

SNAP-Ed Makes Washington Healthier

SNAP-Ed, the national **Nutrition Education and Obesity Prevention Grant Program**, empowers **Americans across the lifespan** to spend wisely, eat healthy, and be physically active to prevent diet-related chronic disease. The program **supports community partners** to make healthy choices easy and accessible in low resource locations and directly aligns with the national agenda for health. In Washington, SNAP-Ed is implemented by **Washington State University Extension, Washington State Department of Health, and 42 local providers**. **The House budget repeals SNAP-Ed in Section 10011, eliminating a program proven to help American families and communities stretch food dollars and make healthy choices.**

SNAP-Ed Delivers Results

 **40%**

of adults and youth ate fruit more often

 **39%**

of adults ate more kinds of vegetables

 **42%**

of 6th-12th graders were more physically active

 **56%**

of adults worried less about running out of food

SNAP-Ed Reaches Over 4700

Washingtonians through **252** nutrition education classes delivered by 26 providers

333

Program Delivery Sites

29%

Rural Community Sites



I have a very picky student that does not like to try anything. Now...**she has tried so many new things!** Even her parents have commented on what a shift they have seen...And it's creating a **positive relationship with food.**

*School-based partner,
Spokane County*



My residents have really enjoyed the classes and they have **learned how to eat healthier.** These classes have brought us together as a **community.**

*Housing partner,
Yakima County*

SNAP-Ed Builds Healthy Communities

SNAP-Ed Reaches Over 1.39 Million

Washingtonians through **329** public health approaches and collaborations with **698** community partners

SNAP-Ed works with partners to make lasting organizational changes so healthy choices are easier. In Washington these are most often **school, food pantry, and agriculture and farmers market** partners.



This partnership provides valuable education to the communities we serve through cooking demos at our food bank, helps us increase local purchasing through a Local Purchasing Guide, and assisted us in transitioning our food bank to a shopping distribution model.

Food Bank Partner, Whatcom County



Top Partner Collaborations



Promoting **locally farmed foods** to increase nutrition security

Gardening and gleaning to improve access to fresh produce

Cafeteria and food bank **signage and design** to prompt healthy choices

Supporting retail and farmers market **capacity to accept SNAP**

SNAP-Ed Yields Returns on Investment



A recent state-level study showed for every \$1 spent, SNAP-Ed returns at least \$5.36 in future health and economic benefits from:

- health care savings
- educational attainment
- lifetime earnings
- life expectancy

SNAP Ed has been an invaluable resource for the clients at our Family Resource Center. The flexibility of approaches has meant that ...nutrition education and exercise opportunities are offered via our agency's Community Health Worker program. These are services that have no other funding source in our county, so the support has had a **direct impact on expanding good nutrition and health practices** for many at-risk community members.

Community Partner, San Juan County

“I am getting stronger, and when I do have a bad day, it's not as painful as it was before starting Walk with Ease [a SNAP-Ed Physical Activity Curriculum].”

Senior SNAP-Ed Participant, Grays Harbor County

SNAP-Ed Extends Reach, Reduces Duplication

SNAP-Ed strategically aligns with federal programs and local partners to **maximize reach, expand services** and **eliminate duplication**. In rural and urban communities, SNAP-Ed collaborates with partners to reach Americans where they live, learn, eat, shop, work, and play. SNAP-Ed also employs **social marketing campaigns** to encourage healthy eating and active living through behavior-changing messages.

SNAP-Ed Reaches Washingtonians

through over **50 million** social marketing impressions

“SNAP-Ed and local emergency food assistance organizations **collaborated to introduce new promotional strategies** in 2023, resulting in an **increase in [SNAP Produce Match] redemption of \$162,939 or 48%**. This is a strong indication of the effectiveness of community partner collaboration...”

SNAP-Ed Provider, Pierce County

Washington Farmers Market Food Access Campaign

Washington SNAP-Ed partnered with WIC and Senior Farmers Market Nutrition Programs (FMNP) and SNAP Market Match on a social marketing campaign to increase benefit redemption in the 2024 farmers market season.

By the end of the 2024 market season:

- Over **50 million impressions** across all media channels
- Over **23,600 exploratory clicks** on campaign content
- And a **13% increase in WIC and Senior FMNP redemption** compared to 2023



SNAP-Ed Measures Impact

In FY2023, SNAP-Ed launched a new electronic national reporting system (NPEARS) in response to a 2019 GAO report of USDA's nutrition education programs. The new system compiles national data for improved data consistency, accountability, and measurement. This allows the program to capture impacts from the SNAP-Ed Evaluation Framework (est. 2017). SNAP-Ed is positioned as an evaluation leader among USDA nutrition education programs, with bolstered capacity to quantify and communicate its effectiveness and outcomes across the country.

NATIONAL
PEARS



This report includes data summarized from Washington State SNAP-Ed needs assessments, state and implementing agencies. For more information, contact ASNNA at info@asnna.us.org or visit asnna.us.org