How Maryland SNAP-Ed Reached Participants in FY14

FSNE Process Data Talking Points

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How Maryland SNAP-Ed Reached Participants in FY14:  
FSNE Process 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 the reach of FSNE nutrition education programming in federal fiscal year (FY) 2014. The FSNE Process Data Talking Points document presents general, all-encompassing program data as well as curriculum-specific process data.
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FSNE reached over 33,100 low-income participants in FY14, and made over 256,000 contacts with those individuals through series of nutrition education programming.

Of the more than 33,100 individuals reached through FSNE nutrition education in FY14, 77% were youth and 23% were adults.

In FY14, FSNE educators spent almost 9,250 hours delivering nutrition education to low-income residents throughout Maryland.

In FY14, FSNE reached individuals throughout the lifespan with nutrition education – preschool-aged youth (21% of total participants), school-aged youth (55%), adults (22%), and seniors (2%).

FSNE reached over 6,500 adult participants in FY14, making almost 17,300 total adult contacts through series of nutrition education classes.

FSNE reached over 25,300 youth participants in FY14, making a total of 235,945 contacts through series of nutrition education classes.

MD FSNE trained almost 1,200 collaborating partners to administer lessons from 17 different nutrition education programs to low-income individuals and families. In FY14, teachers/collaborating partners alone provided education to almost 40% (12,779 individuals) of the total participants reached by FSNE.

In addition to direct education events, FSNE employs other indirect strategies to access and meet the needs of low-income Maryland families. In FY14, FSNE delivered nutrition education through several methods: print materials, such as recipe cards, newsletters, and educational fliers (483,620 items); informational text messages (167,611 messages); and informational email messages (48,544 messages).

FSNE utilizes diverse multimedia strategies to reach the target audience. In FY14, the FSNE Eat Smart website garnered an average of 1,018 unique page views per month, whereas the FSNE Eat Smart blog received an average of 1,485 hits per month.
FSNE Curriculum-Specific Talking Points

1-2-3 Feed Me! Talking Points

In FY14, 1-2-3 Feed Me! was used to educate 104 childcare providers throughout Maryland. The continuing education course, which is offered as either a two or three-hour session, empowers childcare providers to implement healthy feeding practices with the children in their care.

Of the childcare providers reached by FSNE in FY14, 53% reported working in child care facilities, 18% worked in Head Start or Judy Centers, and 29% worked in family day care homes.
Color Me Healthy Talking Points

Color Me Healthy was used with over 1,400 youth in FY14 - 66% of the youth reached were under the age of five.

In FY14, FSNE educators trained 17 teachers to implement Color Me Healthy lessons in their classrooms.
**Cooking Matters at the Store Talking Points**

Share our Strength’s *Cooking Matters at the Store* program offers guided grocery store tours that empower families to make healthy and affordable choices at the supermarket. In FY14, Maryland FSNE conducted 25 guided store tours with over 150 adult participants throughout the state.

Maryland grocery store tours draw statewide and national media attention, as well as appearances by local political figures, including Baltimore City Mayor Stephanie Rawlings-Blake, who endorse this food security initiative.
Eating Smart, Being Active Talking Points

In FY14, more than 310 adults were reached through *Eating Smart, Being Active* sessions.

FSNE trained 40 collaborating partners in FY14 to administer *Eating Smart, Being Active* lessons to their community participants.
**Eat Smart, Live Strong Talking Points**

In FY14, almost 90 seniors participated in *Eat Smart, Live Strong* nutrition education sessions.

On average, senior participants attended a total of two, 45-minute sessions of *Eat Smart, Live Strong* programming in FY14.
Feeding for Healthy Eating Talking Points

In FY14, FSNE educators taught *Feeding for Healthy Eating* classes to more than 300 parents throughout five Maryland counties.

One hundred and thirty-five adults chose to participate in text/email message reinforcements of *Feeding for Healthy Eating* class content; 73% of these adults remained in the text/email message component of the program throughout its duration.
**Fruits & Veggies: Fabulous Foods! Talking Points**

In FY14, FSNE reached 215 adults with *Fruits & Veggies: Fabulous Foods!* nutrition education sessions.

FSNE educators trained 20 collaborating partners to administer *Fruits & Veggies: Fabulous Foods!* lessons with low-income adult audiences.

In FY14, FSNE educators and trained trainers taught almost 90 *Fruits & Veggies: Fabulous Foods!* sessions in four Maryland counties.
Growing Healthy Habits Talking Points

In FY14, Growing Healthy Habits was delivered in over 75 classrooms in 10 Maryland counties and Baltimore City, as well as after school clubs, day camps and childcare programs.

In FY14, FSNE trained 68 teachers throughout Maryland on integrating Growing Healthy Habits and gardening activities into the classroom.

Since Growing Healthy Habits was launched in 2010, more than 11,370 Maryland youth have participated in FSNE-supported programs using this curriculum.

Since 2011, almost 200 teachers have been trained to use the Growing Healthy Habits curriculum through 1.5 to 3 hour sessions provided by FSNE.

Students participating in Growing Healthy Habits have between 5 and 8 opportunities to assist with preparing healthy recipes using locally grown produce.

Throughout the school year, students participating in Growing Healthy Habits programs receive an average of 360 minutes of gardening for nutrition lessons.

FSNE has worked with collaborating partners to create and support more than 80 school and community gardens across the state.
Grow It, Try It, Like It Talking Points

Grow It, Try It, Like It was used with over 420 preschool-aged youth across the state in FY14.

In FY14, FSNE educators trained almost 50 teachers to implement Grow It, Try It, Like It lessons on their own.
Healthy Cents Talking Points

In FY14, Healthy Cents reached almost 430 low-income participants in nearly $\frac{1}{3}$ of the counties in Maryland.

Maryland FSNE educators trained 50 collaborating partners to administer Healthy Cents lessons in their agencies.
**Integrating Nutrition into the School Curriculum** Talking Points

In FY14, FSNE educators reached 87 teachers through the 30-hour *Integrating Nutrition into the School Curriculum* (INC) course. The continuing education course educates teachers on the process of integrating nutrition and physical activity lessons into their classroom activities, in an effort to enhance student health behaviors, classroom practices, and the larger school environment.

Teachers who completed the INC training course reached over 3,700 low-income participants and made over 43,000 contacts with participants through nutrition education programming in FY14.
Market to Mealtime Talking Points

In FY14, FSNE educators conducted more than 90 Market to Mealtime events at food banks and farmers’ markets across the state. At these events, educators facilitated recipe demonstrations, seasonal displays, and food tastings to encourage low-income families to acquire and consume healthy, seasonal produce.

FSNE delivered more than 7,200 total print materials, including recipe cards and Market to Mealtime handouts, to Farmers’ Market shoppers and food bank recipients in FY14.
**Media Smart Youth Talking Points**

In FY14, FSNE educators reached 224 youth through *Media Smart Youth*, a curriculum that uses media awareness to promote healthy nutrition and physical activity behaviors.

FSNE educators taught 49, 30-minute *Media Smart Youth* sessions in community and after school settings during FY14.
**Nutrition Nuggets Talking Points**

In FY14, over 1,700 school-aged youth were reached through the *Nutrition Nuggets* curriculum.

FSNE educators trained 58 collaborating teachers to implement *Nutrition Nuggets* lessons and activities in their classrooms.
FSNE educators reached over 1,000 adults throughout Maryland through Nutrition to Go! display-based nutrition education in FY14. Nutrition to Go! displays serve as the basis for short, 15-minute lessons on various nutrition and physical activity concepts, such as low-fat milk, single serving containers, beverages, cooking with kids, family meals, and menu labeling.

Nutrition to Go! displays were delivered to adults in a variety of settings in FY14: substance abuse rehabilitation centers; adult care homes; behavioral health organizations; emergency food assistance sites; elderly service centers; and head start parent programs.
Read for Health Talking Points

In FY14, Read for Health, a curriculum that uses language arts as a vehicle to teach nutrition and physical activity, reached almost 10,900 youth in Maryland schools and Head Start/Judy Centers.

Read for Health targets Pre-K through elementary-aged youth with health messages reinforced through activities, food tastings, and newsletters sent to families. In FY14, Maryland FSNE educators taught 460 teachers and support staff to deliver the program.
ReFresh Talking Points

In FY14, ReFresh reached over 1,800 youth through a series of eight nutrition education lessons coinciding with the school year.

In FY14, FSNE educators trained 54 teachers to deliver the ReFresh curriculum in their schools.
Serving Up MyPlate Talking Points

In its first year, Serving Up MyPlate reached over 500 school-aged youth with messages about nutrition and healthy eating.

In FY14, FSNE educators taught 140, 45-minute Serving Up MyPlate sessions in 4 Maryland counties.
Text2BHealthy Talking Points

Text2BHealthy reaches approximately 2,500 parents across the state of Maryland with nearly 100 text messages over the course of the school year.

Text2BHealthy reaches parents of elementary school children in 15 schools across five Maryland counties and Baltimore City.

Text2BHealthy reaches an average of 33% of the parent population at participating schools.
Up for the Challenge Talking Points

FSNE educators reached almost 1,000 youth through Up for the Challenge in FY14.

FSNE educators taught 36 collaborating teachers how to administer lessons from Up for the Challenge in FY14.

In FY14, FSNE educators taught almost 150 Up for the Challenge sessions in 7 Maryland counties.
**Walkways Talking Points**

In FY14, *Walkways* was used with over 70 adults and seniors in elderly service centers and substance abuse rehabilitation centers. *Walkways* promotes walking and healthy eating through the use of dialogue learning, activities, and group interaction.
Youth Gardening for Nutrition Teacher Training Talking Points

In FY14, FSNE trained 64 teachers throughout Maryland on integrating Growing Healthy Habits and other gardening curricula into the classroom through an intensive, 30-hour course that counts as two continuing professional development credits with the Maryland State Department of Education (MSDE).

Youth Gardening for Nutrition Teacher Training courses were administered in five Maryland counties during FY14.