Maryland SNAP-Ed:
Reaching Participants in FY16

Talking Points • FSNE Process Data
How Maryland SNAP-Ed Reached Participants in FY16:
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) 2016. The FSNE Process Data Talking Points document presents general, all-encompassing program data as well as curriculum-specific process data.
# Table of Contents

**General FSNE Process Data Talking Points**

- FSNE Curriculum-Specific Talking Points ................................................................. 4
  - 1-2-3 Feed Me! Talking Points ............................................................................... 4
  - Champions for Healthy Kids Talking Points ............................................................ 5
  - Color Me Healthy Talking Points .......................................................................... 6
  - Cooking Matters at the Store Talking Points ......................................................... 7
  - Feeding for Healthy Eating Talking Points ............................................................ 8
  - Growing Healthy Habits Talking Points .................................................................. 9
  - Growing Healthy Habits for a Lifetime Talking Points ......................................... 10
  - Grow It, Try It, Like It Talking Points .................................................................... 11
  - Healthy Cents Talking Points ................................................................................ 12
  - Market to Mealtime Talking Points ....................................................................... 13
  - Nutrition Nuggets Talking Points ........................................................................... 14
  - Nutrition to Go! Talking Points ............................................................................... 15
  - Read for Health Talking Points ............................................................................. 16
  - ReFresh Talking Points .......................................................................................... 17
  - Text2BHealthy Talking Points ............................................................................... 18
  - Text4HealthyTots Talking Points ......................................................................... 19
General FSNE Process Data Talking Points

FSNE reached 26,398 low-income participants in FY16, and made over 197,600 contacts with those individuals through nutrition education series programming.

Of the more than 26,300 individuals reached through FSNE nutrition education in FY16, 84% were youth and 16% were adults.

In FY16, FSNE educators spent more than 7,425 hours delivering nutrition education to low-income residents throughout Maryland.

In FY16, FSNE reached individuals throughout the lifespan with nutrition education: preschool-aged youth (27% of total participants), school-aged youth (57%), adults (15%), and seniors (1%).

FSNE reached over 2,950 adult participants in FY16, making 7,005 total adult contacts through series of nutrition education classes.

FSNE reached over 22,100 youth participants in FY16, making a total of 188,932 contacts through series of nutrition education classes.

MD FSNE trained 1,329 collaborating partners to conduct lessons from 15 different nutrition education curricula with low-income individuals and families. In FY16, teachers/collaborating partners alone provided education to almost ¼ (5,861 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 FY16, FSNE distributed almost 803,000 indirect educational resources to participants, including recipe cards, newsletters, and educational fliers (589,277 items); informational text messages (171,699 messages); and informational email messages (41,994 messages).

FSNE utilizes diverse multimedia strategies to reach target participants. In FY16, the FSNE Eat Smart website garnered a total of 29,548 unique page views, whereas the FSNE Eat Smart blog received a total of 5,629 hits throughout the year.
FSNE Curriculum-Specific Talking Points

1-2-3 Feed Me! Talking Points

In FY16, 1-2-3 Feed Me! was used to educate 72 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 and role model healthy behaviors with the children in their care.

All of the childcare providers reached by FSNE in FY16 reported working in child care facilities: 76% as childcare providers/teachers; 9% as center directors/managers; and 3% in other childcare roles.
Champions for Healthy Kids Talking Points

In FY16, Champions for Healthy Kids was used to educate 78 out of school youth program providers throughout Maryland. This training empowers providers to improve the out of school environment for their program participants by encouraging healthy eating and increased physical activity.
Color Me Healthy Talking Points

Color Me Healthy was used with over 600 preschool-aged youth in FY16.

In FY16, FSNE educators trained 13 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 FY16, Maryland FSNE conducted 33 guided store tours with 99 adult participants throughout the state.
Feeding for Healthy Eating Talking Points

In FY16, FSNE educators taught Feeding for Healthy Eating classes to 312 parents throughout eight Maryland counties.

Fifty-one adults chose to participate in text/email message reinforcements of Feeding for Healthy Eating class content; 80% of these adults remained in the text/email message component of the program throughout its duration.
Growing Healthy Habits Talking Points

In FY16, Growing Healthy Habits was delivered in approximately 75 classrooms in 14 Maryland counties, as well as after school clubs, day camps and childcare programs.

In FY16, FSNE trained 112 teachers throughout Maryland on integrating Growing Healthy Habits and gardening activities into the classroom.

Since Growing Healthy Habits was launched in 2010, more than 16,700 Maryland youth have participated in FSNE-supported programs using this curriculum.

Since 2011, 308 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.

FSNE has worked with collaborating partners to create and support more than 150 school and community gardens across the state.
Growing Healthy Habits for a Lifetime Talking Points

In its pilot year in FY16, Growing Healthy Habits for a Lifetime reached 127 low-income adult and senior participants across the state.
Grow It, Try It, Like It Talking Points

Grow It, Try It, Like It was used with 570 preschool-aged youth and 200 kindergarten students across the state in FY16.

In FY16, FSNE educators trained 56 teachers to implement Grow It, Try It, Like It lessons in their classrooms.
Healthy Cents Talking Points

In FY16, Healthy Cents reached 430 low-income participants in nine Maryland counties.

Maryland FSNE educators trained 23 collaborating partners to deliver Healthy Cents lessons, which focus on food resource management skills and concepts, in their agencies.
Market to Mealtime Talking Points

In FY16, FSNE educators conducted more than 80 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 select, prepare, and consume more fruits and vegetables.

FSNE delivered more than 150 unique educational print materials, including recipe cards and Market to Mealtime handouts, to 17,190 Farmers’ Market shoppers and food bank recipients in FY16.

In FY16, FSNE educators conducted one-hour Market to Mealtime lessons with 864 participants in libraries, Judy Centers, and elderly service centers throughout Maryland.

In FY16, FSNE trained 91 volunteers to deliver Market to Mealtime education at farmers’ markets and food pantries throughout the state.
**Nutrition Nuggets Talking Points**

In FY16, over 620 school-aged youth in 11 Maryland counties were reached through the *Nutrition Nuggets* curriculum.

Youth participants received an average of five, 50-minute *Nutrition Nuggets* sessions conducted by FSNE educators and trained collaborators in FY16.
**Nutrition to Go! Talking Points**

FSNE educators reached 443 adults throughout Maryland through *Nutrition to Go!* display-based nutrition education in FY16. *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 made available to adults in a variety of settings in FY16, including behavioral health and rehabilitation centers (1 unique site); adult education and job training sites (1); Head Start Centers (4); and school-sponsored parent events (12).
Read for Health Talking Points

In FY16, Read for Health, a curriculum that uses language arts as a vehicle to teach nutrition and physical activity, reached over 12,250 youth in Maryland schools and Head Start/Judy Centers.

Edible ABCs, an appendix of Read for Health, was used to teach an additional 1,241 preschool-aged youth about healthy foods that start with each letter of the alphabet; 1/3 of these youth were reached through Edible ABCs lessons alone, while the remaining 2/3 of youth were reached through a combination of Edible ABCs and Read for Health lessons.

Read for Health targets Pre-K through elementary-aged youth with health messages reinforced through learning activities, food tastings, and newsletters sent to families. In FY16, Maryland FSNE educators taught 645 teachers and support staff to deliver Read for Health lessons (either alone or in combination with Edible ABCs).
**ReFresh Talking Points**

In FY16, over 1,660 youth were reached through *ReFresh*, a series of monthly nutrition education lessons coinciding with the school year.

In FY16, FSNE educators and trained collaborators taught 724, 50-minute *ReFresh* lessons in seven Maryland counties.
Text2BHealthy Talking Points

Text2BHealthy reaches over 2,200 parents across the state of Maryland with approximately 80 text messages over the course of the school year.

Text2BHealthy reaches parents of elementary school children in 16 schools across six Maryland counties and Baltimore City.

Text2BHealthy reaches an average of 1/3 of the parent population at participating schools.
Text4HealthyTots Talking Points

Text4HealthyTots reaches nearly 300 parents across the state of Maryland with approximately 90 text messages over the course of the school year.

Text4HealthyTots reaches parents of preschool-aged children in 12 Maryland counties and Baltimore City.