SNAP-Ed Works!
Healthier Lives Through Nutrition Education

Supplemental Nutrition Assistance Program Education (SNAP-Ed) is an evidence-based program that helps people lead healthy and active lives.

At the Iowa Department of Public Health, SNAP-Ed serves low-income youth and older adults by working to:
- Educate on the importance of fruit and vegetable consumption and physical activity
- Promote positive nutrition and physical activity messaging
- Guide communities to make changes that help make the healthy choice the easy choice

IOWA'S CHALLENGES

1 in 11 people and 1 in 8 children face hunger in Iowa.

7th Iowa's rank in the Nation for Adult Obesity Prevalence

Almost 41% of Households Receiving SNAP Benefits Have Children

OUR SOLUTIONS

Individual

Educate youth and older adults on the importance of fruit and vegetable consumption and physical activity with monthly program lessons:
- Pick a better snack™
- Fresh Conversations

Social Marketing

Support youth and parents with positive educational messaging on healthy diets and active lifestyles with social marketing campaigns:
- Pick a better snack™
- Play Your Way

Environmental

Guide schools and communities in making changes that will help make the healthy choice the easy choice with policy, systems, and environmental (PSE) change projects:
- Farm to School
- Play Your Way
- Physical Activity Access

2021 RESULTS

IDPH worked in 71 counties with 138 partners in a variety of settings.

Elementary schools
Congregate meal sites
Low-income senior housing
Libraries
Communities

Individual

24,857 K-3rd grade students reached with Pick a better snack™
655 older adults reached with Fresh Conversations

Social Marketing

436,309 individuals reached with nutrition messaging
354,558 individuals reached with physical activity messaging

Environmental

3,832 students reached with school gardens
24,002 students and older adults reached with physical activity projects

Learn more at www.idph.iowa.gov/inn

1 Feeding America. https://www.feedingamerica.org/
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