



2020

**CREATE** SNAP-ED  
BETTER HEALTH

## Utah's Snap-Ed Program IMPACT REPORT

Despite the COVID-19 pandemic, Utah State University Extension's Create Better Health (SNAP-Ed) program worked diligently to identify and implement innovative ways to reach our audience in meaningful ways.

### DIRECT EDUCATION

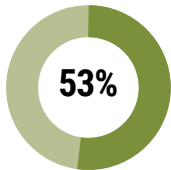


**3,538 Adults** received nutrition education

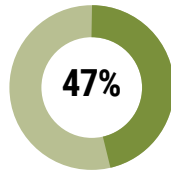


**8,309 Youth** received nutrition education

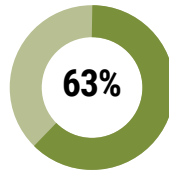
At least 6 months after participating in a SNAP-Ed series, adult participants reported:



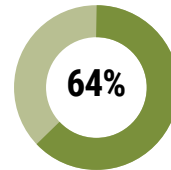
eat more fruit weekly



eat more  
vegetables weekly



use the nutrition facts label  
more often for making  
food choices



are physically active  
more days of the week

*"My doctor told me to come back and thank you because you are teaching me to eat healthy and my A1C levels dropped from 7.1 to 6.1."*

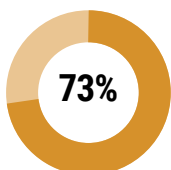
- CBH Participant

*"My son hated vegetables and wasn't much of a fan when it came to fruits. I noticed a huge difference when he started taking classes. As he walked around the grocery store, he'd point out and name certain vegetables and would say things like, 'Can we get some of that? I'd like to try it.' We are so amazed and proud of the knowledge he now has because of the classes he took!"*

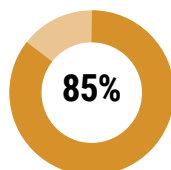
- CBH Youth Participant Parent

After their child participated in a SNAP-Ed series, parents/guardians reported:

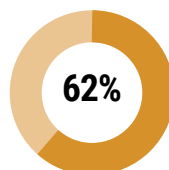
their child eats  
more fruit



their child eats more  
vegetables

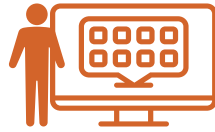


their child is more  
physically active



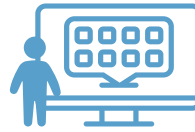
## ONLINE EDUCATION

In response to COVID-19, CBH educators pivoted quickly to virtual classes to continue to reach their communities.



104

virtual youth classes taught



262

virtual adult classes taught



increase in social media reach

## POLICY, SYSTEMS & ENVIRONMENT (PSE)

71

locations that improved healthy food access

3

policy changes adopted

40

systems changes adopted

46

environmental changes adopted

*"Participants have been very excited to see the fresh produce at the [food] pantry and all the different varieties of produce offered from the [CBH] program donations."*

- CBH Ambassador



>40,000

Utahns reached through PSE work

## SOCIAL MARKETING

**Eat Fresh, Buy Local**  
social marketing campaign



>455,000

people reached with campaign materials

53%

of people surveyed could recall (aided) campaign materials

## PARTNERSHIPS

Multi-sector partnerships allow Create Better Health (SNAP-Ed) to expand program reach and impacts.



181

partnering organizations

**EXTENSION**   
**UtahStateUniversity.**

For more information, visit  
**CreateBetterHealthUtah.org**

@createbetterhealthutah



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