

Washington SNAP-Ed

2024

Annual Report

Increasing Access to
Nourishing Food and Physical Activity



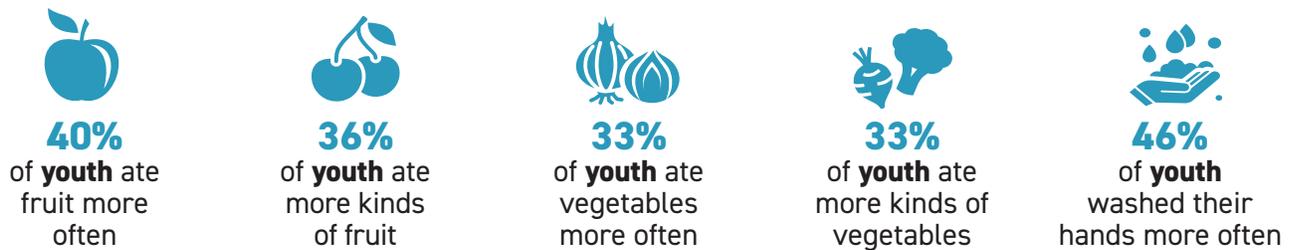
Working Together for a Healthier Washington

The Supplemental Nutrition Assistance Program Education (SNAP-Education) is a federally-funded program with a mission to increase access to healthy food and physical activity for people eligible for SNAP in Washington. Partnerships between SNAP-Education provider organizations and communities support this mission through **Direct Education (DE)** and **Policy, Systems, and Environmental (PSE)** change activities. Additionally, social marketing campaigns and indirect activities promote and provide educational messaging to Washingtonians.

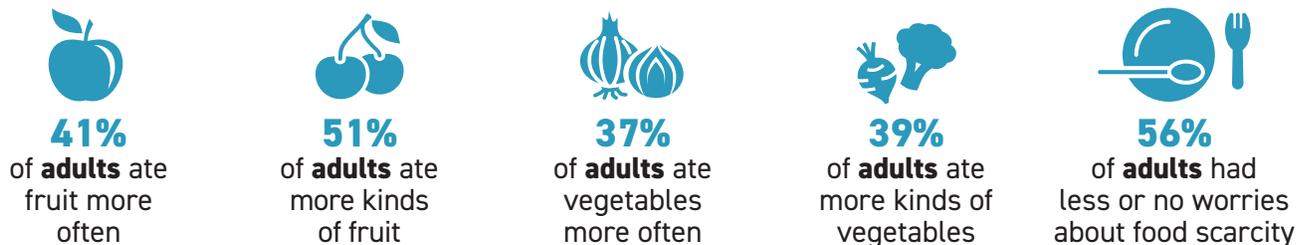
In FFY24, WA SNAP-Education implemented **252** direct education activities.

The percentages below reflect Direct Education participants who reported an increase in healthy behaviors or maintained the highest frequency at pre- and post-survey.

There were **4,403** YOUTH participants in FFY24.

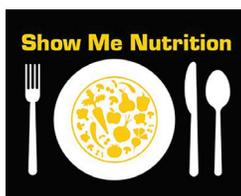


There were **373** ADULT participants.



There were **11** direct education curriculums implemented across the state.

The most frequently used curriculums were:



[Show Me Nutrition](#)



[Food Smarts](#)



[Gowing Healthy Habits](#)

Policy, Systems, and Environmental Activities

Washington State SNAP-Ed utilizes comprehensive, multilevel strategies to conduct PSE work. This includes implementing changes that reach SNAP-Ed eligible populations at various levels and reinforce nutrition and physical activity messaging. The most frequent PSE change topics across all intervention spaces included: Food Access, Food Procurement, Food Quality, Gardens, and Marketing.

In FFY24, WA SNAP-Ed implemented 329 PSE activities, through 1,310 PSE changes, reaching 1,393,907 individuals.

Note: "reach" refers to the number of people who encounter a PSE change.

Policy: a written statement of an organizational position, decision, or course of action.

Systems: a group of related parts that move or work together within a whole organization or a network of organizations.

Environmental: built or physical environments, which are visible or observable and may include economic, social, normative, or message environments.



Schools and Childcare

PSE activities reached **170,599** individuals at **130** unique sites

- Policy Changes: **21**
- Systems Changes: **391**
- Environmental Changes: **209**



Retail and Food Access

PSE activities reached **1,038,444** individuals at **85** unique sites

- Policy Changes: **22**
- Systems Changes: **229**
- Environmental Changes: **105**



Community Spaces

PSE activities reached **184,864** individuals at **80** unique sites

- Policy Changes: **7**
- Systems Changes: **226**
- Environmental Changes: **100**

Additional Food Access Farmers Market Activities



Washington State Farmers Market Association (WSFMA)

- Working with a team of Regional Leads and state and local partners, the WSFMA helped SNAP-Ed eligible people throughout Washington use SNAP, SNAP Market Match, WIC and Senior Farmers Market Nutrition Programs (FMNP), and WIC Fruit and Vegetable Benefits to buy healthy foods from local farmers at over **130** farmers markets in Washington.
- WSFMA's SNAP-Ed activities include:
 - Hosting five virtual Farmers Market Food Access Forums between November 2023 and April 2024, with **270** attendees;
 - Hosting food access workshops and trainings at the WSFMA's Annual Conference in Leavenworth, WA, featuring key SNAP-Ed partners and serving over **225** participants;
 - Printing and distributing over **70,000** Farmers Market Directories in four languages (English, Spanish, Russian, and Vietnamese) so that SNAP recipients could know where and how to buy fresh fruits and vegetables from local farmers.



Farmers Market Food Access Programs Media Campaign

- The goal of this campaign was to raise awareness of SNAP Market Match and WIC and Senior FMNPs in Washington to increase benefit redemption in the 2024 market season.
- Campaign highlights:
 - **50,041,141** impressions were delivered across all media channels during the campaign. An impression is the number of times ads were displayed/seen on screen;
 - Media campaign ad content received **23,627** exploratory clicks;
 - By the end of the 2024 farmers market season, there was a **13%** increase in WIC and Senior FMNP redemption compared to 2023.



SNAP-Ed in Action

Success stories highlight how SNAP-Ed providers engage with partners and community members to overcome challenges and make impact around food access, nutrition, and physical activity.

Retail and Food Access: “The Island Grown Card has increased the purchasing and consumption of local seasonal food for SNAP-Ed clients and provided economic opportunities for local farmers. The card utilizes community funds to support low-income people to buy locally grown and produced foods and stretch their food budget. As of September 2024, over 170 households with 348 individuals have been served by the Island Grown program. Over \$28K has been spent at over 36 vendors in the county. For both the participants and retailers, being able to contribute to building their economy is a win-win. Island Grown Food Access Card program participants reported increased consumption of produce, ease of use with the card to purchase products, and more client choice on where to shop and spend the benefits.



Island Grown serves as a model of how to streamline food access program funding, provide clients choices on where to shop and foods to buy, support local farms, and keep more dollars invested in our local economy.”

– *Kristen Rezabek, San Juan County Health and Community Services and Allie Moore, WSU Extension Statewide Retail Support*

Schools and Childcare: “We’ve developed a wonderful partnership with Community Action, who has a mobile food market they take to a variety of locations. Community Action was excited to partner with us because they had difficulty connecting with local schools. However, we wanted to collaborate to ensure this new partnership is mutually beneficial. While Community Action was trying to reach the populations we work with, we

also needed to ensure that the foods and recipes being shared were healthy.

Over the past year we carried out five mobile market days at three different schools... We would choose seasonally appropriate recipes, then ask Community Action to have the recipe ingredients available at the market; and even have them bundled if possible. As folks would line up, they’d stop at our table first and we offered samples of that day’s recipe, provided them a recipe card and a copy of ChopChop magazine that includes kids cooking activities. Attendance was upwards of 60-80 individuals and families. One of the days it was snowing and we still had 60 or more people come!”

– *Margaret Viebrock, Jackie Reed and Yvonne Ramirez, WSU Extension – Chelan, Douglas, and Okanogan Counties*

Community Spaces: “Public Health - Seattle & King County is working with Sea Mar Community Health Centers in King County to implement food insecurity screenings... Food insecurity screenings gained momentum after Sea Mar’s White Center clinic started implementing the screenings regularly in FFY20-21. At the time, though there were no requirements to measure food insecurity, White Center health educators knew having consistent access to nutritious foods is important to overall well-being. But screening alone would not solve food access for patients. Once someone screened positively (meaning, they do have a level of food insecurity) what could clinic staff do? This is where SNAP-Ed came in and helped connect a local food pantry with clinic staff to establish an onsite food pantry. It was important to clinic staff that patients would not have to go somewhere else to access foods, and that food was available at the clinic. However, maintaining regular food delivery and stock takes a lot of communication and time. SNAP-Ed was able to provide funding for staff time to address this...”

– *Kate Ortiz, Public Health Seattle King County*

[Read more about success stories here!](#)

Partners Make SNAP-Ed Possible

The quality, reach, and accessibility of SNAP-Ed programming is enhanced through strong community partners across the state. Washington SNAP-Ed partnered with **698** agencies in Federal Fiscal Year 2024. Partners provided space, human resources, planning, and recruitment, among other forms of assistance.

Top 3 agency partner agency types:



**Food
Banks/Pantries**



**Schools
(PreK-12)**



**Agricultural Organizations
(Including Farmers Markets)**

Partner Success Story: Gardening at Triumph Treatment

“Triumph Treatment’s Pregnant and Parenting Women’s Campus (PPW), a substance use disorder treatment facility, has engaged in gardening programs with WSU Yakima SNAP-Ed in the past. This good relationship led to current Triumph staff incorporating a garden space into their new building. Our program had limited contact with the PPW Campus during and directly post-COVID, and due to staff turnover within Triumph, it took quite a while for our programs to reconnect. When SNAP-Ed returned to the Triumph Campus we were thrilled to find out that during the planning and construction of the new PPW building, Triumph had independently decided to build a new garden space into the plan. They reported to us that the administration had seen the positive impact that the SNAP-Ed garden had made on the women who participated in previous years. They didn’t want to lose the garden and the positivity it brought to the campus, so they created a whole



Triumph staff gather in front of the new PPW building site.

new garden space complete with raised beds and an easily accessible water source. The garden has been successfully planted and the women on the PPW Campus care for the plants each day. We are excited to see how the garden grows this season and hope to add more policy and system changes to the Campus to enhance the garden experience for years to come.”

– WSU Yakima County Extension



DOH 940-063 March 2025

Non-discrimination statement: This institution is an equal opportunity provider and does not discriminate. To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email doh.information@doh.wa.gov.

This material was funded by USDA’s Supplemental Nutrition Assistance Program (SNAP) wasnap-ed.org | Contact SNAP-Ed Evaluation: SNAPEdEvaluation@doh.wa.gov