

# *Pick a better snack*<sup>TM</sup>



Iowa Nutrition Network School Grant Program  
New Nutrition Educators Training  
October 1, 2018

# Agenda

- SNAP and SNAP-Ed
- Strategies for SNAP-Ed
- Direct education and social marketing
- Wave II evaluation
- Logic models
- Pick a **better** snack™ lesson format
- Program resources



# SNAP

- Anti-hunger program
- Administered by USDA
- Serves low-income Americans of all ages
- Benefits for food
- [Click for more info.](#)



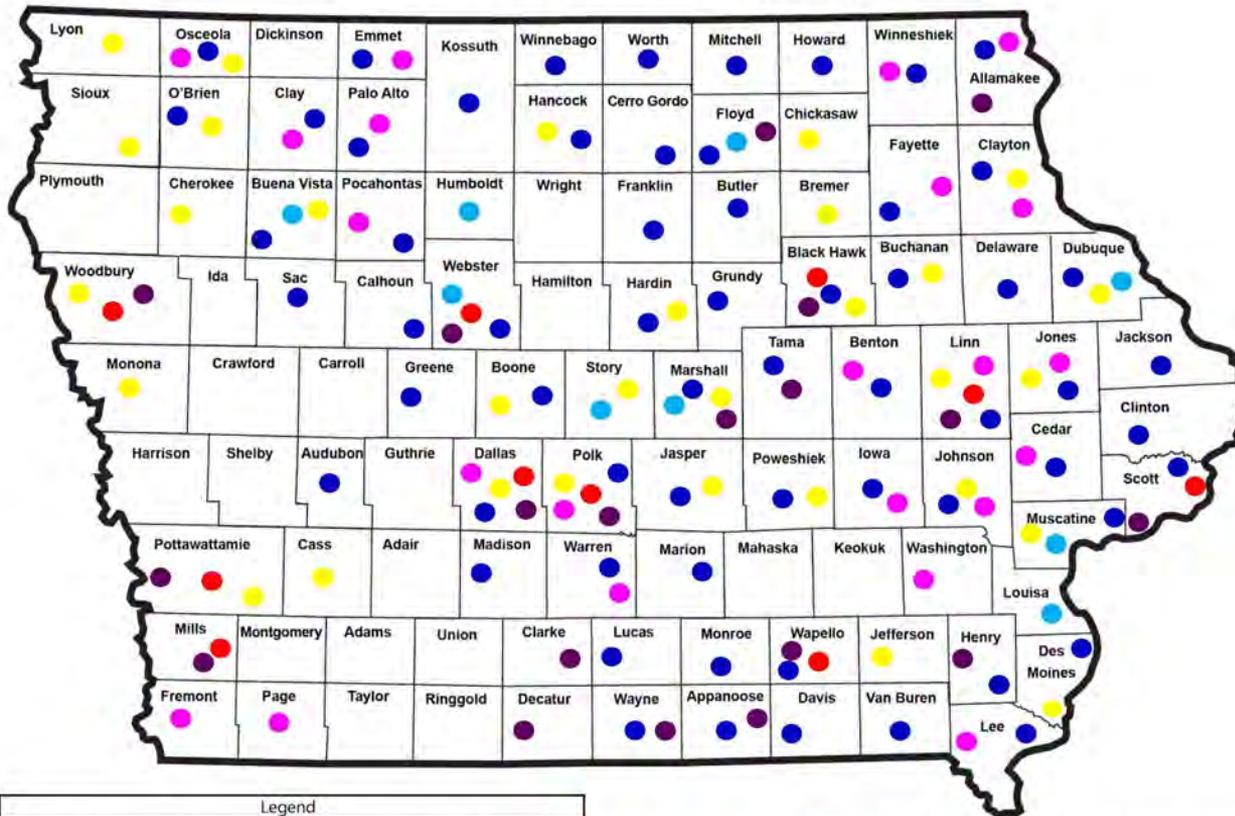
# SNAP-Ed

The goal is:

“To improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance.”



# Iowa SNAP-Ed Services County Map



Legend	
Farm to School	● Buy. Eat. Live Healthy
Fresh Conversations Meal Sites *	● Growing Together Iowa
Access to Healthy Foods - Older Adults	● SNAP-Ed Schools

\* 108 Fresh Conversation sites in 63 counties



IOWA STATE UNIVERSITY  
Extension and Outreach

Does not include all FY19 expansion sites  
-Revised June 2018

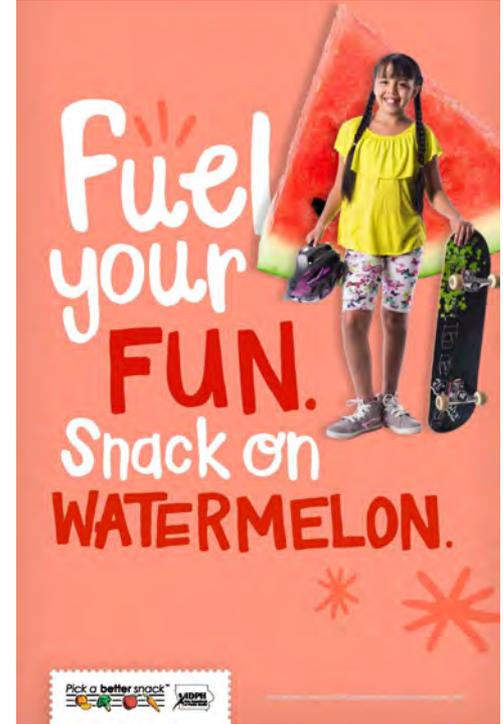
# SNAP-Ed Strategies



Direct Education



Policy, System and  
Environmental Changes (PSE)



Social Marketing

**Social and  
Cultural  
Norms and  
Values**

**Sectors**

**Settings**

**Individual  
Factors**

**Food  
&  
Beverage  
Intake**

**Physical  
Activity**

**= Health  
Outcomes**

+

+

+

+

# Pick a **better** snack™



(click badge)



Direct Education



Social Marketing

A group of diverse children are playing on a red playground structure outdoors. The children are smiling and looking towards the camera. The background shows green trees and a clear sky.

# Pick a **better** snack™ Goals

1. Increase fruit and vegetable consumption.

2. Promote daily physical activity.

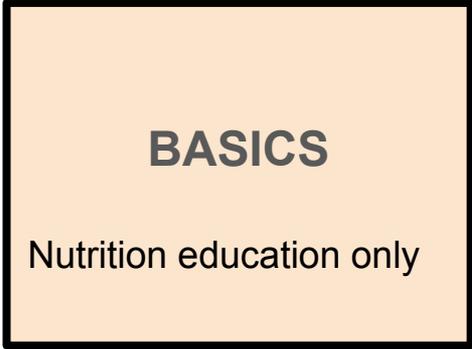
3. Encourage parents to provide healthy foods and active lifestyles.

# Wave II

A yellow rectangular box with a black border containing the text "Control Group".

## Control Group

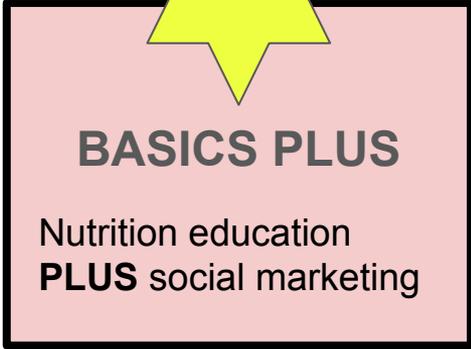
- Davenport

An orange rectangular box with a black border containing the text "BASICS" and "Nutrition education only".

## BASICS

Nutrition education only

- Waterloo
- Council Bluffs

A pink rectangular box with a black border containing the text "BASICS PLUS", "Nutrition education PLUS social marketing", and a yellow star icon above the text.

## BASICS PLUS

Nutrition education  
**PLUS** social marketing

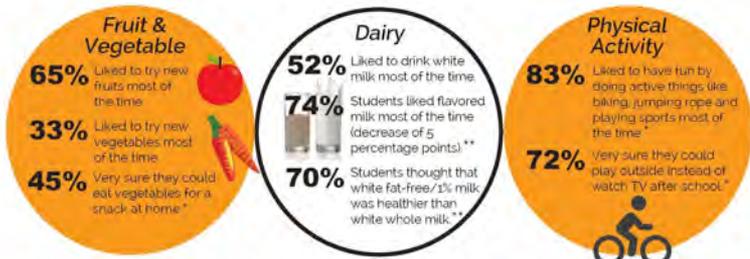
- Des Moines



Pick a **better snack**™ is an evidence-based Supplemental Nutrition Education Program (SNAP-ED). The program is implemented by the Iowa Nutrition Network at the Iowa Department of Public Health. The aim of Pick a **better snack**™ is to increase fruit and vegetable consumption and physical activity among low-income Iowa elementary school students.



## Student Assessment, 2016-2017<sup>1</sup>



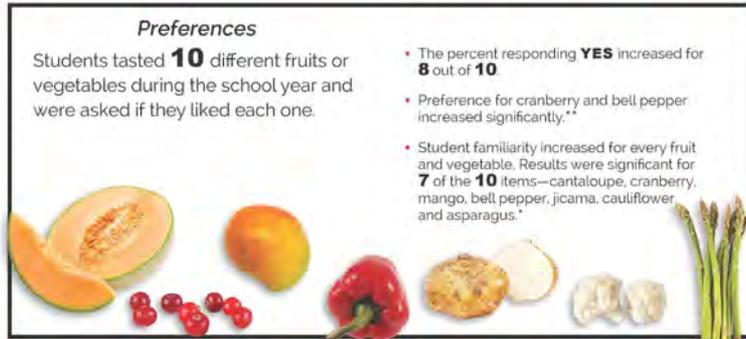
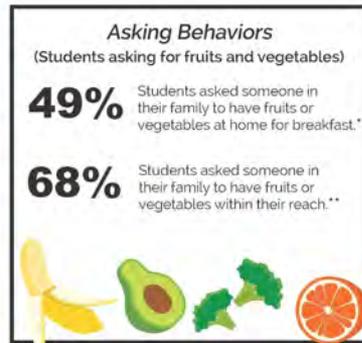
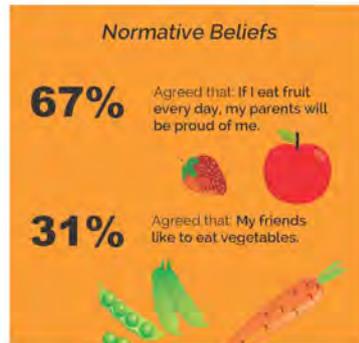
<sup>1</sup> Pre-assessment September 2016; post-assessment May 2017. Post-assessment data presented. Significant results represent positive shifts.

<sup>2</sup> Pre-assessment sample.

\* Approached significance.

\*\* p < .05.

\*\* p < .01.



**Conclusion:**

The student assessment showed positive results for behaviors that lead to eating more fruits and vegetables. Actual fruit and vegetable consumption was previously evaluated in the 2011-2012 USDA Wave II study, which found that children participating in the Pick a **better snack**™ program ate more fruit and vegetables than the comparison group. Research article can be accessed from the *Journal of the Academy of Nutrition and Dietetics* (August 2016).  
 Reference: <http://dx.doi.org/10.1016/j.jand.2016.05.014>



[Click here for report.](#)

Questions?

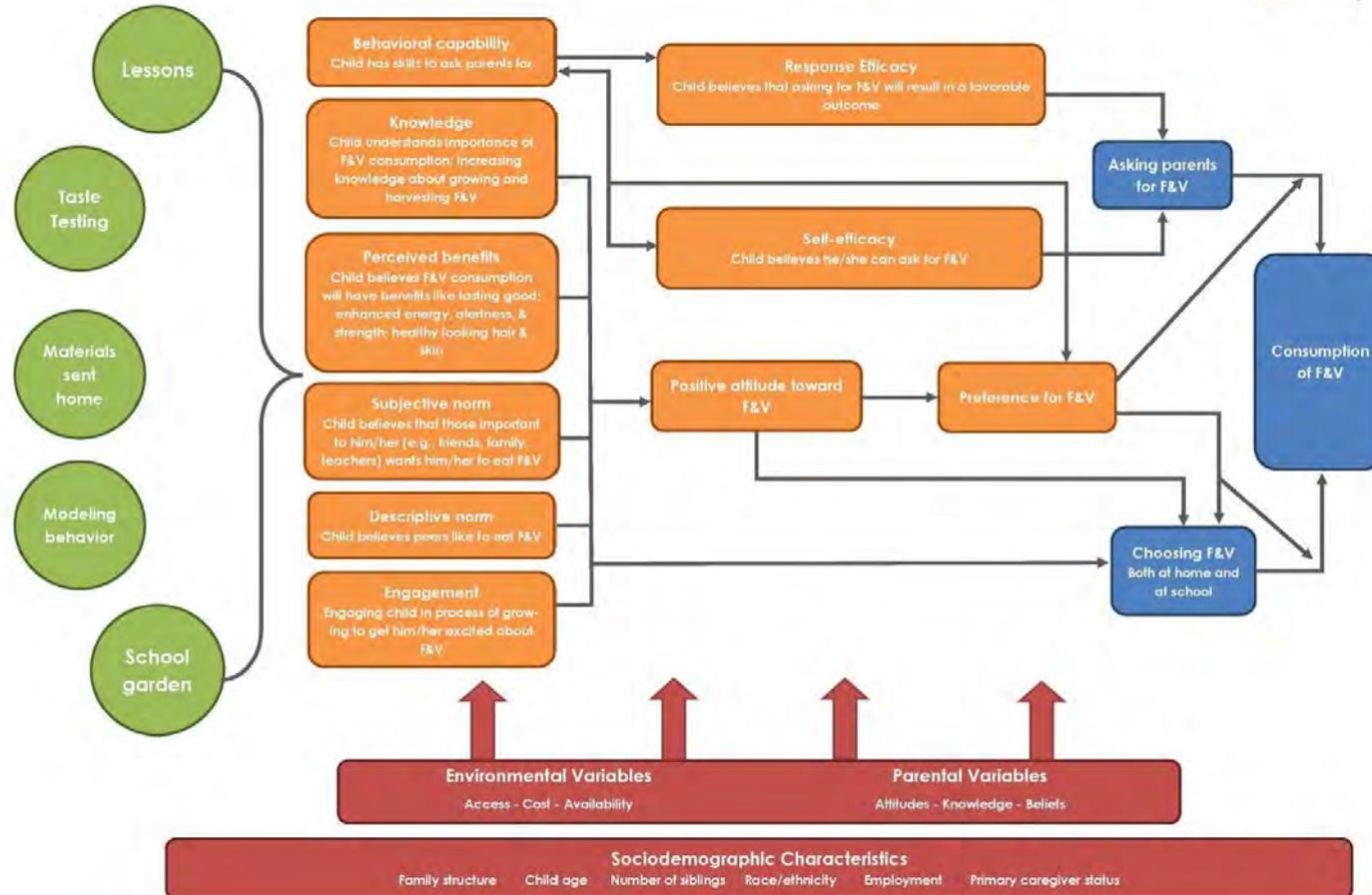


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# Theoretical Model for INNSGP Classroom-based Nutrition Education



## IOWA NUTRITION NETWORK LOGIC MODEL (Iowa Nutrition Network School Grant Program)

INPUTS	OUTPUTS		OUTCOMES			
	Activities	Participation	Short-term	Intermediate	Long Term	
	Individual, Family, Community Level		Individual, Family, Community Level			
<b>Financial Resources</b> <ul style="list-style-type: none"> <li>Supplemental Nutrition Assistance Program (SNAP-Ed)</li> <li>Partner resources and grants</li> </ul> <b>Planning Processes</b> <ul style="list-style-type: none"> <li>Iowa Nutrition Network staff and IDPH bureau leadership</li> <li>DHS Food Assistance staff</li> <li>Local contractors</li> <li>Iowa Department of Education</li> </ul> <b>Materials</b> <ul style="list-style-type: none"> <li>Elementary school lessons and family education materials</li> <li>Iowa Nutrition Network social marketing campaigns</li> </ul> <b>People/Partners</b> <ul style="list-style-type: none"> <li>Expertise from IDPH staff</li> <li>State nutrition programs (WIC, School Meals, Team Nutrition, FFVP, SFSP)</li> <li>INN partners</li> <li>Community contractors</li> <li>School staff</li> <li>FoodCorps staff and service members</li> <li>Iowa Department of Agriculture and Land Stewardship</li> </ul> <b>Integrated Efforts</b> <ul style="list-style-type: none"> <li>Food Assistance/SNAP</li> <li>Food Assistance Outreach</li> <li>Iowa Farm to School Network</li> <li>Regional Food Systems Working Group (Local Food Coordinators)</li> <li>FoodCorps Iowa</li> <li>CDC funded partnership at IDPH (1807 SPAN funding)</li> <li>WIC</li> <li>Team Nutrition</li> <li>Academy of Nutrition and Dietetics Foundation</li> <li>Iowa Partners: Action for Healthy Kids</li> <li>Social marketing team at IDPH</li> <li>Iowa State University Extension and Outreach, including Local Foods Team</li> <li>S2-I-0 Healthy Choices Council</li> </ul>	<b>Individual</b> Classroom-based education (includes food samples, encouragement of asking behaviors and PA demonstrations); after-school and summer nutrition education programs; gardening education	Youth in elementary schools with participation rates of 50% or more in free/reduced-price lunch and their caregivers or parents	<ul style="list-style-type: none"> <li>Improved sustainability of community-based, nutrition education programs targeted to low-income audiences</li> <li>Improvement in mediators of nutrition (consumption of fruits and vegetables) and physical activity behaviors                             <ul style="list-style-type: none"> <li><b>Youth</b> <ul style="list-style-type: none"> <li>Improved preferences, behavioral capability and self-efficacy to prepare F/V snacks; ask for F/V and engage in daily physical activity</li> <li>Improved normative beliefs related to F/V</li> </ul> </li> <li><b>Parents/caregivers</b> <ul style="list-style-type: none"> <li>Improved subjective norm by increasing parental support for choosing F/V</li> <li>Improved understanding among parents that kids should have active play for an hour a day (situation)</li> <li>Increased participation in gardening</li> </ul> </li> <li><b>Environment/Other</b> <ul style="list-style-type: none"> <li>Improved environmental supports for choosing F/V through coordination with school-based nutrition programming (environment)</li> <li>Changes to school practices and policies to encourage F/V and PA (local produce procurement, district wellness policies)</li> <li>Increased opportunities for children to engage in regular PA (environment)</li> </ul> </li> </ul> </li> <li>Improvement in contractor self-efficacy to assist the school partner with PSE approaches</li> </ul>	<ul style="list-style-type: none"> <li>Improvement in nutrition and physical activity behaviors                             <ul style="list-style-type: none"> <li><b>Youth</b> <ul style="list-style-type: none"> <li>Increased daily consumption of fruits and vegetables; participation in at least one hour of physical activity per day.</li> </ul> </li> <li><b>Parents/caregivers</b> <ul style="list-style-type: none"> <li>Offering fruits and vegetables to children as snacks, encouraging their child to be active for at least one hour per day.</li> </ul> </li> </ul> </li> <li>Increased number of SNAP-Ed settings where at least one change is adopted in writing or practice to improve access or appeal for healthy eating and physical activity.</li> </ul>	<ul style="list-style-type: none"> <li>Decreased rates of childhood obesity</li> <li>Improved food security among low-income households</li> <li>Individuals living in poverty experience decreased incidence of health problems affected by poor diet and physical inactivity</li> <li>Increased number of SNAP-Ed settings where one or more change is implemented and maintained to improve access or appeal for healthy eating and physical activity.</li> </ul>	
	<b>Family</b> Nutrition & PA family bingo cards; parent newsletters; incentive items all designed to coordinate message delivery between school and home; school family nights or gardening events	Households receive information via schools and through media when possible	Families, particularly moms, exposed to messages through one or more of these venues	-Improved environmental supports for choosing F/V through coordination with school-based nutrition programming (environment) -Changes to school practices and policies to encourage F/V and PA (local produce procurement, district wellness policies) -Increased opportunities for children to engage in regular PA (environment)	-Improved subjective norm by increasing parental support for choosing F/V -Improved understanding among parents that kids should have active play for an hour a day (situation) -Increased participation in gardening	-Improved number of SNAP-Ed settings where at least one change is adopted in writing or practice to improve access or appeal for healthy eating and physical activity.
	<b>Community</b> Outdoor media in qualified locations; digital media (web, radio, social media); program website with links to recipes, Food Assistance and other resources; print; TV; point-of-purchase signage in qualifying grocery stores, county PH departments, Food Assistance offices, WIC Clinics	Families, particularly moms, exposed to messages through one or more of these venues				
	<b>Policy, System and Environmental (PSE) Change Approaches</b> Farm to school activities and school wellness committee/policy involvement	INNSGP contractors, youth and their families, school staff and their partners, volunteers	-Improved environmental supports for choosing F/V through coordination with school-based nutrition programming (environment) -Changes to school practices and policies to encourage F/V and PA (local produce procurement, district wellness policies) -Increased opportunities for children to engage in regular PA (environment)	-Improved subjective norm by increasing parental support for choosing F/V -Improved understanding among parents that kids should have active play for an hour a day (situation) -Increased participation in gardening	-Improved number of SNAP-Ed settings where at least one change is adopted in writing or practice to improve access or appeal for healthy eating and physical activity.	

# Pick a better snack Lessons



## Schedule 1 or Year 1

Month	Category	Tasting	Alternate Tastings
September	Melon	Cantaloupe	Honeydew, Watermelon
October	Root Vegetable	Jicama	White Potato, Sweet Potato, Carrot
November	Berries	Cranberries	Grapes
December	Flower Vegetables	Broccoli/ Cauliflower	Artichoke
January	Tropical Fruit	Mango	Papaya
February	Vine Vegetable	Peppers	Tomato (including grape/cherry), Cucumber
March	Citrus	Oranges/ <u>Clementines</u>	Grapefruit, Blood Orange, Lemon/lime
April	Stem Vegetables	Asparagus	Celery, Rhubarb
May	Berries	Strawberry	Blueberry, Raspberry, Blackberry

# Lesson Components

## Required

- A physical activity
- Produce tasting
- Voting
- Engaging children
- “Asking” discussion
- Knowledge (about F or V, senses, plant part, health benefits)
- Bingo card and newsletter (one grade or more)
- Incentives
- Stickers

## Flexible

- Type of physical activity
- Tasting with other flavors
- Read a book
- Exact “activity”
- Worksheets
- Fun Facts section
- What You Need to Know facts
- Videos
- Coloring pages

# Lesson Example



(click jicama image for lesson)

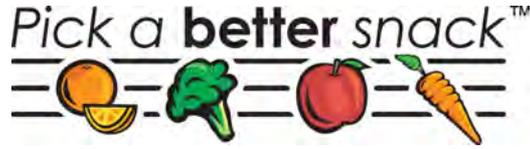
# Program Materials

<https://idph.iowa.gov/inn/pick-a-better-snack>



Questions?





## Contact:

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