Project: Supplemental Nutrition Assistance Program Education (SNAP-Ed)

Project Leader: Lisa Sullivan-Werner

Project Overview

The UMass Extension SNAP-Ed program is part of a national nutrition education effort funded through the US Department of Agriculture's Supplemental Assistance Program (SNAP). The overarching goal of SNAP-Ed is to provide nutrition education programs and activities that help adults and youth eligible for SNAP to establish healthy eating habits and physically active lifestyles. To achieve this goal, our nutrition education staff, based at UMass Amherst and in five field offices (Boston, Raynham, Lawrence, Springfield, and Worcester) are providing nutrition education to SNAP participants in five regions (West, Central, Northeast, East, and Southeast.) in partnership with over 50 collaborators throughout the Commonwealth.

Activity Summary – 2014

- Displays(247)
- Farmers' Market Food Demonstrations(128)
- Newsletters(4)
- Series of Workshops(1689)
- Single Session Workshops(298)

Total Educational contacts

<table>
<thead>
<tr>
<th></th>
<th>Adult Contacts</th>
<th>Youth Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Person</td>
<td>2,411</td>
<td>40976</td>
</tr>
<tr>
<td>Indirect Contacts (Print, Web, etc...)</td>
<td>100,844</td>
<td>37725</td>
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Narrative Summary and Impact

The Supplemental Nutrition Assistance Program Education (SNAP-Ed) provides nutrition education to SNAP participants and those eligible for SNAP. Nutrition education programs and activities assist SNAP participants to establish healthy eating habits and physically active lifestyles.

Staff in five field offices (Boston, Lawrence, Raynham, Springfield, and Worcester) and one subcontractor site (Barnstable County Cape Cod Cooperative Extension) reached 43,387 adult and youth participants with direct education, making a total of 156,251 direct nutrition education contacts in FY 2014. A total of 191,865 individuals were reached through indirect nutrition education methods (displays, farmers' market food demonstrations, leave-behind enrichment activities for school staff to use with children, newsletters, blog, and telephone Tip Line) in FY 2014.