Maryland SNAP-Ed Produces Change:
FSNE Impact Data Talking Points

The University of Maryland Extension Food Supplement Nutrition Education (FSNE) Program provides nutrition education to low-income Maryland residents. The goal of the educational programming is to improve the health and well-being of SNAP-eligible participants by encouraging healthy choices and active lifestyles. This document highlights nutrition-related behavioral changes as reported by participants in FSNE programming.

The FSNE Impact Data Talking Points document presents impact data first by audience (adult or youth) and then by the specific nutrition education curriculum that was utilized with the target audience. Primarily, FSNE-specific data is aggregated by the most recent two program years in order to present a comprehensive picture of programmatic impacts. Some curricula (those that are being revised or were newly adopted) utilize a different reporting timeframe. This distinction is noted in the document with an asterisk (*) and the timeframe is detailed within the accompanying talking points. Finally, the document concludes with general talking points from national health organizations. These statements provide the foundation for FSNE programming and serve as reference points for behavioral change goals.
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General Talking Points

FSNE Adult Talking Points

Adult participants in FSNE nutrition education classes increase their daily servings of fruits and vegetables by one full serving (a 30% increase), from a total of 3.3 servings before the program to 4.3 servings after the program.

Following FSNE nutrition education programs, 26% more adult participants report consuming fruits and vegetables every day for snacks.

Adults participating in FSNE nutrition education programs eat a daily variety of fruits and vegetables. 4 out of 10 adults eat more than one type of fruit often or every day, while 6 out of 10 adults eat more than one type of vegetable often or every day.

64% of adults who participate in FSNE nutrition education classes report regularly eating 2 or more vegetables with their main meal.
FSNE Youth Talking Points

After participating in FSNE nutrition education programs, more than 8 out of 10 (84%) students report consuming at least one fruit the previous day while 7 out of 10 (71%) consume at least one vegetable during that same time period.

Students make their own food selections at school meals. The majority of students participating in FSNE nutrition education programs report regularly eating fruits (96%) and vegetables (79%) with lunch.

Almost 30% of youth participants in FSNE nutrition education programs try at least one new vegetable during their time in the program; an additional 20% of youth try at least one new fruit or whole grain product.

Youth who participate in FSNE nutrition education curricula report significant increases in their preference for healthy foods, especially vegetables and whole grain foods—83% of youth report liking vegetables and 93% of youth report liking whole grain foods.
FSNE Impact Data Talking Points

FSNE Curriculum-Specific Talking Points

1-2-3 Feed Me! Talking Points*

After participating in the first program year of 1-2-3 Feed Me! training, 94% of childcare providers report plans to role model healthy eating for the children in their care.

1-2-3 Feed Me! participants increase their plans to incorporate healthy eating into their childcare setting.

- Childcare providers’ plans to eat with the children in their care increased from 68% before the program to 84% after the program.
- Almost 8 out of 10 participants report plans to cook or prepare healthy foods with the children in their care after the course, an increase of 75%.
- 82% of participants plan to regularly eat the same foods as the children in their care.

After the 1-2-3 Feed Me! training, participants plan to give children more responsibility in determining when they are full and how much they eat.

- 97% of participants plan to regularly pay attention to children’s satiety cues.
- 79% plan to stop telling children to eat all of the food on their plates.

* Reporting timeframe is one program year.
Color Me Healthy Talking Points

Youth often learn healthy behaviors by watching important people in their lives demonstrate such behaviors. Teachers who are trained to implement Color Me Healthy report a significant increase in their role modeling of healthy behaviors, including drinking water and choosing fruits or vegetables as snacks.

Teachers who are trained to implement Color Me Healthy pass along more healthy eating information to their students’ parents or caregivers, extending the reach of FSNE into students’ homes.

Teachers who use Color Me Healthy in their classrooms change their teaching behaviors to encourage positive nutrition and physical activity among their students— they offer more physical activity breaks to students, introduce more fruits and vegetables through classroom lessons or activities, and involve students in more healthy food preparations and tastings.
Cooking Matters at the Store Talking Points*

Participants in FSNE-led *Cooking Matters at the Store* tours intend to positively change their food shopping and purchasing behaviors. The first year of FSNE tour data revealed:

- 68% of participants intend to regularly read ingredient lists to find whole grains.
- 66% of participants intend to compare unit prices to find the best deals.
- 59% plan to compare food labels to make healthy choices.

* Reporting timeframe is one program year.
**Eating Smart, Being Active Talking Points**

Adult participants in *Eating Smart, Being Active* sessions increased their daily servings of fruits and vegetables by 41%, for an average of 5 servings consumed per day.

56% more adults report consuming fruits and vegetables every day for snacks following their participation in *Eating Smart, Being Active* sessions.

Adults participating in *Eating Smart, Being Active* sessions increase the variety of both fruits and vegetables they consume. Almost ½ of adults regularly eat 2 or more types of fruits daily, while more than ¾ of adults regularly eat 2 or more types of vegetables each day.

70% of adult participants in *Eating Smart, Being Active* lessons report eating 2 or more vegetables most days with their main meal.
Eat Smart, Live Strong Talking Points

Senior participants in *Eat Smart, Live Strong* sessions increased their daily servings of fruits and vegetables by 44%, for an average of four servings consumed per day.

Following participation in *Eat Smart, Live Strong* programming, 53% more seniors report consuming fruits and vegetables often or every day for snacks.

Seniors participating in *Eat Smart, Live Strong* sessions consume an increased variety of vegetables. 96% of participants report at least sometimes eating 2 or more types of vegetables throughout the day.
Feeding for Healthy Eating Talking Points

90% of Feeding for Healthy Eating participants report always or often telling their preschool-aged child it is okay to stop eating when the child indicates that she/he is full, an increase of 15% from before the program.

Almost 90% of Feeding for Healthy Eating participants report often or always offering their preschool-aged child a new food a second time even if they did not like it the first time it was offered, a 10% increase from before the program.
**Fruits & Veggies: Fabulous Foods! Talking Points**

Adult participants in *Fruits & Veggies: Fabulous Foods!* sessions consume significantly more servings of fruits and vegetables after program participation. On average, adults report eating 4 daily servings of fruits and vegetables – 2 servings of fruits and 2 servings of vegetables.

Following *Fruits & Veggies: Fabulous Foods!* sessions, 28% more adult participants report consuming fruits and vegetables often or every day for snacks.

Adults who participate in *Fruits & Veggies: Fabulous Foods!* sessions significantly increase the daily variety of fruits and vegetables they consume. After program participation, 39% of adults report often consuming 2 or more types of fruits each day, while 54% report often consuming 2 or more types of vegetables each day.

After participating in *Fruits & Veggies: Fabulous Foods!* programs, 6 out of 10 adults report regularly consuming 2 or more vegetables with their main meal, an increase of 34% from before the program.
Growing Healthy Habits Talking Points

More than ½ of youth (54%) who participate in Growing Healthy Habits try one or more vegetables for the first time during the program – zucchini and summer squash are the most popular new vegetables tried by students.

Almost ¼ of youth participants (24%) in Growing Healthy Habits try at least three new vegetables during their time in the program.

Students have multiple opportunities to grow and taste vegetables during the Growing Healthy Habits program. After participating in the program, youth report an increased preference for 10 of the 16 (63%) vegetables they tasted, all of which can be grown locally in Maryland.

Teachers report that students increasingly share nutrition information with their family and friends and consume more fruits and vegetables after participating in the Growing Healthy Habits curriculum.

Youth often learn healthy behaviors by watching important people in their lives demonstrate such behaviors. Teachers who are trained to implement Growing Healthy Habits report a significant increase in their modeling of healthy behaviors, including drinking water and choosing fruits or vegetables as snacks.

3 out of 4 teachers report wide-reaching impacts of Growing Healthy Habits beyond the classroom, influencing changes in the cafeteria and school policies, as well as the eating habits of students both inside and outside of school.

Students participating in Growing Healthy Habits programs show an increased interest in the nutritional value of the foods they consume.
*Grow It, Try It, Like It Talking Points*

Teachers who were trained to implement *Grow It, Try It, Like It* in its first year of programming report a significant increase in their modeling of healthy behaviors, including drinking water and choosing fruits or vegetables as snacks.

Teachers who use the *Grow It, Try It, Like It* curriculum change their teaching practices to encourage positive nutrition behaviors among their students – they incorporate nutrition into their existing subject areas, use MyPlate to plan snacks for their students and involve their students in growing fruits or vegetables in an outdoor or container garden.

*Grow It, Try It, Like It* teachers report that the impacts of their gardening-based lessons extend beyond the classroom environment - 88% of teachers advocate for changes that support a school focus on nutrition and physical activity for students after implementing the curriculum.

* Reporting timeframe is one program year.
Healthy Cents Talking Points

Healthy Cents participants express a strong desire to improve their nutrition and food shopping skills. After participating in Healthy Cents, adults intend to more frequently:

- Eat a variety of fruits and vegetables
- Consume a greater number of fruits and vegetables
- Plan meals and snacks ahead of time
- Make single servings from larger quantities of food
- Eat before shopping to avoid buying extra food items
- Buy store brands
- Create and use a grocery list
- Use coupons
- Make unit price comparisons.
**Integrating Nutrition into the School Curriculum Talking Points**

After completing the 30-hour *Integrating Nutrition into the School Curriculum* (INC) course, a majority of teachers report regularly integrating a nutrition lesson (70%) or physical activity lesson (86%) into classroom activities across a variety of subjects, including art/music, language arts, math, science, health, and social studies.

Teachers who integrate nutrition education lessons into their classroom activities report high levels of student engagement and interest. 63% of teachers report that students often or always share examples of healthy eating or physical activity with their classmates after participating in the integrated lessons.

93% of teachers who integrate nutrition into their classroom report that they often or always model healthy behaviors for their students by drinking water or eating fruits and vegetables as snacks.

INC teachers report that the impacts of their integrated lessons extend beyond the classroom environment- 1/3 of teachers increasingly share healthy eating information with students’ families, while more than ½ of teachers advocate for changes that support a school focus on nutrition and physical activity for students after participating in the training course.
**Market to Mealtime Talking Points**

Almost 100% of *Market to Mealtime* participants who attend events with recipe demonstrations report that they enjoyed the way the recipe tasted; 91% believe their families would like the recipe as well.

A majority of *Market to Mealtime* participants report that they plan to use the knowledge gained during the sessions.

- 9 out of 10 participants (92%) plan to buy or choose the produce they learned about from FSNE educators.
- 5 out of 10 participants (52%) plan to take home a new fruit or vegetable they had not tried before the nutrition education.

93% of *Market to Mealtime* participants plan to use the fruits and vegetables they obtain from farmers’ markets or food banks in the meals and snacks they prepare throughout the week; 63% of participants plan to involve their families in preparing these foods.

After participating in *Market to Mealtime*, 63% of participants take home MORE fruits and vegetables than they typically bring home from other food purchase or selection sites.
Media Smart Youth Talking Points

81% of Media Smart Youth participants report feeling confident in their ability to select fruits and vegetables in the school cafeteria, a 10% increase from before the program.

After participating in Media Smart Youth, almost 7 out of 10 (68%) students report consuming at least one vegetable the previous day while more than 8 out of 10 (81%) consume at least one fruit during that same time period.

Media Smart Youth participants report high taste preferences for healthy foods. After program participation, 75% report liking vegetables, 88% report liking whole grain foods, and 90% report liking fruits.

Almost 30% of Media Smart Youth participants report trying 2 or more new healthy foods during their time in the program.
Youth participants in *Nutrition Nuggets* programming report a significant increase in their preference for healthy foods, especially vegetables, whole grain foods, and fruits, after participating in the program – 86% report liking vegetables, 97% report liking whole grain foods, and 98% report liking fruits.

After participating in *Nutrition Nuggets*, 54% of youth report consuming at least two fruits the previous day; 44% of youth report always eating fruit with their lunchtime meal.
Nutrition to Go! Talking Points

Adult participants in Nutrition to Go! lessons report strong intent to seek out the calorie content of their meals and beverages and to make healthy decisions based on this nutrition information.

After participating in Nutrition to Go! lessons, adults report plans to significantly increase the amount of healthy beverages they consume by choosing water and unsweetened beverages over less healthy options like soda; drinking water with meals, snacks, and throughout the day; and seeking out the nutrition information and calorie content of the beverages they drink.

Nutrition to Go! participants increase their plans to implement smart shopping strategies, such as using a list when food shopping, comparing unit prices, planning ahead for weekly meals, and reading sales flyers.
Read for Health Talking Points

Teachers who are trained to implement Read for Health pass along more healthy eating information to their students’ parents or caregivers, extending the reach of FSNE into students’ homes.

Teachers who use the Read for Health curriculum change their teaching practices to encourage positive nutrition behaviors among their students – they introduce more new fruits or vegetables to students, provide more opportunities to taste fruits or vegetables in their classrooms, and ask students to share examples of their healthy eating and physical activities at home and school with their classmates.
**ReFresh Talking Points**

After participating in ReFresh, 8 out of 10 (83%) students report consuming at least one fruit the previous day while 7 out of 10 (71%) consume at least one vegetable during that same time period.

Youth who participate in ReFresh make healthy choices regarding their lunchtime meals. 95% of students report regularly eating fruit with lunch, while 81% report regularly consuming vegetables at their lunchtime meal.

Youth who participate in ReFresh report significant increases in their preference for vegetables and whole grain foods – 86% report liking vegetables and 94% report liking whole grain foods after participating in the curriculum.
*Serving Up MyPlate* Talking Points*

After participating in the first program year of *Serving Up MyPlate*, 8 out of 10 (82%) youth report at least sometimes eating vegetables for lunch, a 23% increase from before the program.

*Serving Up MyPlate* youth participants report increased confidence in their ability to prepare their favorite fruits and vegetables at home. After the program, 82% of youth say they could prepare these foods at home, a 12% increase from before the program.

Youth who participate in *Serving Up MyPlate* report significant increases in their preference for healthy foods, particularly fruits and whole grain foods – 98% report liking fruits and 95% report liking whole grain foods after participating in the curriculum.

* Reporting timeframe is one program year.
Text2BHealthy Talking Points

Text2BHealthy parents and their children are eating a significantly wider variety of fruits at the end of the school year than at the beginning of the year. 58% of parents report often or always eating more than one kind of fruit daily, and 68% of parents say their child is doing the same.

Text2BHealthy parents and their children are eating a significantly greater variety of vegetables at the end of the school year than at the beginning of the year. 65% of Text2BHealthy parents report often or always eating more than one kind of vegetable each day, and 61% of parents say their child is doing the same.

Parents are significantly more likely to report eating 2 or more vegetables at their main meal after participating in Text2BHealthy. 54% of Text2BHealthy parents report eating 2 or more vegetables at their main meal often or every day, and 49% of parents say their child is doing the same.

Text2BHealthy parents and their children are engaging in significantly more physical activity after participating in the program. Parents report spending an average of 6.1 hours per week (or 52 minutes per day) engaged in physical activity; further, their children are physically active an average of 5.1 days per week.
Up for the Challenge Talking Points

Youth who participate in *Up for the Challenge* report significant increases in their preference for healthy foods, particularly fruits and whole grain foods – almost 100% report liking fruits and 91% report liking whole grains.

Youth who participate in *Up for the Challenge* report trying more healthy foods during their time in the program. In particular, youth participants tried a significantly higher number of vegetables and whole grain foods after the program than before.
Walkways Talking Points*

Across four years of programming, Walkways participants significantly increase the number of daily steps they take – adults who participate in at least 4 sessions report an average increase of 182 steps per day.

Adult participants in Walkways plan to improve their physical activity behaviors by engaging in at least 30 minutes of daily physical activity and by making small changes, such as taking the stairs and parking further away from their destination.

After participating in Walkways, adults plan to maintain a healthy weight by choosing smaller portions of food and by balancing the calories they consume with the physical activity they complete.

* Reporting timeframe is four program years.
Youth Gardening for Nutrition Teacher Training Talking Points

Teachers who integrate gardening for nutrition education lessons into their classroom activities report strong plans to increase their students’ levels of engagement in healthy classroom behaviors.

- 57% of teachers report that they plan to often or always involve students in preparing healthy foods in the classroom.
- 70% intend to regularly involve their students in growing fruits or vegetables in an outdoor or container garden.

57% of teachers who integrate gardening for nutrition lessons into their classroom report plans to often or always share healthy recipes with students’ families.

Youth Gardening for Nutrition teachers report plans to increase their focus on physical activity — 96% plan to make physical activity fun through the use of games, while 88% plan to regularly provide physical activity breaks to their students during class.
General Nutrition Statements from National Health Organizations

The *Dietary Guidelines for Americans, 2010* recommends that Americans eat more fruits and vegetables as part of a healthy diet.

MyPlate food guidance emphasizes the need to “focus on fruits” and “vary your vegetables” as building blocks for a healthy diet.

16.3% of Maryland Farmers’ Markets accept SNAP benefits (CDC State Indicator Report, 2013).

36.4% of Maryland adults report they consume fruits and vegetables less than one time a day (CDC State Indicator Report, 2013).

Only about 25% of Americans get the recommended amount of fruits and vegetables. According to some estimates, 18% of men and 21% of women consume less than 1 serving of vegetables each day and approximately 50% of people consume less than 1 serving of fruit each day (Nutrition Decisions Text, p. 94).

Note:

- CDC/ BRFFS gathers data based on times per day
- NHANES uses cups
- USDA uses pounds and ounces per capita