).

Eat Smart New York State Cabinet

**Cornell
Cooperative
Extension**

