

THE SNAP-ED DIFFERENCE

SNAP-Ed's goal is to make it easier for everyone to **eat healthy** and **be physically active**, in alignment with the most current recommendations.

In FFY 2022, SNAP-ED participated in	336	Policy, Systems and Environmental (PSE) activities	that reached 1,047,737 people
In FFY 2022, SNAP-ED conducted	176	Direct Education Programs	that reached 2,994 youth and 270 adults

ACTIVITIES AND PARTNERSHIPS

SNAP-ED WORKS EVERYWHERE IN THE COMMUNITY

SNAP-Ed's strong partnerships allow **Direct Education** and **Policy, System, and Environmental** activities to take place in a wide variety of locations throughout Washington State, increasing access for the people who most need it.

Community Engagement

"Working with trusted community members has shown promise in increasing the awareness and use of SNAP and SNAP Market Match. Sustaining this outreach effort for multiple years may be effective in saturating different communities' awareness of SNAP and allowing the use of farmers markets to be more common."

- Public Health Seattle/King County (King County)

Access to Healthy Foods

"The client choice shopping models put in place at Lacey and Olympia continue to be huge successes. The response from shoppers, volunteers, and staff is overwhelmingly positive. The atmosphere in the downtown building is noticeably different and is often commented upon by patrons."

- Thurston County Food Bank (Thurston County)

Physical Activity

"After encouragement and support from the Complete Streets Committee, as of October the City of Longview officially decreased the speed limit on most major city streets from 35mph to 25mph. A couple main streets in the Highlands were part of that reduction, including the street that goes by two elementary schools, which will make it safer for residents to participate in Active Transportation." - Cowlitz WSU (Cowlitz County)

Farm to Community

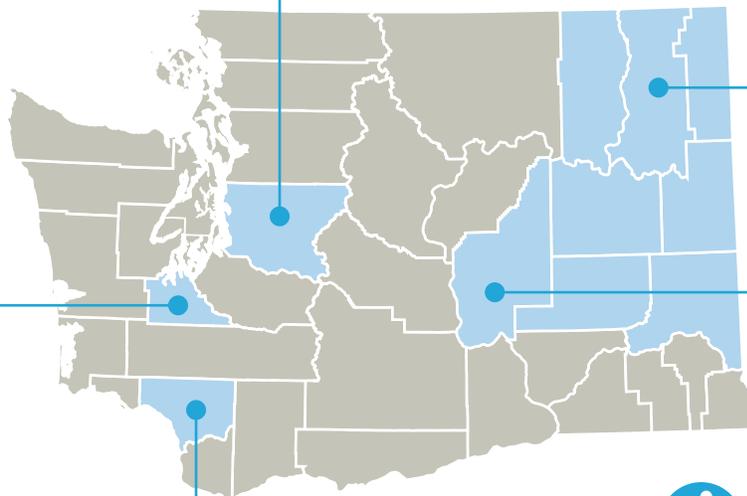
"This quarter we conducted year-end visits in our districts and were able to purchase adult meals when we were onsite during meal service. This allowed us to assess the quality of meals being served in person and we were blown away! ... We are so excited that these initiatives are successful and that we are seeing both high-quality made-from-scratch recipes and local foods being served in these school districts."

- NEW ESD 101 (Adams, Ferry, Lincoln, Pend Oreille, Spokane, Stevens, and Whitman Counties)

Direct Education

"At the last class I asked if [participants] liked the format ... where we sat around the table to learn ... Everyone liked it because they liked, 'getting a chance to share your opinions and ideas.' ... In the beginning, I had apprehension of changing my teaching style. But in the end, it is so successful and with what I see, achieving long-term results in healthier eating and healthier mental states."

- Mattawa Community Medical Clinic (Grant County)



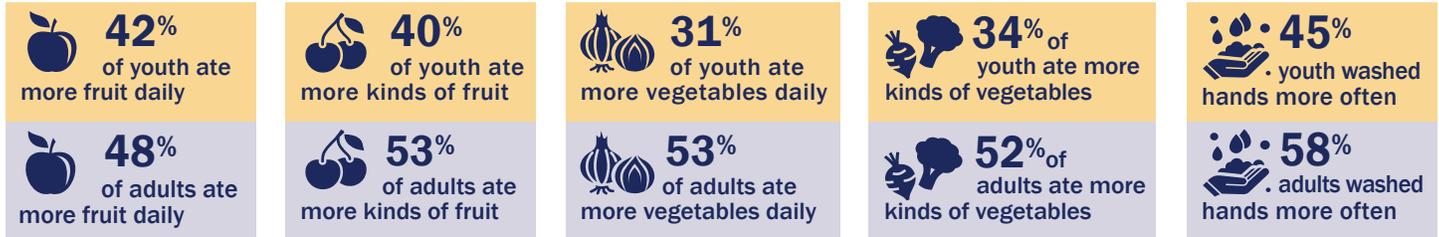
SNAP-ED 2022 Annual SNAPshot

EDUCATIONAL OUTCOMES

PARTICIPANTS

In 2022, SNAP-Ed direct education programs taught **270** adults and **2,994** youth in schools, local community organizations, housing sites, health care centers, and other settings across Washington state.

Percentages of participants who reported an increase in healthy behavior or maintained highest frequency are reflected below:



DIVERSE PARTNERSHIPS

TOP PARTNERSHIP SECTORS

The Washington SNAP-Ed program values diverse partnerships. The quality of our programming in Federal Fiscal Year 2022 was enhanced through increased collaboration with our **564** partners.

The 21st Century afterschool programs had approached **WSU Snohomish County SNAP-Ed** with a request to provide direct education during the 4 weeks of the elementary summer camp... A two-part approach was created: SNAP-Ed provided 4 themed weekly activity packets with the intention of having 21st Century staff work through these activities; [and] a weekly food bag with ingredients for one easy dinner recipe that the students could make with their families during the week would be provided. Weekly activities were outlined around nutrition and physical activity topics... With the collaborative effort of the Marysville Food forThought backpack program and WSU Snohomish SNAP-Ed, 450 meals bags were distributed to underserved and under resourced youth in the 21st Century sites during the 4-week program.



— Snohomish WSU SNAP-Ed, Region 3

- 1 K-12 Schools** 
- 2 Food banks and food pantries** 
- 3 Agricultural organizations/ Farmers markets** 
- 4 Low-income housing** 
- 5 Hospital and healthcare organizations** 

SNAP-ED 2022 Annual SNAPshot

POLICY, SYSTEMS, AND ENVIRONMENTAL (PSE) ACTIVITIES

Washington SNAP-Ed participated in **336** PSE activities across the state, with **72** projects newly started in FFY 2022.



ACCESS TO HEALTHY FOODS

There were **165** Access to Healthy Foods interventions spread across **146** sites. Key areas of focus for Access to Healthy Foods interventions included:

- **Increasing farm-to-table** and use of **fresh and local produce**
- **Changing menus** to increase variety and quality of food
- Setting-up sites to take **EBT/SNAP/WIC**
- Offering **professional development** opportunities around nutrition



Second Harvest was able to target food distributions more effectively by working closely with two local outreach program specialists from the U.S. Department of Veterans Affairs. Because of their guidance and advocacy, Second Harvest connected its Mobile Market with the Columbia Basin Vet Center (Franklin Co.) and Yakima Vet Center. Since October 1, 2021 this partnership has provided 2 Mobile Market events serving 472 military families with over 17,291 pounds of food, 7,757 pounds of which was produce. Allen, an Air Force veteran, turned to Second Harvest for help during a Mobile Market free food distribution. Allen fondly recalls his four years of Air Force service...today, he is disabled and on a fixed income. Allen received a variety of nutritious staples, including meat, fresh produce, dairy, bread, and nonperishable food. He expressed his gratitude, saying: "I'm grateful for a wonderful resource for veterans facing food insecurity."

— Second Harvest, Region 2



PHYSICAL ACTIVITY

There were **18** Physical Activity interventions that took place across **18** sites. Key areas of focus for Physical Activity interventions included:

- Increasing opportunities for **structured and unstructured physical activity**
- **Improving access** or **safety** of walking and bicycling paths
- **Incorporating physical activity** and **reducing sitting** in everyday activities



In January 2021, the **SNAP-Ed LatinX Outreach Program** Coordinator in coordination with the DOH evaluation team, designed a Regional Physical Activity assessment to determine community barriers to physical activity. Through this project, a focus group was organized...at Sterling Meadows in Bellingham, WA... The barriers [residents] mentioned included: safety in the neighborhood, heavy/fast traffic, no sidewalks, no streetlights, weather, time, and motivation. The solutions [residents] came up with included: community exercise equipment in parks and public spaces, additional accessible gyms (cheaper, close to their homes), music and dancing nights, free dance classes at local studios, family friendly SNAP-Ed Education programming, morning and evening walking groups, free exercise videos...Sterling Meadows [started] offering dance classes in the evenings based off these comments. [The WSU SNAP-Ed LatinX Outreach Program Coordinator has reached out to Bellingham Active Transport and plans to reach out to Bellingham Parks and Recreation about resident feedback as well].

— WSU SNAP-Ed LatinX Outreach Program, Region 3

SNAP-ED 2022 Annual SNAPshot

POLICY, SYSTEMS, AND ENVIRONMENTAL (PSE) ACTIVITIES



FARM TO COMMUNITY

There were **150** Farm to Community interventions spread across **143** sites throughout Washington. Key areas of focus for Farm to Community interventions included:

- **Increasing farm-to-table** and use of **fresh and local produce**
- Creating and maintaining **edible gardens**
- **Distributing seedlings** and **gardening materials** to the community
- Increasing opportunities for people to **work in community gardens**



In south King County, many SNAP participants do not use their SNAP benefits at farmers markets, missing out on SNAP Market Match which doubles their SNAP benefits (up to \$40 per trip). To address this, SNAP-Ed partnered with trusted community members to share information with their represented communities in south King County about farmers markets and using SNAP Market Match. From July through September 2022, community representatives posted on social media building on the tagline, “It’s your market!” They developed content that was tailored to their diverse communities, often in their preferred language...and encouraged people to meet them at the markets. They would welcome people, give a tour, and show them how to use EBT at the market. A familiar face and the ability to ask questions in your preferred language can go a long way to making a new activity feel comfortable. SNAP-Ed staff plan to replicate and improve on this digital marketing campaign next summer.

— Public Health Seattle & King County, Region 4

INDIRECT ACTIVITIES

In FFY 2022, **554** Indirect Activities were conducted to support PSE activities and Direct Education programs. These Indirect Activities reached approximately **1,633,920** people across the region.

Key Channels for Indirect Activities:

- Hard copy materials, like flyers, recipe cards, or pamphlets
- Community events and fairs
- Nutrition education reinforcement items
- Social media
- Electronic materials, like newsletters or text messages



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