



SNAP-ED WORKS

Healthier Lives Through Nutrition Education

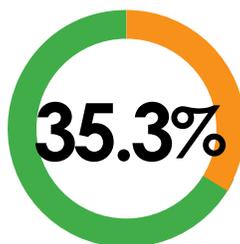
In Iowa, SNAP is called Food Assistance. The Iowa Department of Public Health (IDPH) and Iowa State University Extension and Outreach are the two SNAP-Ed implementing agencies in Iowa. The SNAP-Ed program at IDPH is known as the Iowa Nutrition Network and is primarily responsible for serving Iowa's low-income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



Iowa Challenge



people struggle with hunger¹



Iowa ranks **7th** in the nation for adult obesity²



Every **\$1** spent on nutrition education programs can save over

\$2 in long-term health care costs³

Iowa SNAP-Ed Solutions

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*TM 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.

¹Feeding America Map the Meal Gap, 2019. ²BRFSS

³Evaluation of the Cost and Effectiveness of Direct Nutrition Education to Low-Income Audiences in Iowa: EFNEP and SNAP-Ed graduates practicing Optimal Nutritional Behaviors, 2017. 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>