In Iowa, SNAP is called Food Assistance. The Iowa Department of Public Health (IDPH) and Iowa State University Extension and Outreach are the two SNAP-Ed implementing agencies in Iowa. The SNAP-Ed program at IDPH is known as the Iowa Nutrition Network and is primarily responsible for serving Iowa’s low-income youth and seniors.

Iowa ranks 7th in the nation for adult obesity.

Every $1 spent on nutrition education programs can save over $2 in long-term health care costs.

Iowa Department of Public Health SNAP-Ed is rooted in evidence-based educational sessions for youth and seniors.

- **Individual**
  - Educate older adults and youth on the importance of fruit and vegetable consumption and physical activity.

- **Social Marketing**
  - Support older adults, youth and parents with positive educational messaging on healthy diets and active lifestyles.

- **Environmental**
  - Guide communities in making changes that will help make the healthy choice the easy choice.

**Iowa SNAP-Ed Results**

- **Individual**
  - Over 85% of participants reported that they agree or strongly agree that Fresh Conversations helped them be active and eat fruits and vegetables daily.

- **Social Marketing**
  - 562,662 low-income adults and children were reached with the Pick a better snack™ social marketing campaign.

- **Environmental**
  - Four regions in Iowa began planning policy, systems and environmental changes with the help of 27 partners working together to improve the walkability and bikeability of their communities.

---


This material 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. This institution is an equal opportunity provider. https://idph.iowa.gov/inn