

# IOWA DEPARTMENT OF PUBLIC HEALTH

# SNAP-ED

SNAP-Ed is an evidence-based program funded by the USDA that helps people lead healthier lives. SNAP-Ed teaches people using or eligible for the Supplemental Nutrition Assistance Program (SNAP) about good nutrition, how to make their food dollars stretch further and the importance of being physically active.

## THE IOWA NUTRITION NETWORK SCHOOL GRANT PROGRAM

A program that aims to increase fruit and vegetable consumption and encourage 60 minutes of daily physical activity to students in grades Kindergarten through third grade. INNSGP includes monthly lessons called Pick a **better snack**<sup>™</sup>, two social marketing campaigns, and two optional policy, systems and environmental change projects called Play Your Way and Farm to School.

**DID YOU KNOW?** Pick a **better snack**<sup>™</sup> and Fresh Conversations are two SNAP-Ed evidence-based programs created by IDPH. Over 10 other states have used the programs!



## FRESH CONVERSATIONS

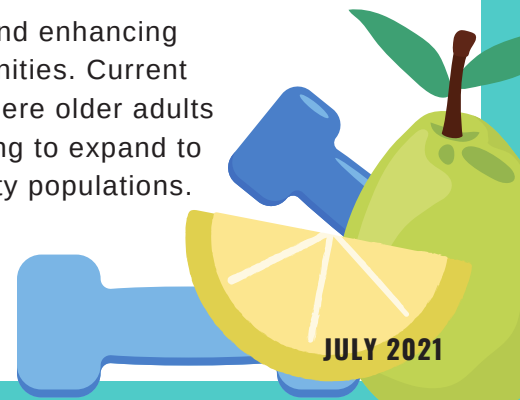
A program that aims to lower nutritional risk and decrease sedentary time that supports healthy aging and independence in older adults aged 60+. Fresh Conversations includes monthly meetings that facilitate conversations about healthy eating and active living using newsletters based on current nutrition and health topics.

**WHERE'S SNAP-ED?** 33 subcontracted agencies implement IDPH SNAP-Ed projects and programming in 72 of Iowa's 99 counties.



## PHYSICAL ACTIVITY ACCESS PROJECT

A PSE intervention aimed at improving and enhancing walkability and bikeability in local communities. Current community projects are targeted at sites where older adults live, shop and gather. The project is working to expand to other communities and include other priority populations.



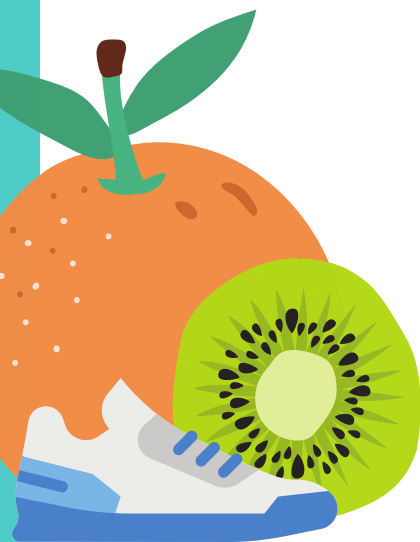
JULY 2021

## HIGHLIGHTS

**24,071 students** were reached in 2020 within **107 schools within 22 school districts**. Pick a better snack™ reached 329,216 people, and Play Your Way reached 329,934 people through social marketing.

Fresh Conversations launched a new virtual format in 2020, and **1,811 older adults** were reached at congregate meal sites and in their homes through conference calls and video conferencing.

Physical Activity Access communities conducted needs assessments in 2019-2020 to improve walkability and bikeability for older adults. **26 new partnerships** were formed to help improve older adults' ability to be physically active.



## SNAP-ED TEAM

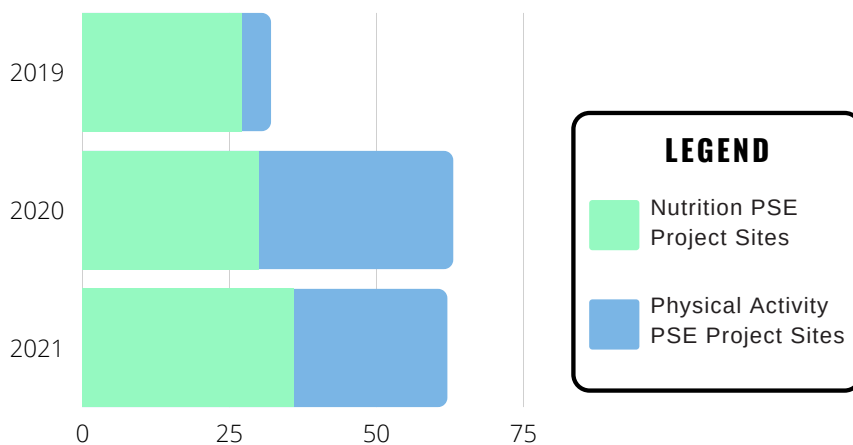
**Bureau Chief:** Jill Lange  
**Program/Contract Manager:** Marilyn Jones  
**Evaluator:** Haley Hopkins  
**Community Health Consultants:** Erin Olson, Hailey Boudreau, Sarah Taylor Watts and Suzy Wilson

This institution is an equal opportunity provider. This was funded by USDA's Supplemental Nutrition Assistance Program – SNAP. It was developed by the Iowa Department of Public Health in partnership with the Iowa Department of Human Services.

## POLICY, SYSTEMS, AND ENVIRONMENTAL (PSE) CHANGES

Policy, systems and environmental change approaches seek to go beyond programming and into the networks in which we work, live and play. IDPH SNAP-Ed uses PSE changes to reinforce direct education content. Evidence has shown that PSE change projects and strategies are able to reach broader audiences, and when successful, create sustainable changes that promote healthy behaviors and make healthy choices readily available and accessible to communities.

IDPH began expanding SNAP-Ed direct education programs to incorporate more funded PSE projects in 2019 in response to USDA encouraging programs to use more community-based, wide-scale interventions. The chart below shows how PSE efforts have continued to grow over the years.



**FUN FACT!** IDPH has been implementing SNAP-Ed in Iowa for over 20 years.

### Below is a list of some of SNAP-Ed's strongest partnerships:

- Iowa State University Extension
- Iowa Department of Education
- Iowa Department on Aging
- Department of Human Services
- The Special Supplemental Food Program for Women, Infants and Children (WIC)
- Transportation Agencies (MPOs/RPAs)
- Local County Public Health Departments
- Iowa Healthiest State Initiative
- 5-2-1-0 Healthy Choices Count!
- University of Iowa College of Public Health
- Iowa Farm to School and Early Care Coalition
- FoodCorps Iowa
- Iowa Nutrition Network Partnership
- Iowa Food Bank Association

