

**FOOD \$ENSE**

**CREATES**

**Food Secure Families  
With Healthy Habits**



**Food \$ense (SNAP-Ed)**  
Annual Report 2017

**EXTENSION**   
**UtahStateUniversity**

**FOOD** SNAP-ED  
**\$ENSE**



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# EXECUTIVE SUMMARY

## *Utah SNAP-Ed Program Overview: Executive Summary 2017*

### **Progress in achieving overarching Food \$ense (SNAP-Ed) goals:**

The Utah SNAP-Ed 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 2015-2020 Dietary Guidelines for Americans and the USDA food guidance. As a result of Utah's Policy, System, and Environment (PSE) work, SNAP target audiences will have improved access to nutritious food and physical activity opportunities in their communities.

### **Focuses:**

- Provide strategies and interventions, among other health promotion efforts, to help the SNAP-Ed target audience establish healthy eating habits and a physically active lifestyle.
- Primary prevention of disease to help the SNAP-Ed target audience, who face risk factors for nutrition-related chronic disease, such as obesity, and prevent and postpone the onset of disease by establishing healthier eating habits and being more physically active.
- Continue to promote healthy lifestyle choices and educate the Utah SNAP-Ed target audience. In 2017:
  - 7,757,549 reached indirectly
  - 10,786 adults reached directly
    - 77% have enough food to last through the month
    - 81% eat more fruits and vegetables
  - 26,537 youth reached directly
  - PSE site activities at more than 40 different locations
  - 54,149 individuals reached through PSE efforts

### **Number of new projects implemented during the reporting year by identified primary approach:**

- Direct (3)
  - Adult: Creaciones en la Cocina
  - Adult: Developed Create Better Health curriculum
- PSE
  - No new PSE strategies
- Indirect
  - No new indirect activities through social media
- Social Marketing (1)
  - Create Better Health Campaign

**Number of ongoing projects that were operational during the reporting year by identified primary approach:**

- Direct (6)
  - Adult: Creates curriculum
  - Adult: Create an Active Lifestyle
  - Adult: Create Farm Fresh Food
  - Adult: Create Family Mealtime
  - Youth: Create MyPlate
  - Youth: Food, Fun & Reading
- PSE (4)
  - Thumbs Up for Healthy Choices in Food Pantries
  - Volunteers of America Youth Resource Center
  - UBET coalition work
  - SNAC coalition projects
    - Double Up Food Buck promotion
- Indirect (4)
  - Eat Well Utah (blog, Facebook, Instagram, Pinterest, Twitter)
  - Snappily Ever After (blog, Facebook, Instagram, Pinterest, and Twitter)
  - Kids Create (blog, Facebook)
  - Eat Well Utah newsletter delivered to more than 469,356 people this year. More than 95% of the recipients were from the Utah Intergenerational Poverty (IGP) data set.
- Social Marketing (1)
  - Create Family Meals

**Major achievements not already addressed:**

- Utah had unprecedented programming and reach this year as shown in the comprehensive FY 2017 annual report.

**Major setbacks, if any:**

- Learning new tools and evaluations for new programming such as social marketing. Also, limits in time and funding are always a setback. Utah has great reach with minimal dollars.

**Overall assessment:**

Food \$ense (SNAP-Ed) has established vital programming that is making a difference in the lives of low-income participants. Utah has strong collaboration with many agencies, specifically on SNAC. Utah continues to be innovative in programming to increase fidelity and outreach.

# ADMINISTRATIVE EXPENDITURES

Directions - To help FNS better understand State SNAP-Ed administrative expenditures, provide the percent and dollar value of administrative expenses used for each IA in the State for each of the following categories. To estimate the percentage of total administrative expenditures, use the data you compiled for question 10 on the EARS report. In the example below, administrative expenditures for X State University = \$550,000.

## Percent of Total Administrative Expenditures for Each Implementing Agency by Type of Expense

TYPE OF ADMINISTRATIVE EXPENSE:	NAME OF IA: UTAH STATE UNIVERSITY	
	% Values	\$ Values
Administrative Salary	35%	\$492,312.31
Administrative Training Functions	3%	\$43,504.64
Reporting Costs	6%	\$79,840.23
Equipment/Office Supplies	9%	\$121,991.93
Operating Costs	35%	\$499,420.78
Indirect Costs	13%	\$184,447.11
Overhead Charges (space, HR services, etc.)	0%	\$0.00
SUM	100%	\$1,421,517.00



# COMMUNITY NEEDS ASSESSMENT

## *Utah SNAP-Ed: 2017 Community Needs Assessment Report*

### **Overview of the Needs Assessment and Project Partners Involved**

The following information was gathered in a community needs assessment across the state of Utah to determine the needs of the Supplemental Nutrition Assistance Program (SNAP) eligible individuals in regards to health and nutrition.

### **Methods Used to Gather Information**

Methods used to collect data included written surveys, individual interviews, and focus groups. Through surveys and focus groups, we were able to assess the resources for low-income individuals in Utah by determining the policies, systems, and environments that influence health and nutritional status. Furthermore, we determined the effectiveness of the social media sites provided by the Supplemental Nutrition Assistance Program-Education by surveying the SNAP-Ed state office, SNAP-Ed nutrition education assistants, and SNAP-Ed participants.

### **Participation**

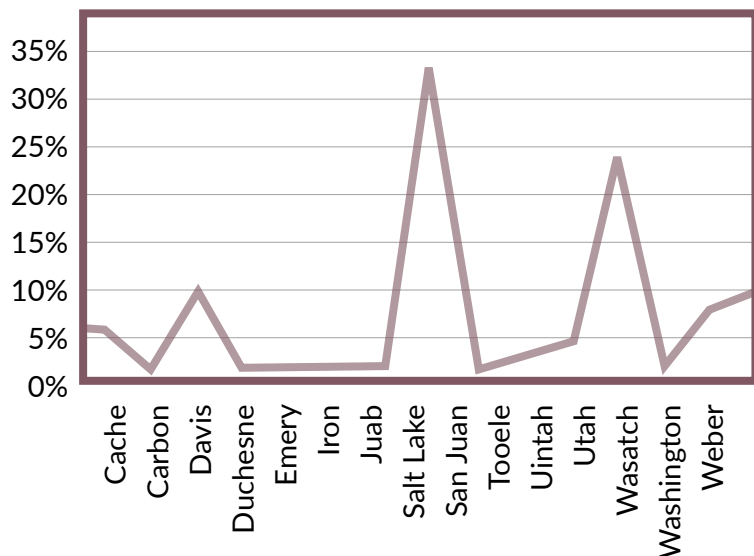
SNAP-Ed participants completed the social media survey after attending at least one SNAP-Ed class. The NEA offered the social media survey to all participants in the class. Anyone who was interested in participating took either a card with a link to take the survey online or a packet (including the survey) on the way out of class. Once the SNAP participants completed the survey, they were given the opportunity to fill out a different form if they wanted to receive compensation. Of the social media surveys distributed, 30 were returned.

SNAP participants were identified through the IGP list and asked to complete the community survey. SNAP participants were either contacted by email or mail, depending on the contact information available. Of the community surveys distributed, 153 were returned.

Focus groups were held in facilities that were convenient for the SNAP-Ed participants. These focus groups were held in Iron, Cache, Box Elder, Juab and Utah counties. Cache County and Box Elder County included Spanish participants. The moderator read the focus group script to all participants. When all the questions were answered or when 90 minutes were up, the moderator ended the focus group (and shut off the



## Community Needs Survey Percentage of Participation by County



recorder). Participants were provided with compensation (a \$25.00 gift card to Wal-Mart) and were required to sign their initials indicating they participated in the focus group and received the compensation for their time.

### Community Survey Findings

The majority of respondents shop at large grocery stores, followed by farmers markets, fruits and vegetable stands, and growing their own produce. Respondents feel they can find the food items they need in their communities, including a variety of fresh fruits and vegetables, canned or frozen fruits and vegetables, whole grains, and low-fat dairy products. They reported they generally have access to healthy food choices. The largest barrier to getting food that SNAP

participants need is the cost. The next two largest barriers listed were time for shopping and quality of food. SNAP recipients indicated that the top two changes they would like to see in their community food system would be more farmers markets and healthier options at convenience stores. These were followed closely by a need for community gardens and more cooking and nutrition classes. Eighty-one percent of respondents felt their community had safe places to exercise during the non-winter months. Respondents indicated they mostly exercise in parks and on hiking trails during the non-winter months. During the winter months, private gyms and public recreation centers were the top two places for recreation followed closely by not exercising during the winter months. Fifty-seven percent felt they had access to clean drinking water while exercising. The top two changes this population would like to see in the community regarding exercise would be discounted gym memberships and more published information on exercise facilities and opportunities.

### Focus Group Findings

The important factors for influencing the participants' choice for grocery shopping included proximity (due to transportation challenges), prices (cost), quality, and local products. Price, information provided through school, doctors, labels, family, and Pinterest were the top influences on food and beverage consumption. Most of the focus group participants get information about nutrition and exercise from similar sources that influence their food choices, citing information from school, family and Facebook as top sources. In addition to these top sources they reported that they also read about nutrition and exercise from books. The focus group participants felt that fruit should and could be cheaper. They felt it was very expensive. An additional change in their communities to help people make better food choices would be more food and cooking classes. Participants liked the booths at farmers markets where recipes and samples were handed out.

Food \$ense (SNAP-Ed) classes could be improved with better advertising at grocery stores and other locations frequently visited by participants. Flyers sent home in backpacks from





# SUCCESS STORY

"While teaching a class at the Department of Workforce Services, a lady popped in and started telling the class about her experience with Food \$ense. She said that after taking the same class as I was teaching that day, last December, she decided that she was going to implement the things that I had taught her in the class. She didn't know what her budget was so she started tracking how much she spent each month on food. She was surprised at the amount that she spent because she had been spending a ton of money each month on food. She also started meal planning and making grocery lists to take to the store. She testified that Food \$ense really does work! She said that now that she is meal planning she spends less money, eats better, and doesn't waste so much time going to the grocery store multiple times a week. The things we teach really do work!"

**Kailey Roberts, NEA**  
Beaver County

schools would be very effective. Other suggestions included more hands-on learning, family classes, and a place for children at classes. Participants liked the format of a cooking demo, physical activity lesson, and providing a sample.

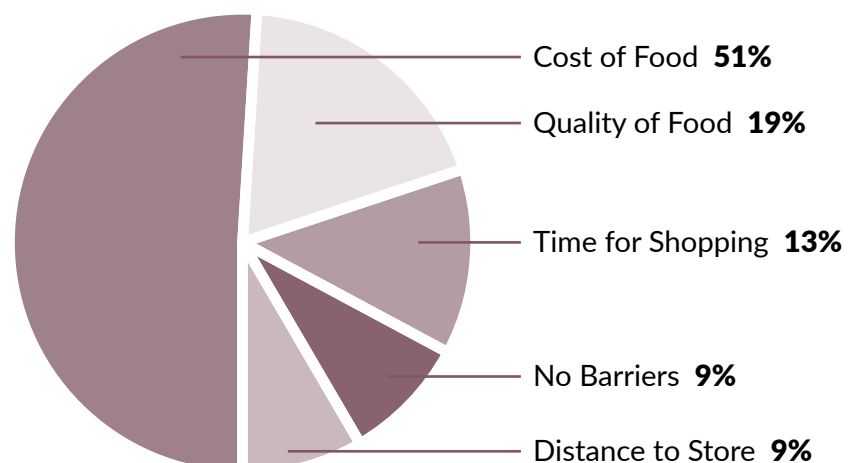
Barriers that exist in the community that prevent the participants from being more active include weather, money (cost of participation), feeling safe, proximity, childcare, finding time, and language. Some changes that could be made in the community that would encourage people to be more active include more big play equipment, better lighting, more police patrol, better transportation, free classes, community gardens, better advertising of classes and events, resource list for physical activity opportunities, and increased safe areas to walk (rural areas).

The majority of focus group participants were not aware of the Double Up Food Bucks Program. When told of the program, participants agreed with and were excited about stretching their food dollars. Participants indicated that farmers markets are not well publicized. Also, farmers markets are not always held at a convenient time for them.

## Social Media Community Survey Findings

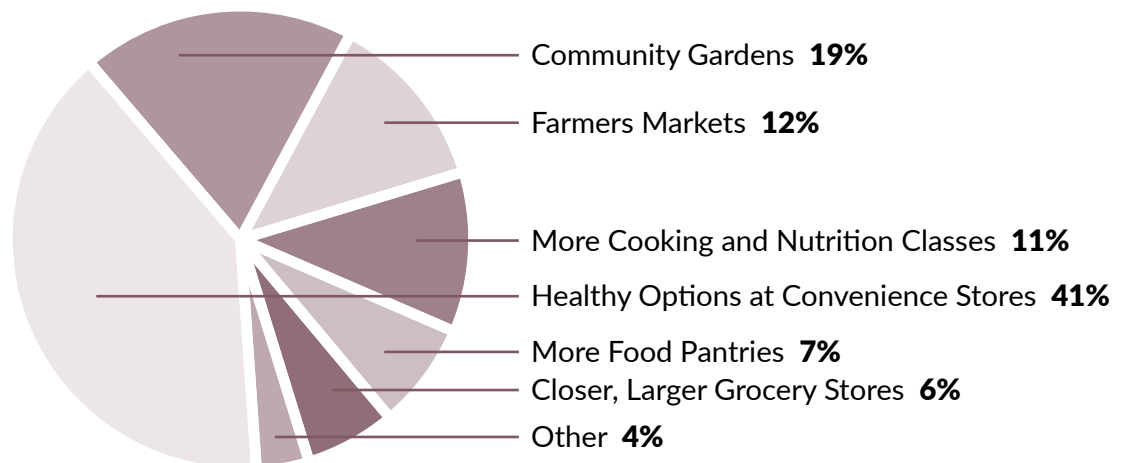
Respondents indicated they use Blogs, Facebook, Pinterest, Instagram, YouTube, and Twitter for less than 1 hour on a weekly basis. However, websites are used over 9 hours on a weekly basis. The top reasons for not using social media are no internet, no computer, lack of interest, and time. Most of the respondents learned about Food \$ense (SNAP-Ed) social media in a Food \$ense class. For information on exercise and nutrition, most respondents go to the Food \$ense

## What are the main barriers, if any, to getting the foods you need?



website, Google, or Pinterest. Only 15% of respondents had attended a Food \$ense (SNAP-Ed) class they had learned about from an online source. Eighty-five percent of respondents had never visited the Food \$ense website, a Food \$ense Facebook page, or one of the Food \$ense blogs. Thirty-seven percent of respondents would like to be reminded to make healthy choices or be advised of upcoming classes.

## What changes would you like to see in your community to improve healthy eating options?



### Nutrition Educator Social Media Survey Findings

Of the educators currently providing social media, the majority use Facebook, followed by Pinterest and blogs. Most of these educators promote the benefit of free education on healthy lifestyle patterns to their target audience in the form of social media. The number of views defines a successful post or campaign for the educators. All of the educators have seen an increase in page views since beginning their social media efforts. A little more than half of these educators feel they need more scheduled work hours to devote to indirect education over social media.

Of the educators currently not providing social media, the majority feel social media efforts would benefit the people in their county. The barriers for providing social media include limited time, not knowing what to post, and lack of familiarity with social media. Seventy-one percent of these educators recommend the Food \$ense (SNAP-Ed) website or blogs to their class participants. Ninety-one percent of these educators believe their participants are using social media. Facebook, Instagram, and Twitter are listed as the top types of social

## SUCCESS STORY

"Almost every week a young single mother and her son come to my Food \$ense Class. The first week that this young mother came she was so timid about any form of cooking. You could tell that she wanted to be healthier and make small changes but just didn't know how (especially with her income.) I have been so impressed with her progression. It makes me so happy to see her realize that these recipes really are simple and that she really can do them! Even though her changes have been small over the past 6 months, her progression is so impressive to me. She has found the courage to cook things at home and not be afraid. She has been eating healthier meals and making more time for family mealtime."

**Markie Nelson, NEA**  
Iron County

media their participants are using. The majority of these educators feel that Food \$ense (SNAP-Ed) should be encouraging social media use.

### State Office Social Media Survey Findings

Members of the Food \$ense (SNAP-Ed) state office see social media as an important piece of the program for providing education to SNAP-eligible participants. The state office believes that social media will increase the reach to all participants. Social media will also increase the ability to provide quality education to those who cannot attend classes. An appropriate amount of time for nutrition educators to spend on social media a week is about 15% of their scheduled work hours.

### Recommendations

As a result of this community needs assessment, Utah Food \$ense (SNAP-Ed) will work to improve the availability of healthy options at convenience stores, including fruits and vegetables, whole grains, and low-fat dairy by implementing Stock Healthy, Shop Healthy.

A strong theme throughout the focus groups was a lack of knowledge about when or where farmers' markets operate. While beginning a farmers market is beyond the scope of SNAP-Ed, increasing awareness and knowledge about the existing farmers markets in Utah can be done. Offering Create Farm Fresh Food classes, partnering with the Double Up Food Bucks program, and Farmers Market nutrition education booths can accomplish this. NEAs will announce farmers markets in their area to all direct education classes.

Improved access to healthy food options at food pantries can be achieved by using a nudge program that promotes healthier choices at food pantries. Food \$ense will use the Thumbs Up for Healthy Choices program to do this.

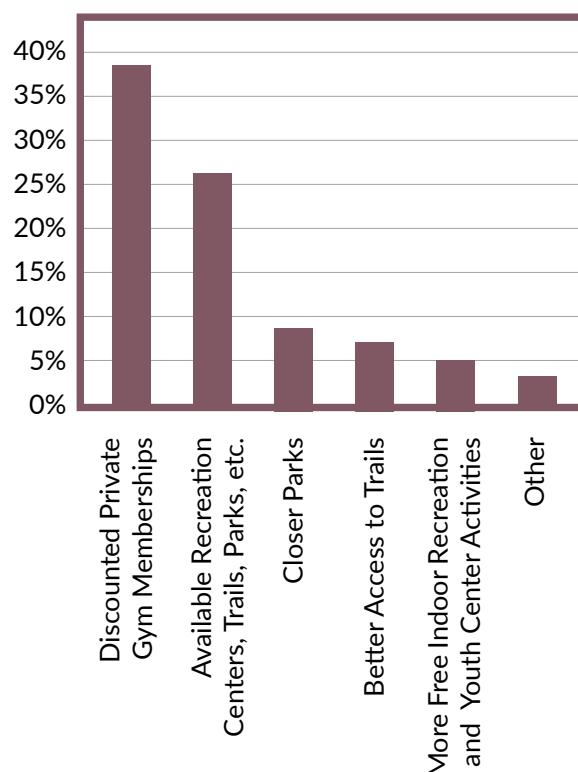
Discounted gym memberships and more published information on exercise facilities and opportunities were important to the respondents. There is currently no plan in place to address these needs.

Recommendations for improvement of Food \$ense (SNAP-Ed) classes could include better advertising and more hands-on learning. Family classes and a place for children at classes is also a recommendation. In 2016 Create Family Meals became a part of the Food \$ense curriculum. Classes are currently provided in many counties.

While educators believe participants are using social media, there is a disparity in that belief and actual usage. Recently information cards were distributed for the Kid's Create blog to inform participants of the blog. Continued efforts should be made to promote the blogs and other forms of Food \$ense social media. Indicators used ST1-ST5.

Journal article in progress: Jimenez, L., Ward, C., Wray, P., Savoie-Roskos, M., & LeBlanc, H. Results of a SNAP-Ed community needs assessment. (In Progress). Journal of Nutrition Education and Behavior.

### What changes would you like to see made in your community for physical activity?





# SNAP-ED EVALUATION FRAMEWORK

## Nutrition, Physical Activity, and Obesity Prevention Indicators

	READINESS & CAPACITY <i>Short Term (ST)</i>	CHANGES <i>Medium Term (MT)</i>	EFFECTIVENESS & MAINTENANCE <i>Long Term (LT)</i>	POPULATION RESULTS (R)
INDIVIDUAL	<b>GOALS AND INTENTIONS</b>  ST1: Healthy Eating ST2: Food Resource Management ST3: Physical Activity and Reduced Sedentary Behavior ST4: Food Safety	<b>BEHAVIORAL CHANGES</b>  MT1: Healthy Eating MT2: Food Resources Management MT3: Physical Activity and Reduced Sedentary Behavior MT4: Food Safety	<b>MAINTENANCE OF BEHAVIORAL CHANGES</b>  LT1: Healthy Eating LT2: Food Resource Management LT3: Physical Activity and Reduced Behavior LT4: Food Safety	<b>TRENDS AND REDUCTION IN DISPARITIES</b>  R1: Overall Diet Quality R2: Fruits & Vegetables R3: Whole Grains R4: Dairy R5: Beverages R6: Food Security R7: Physical Activity and Reduced Sedentary Behavior R8: Breastfeeding R9: Healthy Weight R10: Family Meals R11: Quality of Life
ENVIRONMENTAL SETTINGS  <i>Eat, Live, Work, Learn, Shop, and Play</i>	<b>ORGANIZATIONAL MOTIVATORS</b>  ST5: Need and Readiness ST6: Champions ST7: Partnerships	<b>ORGANIZATIONAL ADOPTION AND PROMOTION</b>  MT5: Nutrition Supports MT6: Physical Activity and Reduced Sedentary Behavior Supports	<b>ORGANIZATIONAL IMPLEMENTATION AND EFFECTIVENESS</b>  LT5: Nutrition Supports Implementation LT6: Physical Activity Supports Implementation LT7: Program Recognition LT8: Media Coverage LT9: Leveraged Resources LT10: Planned Sustainability LT11: Unexpected Benefits	
SECTORS OF INFLUENCE	<b>MULTI-SECTOR CAPACITY</b>  ST8: Multi-Sector Partnerships and Planning	<b>MULTI-SECTOR CHANGES</b>  MT7: Government Policies MT8: Agriculture MT9: Education Policies MT10: Community Design and Safety MT11: Health Care Clinical-Community Linkages MT12: Social Marketing MT13: Media Practices	<b>MULTI-SECTOR IMPACTS</b>  LT12: Food Systems LT13: Government Investments LT14: Agriculture Sales and Incentives LT15: Educational Attainment LT16: Shared Use Streets and Crime Reduction LT17: Health Care Cost Savings LT18: Commercial Marketing of Healthy Foods and Beverages LT19: Community-Wide Recognition Programs	
CHANGES IN SOCIETAL NORMS AND VALUES				

Utah Food \$ense uses the National SNAP-Ed evaluation indicators to align with the SNAP-Ed guiding principles. These guiding principles support documented changes resulting from multiple approaches for low-income nutrition education and obesity prevention. Utah Food \$ense uses the indicators highlighted in the chart above.

# EDUCATION

## Adult

As a result of participating in the Utah SNAP-Ed program, SNAP target audiences statewide will improve the likelihood that persons eligible for SNAP will increase food security and make healthy food choices within a limited budget; the target audience will choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and USDA's MyPlate, decreasing the likelihood of developing obesity and other chronic diseases. Based on behavior checklists, by September 30, 2017, at least 80 percent of SNAP-eligible individuals who participate in SNAP-Ed lessons statewide will demonstrate intent to follow MyPlate by making half of their plate fruits and vegetables, choosing whole grains, lean proteins, and switching to fat-free and/or low-fat dairy products. Based on behavior checklists, by September 30, 2017, at least 70 percent of SNAP eligible individuals who participate in SNAP-Ed lessons statewide will demonstrate behavior change practices by properly cooking, chilling, and separating food items, and properly cleaning food preparation surfaces. Based on behavior checklists, by September 30, 2017, at least 65% of SNAP-eligible individuals who participate in SNAP-Ed lessons statewide will demonstrate behavior change to increase physical activity and reduce time spent in sedentary behaviors as part of a healthy lifestyle. Based on behavior checklists, by September 30, 2017, at least 65 percent of SNAP eligible individuals who participate in SNAP-Ed lessons statewide will demonstrate intent to increase family mealtime and food resource management.

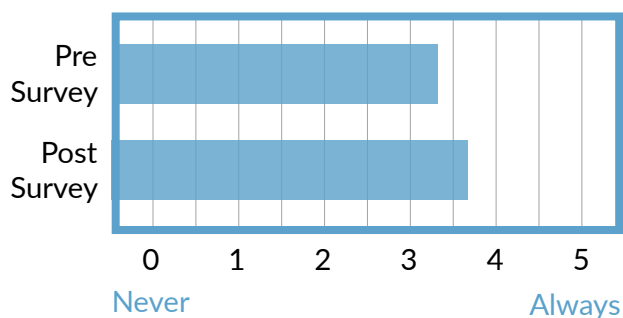
Utah SNAP-Ed used the same impact and process evaluations for adults and youth from FY 2008 through FY 2017. The data collected from these evaluations was used to create annual reports and other professional reports. The findings were also disseminated through journal articles. Data collection for the 6-month follow-up survey started in October 2012. If participants agreed to take the survey, they were contacted by phone or email 6 months after taking a SNAP-Ed class. Formative evaluation has been conducted by Utah's SNAP-Ed program in the past; however, due to the change in the adult curriculum, formative evaluation through the use of individual interview and focus groups will be conducted to determine curriculum appropriateness and effectiveness for the SNAP-Ed population.



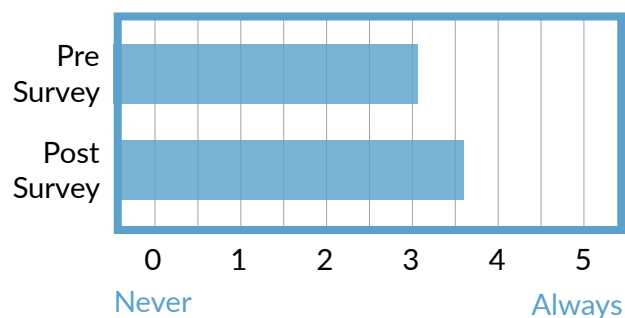
The data will provide validity in the curriculum used to improve Food \$ense and assist in identifying training needs and to collect need assessments for participants. The evaluation is an outcome evaluation. Heidi LeBlanc, Kim Garrity, and Mateja Savoie Roskos are the contacts for the data. Indicators met are MT1-MT4. No journal articles have been submitted at this time; however, one is currently being written.

## Adult Direct Education Impacts *The data on these charts reflect means*

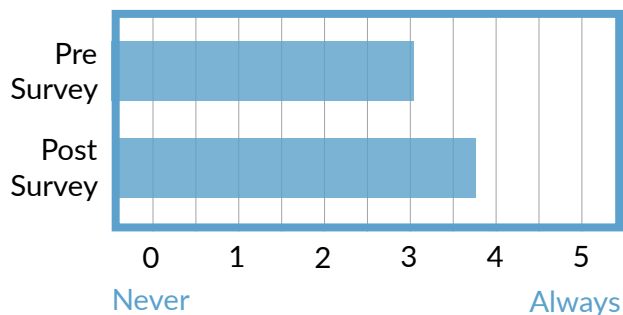
**Stretch my food dollars so there is enough food to last through the entire month**



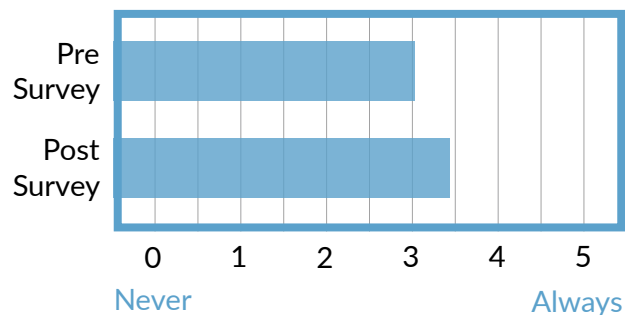
**Shop with a list**



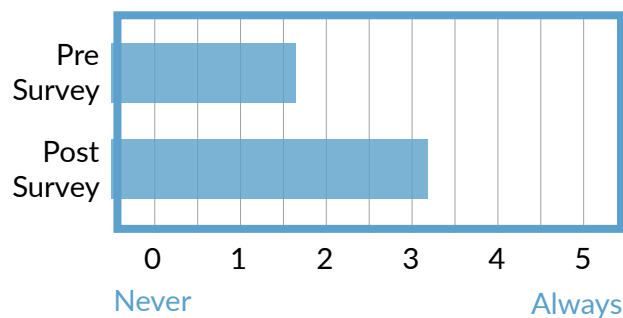
**Eat meals as a family three times a week**



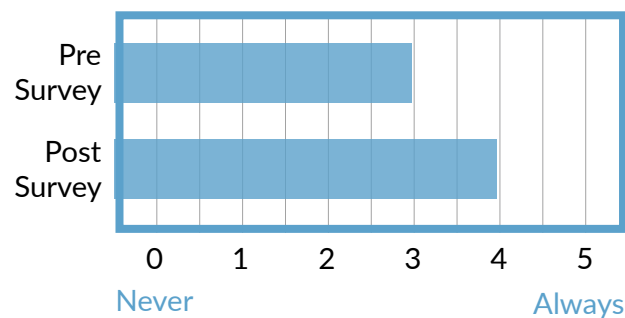
**Choose to be physically active for 30 minutes five times a week**



**Choose whole foods based on MyPlate recommendations**



**Eat fruits and vegetables daily**





# SUCCESS STORY

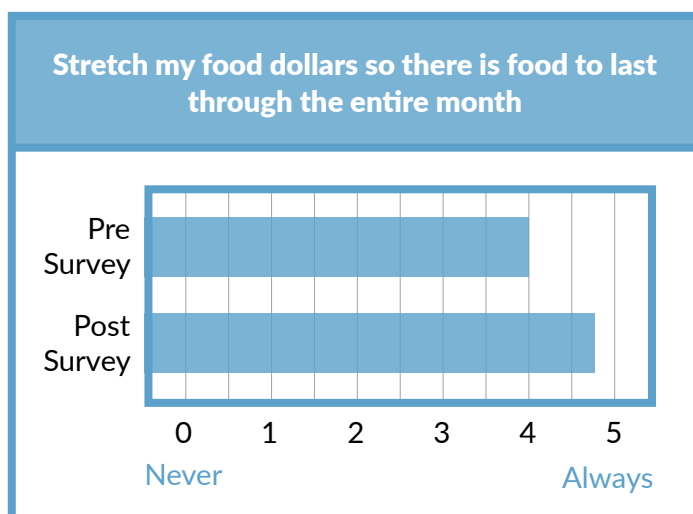
"I went to the grocery store last week and I saw one of my participants doing her shopping. She stopped and said hello to me and showed me her shopping list and an advertisement from a different grocery store. She told me that she was putting in practice what she had learned in my classes. She never used a shopping list before. She used to spend too much money when she did her shopping. She is more organized now and buys the things she has on the list. She told me that she uses coupons and sales from the paper. She is happy to put into practice all the things I have taught her."

**Anny Galvin, NEA**  
Cache County

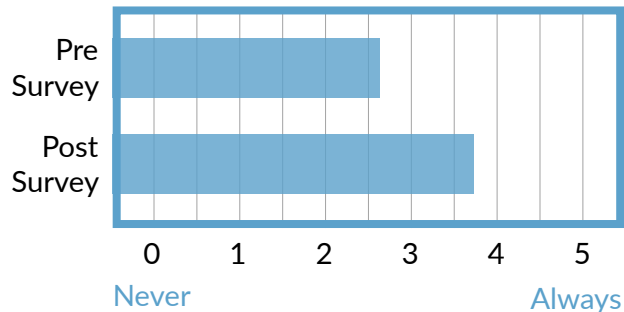
## Six-Month Follow Up

In 2016 Food \$ense collected follow-up data on adult participants 6 months after they participated in a Food \$ense (SNAP- Ed) lesson. Participants completed the retrospective survey either online or over the phone with a Food \$ense intern. Of the 121 respondents, 27% reported they were participating in SNAP and other assistance programs. The Six-Month Follow Up Survey is an impact evaluation. The indicators met are LT1-LT4. Some of the highlights include:

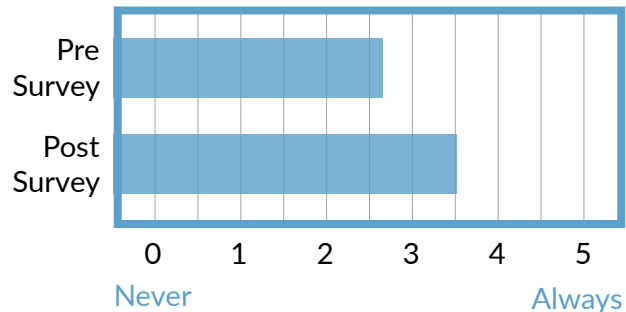
## Six-Month Follow-Up Survey Impacts *The data on these charts reflect means*



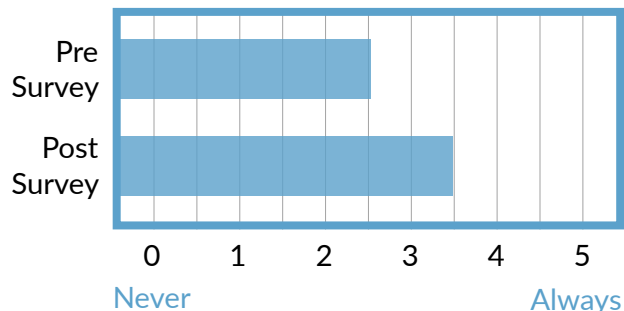
### Make purchases based on food labels



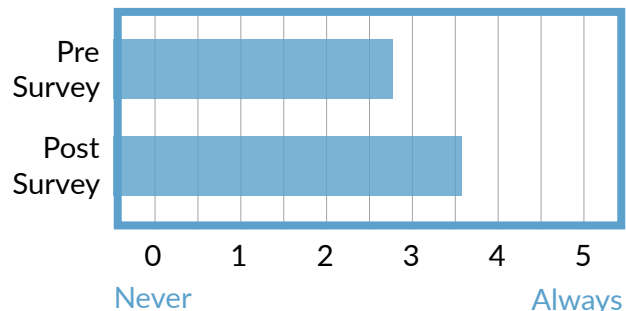
### Eat at least 2 1/2 cups of vegetable per day



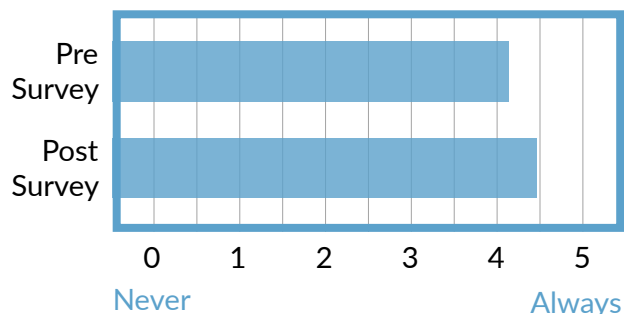
### Eat at least 2 cups of fruit per day



### Choose to be physically active for at least 30 minutes 5 days a week



### Wash hands and surfaces before and after food preparation or eating



Survey respondents were asked "What personal stories do you have about the knowledge you have gained through Food \$ense?"

- It opened my eyes to how much better I could be at shopping for foods.
- I lost 30 pounds because I learned how to control portions and eat more veggies.
- I am a busy mom with a full-time job and I also go to school. I don't have anyone else to help, so my child and I cook together now. We meal prep and I don't eat out every day at work. Not only that, but eating healthier gives me more energy so that I am back to working out on a regular basis and so is my child.
- I been trying to diet over last couple of years but didn't have anyone to tell how eating should be. Now I'm happy with what weight loss I had happening to me.
- Gained confidence and friendships.
- Never shop when you're hungry and shop with a list. These are just a few things I have learned!
- Better energy level with eating more fruit and veggies and able to maintain grocery budget.

## SUCCESS STORY

"After teaching some adults about a variety of ways to have successful family meals, I was able to have a conversation with a lady who told me that this lesson I just taught is going to change her life. She loved learning about menu planning and ways to make her food money stretch to the end of the month. It was great to see someone who wanted to change the way they were doing things to save themselves time and money."

**Kailey Roberts, NEA**  
Beaver County

## Youth

By the end of September 30, 2017 at least 80 percent of SNAP eligible children and youth who participated in SNAP-Ed lessons demonstrated intent to choose more whole foods and less processed meals. By the end of September 30, 2017, at least 70 percent of SNAP eligible children and youth who participated in SNAP-Ed lessons demonstrated intent to follow the food safety practice of proper hand washing prior to preparing and eating food. By the end of September 30, 2017, at least 60 percent of SNAP eligible children and youth who participated in SNAP-Ed lessons demonstrated intent to participate in physical activity for at least 30 minutes 4 to 5 days per week.

Instruction and activities are provided in the classroom, at assemblies, for small groups, and after school activities. Instructions are provided by NEAs at the request of the school administrator or teacher. Instructions delivered at elementary, middle/junior high schools, and high schools where at least 50 percent of the students qualify for free or reduced price lunches; after school programs and special enrichment programs where income guidelines are met by at least 50 percent of the participants. Each lesson and learning activity takes approximately 30 to 60 minutes to complete. One to eight sessions are taught, depending on needs and preferences of the teacher. MyPlate recommendations and increasing physical activity is followed. Youth





## SUCCESS STORY

"A mom of two young participants who had attended a lesson that taught about MyPlate and reading food labels approached me. She told me that her two kids were driving her crazy with the challenge I gave them to read the labels when they go shopping with their parents. They were reading the labels and letting their mom know if what she was purchasing was high or low in sugar and fats. She said it was hard to buy the items after they told her it was high in sugar or fat or absent of important vitamins. I was very happy that the kids learned what I taught them and were following through on the challenge, even if it was getting on their mom's nerves."

**Laurie Bates, NEA**  
Juab County

curriculum and evaluation will undergo a review in FY 2018 to more closely reflect the SNAP-Ed Evaluation Framework Indicators and the Education and Administrative Reporting System (EARS).

Take home messages for parents in the form of lesson handouts or worksheets will be provided with each lesson.

Data is from parent surveys. This data is used to provide evidence-based programming and to report back to FNS. The evaluation is an outcome evaluation. The indicators met are MT 1-MT 4. Contacts for this project are Heidi LeBlanc and Kim Garrity. No articles have been submitted at this time.

### Youth Impacts

- Parents reported an increased intake of fruit and vegetables by 65%
- Parents reported an increased intake of whole grains by 49%
- Parents reported an increased intake of lean protein by 46%
- Parents reported an increased intake of low-fat dairy by 48%
- Parents reported purchasing more fruit and vegetables by 58%
- Parents reported purchasing more whole grains by 48%
- Parents reported purchasing more low-fat dairy by 46%

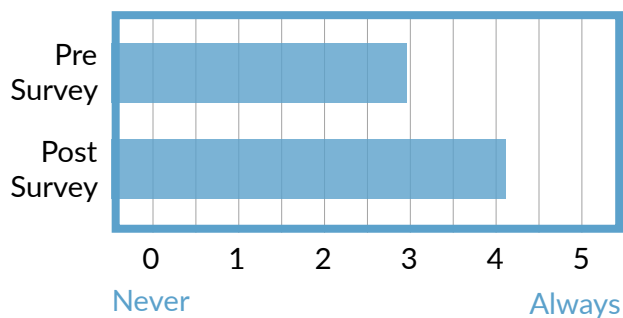
# Create Family Meals

In 2016, Food \$ense (SNAP-Ed) piloted a Family Meals program. The Family Meals program was so successful it was transformed into the Create Family Meals curriculum. The target audience is families who are in the intergenerational poverty population. Invitations continue to be extended to these families to attend classes. This curriculum gives families a hands-on meal experience, including planning nutritious and delicious meals, as well as improve their cooking skills, all while they are spending time together. Create Family Meals lessons focus on developing healthy families through encouraging healthy eating patterns and increasing daily physical activity. Using the Creates curriculum, participants will learn how to follow the Dietary Guidelines for Americans. They learn to turn the Dietary Guidelines for Americans into nutritious, appealing family meals. All cooking experiences and recipes feature foods available on a limited budget, with WIC benefits, or those commonly offered at emergency food sites. Create Family Meals is a direct education strategy delivered in face-to-face group lessons. Classes and materials are available in English and Spanish. Each class features a nutrition lesson from the Create Family Meals Curriculum, and a hands-on cooking experience with tasting. Families will participate in the cooking lesson preparing samples for their family to taste. There is strong evidence supporting the role of family meals as a strategy to improve dietary patterns and promote healthy weight maintenance. Create Family Meals has great potential to positively impact SNAP-Ed eligible adults and children, both in the short and long-term. Create Family Meals helps develop strong, healthy families with the skills necessary to cook, eat, and be active together. In FY 2017, the classes were evaluated using the Food \$ense Class Participant form that each adult filled out after attending the weekly class. The resulting data was used to help create the curriculum and support the Create Family Meals curriculum. In FY 2018 the program will be evaluated using the Create Family Meals Evaluation Form. The evaluation is an outcome evaluation. The indicators used are MT1-MT4. Contacts for this project are Heidi LeBlanc and Kim Garrity. A journal article is in progress.

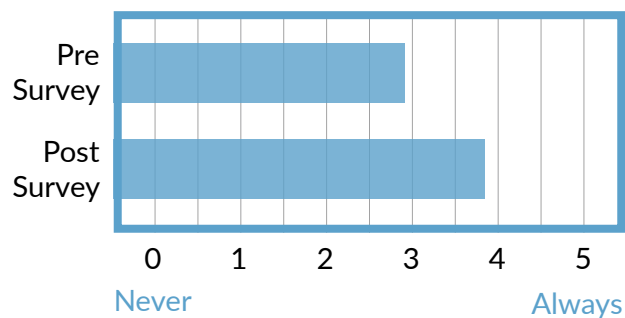


## Create Family Meals Impacts *The data on these charts reflect means*

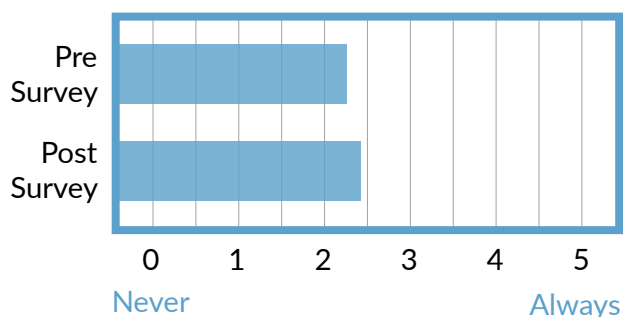
**Stretch my food dollars so there is enough food to last through the entire month**



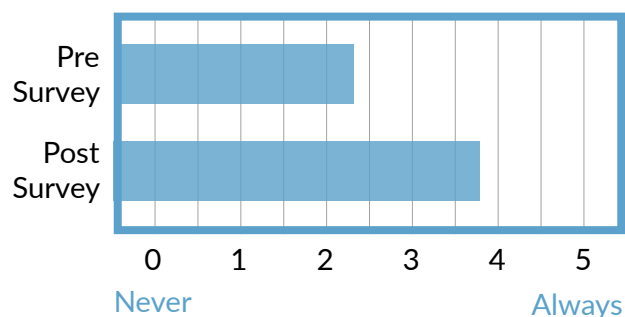
**Shop with a list**



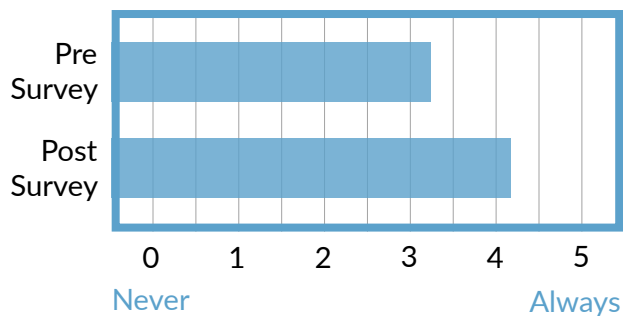
**Choose to be physically active for 30 minutes five times a week**



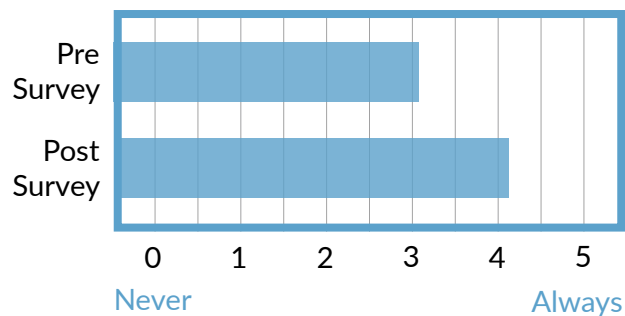
**Choose whole foods based on MyPlate recommendations**



**Eat fruits and vegetables daily**



**Eat meals as a family at least three times a week**





# Create Farm Fresh

A direct education strategy to increase Food \$ense (SNAP-Ed) participants' use of Utah farmers markets.

For the second year, Food \$ense offered the Create Farm Fresh Food series to participants who have access to a farmers market accepting SNAP benefits.

## The objectives of Create Farm Fresh Food include:

- Increase SNAP-Ed participant use of farmers markets
- Increase fruit and vegetable intake
- Identify and address barriers to shopping at farmers markets

The classes are designed to be taught as a 4-6 lesson series covering topics including: overcoming barriers to shopping at farmers markets, how to buy, store, and freeze fresh fruits and vegetables, and how to shop local and still stretch your food dollars. Class participants receive a small reinforcement that will help them implement what they learned in the class at home. Each lesson also includes a recipe demonstration and sample that features seasonal fruits and vegetables.

## Create Farm Fresh Food 2016 impacts (pilot year)

- Six participating counties: Box Elder, Duchesne, Davis, Salt Lake, Tooele, Weber
- 127 participants (72 unduplicated)

## After attending three to four Create Farm Fresh Food classes, participants reported significant improvements in the following perceptions/behaviors (as compared to findings after one to two classes):

- Importance of eating 2 cups of fruit each day
- Importance of eating 3 cups of vegetables each day
- Taste-testing new fruits and vegetables



- Purchased new fruits and vegetables
- Prepared new fruits and vegetables
- Purchased more fruits and vegetables

These findings from 2016 resulted in a few changes to the curriculum for 2017. Since no additional benefits were seen from respondents who participated in five to six classes, nutrition education assistants were approved to offer a four-lesson series. While participants did report an increase in their perception of the importance of eating 5 cups of fruits and vegetables daily, there was not a significant increase in their actual consumption of fruits

# SUCCESS STORY

“... When they give you a diagnostic like that, it’s no longer like “Oh, but I’m lazy!” It’s for your life, and not for you; you have children that are counting on you, they love you. So we need to do it before they give you a diagnostic that you’re going to go tomorrow because they say “You’re going to die during the night” and it made me think. I am 47 years old, I have never liked exercise. And now I have to do a lot of exercise because cholesterol medicine is simply exercise and food. I took food into account, yes, I have always followed a regimen. But with exercise, nothing. So, before it’s too late, don’t let laziness stop you because the day will come that you have to change your life. Exercise is the only thing that can.”

**Food \$ense Class Participant**

and vegetables.

To address this, additional information was added to the curriculum to further teach participants how to increase fruit and vegetable intake. The program is evaluated using the Create Farm Fresh form and is an outcome evaluation. The indicators met are MT1, MT2, MT4.

## **Create Farm Fresh Food 2017 impacts:**

- Six participating counties (Box Elder, Duchesne, Davis, Salt Lake, Tooele, Weber)
- 118 participants (55 unduplicated)

**The findings were identical to 2016. After attending three to four Create Farm Fresh Food classes, participants reported significant improvements in the following perceptions/behaviors (as compared to findings after one to two classes):**

- Importance of eating 2 cups of fruit each day
- Importance of eating 3 cups of vegetables each day
- Taste-testing new fruits and vegetables
- Purchased new fruits and vegetables
- Prepared new fruits and vegetables
- Purchased more fruits and vegetables

Create Farm Fresh Food curriculum and supplemental materials can be found here:  
[extension.usu.edu/fscreate/create\\_farm\\_fresh\\_food\\_curriculum\\_handouts](https://extension.usu.edu/fscreate/create_farm_fresh_food_curriculum_handouts)

# Indirect Education

INTERVENTION CHANNEL	ESTIMATED REACH
Articles	382,209
Billboards, bus/van wraps, or other signage	676,684
Calendars	7,500
Community events/fairs - in which participated	37,332
Community events/fairs - only sponsored	2,363
Electronic materials (e.g., email and electronic newsletters or mailings/text messaging)	1,194,604
Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)	32,406
Nutrition education reinforcement items (e.g., pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)	2,560
Point-of-sale or distribution signage (e.g., displays or window clings in retail stores)	3
Radio public service announcement	336,4570
Social media (e.g., Facebook, Twitter, Pinterest, and blogs)	1,076,579
TV public service announcements	1,6981
Videos (includes CD, DVD, and online video sites like YouTube)	1964
Websites	39,287
Other	930,358
<b>TOTAL</b>	<b>7,757,549</b>

# CURRICULUM DEVELOPMENT

## Creaciones en la Cocina

In the past three decades, the Latino population in Utah has dramatically increased. Population is characterized as:

- Largely immigrant
- Young (23.6 years age average)
- Primarily Spanish-speaking
- Significantly lower median income than the average Utah household

Food \$ense (SNAP-Ed) recognized a need for outreach to the Latino community and is providing programs addressing healthy lifestyles and disease prevention through nutrition education. Important steps were taken to bridge communication barriers and to make the curriculum culturally relevant. The Food \$ense curriculum that was the best fit for adaptation was Create Family Meals, and changes were made to the curriculum to make it a better fit for the Latino population. The new Spanish curriculum, Creaciones en la Cocina was developed.



YEAR	LATIN POPULATION GROWTH
1990	4.9%
2000	9%
2010	13%
2020	17%
2030	20%

Before the curriculum was pilot tested, a special grant was written, submitted, and approved. Spanish speaking NEAs were hired to assist with curriculum revisions, translation/interpretation, and pilot testing. A curriculum draft was created, materials were adapted, and lesson supplies assembled. IRB approval to conduct surveys and focus group interviews was submitted and secured. Locations in Cache County for education and pilot testing were reserved. Marketing and recruiting participants continued. First and second pilots of the

lesson series were completed and pre- and post-data was collected. The marketing of classes was done face to face, with posters, and celebrity radio spots.

Evaluation included both quantitative and qualitative measures. The participant's knowledge change resulting from a four-lesson series and behavior intent after the end of the series was evaluated. Additionally, participants were measured to see how well a culturally adapted curriculum was received by Latino participants.

- **Pilot-test 1:** 13 participants
- **Pilot-test 2:** 14 participants

The cultural adaptations in Creaciones en la Cocina pilot-test encouraged participants to engage actively in the lessons. Knowledge change was positively effected for all skills measures included in each of the lessons. Using a mixed method approach (both quantitative and qualitative measures) provided greater evidence related to increased knowledge and practice changes as reported by the participants.

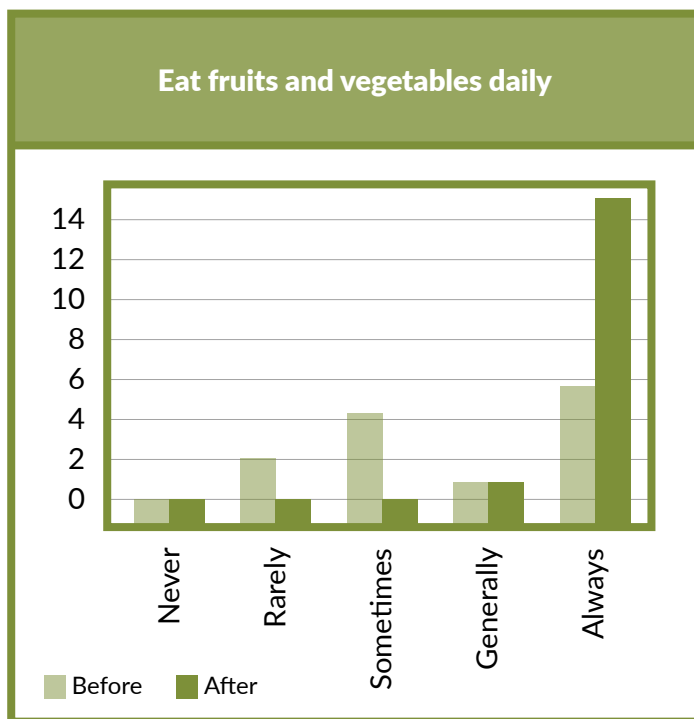


AGE	NUMBER OF PARTICIPANTS
<b>19-34</b>	5
<b>35-39</b>	15
<b>60+</b>	0
<b>No Answer</b>	7

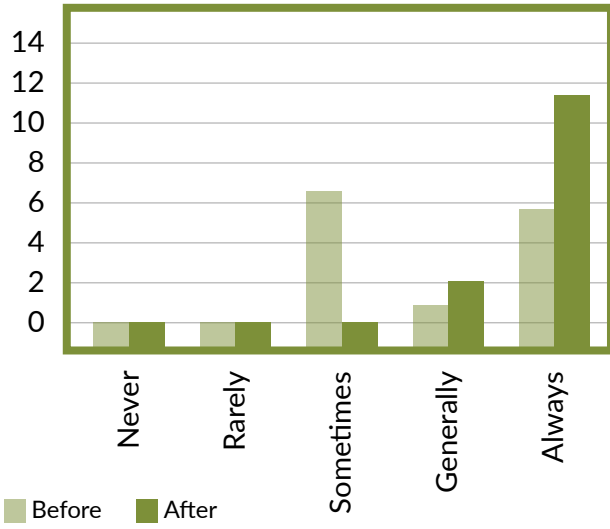
The evaluation was a process evaluation. The indicators met for this evaluation were journal articles cited:

(2011) *Journal of Nutrition Education and Behavior*. 43(4), 158–161. Horner P. S., Martinez R., Velez D., Kayitsinga J., Acosta S., (2015) *Adapting a Nutrition Education Intervention for Latinos in the Midwest*. (2013) *Journal of Education and Human Development* 4(4), 84-90, Hammons A. J., Wiley A. R., Fiese B. H., & Teran-Garcia M, Six Week Latino Family Prevention Pilot Program Effectively Promotes Healthy Behaviors and Reduces Obesogenic Behaviors. *Journal of Nutrition Education and Behavior* 45(6), 745-750.

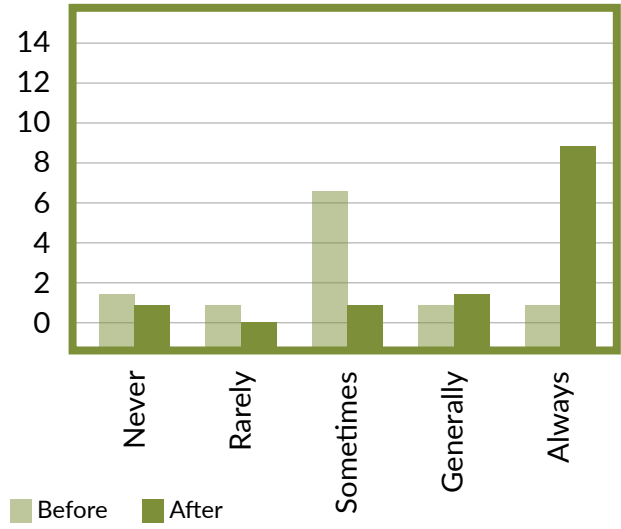
## Creaciones en le Cocina Impacts



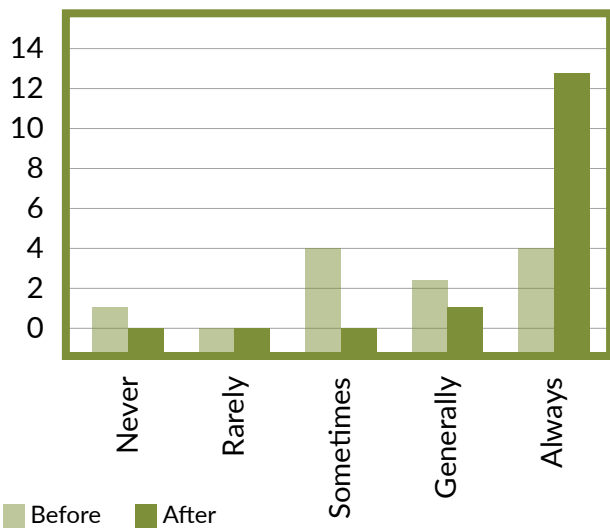
### Be physically active for at least 30 minutes 5 days a week



### Choose whole foods based on the MyPlate recommendations



### Follow the USDA food safety recommendations



# POLICY SYSTEMS AND ENVIRONMENT

*Increasing the availability and appeal of healthy foods in Utah's food pantries.*



According to Feeding America, families and individuals' reliance on food pantries has shifted from a few weeks out of the year, to several months, or even years. This prolonged reliance on food pantries as a monthly food security strategy increases the importance of ensuring that healthy choices are available and visible within the pantry setting. Recognizing the need to offer and promote healthy foods in pantries, Food \$ense has incorporated several Policy, Systems and Environment (PSE) strategies that aim to increase the availability and appeal of healthy choices in food pantries. The PSE strategies include healthy food drives and implementation of the Thumbs Up for Healthy Choices nudge program.

## Thumbs Up for Healthy Choices

While healthy food drives are intended to increase the availability of healthy food choices within a food pantry, Food \$ense (SNAP-Ed) also recognized the need to have something in place to make these healthy choices stand out among the other options. To reach this goal, Food \$ense developed and implemented its Thumbs Up for Healthy Choices program. 2017 was the program's second year of implementation. The program was implemented in 22 pantries throughout the state. The goal of the program is to increase the visibility and appeal of healthy choices in food pantries.

This goal is achieved through the use of nudge strategies, which are simple marketing strategies that are commonly used in food retail settings to increase the sale of targeted items. Nudge strategies include, but are not limited to, small shelf signs or product placement that simply nudge, or encourage, people to select the targeted item.



Thumbs Up for Healthy Choices utilizes Feeding America's Foods 2 Encourage nutrition guidelines to identify healthy choices at food pantries. The guidelines focus on foods that are low in sodium, added sugar, saturated and trans fats. It promotes foods that are high in vitamins, minerals, and fiber including whole grain breads and pastas. Once identified, the visibility of these items is increased through the use of shelf sign that either solely indicates they are a healthy choice, or provides a small explanation of the item's health benefits. The signs are placed directly in front of the product allowing pantry clients to easily scan the pantry and locate where the healthy foods are located.

In addition to these point-of-selection nudges, our nutrition education assistants (NEA) also increase the appeal of these healthy items by featuring them in a delicious recipe that clients can sample while waiting to enter the pantry. In certain locations, Food \$ense NEAs have even prepackaged healthy recipe bags that put together foods from the pantry and a recipe card. These bags make it especially easy to select healthy foods that can be used to create a nutritious meal at home.



## SUCCESS STORY

"I visited the Homeless Youth Resource Center to help organize their kitchen pantry and add more recipes to their recipe book. I met with the HYRC Volunteer Coordinator. She told me that our recipe book has been so helpful. In the past, the volunteers wouldn't show up to prepare a meal for the clients and the staff would scramble and throw together a last minute not-so-healthy meal for the teens, sometimes just serving cereal. The recipe book has been so helpful in providing alternative recipes that are healthy and are using a variety of the donated foods. I was very excited to hear this feedback from our contact that our PSE efforts were making a difference, and that our recipe book is promoting healthier meals based on MyPlate guidelines. Our PSE efforts have had a significant impact on the meal system at the HYRC and what the teen clients are being served."

**Ally Cowdell, NEA**  
Salt Lake County

The success of the Thumbs Up program is the result of strong partnerships between the individual food pantries, Food \$ense (SNAP-Ed), Utah Department of Health, and Utahns Against Hunger. The support of these different agencies has allowed Thumbs Up to be implemented in 22 pantries during 2017, which is an increase of five pantries from 2016. Other changes to the program since its pilot year in 2016 include a variety of updates to marketing tools to improve visual impact of the program. Moving into its 3rd year in 2018, larger banners and grocery cart placards promoting the program will also be used to further increase program recognition.

Food \$ense conducted an outcome evaluation of the Thumbs Up program. This research was funded through a Utah State University Extension mini-grant. The surveys were conducted in six urban pantries where the Thumbs Up program had been implemented for at least 4 months. The pantries were located in Davis, Weber, and Salt Lake counties. Four-hundred-thirty pantry clients were surveyed about their level of familiarity with the Thumbs Up program, as well as the impact of the program on their selection of healthy foods in the pantry. There were two survey tracts; one for clients not familiar with the program, another for those who were aware



of the program. The data is currently being analyzed, and a thorough report of the findings will be available in spring 2018. Due to high national interest in policy, systems and environment strategies such as Thumbs Up multiple journal articles will be submitted for publication discussing the findings of the survey and future directions for such programs. However, we do have some exciting findings from preliminary analysis of the data:

- 87% of all clients surveyed (n=430) strongly agree/agree that making healthy choices at the food pantry is important to them.
- 84% of clients familiar with the Thumbs Up program (n=193) strongly agree/agree Thumbs Up makes it easier to make healthy choices in the food pantry.
- 67% of clients familiar with Thumbs Up (n=193) strongly agree/agree they eat healthier since Thumbs Up was implemented in their pantry.

These preliminary results suggest that making healthy choices in food pantry settings is something that pantry clients find important. It also suggests that the Thumbs Up program is effective at making it easier to make healthy choices, improving the overall diet of some pantry clients. We are excited to continue to implement and evaluate our innovative Thumbs Up for Healthy Choices program during 2018. 2018 will bring continued improvement of the program based on the complete analysis of the data collected this year. Evaluation of the program in rural counties is also of interest for the upcoming year.

Find all of the Thumbs Up for Healthy Choices materials at [www.extension.usu.edu/fscreate](http://www.extension.usu.edu/fscreate) > PSE>Thumbs Up Toolkit-Food Pantries.

Reference: Feeding America. (2014). Hunger in America 2014 National Report. Retrieved from [help.feedingamerica.org/HungerInAmerica/hunger-in-america-2014-full-report.pdf](http://help.feedingamerica.org/HungerInAmerica/hunger-in-america-2014-full-report.pdf)



## Mosaic Inter-Faith Pantry Healthy Food Drive

While implementing the Thumbs Up for Healthy Choices in the Mosaic Inter-Faith Pantry, located in Salt Lake County, one of our nutrition education assistants (NEA) recognized the lack of healthy food options available for Salt Lake's refugee population. In an attempt to ensure that these new arrivals to the United States have access to healthy foods, our NEAs worked with the pantry's manager to conduct a healthy food drive. Marketing materials were developed to request healthy foods that the pantry suggested their clients would use and enjoy.

### **The food drive resulted in 325 pounds of donated food including:**

- Brown rice
- Dried beans
- Fruit packed in 100% fruit juice
- Low-sodium canned vegetables & beans
- Whole grain bread

The pantry was very pleased that their pantry shelves were filled with food to help their clients maintain a high quality, healthy diet. They look forward to future collaboration with Food \$ense (SNAP-Ed) to ensure their clients continue to have access to healthy foods.

Food \$ense plans to increase the number and impact of healthy food drives conducted in 2018. We will continue to look for new partnerships to help increase the availability of healthy foods in pantries throughout the state. We will also continue to improve our efforts to measure the amount of healthy foods donated as a result of our projects.

## **Boy Scouts of America Healthy Food Drive**

*Northeastern Utah (Davis, Weber, Cache, Rich counties)*

During FY 2017, Food \$ense surveyed over 400 food pantry clients in six urban pantries along the Wasatch Front. Clients reported lack of availability of healthy options as the most common barrier to making healthy choices. To address this concern, Food \$ense has begun to work with healthy food drives around the state. This pilot year, Food \$ense partnered with the Utah Department of Health (UDOH) and a regional Boy Scouts of America (BSA) group, Trapper Trails Council. Together we developed messaging to be printed on the Scouting Out Hunger food drive bags. This project's goal was to increase the amount of healthy foods donated to local food pantries. The message, which can be seen above, encouraged community members to donate low-sodium, low added-sugar items, as well as whole grain breads and cereals. As a result of Food \$ense and Utah Department of Health contributions to printing, the BSA was able to print an additional 20,000 food drive bags that were distributed to homes in northeastern Utah including Davis, Weber, Cache, and Rich counties.

## **SUCCESS STORY**

A mom of three children who receives food from the food bank stated she likes exploring new ways of using what she receives at the food bank. "I love the recipes because it gives me new ideas on how to put together some of what I get here. Sometimes you just run out of ideas."

**Food \$ense Participant**

### Message on Scouting Out Hunger food drive bags:

All families deserve access to healthy foods. While all donations are appreciated, please consider donating the following items:

- Low sodium canned vegetables
- Low sodium soup
- Canned fruit in 100% juice
- Canned meats (tuna, chicken, salmon)
- Whole grain cereals & breads
- Peanut butter

We accept commercially packaged, non-perishable foods.

*Please do not donate items expired past one year.*

Although it cannot solely be attributed to our efforts, the food drive coordinators estimated a 9% increase in the amount of donations received this year. Measuring the amount of foods that correspond with the requested healthy options is a complicated undertaking. However, Food \$ense and the Utah Department of Health are working together to develop a strategy to best capture and report a quantifiable impact of these healthy food drive efforts. In 2018, we plan to collaborate with a partnering food pantry in Weber County to calculate the total amount of healthy foods donated as a result of the Scouting Out Hunger food drive. We also are working to expand to other regions with our healthy messaging for the Scouting Out Hunger food drives for March 2018.

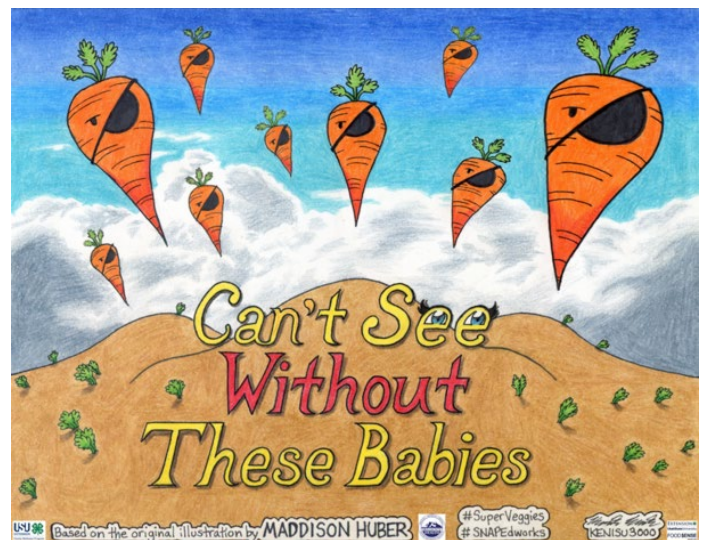
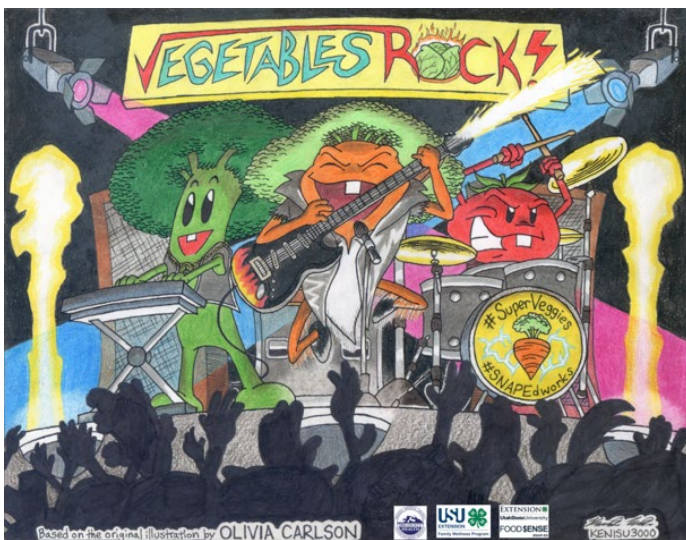


## Piute County Community Garden

Piute County community garden has been in Junction, Utah, for the past 14 years. If someone needs vegetables, the garden is the place to get them. Every 2 or 3 weeks the community meets to weed the garden, which usually takes about an hour. The same goes for planting. The community has been keeping the weeds down with plastic but is looking forward to installing a drip system next year. The mayor of the town calls the garden a community rallying point. The garden is harvested by word of mouth. Once a crop ripens, the word gets passed around the town and people come and get what they need. Junction supplies the water, but it receives help from Utah State University Extension. USU helps by submitting soil samples, collaborating, and teaching new skills through 4-H. Chris Jessen, Extension agent for Piute County, has helped teach children new skills which helps end intergenerational poverty. Chris said, "We're teaching people skills they can use to be more self-sufficient. People armed with the skills of growing food, as well as bottling and preserving it, can take a step toward living without help from others or the government."



# Super Incredible Veggie Contest



In addition to statewide PSE initiatives like Thumbs Up for Healthy Choices, our frontline educators and supervisors sometimes identify a need in their county that can be filled using a PSE strategy. A great example of a county-specific PSE effort in 2017 was The Incredible Super Veggie Poster Contest that was held among 5th graders in five elementary schools in the Duchesne County School District. This project was a collaboration between Food \$ense, USU Extension Family Wellness Program, Tri-County Health Promotion, Duchesne County School District, and the Roosevelt Library.

The idea for the Incredible Super Veggie Poster Contest emerged from the findings of a study that looked at the effectiveness of vegetable marketing on elementary school aged children in 10 urban schools. The study found that the marketing strategies, including vinyl banners and animated TV spots in the cafeteria, increased the amount of vegetables consumed by the students during lunch (Hanks, Just & Brumberg, 2016). The goal of the pilot year of the Incredible Super Veggie Poster Contest was to encourage children to use their creative



capabilities to develop posters to promote vegetable consumption within participating schools. The posters were used to create a school cafeteria environment that encouraged intake of the vegetables available to students.

For the pilot year, Food \$ense Nutrition Education Assistants (NEAs) worked with the local school districts to coordinate the contest in fifth grade classrooms. Students were asked to create original artwork about vegetables. A panel of judges chose the top four posters from each school and the posters were voted on by all students. After a winner was chosen from each school, the artists and their work were honored at a reception held at the local library that featured all the posters created by participants. The posters were on display for one month after the reception. Local organizations donated bicycles to be given to the winning artists from each school. The artists' reception, and other program details, were featured in two local newspaper articles, as well as a local news program.

The winning posters were then given to a local artist to make a professional rendition of the students' artwork. These renditions are currently displayed in the cafeterias of the school where they were created. The posters ultimately aim to encourage students to eat healthier. The estimated reach of this PSE strategy included approximately 1,200 students in the participating schools. Reach of the media coverage, artists' reception, and extended display of the posters in the library was estimated at over 29,000 people.

The Duchesne County Food Sense program hopes to continue the Incredible Super Veggie Poster Contest. In addition to the contest, the county hopes to have the capacity to conduct a plate waste study to assess if the program is having a positive impact on vegetable consumption.

## Reference

Hanks AS, Just DR, Brumberg A. (2016). Marketing vegetables in elementary school cafeterias to increase uptake. *Pediatrics*, 138(2), e20151720.

## Links to newspaper articles:

[http://www.ubmedia.biz/community/article\\_e32b0502-46f1-11e7-8408-17159436883c.html](http://www.ubmedia.biz/community/article_e32b0502-46f1-11e7-8408-17159436883c.html)

[http://www.ubmedia.biz/community/article\\_a71011cc-25f2-11e7-ab94-bfc3c54a366a.html](http://www.ubmedia.biz/community/article_a71011cc-25f2-11e7-ab94-bfc3c54a366a.html)



## Farmers Markets

Food \$ense (SNAP-Ed) Farmers Market Booths: An indirect education approach to increase purchase and use of targeted fruits and vegetables.

Once people get to the farmers markets, Food \$ense has nutrition education booths that help them learn about some of the produce available that day. Food \$ense booths offer nutrition education to market patrons including health benefits, selection, and preparation of the featured fruit or vegetable of the week. Most booths offer a small sample of a recipe, along with a recipe card that market patrons can take home. While there are many markets throughout Utah, Food \$ense

identifies markets where the low-income target population is most likely to shop. These markets are selected by looking at location, as well as SNAP redemption during the previous markets years. This year, Food \$ense chose 10 markets for their nutrition education booths. The markets were located throughout the following counties:

- Davis County
- Salt Lake County
- Utah County
- Box Elder County
- Cache County
- Weber County
- Duchesne County

Farmers market materials including fruit and vegetable posters, approved market recipes and the 2017 edition of the Live Well Utah: Farmers Market Edition Cookbook can be found here:

<http://extension.usu.edu/fscare> > **Farmers Market Materials Tab**

### **Double Up Food Bucks: A policy, systems and environmental approach to improving access to local fruits and vegetables.**

Food \$ense also continued its work as a collaborating partner for the Double Up Food Bucks program. Double Up Food Bucks is the matching incentive program offered to SNAP recipients at farmers' markets to purchase fruits and vegetables. 2017 was the third year that SNAP recipients were offered up to \$10 in matching funds to purchase locally grown fruits and vegetables. Food \$ense plays an integral role in the promotion of the program to its target audience. Food \$ense helps build awareness of the Double Up Food Bucks program by including market specific information in the Eat Well Utah newsletter which is distributed to the Intergenerational Poverty mailing lists, through reminding class participants about local markets that offer DUFb, and helping with the distribution of fliers and posters throughout the state. The promotion of DUFb is a collaboration between Utahns Against Hunger, the Utah Department of Health-EPICC program, and Food \$ense. As a result of the efforts of these, and other organizations, the use of DUFb, as well as SNAP benefits at farmers' markets continues to grow annually. Below are the results from the 2017 farmers market season:

	2016	2017	% INCREASE
<b>Farmers markets/stands/mobile markets with DUFb</b>	21	25	19%
<b>Total number of SNAP/EBT/DUFb customer transactions</b>	4,359	5,687	25%
<b>Total value of SNAP benefits redeemed at farmers markets</b>	\$59,072	\$72,508	23%
<b>Total value of DUFb redeemed</b>	\$38,151	\$47,047	23%

Several questions about the Double Up Food Bucks program were included as part of the seven focus groups conducted as part of Food \$ense's community needs assessment. Questions focused on awareness, benefits, and barriers to using DUFb. Analysis of Food \$ense's findings is currently underway and will be combined with the findings of DUFb focus groups directed by Cornell University. These combined findings will be discussed in a manuscript submitted for publication during 2018, as well as used for program improvement in both Utah and New York.

# SOCIAL MEDIA

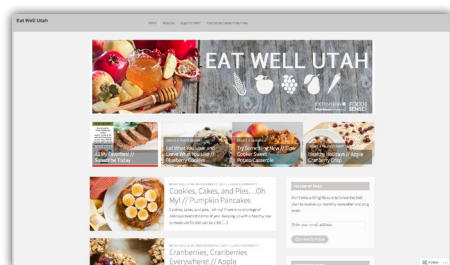
## Statewide Social Media Program

Food \$ense (SNAP-Ed) has a carefully targeted and lively social media program. Food \$ense online shares important information and is visually appealing and up-to-date. Utah Food \$ense is found on the six primary social media platforms: Blog, Facebook, Instagram, Pinterest, Twitter, YouTube, in addition to the Extension websites and calendar.

Food \$ense has four Social Media NEAs, each with a different focus and audience. Each week they take concepts from the Creates, Create Family Meals, or MyPlate Curriculum and share it online through recipe demos, small video clips, and informational graphics. They also comb through SNAP-Ed-approved social media sites (MyPlate.gov, USDA.gov, SNAP Connection) for themes and ideas that affect their target audience and write about them. The Food \$ense Social Media Program has three primary objectives:

1. Teach SNAP-Ed participants and SNAP-eligible who are unable to attend live classes.
2. Promote SNAP-Ed principles and concepts at the individual level through daily reminders.
3. Deliver easy-to-find resources for nutritious meal planning and increased physical activity.

## Blogs

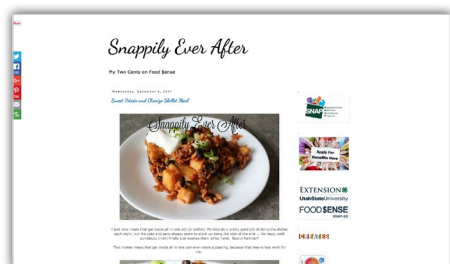


[eatwellutah.org](http://eatwellutah.org)

**Content Manager:** Candi Merritt, Social Media NEA

**Target Audience:** statewide low-income, SNAP eligible, community partners, state partners, Utah Intergenerational Poverty

**Curriculum Used:** Creates, Create Family Meals

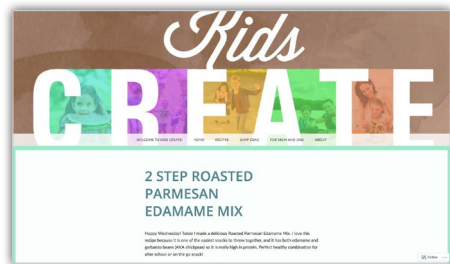


[snappilyforever.blogspot.com](http://snappilyforever.blogspot.com)

**Content Manager:** Kerry Garvin, Social Media NEA

**Target Audience:** statewide low-income, young mothers, SNAP eligible, single mothers

**Curriculum Used:** Creates, Create Family Meals, Create MyPlate



[kidscreatesite.wordpress.com](http://kidscreatesite.wordpress.com)

**Content Manager:** Lea Palmer, Social Media NEA

**Target Audience:** children ages 6-18, low-income families

**Curriculum Used:** Create MyPlate, Food, Fun, & Reading, Choose MyPlate

Each blog has accompanying social media identities on Facebook, Instagram, Pinterest, and Twitter, except for the Kids Create blog. In its place, we have a statewide Food \$ense (SNAP-Ed) page.

# SUCCESS STORY

"I posted on the blog about the risk of health advice that wasn't true and common misconceptions, but mostly it was encouragement about continuing to make good choices because one "bad" choice doesn't mean you should give up. I had a woman message me about how much it meant to her. The post had a funny graphic with it that included an upward arrow that was squiggly and she told me that she was going to print it out and keep it on her fridge to keep her motivated. I love knowing that I can help people not to give up."

Kerry Garvin – Social Media NEA

## Facebook

### [facebook.com/utahfoodsense](https://facebook.com/utahfoodsense)

Utah Food \$ense is the statewide Facebook page. A certified NEA manages it. Each week she highlights SNAP-Ed concepts and principles and responds to comments and questions from followers. During farmers market season, those markets offering EBT machines are listed, and seasonal produce is highlighted. Healthy lifestyle choices are encouraged and taught, and the site promotes healthy seasonal food and physical activity.

**Content Manager:** Tayla Russell, Social Media NEA

**Target Audience:** statewide low-income, SNAP eligible, community partners, state partners, Utah Intergenerational Poverty

**Curriculum Used:** Creates, Create Family Meals

**Eat Well Utah:** [facebook.com/eatwell.utah](https://facebook.com/eatwell.utah)

**Snappily Ever After:** [facebook.com/snappilyeverafterblog](https://facebook.com/snappilyeverafterblog)

In addition to the broader (statewide) social media efforts, some NEAs choose to host a Food \$ense (SNAP-Ed) Facebook page at the county level. These Facebook pages re-post and share the work done by the statewide Social Media NEAs, but also include local information such as upcoming classes, farmers' market dates, and produce in season.

### Primary Goals & Objectives

There are three goals of the county Facebook page:

- Recruit for SNAP-Ed classes
- Provide local information on food, nutrition, and physical activity.
- Create an online community for sharing healthy recipes and nutrition tips.

**Food \$ense Beaver County:** [facebook.com/foodsensebeavercounty](https://facebook.com/foodsensebeavercounty)

**Food \$ense Box Elder:** [facebook.com/boxelderfoodsense](https://facebook.com/boxelderfoodsense)

**Food \$ense Cache County:** [facebook.com/foodsensecachecounty](https://facebook.com/foodsensecachecounty)

**Food \$ense Duchesne & Uintah:** [facebook.com/foodsenseduchesnecounty](https://facebook.com/foodsenseduchesnecounty)

**Food \$ense Garfield County:** [facebook.com/garfieldfoodsense](https://facebook.com/garfieldfoodsense)

**Food \$ense Iron County:** [facebook.com/ironcountyfoodsense](https://facebook.com/ironcountyfoodsense)

**Food \$ense Tooele County:** [facebook.com/TooeleCountyFoodSense](https://facebook.com/TooeleCountyFoodSense)

**Food \$ense Utah County:** [facebook.com/foodsenseutahcounty](https://facebook.com/foodsenseutahcounty)



## Instagram

Eat Well Utah: [instagram.com/eatwellutah](https://www.instagram.com/eatwellutah)

Snappily Ever After: [instagram.com/snappilyeverafter](https://www.instagram.com/snappilyeverafter)

Utah Food \$ense—SNAP-Ed: [instagram.com/foodsense\\_utah](https://www.instagram.com/foodsense_utah)

## Pinterest

Eat Well Utah: [pinterest.com/usuextension/eat-well-utah](https://www.pinterest.com/usuextension/eat-well-utah)

Snappily Ever After: [pinterest.com/snappilyforever](https://www.pinterest.com/snappilyforever)

Utah Food \$ense—SNAP-Ed: [pinterest.com/utahfoodsense](https://www.pinterest.com/utahfoodsense)

## Twitter

Eat Well Utah: [twitter.com/eatwellutah/](https://twitter.com/eatwellutah/)

Snappily Ever After: [twitter.com/snappilyforever](https://twitter.com/snappilyforever)

Utah Food \$ense—SNAP-Ed: [twitter.com/UtahFoodSense](https://twitter.com/UtahFoodSense)

## YouTube – Public

[youtube.com/channel/UCp5fRTxguUUpO-OJWXLx3FQ](https://youtube.com/channel/UCp5fRTxguUUpO-OJWXLx3FQ)

Utah Food \$ense (SNAP-Ed) Creates YouTube channel provides nutrition education to SNAP recipients and those eligible for Food Stamps in video form. This channel offers a variety of quick tips and short lessons on SNAP, nutrition, budgeting, cooking, food safety, and physical activity. These videos are used frequently by NEAs on social media and sometimes in face-to-face classes.

**Content Manager:** Jocelin Gibson, State Office

**Target Audience:** statewide low-income, SNAP eligible, SNAP-Ed participants, Utah Intergenerational Poverty

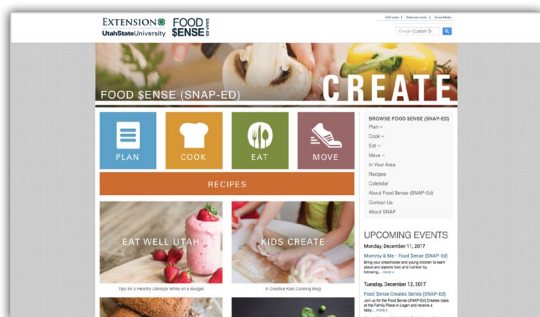
**Curriculum Used:** Creates, Create Family Meals

## SUCCESS STORY

“Recently, I made dinner and used my Food \$ense (SNAP-Ed) S.O.S mix, and I posted a photo of it. I had a woman message me and ask me for the recipe for the dinner because it looked so good and easy. I was happy to share with her the blog post for S.O.S mix and how I used it to make dinner in less than 15 minutes.”

Kerry Garvin – Social Media NEA

## Website – Public



[extension.usu.edu/foodsense](http://extension.usu.edu/foodsense)

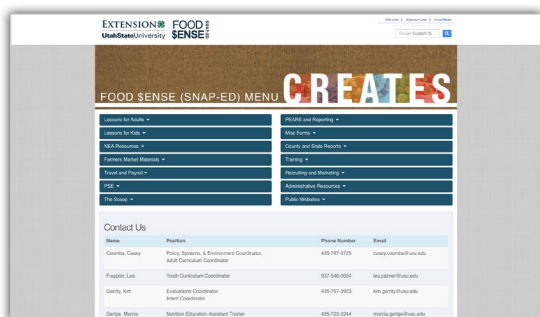
This is the public Food \$ense (SNAP-Ed) landing page where we explain our program and purpose. The lessons (Plan, Cook, Eat, and Move) were carefully designed and written following our Create Curriculum and the USDA Dietary Guidelines for Americans. Currently, our website serves as a recipe bank and an effective conduit to our other, more active and targeted, online education options.

**Content Manager:** Jocelin Gibson, State Office

**Target Audience:** statewide low-income, SNAP eligible, SNAP-Ed participants, Utah Intergenerational Poverty, community partners, state partners

**Curriculum Used:** Creates, Create Family Meals, Create MyPlate

## Food \$ense Staff Website



[extension.usu.edu/fscreate](http://extension.usu.edu/fscreate)

This is the hub of our administrative programming. Here is where our staff finds Food \$ense (SNAP-Ed) curricula, teaching resources, training videos, eligibility sites, policy and procedure guidelines, timecards, staff meeting notes, etc. It is updated almost daily as materials are removed and new ones are added. This page is our virtual supply closet for everything that is not private or confidential.

**Content Manager:** Jocelin Gibson, State Office

**Target Audience:** Food \$ense employees, NEAs, supervisors, supporting agencies, stakeholders

## Statewide Calendar

[extension.usu.edu/foodsense/calendar](http://extension.usu.edu/foodsense/calendar)

This calendar lists the Food \$ense (SNAP-Ed) classes occurring across the state. It is updated automatically whenever an event is submitted and approved – which happens daily. These classes also appear on the Utah State University Extension master calendar. During the farmers market season, markets that have an EBT machine are included on this calendar. It is made available and accessed through our public website and our various social media outlets. It is also distributed through numerous USU Extension marketing efforts online and in print.

**Content Manager:** Jocelin Gibson, State Office

**Target Audience:** statewide low-income, SNAP eligible, SNAP-Ed participants, Utah Intergenerational Poverty, community partners, state partners

# Food \$ense Creates Curriculum Downloads

Food \$ense strives to share all marketing and educational materials via the SNAP-Ed Connection. In March 2017, a download tracker was added to our staff website to record who was downloading the Creates curriculums and for what purpose.

The primary goal and objective is to keep a record of which agencies are downloading and using the Creates curriculums.

## Food \$ense Creates Curriculum Downloads

**181** = Total Curriculum Downloads

**55** = Create MyPlate Youth Curriculum

**33** = Creates Adult Curriculum

**56** = Create Family Meals

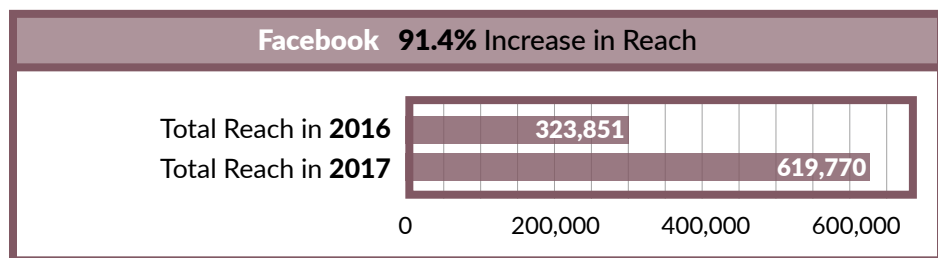
**37** = Create an Active Lifestyle Curriculum

## Creates curriculum downloads are from the following states:

- Arizona
- Arkansas
- California
- Florida
- Idaho
- Kansas
- Massachusetts
- Minnesota
- Montana
- New Jersey
- North Dakota
- Ohio
- Texas
- Utah
- Washington
- Wisconsin

## 2017 saw remarkable increases in Social Media efforts and reach.

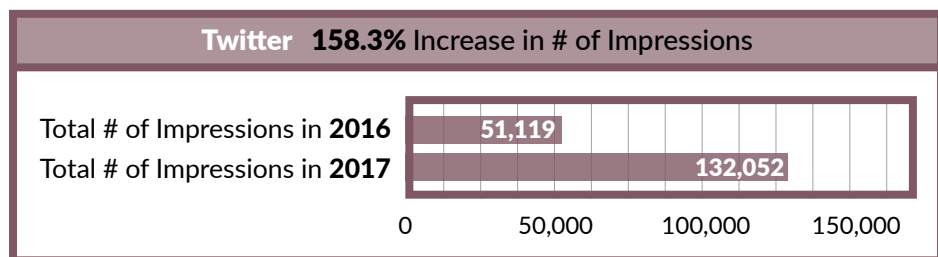
### Data from 2016 to 2017 revealed:



**45.3%** increase in total number of blog posts

**20.3%** increase in total number of blog views

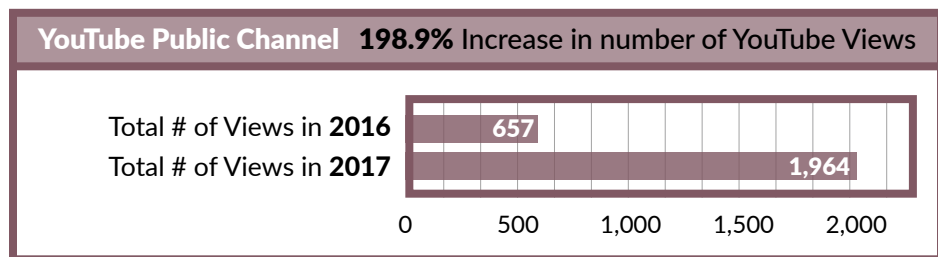
**87.8%** increase in number of Facebook posts



**177%** increase in number of Instagram posts

**55.5%** increase in average monthly Pinterest view

**298.1%** increase in number of Tweets

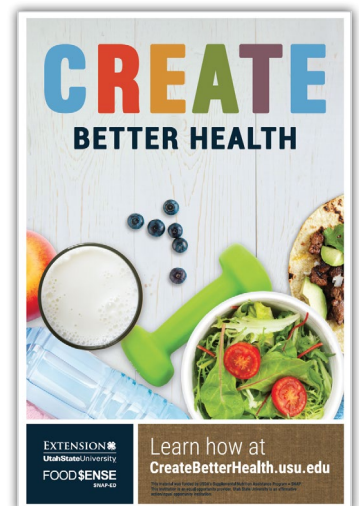


# SOCIAL MARKETING

Social marketing plays a key role in supporting the Food \$ense SNAP-Ed messages taught in direct and indirect education interventions. It is able to reach more of the SNAP-Ed eligible audience and foster an environment that promotes making healthy choices. Last year, Food \$ense (SNAP-Ed) developed and implemented two social marketing campaigns.

## Create Better Health

Create Better Health is a multi-level intervention approach that supports SNAP-Ed goals to increase healthy eating, physical activity, and food safety practices of the adult SNAP-Ed eligible audience. In 2017, Food \$ense (SNAP-Ed) developed the theme Create Better Health as the new title of the updated Creates curriculum. This message's purpose is to support behavior changes promoted by SNAP-Ed and help the audience understand that SNAP-Ed is a holistic intervention that addresses more than nutrition.



Food \$ense (SNAP-Ed) developed flyers, posters, social media digital images, a brochure, and bus ads to promote Create Better Health throughout Utah. The vanguard campaign, launched in July 2017, included three bus ads which were run along routes in low-income neighborhoods. These routes were selected with market data from a public transportation advertising company.

While only output data of the campaign's reach was collected in 2017, Food \$ense (SNAP-Ed) plans to conduct further evaluation of the campaign as it continues to develop it. The development stage will narrow the campaign messaging to some specific behaviors that help the SNAP-Ed-eligible audience to Create Better Health. These messages will be based on the updated curriculum and the results of the statewide needs assessment conducted during the last 2 years.



# Create Family Mealtime

September is National Family Meals Month. The Create Family Mealtime Campaign encourages residents of Utah to sit down at the table with their family for mealtime. Research has found a correlation between family meals and positive health and behavior outcomes. Children who participate in regular family meals are more likely to do well in school, have lower risk of obesity and other chronic diseases, and are more likely to maintain healthy lifestyle habits into adulthood.

During the second year of the Create Family Mealtime campaign, Food \$ense (SNAP-Ed) promoted family mealtime in direct education classes, press releases, and on public transportation bus ads. Five bus ads were run on routes in low-income neighborhoods, according to marketing data from the advertising company, in Cache, Weber, Davis, Salt Lake, and Utah counties. The bus ads and additional media coverage through television, radio, and newspapers were part of the campaign's expansion during its second year.



The State Department of Health: Environment, Policy, and Improved Clinical Care (EPICC) Program and local county health departments partnered with Food \$ense (SNAP-Ed) to promote this campaign. EPICC printed 4,000 copies of the Create Family Mealtime Cookbook and disseminated it throughout the state through local health departments. Utah Family Meals, a campaign supported by the state and local health departments, also shared electronic Create Family Mealtime resources online via Facebook.



The reach of the project has increased by 24% since last year. The National Extension Association of Family & Consumer Sciences recognized the campaign as part of the Create Family Meal Program and awarded the program 1st Place in the Western Region for Family, Health, & Wellness. To improve the Create Family Mealtime campaign in 2018, Food \$ense (SNAP-Ed) will add resources in Spanish and will evaluate the efficacy of the program through message/campaign recall evaluations. Most of this data will be collected in the late fall of 2018.

## Legislature Annual Conference Visit

In July 2017, Food \$ense (SNAP-Ed) contacted the offices of U.S. Senators Lee and Hatch, Congressmen Stewart and Bishop, and Congresswoman Love to invite them to a luncheon during the Food \$ense Annual Conference in October. Staffers from all five offices, representing the entire Utah delegation at the time, attended the luncheon. University administrators shared SNAP-Ed program impacts and a brief history of the program. The staffers from the House of Representatives were seated according to their congressional districts with supervisors and nutrition education assistants from that district. They were pleased to hear right from the frontline staff who serve the SNAP-Ed population. It was valuable for them to learn the challenges of the SNAP-Ed eligible population in the state and how Food \$ense is helping them. After the luncheon, Congressman Stewart's office issued the following statement:

*"We are grateful for the efforts of those who work and teach in the SNAP-ed program. Providing our communities with greater knowledge of nutrition, budgeting and self-reliance helps hard-working families. We know this will provide dividends for generations to come. Congressman Stewart's office appreciates the opportunity we have had to learn more about these efforts and interact with you face-to-face."*



(Above) Justin Anthony, a member of Senator Lee's staff, attends the Food \$ense SNAP-Ed Luncheon to learn more about the Food \$ense SNAP-Ed program.



(Above) Food \$ense SNAP-Ed educators and supervisors discuss Food \$ense SNAP-Ed efforts in Utah's 2nd Congressional district with Rhonda Perkes, Congressman Stewart's Field Representative.

## SUCCESS STORY

*"I am thankful for the valuable information my staff received during the Food \$ense SNAP-Ed luncheon. I look forward to my office continuing to develop our relationship with the Food \$ense SNAP-Ed program."*

**U.S. Senator Mike Lee**



## Nutrition News - October 2016

### TIP OF THE MONTH

Don't let the end of gardening season in Utah slow down your consumption of fruits and vegetables. You can find many fresh fruits and vegetables at your local grocery store or market this time of year. Broccoli, Brussels sprouts, butternut squash, cauliflower, cranberries, grapes, mulhrooms, pumpkin, sweet potatoes, and Swiss chard are all in season right now. For recipe ideas including fruits and veggies of the season, visit [www.fruitandvegsgoesmatters.org](http://www.fruitandvegsgoesmatters.org).

Get social! Find us on [Facebook](#), [Instagram](#), [Twitter](#), and [Pinterest](#).

For more information call the Cache

County Extension Office at

435-752-6263.

All Hallowes Eve will soon be upon us. If the thought of all those Halloween treats has you a bit scared, be sure to have healthy snacks ready to go. For some healthy halloween snack ideas, visit [eatwellutah.org](http://eatwellutah.org). You might also enjoy a yummy soup recipe to add to your menu this week. Check out the recipe below. Enjoy!

Eat Well Utah is a free resource available to you, offering nutrition information, healthy recipe ideas, and tips on staying physically fit. Visit [eatwellutah.org](http://eatwellutah.org) today!

## Mexistrone Soup

October 2016

### Directions

Heat the oil in a large pot. Sauté the onion and carrots, 3 minutes. Add garlic and zucchini. Cook, stirring 2 minutes. Add corn, black and pinto beans, sliced tomatoes with their liquid, oregano, and basil. Bring mixture to a boil and simmer 5 minutes. Season to taste with pepper and serve with desired toppings (corn chips, sour cream, cheese).

EXPLANATION: **FOOD SENSE**

Get the full story on this recipe and more at [eatwellutah.org](http://eatwellutah.org)

Cache County Extension Office

### Yield:

- 1 These cereals all
- 1 medium onion, sliced
- 2 carrots, sliced
- 1 large garlic clove, finely
- chopped
- 2 small zucchinis, sliced
- 1 can black beans, rinsed and
- drained
- 1 can pinto beans, rinsed and
- drained
- 1 can tomatoes (canned tomatoes
- with liquid)
- 2 tsp. oregano
- 2 tsp. dried basil
- 1 small can sweet corn (frozen)
- 1 large can tomato juice

The Food Sense (SNAP-Ed) Program teaches classes on nutrition, budgeting, cooking, food safety, and healthy activity. Check out these **FREE** classes in your area.

### Nighttime Food Sense

**Healthy Holidays -** This time of year is filled with fun and delicious holiday traditions. Join us for this class to learn ways to make your favorite holiday dishes a little healthier.

**Date:** Tuesday, October 18  
**Time:** 7:00 - 8:30p. m.  
**Location:** Cache County Administration Building (Multipurpose Room), 179 N Main St, Logan, UT, 84321

### Daytime Food Sense

**Healthy Holidays -** This time of year is filled with fun and delicious holiday traditions. Join us for this class to learn ways to make your favorite holiday dishes a little healthier.

**Date:** Thursday, October 27  
**Time:** 11:00a.m - 12:30p.m.  
**Location:** Cache County Administration Building (Multipurpose Room), 179 N Main St, Logan, UT, 84321

Unsubscribe from these messages.

1420 Old Main Hill, Logan, UT 84322

# SUCCESS STORY

“One of my posts this month was a muffin recipe. It was featured in the Live Well Utah newsletter in the recipe section. I got some extra traffic from the recipe being shared in the newsletter and I had 15 people subscribe to the blog’s email subscription list.”

**Candi Merritt – Social Media NEA**

# HUNGER INSTITUTE

## **The Hunger Solutions Institute has several goals:**

- Mobilize USU students to fight against hunger at the university, state, and federal levels.
- Aggregate and disseminate the latest knowledge, research, and best practices to those who address hunger.
- Unite efforts and create multi-sector collaborations and coalitions to address Hunger in Utah, removing redundancies in work.
- Convene and educate professionals to make food security a priority in the state.

Each year, more than 400,000 Utahns experience food insecurity. Current efforts in Utah address food insecurity through public and private organizations; numerous agencies provide food, education, and advocacy. However, there is a need for greater collaborations between these independent agencies. Also, there is a need to bring together colleges across the university campus to help determine solutions to the world's food supply and distribution concerns and prepare students, the future professionals, to be well-equipped with a greater breadth of knowledge and experience in fighting hunger.

The Food \$ense (SNAP-Ed) program recognizes these obstacles and has begun creating the Utah State University Hunger Solutions Institute (HSI). The HSI develops and disseminates best practices in fighting hunger, facilitates collaboration between existing agencies, and assists in creating an academic program (incorporating many colleges) to help USU students learn about food insecurity and contemporary best practices to address it.

Currently, the creation of the HSI has been approved by the USU Provost's office, and is pending approval in the Utah System of Higher Education Board of Regents. Operating as a branch of Food \$ense (SNAP-Ed) and not yet as an independent institution, USU Hunger Solutions has already facilitated several partnerships that help address food insecurity in Utah.

## **The most notable partnerships and projects include:**

1. Food \$ense (SNAP-Ed) partnership with USU's Nutrition, Dietetics, and Food Sciences Department to research the extent of food insecurity among USU students.
2. Partnership with USU's sustainability council, Food Recovery Network, Student Nutrition Access Center (SNAC), and USU service center to create the USU campus kitchen, which will reduce community food waste and increase food security.
3. Partnership with Utah State University to begin creating a hunger solutions academic minor.

No journal articles at this time. Point of contact is Heidi R. LeBlanc, Director, and Caleb Harrison, Hunger Institute Assistant Director.



# PARTNERSHIPS

## ***Collaborations: A Key to Success***

As Food \$ense continues to grow its innovative programming to include a comprehensive approach to obesity prevention, the role of partnerships and coalitions has become increasingly important. Developing and implementing strategies that aim to ultimately reduce obesity among our low-income target population is a sizeable task. Collaborative partnerships, including multi-sector coalitions, are both a time and cost-effective way to ensure that a wide variety of nutrition and physical activities are available throughout Utah, as well as guarantee that resources are being leveraged, and efforts are not duplicated.

## **State Nutrition Action Coalition (SNAC)**

Throughout the United States, State Nutrition Action Coalitions, or SNAC, groups are becoming more popular as a way to provide a wide range of quality nutrition programming to state residents. Food \$ense (SNAP-Ed) has been an integral member of Utah's SNAC group since its inception in 2005. SNAC membership has continued to grow throughout 2017 and now includes members from the following organizations and sectors of influence:

Utah Food \$ense (SNAP-Ed) — Education

Department of Workforce Services (DWS) — Government

Utahns Against Hunger — Media

Utah Department of Health — Government

Healthy Living through Environment, Policy & Improved Clinical Care — Public Health & Health Care

Utah State University Extension — Education

Utah Expanded Food & Nutrition Education Program (EFNEP) — Education

Women, Infants & Children Program (WIC) — Government

Lettuce Live Well — Education

International Rescue Committee — Education

During 2017, SNAC agencies continued to support the implementation of Utah's Double Up Food Bucks program. DUFEB is the matching incentive program offered to SNAP recipients to increase their purchasing power for locally grown fruits and vegetables at local farmers markets. SNAC also continued to move forward its effort to increase awareness of the vast array of nutrition services available throughout the state. The group facilitated the development of a PREZI presentation that can be used at different conferences or tabling events. The goal of the presentation is to inform health care providers about the resources and programs they can refer their clients to that could help improve their health through nutrition and increased food security. The link to the PREZI can be found on the following page.

SNAC also continued to work on their animated commercials that aim to inform potential clients about the nutrition services that may help themselves and/or their families. The commercials will be available for different agencies to play for their clients in areas that have the necessary technology, including waiting rooms of WIC offices, clinics, or doctors' offices. SNAC is currently developing a brochure to support the commercials so that interested people have contact information for each program. The coalition is also currently developing a plan to evaluate the commercials before releasing them statewide. Although still in its formative stage, a local

WIC office has agreed to allow us to recruit and hold the focus groups among their participants once approval from Utah State University's Institutional Review Board is received. These two initiatives intend to increase awareness about the nutrition services and programs represented in SNAC to increase utilization of the services by appropriate populations.

SNAC will wrap up these efforts in 2018 and look for new areas to work in, possibly embarking on a social marketing campaign with the goal to increase awareness about the state's farmers markets, specifically those that offer Double Up Food Bucks. We also plan to assess the coalition to make sure all partners are contributing equally and feel they have their voices heard.

**To view Utah SNAC's PREZI presentation visit:**

[prezi.com/ibt\\_b9-7vg\\_p/utah-state-nutrition-action-coalition-snac/?utm\\_campaign=share&utm\\_medium=copy](http://prezi.com/ibt_b9-7vg_p/utah-state-nutrition-action-coalition-snac/?utm_campaign=share&utm_medium=copy)

**View the SNAC report online:**

[extension.usu.edu/fscreate/ou-files/2017-18\\_staff/2017\\_SNAC\\_Report.pdf](http://extension.usu.edu/fscreate/ou-files/2017-18_staff/2017_SNAC_Report.pdf)

## Utah Breakfast Expansion Team (UBET)

### Coalition members & sectors of influence

Utahns Against Hunger — Media

Food \$ense (SNAP-Ed) — Education

Utah State Office of Education-Child Nutrition Program — Education

Utah State University Extension — Education

Salt Lake County

Wayne County

Utah/Nevada Dairy Council — Agriculture/Food Industry

Brigham Young University — Education

Nutrition, Dietetics & Food Science Department — Education

Department of Health Sciences

Utah Department of Health-Healthy Living through Environment, Policy, & Improved Clinical Care Program (EPICC) — Public Health & Health Care

Canyons School District Nutrition Services — Education

Utah Education Association — Education

Granite Education Association — Education

Utah School Nutrition Association (SNA) — Education

Food \$ense (SNAP-Ed) continues to be a participating member of the Utah Breakfast Expansion Team (UBET) working to increase low-income students' access to, and participation in, the school breakfast program (SBP). According to the Food & Research Action Center (FRAC), Utah's participation in the SBP increased by 7.4% during the 2016 school year bringing participation to 41.7%. This total represents the percentage of students eligible for free or reduced priced (F/R) meals including breakfast. FRAC has established a successful school breakfast program, reaching 70% of the school's low-income students. While this increase in participation is a

# SUCCESS STORY

“At a Juab County Commissioners Meeting, the commissioners shared that they have each had residents tell them that they have taken classes from Food \$ense (SNAP-Ed) and enjoyed what they learned. I was very excited to hear them say this. I feel that our county residents have the tools to eat healthy and on a budget. They are changing one by one with the Food \$ense Creates programs.”

**Laurie Bates, NEA**  
Juab County

step in the right direction, there still remains much work to be done to ensure that Utah’s food insecure school-aged children have access to a nutritious breakfast.

During 2017, UBET partners from Brigham Young University conducted a survey of 14 school districts to identify the most common barriers to participating in SBP experienced by parents/guardians. While there were a wide variety of responses, many respondents expressed concern about the nutritional value of breakfast. They also reported they learn about the SBP from their students. These findings suggest a lack of awareness regarding the nutrition standards required by USDA for foods served as part of an SBP. In order to improve this knowledge gap, Food \$ense is currently adding a breakfast lesson to its youth curriculum, Create MyPlate. The lesson will inform students about the benefits of eating breakfast, how to build a healthy breakfast, as well as the options available to them through school breakfast. Food \$ense Nutrition Education Assistants (NEAs) will send information home with the students that inform parents about the nutrition requirements of breakfast items served in the school. This direct education intervention is intended to increase awareness and acceptance of SBP in schools with 50% or more of the student body eligible for free and reduced meals.

In addition to developing these lessons, during 2017 UBET also established a relationship with Partners for Breakfast in the Classroom. Utah is now one of 18 states whose schools can apply for grants to help them move breakfast into the classroom where it becomes available to all students, regardless of income level. UBET is also currently working on the second edition of their school breakfast report, Starting the Day Right: Best Practices for Increasing School Breakfast Participation in Utah Schools. The report will be used to increase awareness of Utah’s low SBP participation rate, and provide schools with strategies and local success stories that can be used to improve their own SBP.

During 2018, UBET hopes to encourage a statewide, or district wide School Breakfast Week, another strategy that has proven to increase participation in the SBP. We will also continue to look for opportunities to work on the district or school level to help implement strategies consistent with increasing participation in SBP.

**For more information, and to access the 2015 Utah breakfast report, visit the Utah Breakfast Expansion Team website at:**

[uah.org/our-work/child-nutrition/item/34-utah-breakfast-expansion-team](http://uah.org/our-work/child-nutrition/item/34-utah-breakfast-expansion-team)



# LDS Humanitarian Center

The Food \$ense (SNAP-Ed) program is the educational component of the Supplemental Nutrition Assistance Program (formerly known as food stamps) and promotes better health through nutritious food choices and physical activity. The program assists and educates Salt Lake City refugees – men, women, and children “persecuted for reasons of race, religion, nationality, membership of a particular social group, or political opinion...” Utah has helped resettle about 50,000 refugees and accepts around 1,100 each year. Food \$ense partners with multiple organizations to provide education to the refugees, and classes are taught in English to facilitate language exposure.

## **Aug 1, 2016 - July 31, 2017**

- Food Sense taught 113 classes to 2,077 refugee participants
- Sunnyvale Farmers Market provided interaction with 498 refugee and immigrant youth through activities

# Sunnyvale Farmers Market

The Sunnyvale Farmers Market was organized by the International Rescue Committee (IRC) and placed in a neighborhood with a high immigrant and refugee population. The area is one of the largest food deserts in Salt Lake County, meaning it is difficult to access affordable or quality fresh food. To help counter this, the market brings in farmers who provide affordable, fresh food. SNAP users may also use the Fresh Food Fund, which provides a dollar-to-dollar match for food money spent. In addition, Food \$ense has a booth at the market that teaches youth about easy, healthy foods they can make with items from the market, and a variety of games are offered to encourage physical activity.

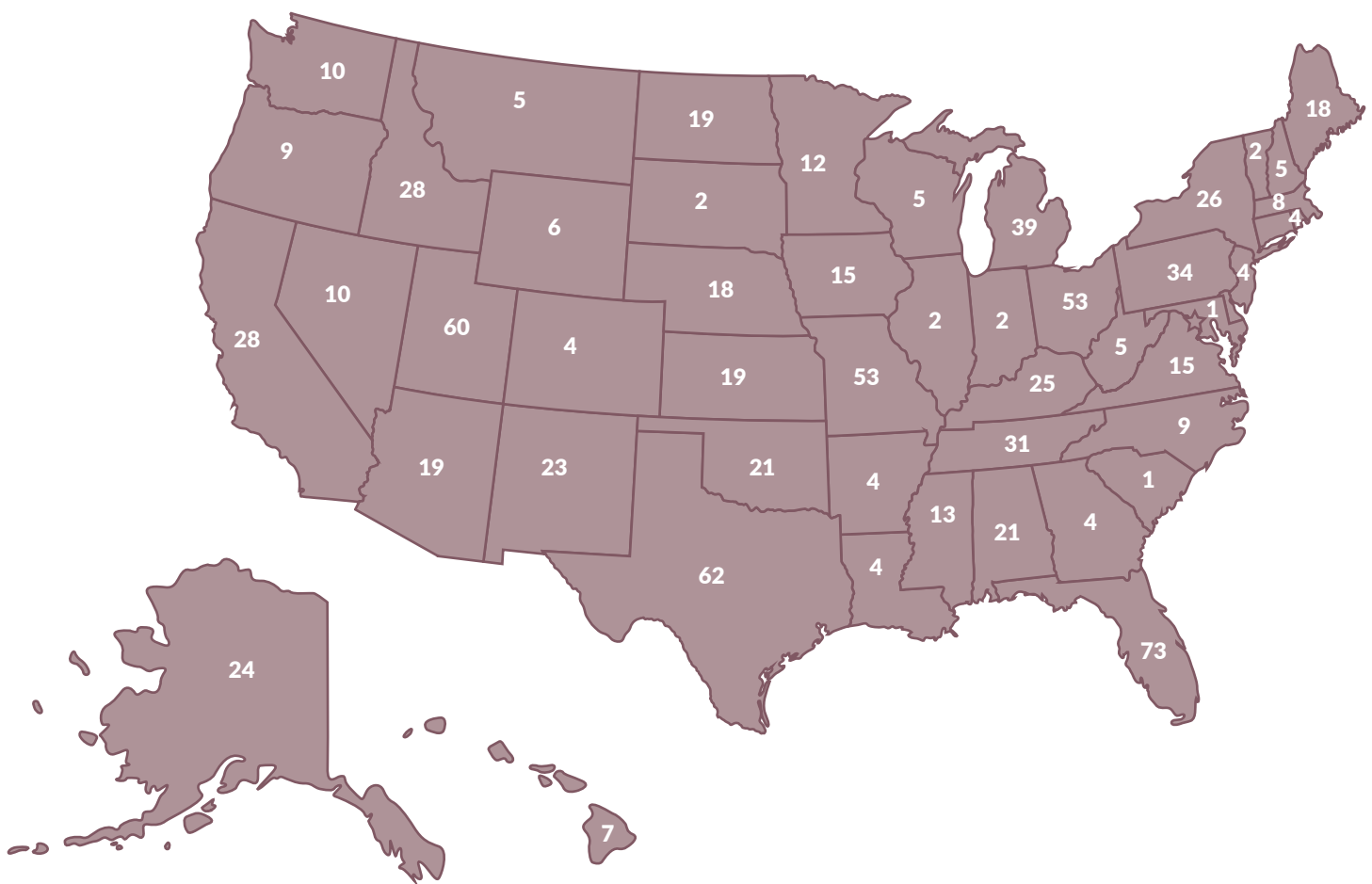
# NATIONAL NUTRITION CERTIFICATION PROGRAM (NNCP)

The National Nutrition Certification Program (NNCP) is a free online nutrition certification course designed for public nutrition educators. NNCP is offered through Utah State University's Food \$ense Program (Utah SNAP-Ed) at no cost to course participants. The course contains 15 modules, including a pre-assessment and post-assessment.

## National Nutrition Certification Program

- 862 Course participants
- 64 Renewing for the Second Time
- 2 Renewing for the Third Time

NNCP progresses through 13 lessons including: The Art of Teaching, Dietary Guidelines for Americans, MyPlate, Macro-Nutrients, Menu Planning, Food Safety, and more. Registered dietitians validate the content of the course through expert review. In January, the course was updated to reflect the 8th edition, 2015-2020 Dietary Guidelines for Americans.



# EDUCATION AND ADMINISTRATIVE REPORTING SYSTEM (EARS)

## Number of SNAP-Ed participants (unduplicated) by age group and sex

AGE	FEMALE	MALE	ACTUAL COUNT	ESTIMATED COUNT	TOTAL
Less than 5 years	1,089	1,127	383	1,834	2,216
5-17 years	12,690	11,630	3,559	20,761	24,320
18-59 years	6,104	2,423	1,732	6,795	8,527
60 years or older	1,591	658	507	1,742	2,259
Total	21,474	15,838	6,181	31,132	37,313

Unduplicated means unique individuals per intervention, regardless of the number of sessions he/she has participated in. Individuals attending multiple interventions would be counted once for each unique intervention. **Actual counts** were used whenever people self-identified. **Estimated counts** were appropriate in certain cases, such as when individuals did not identify with a specific race and were assigned one or more than one for reporting purposes.

## Direct education: Information on participation by race and ethnicity

		ACTUAL COUNT OF SNAP-ED PARTICIPANTS	ESTIMATED COUNT OF SNAP-ED PARTICIPANTS
Ethnicity	Hispanic/Latino	1,138	6,322
	Non-Hispanic/Latino	3,537	23,717
Race (select one or more)	American Indian or Alaska Native	85	684
	Asian	100	551
	Black or African American	254	1,310
	Native Hawaiian or Other Pacific Islander	77	302
	White	5,041	30,039
TOTAL		4,675	30,039

Actual counts should be used whenever people self-identify. Estimated counts are appropriate in certain cases, such as when individuals do not identify with a specific race and are assigned one or more for reporting purposes. The total is computed as the sum of Hispanic and non-Hispanic participants.



## Direct education: Characterizing education session format, delivery, time, and use of interactive media

FORMAT	A. NUMBER DELIVERED	B. TIME RANGE		C. NUMBER OF SESSIONS DELIVERED USING INTERACTIVE MEDIA
		SESSIONS (IN MINUTES)	NUMBER OF SESSIONS	
<b>1. Single Sessions</b>	2,020	0-30 31-60 61-90 91-120 Over 120	243 1,418 178 124 57	5
<b>2. Series of 2 to 4 sessions</b>	292	0-30 31-60 61-90 91-120 Over 120	180 572 36 59 23	7
<b>3. Series of 5 to 9 sessions</b>	149	0-30 31-60 61-90 91-120 Over 120	93 611 67 85 0	0
<b>4. Series of 10 or more sessions</b>	3	0-30 31-60 61-90 91-120 Over 120	0 39 0 0 0	0

*Interactive multimedia integrates text, audio, graphics, still images, and moving pictures into one computer-controlled, multimedia product that provides an individualized education experience based on a participant's input.*

## Interventions: Characterizing implementation

A. Name or Descriptive Title for the Intervention	B. Intervention Types (Direct Education, Social Media and/or PSE)	C. Year	D. Implementation Stage	E. Priority Populations
Other	DE, PSE		I, P	,M 18-59 >60 5-17, <5 W AI/AN, NH/PI H/L,N,B,A, NH/PL HL,N
Create MyPlate	DE	Year 6 of __	I	F, M 5-17, 18-59, <5, >60 W, B, NH/PI, A, AI/AN
Creates	DE, PSE	Year 5 of 5	D, I, P, T & E	F, M 18-59, 5-17, >60, <5 W, AI/AN, NH/PI, A, B H/L, N
Family Meals Curriculum	DE, PSE, SM	Year 2 of 2	D, I	F,M 18-59, <5, 5-17, >60 W, NH/PI, B, AI/AN, A H/L, N
MyPlate	DE, PSE	Year 6 of __	I, P	F, M <5, 5-17, 18-59, >60 W, B, A, AI/AN H/L, N
Youth Curriculum	DE, PSE	Year 3 of __	I, P	F, M <5, 5-17, 18-59, >60 W, A, NH/PI, AI/AN, B H/L, N
No Intervention Specified	DE, PSE	N/A	D, I, P, T & E	F, M 5-17, 18-59, >60, <5 W, AI/AN, NH/PI, A, B H/L, N

F. Estimated Number of SNAP)-Ed Participants Reached	G. Data Sources	H. Intervention Settings and Number of Sites Per Setting	I. Indirect Intervention Channels	J. Intervention Topic(s)
644670	C, O, S, V	BB,3;FF, 1:H, 1:I, 10:k, 4:M, 1:O,2:U,1	A, B, E, H, N, O, R, S, W	A, B, C, F, G, H, I, J, K, N, S
36866	C, O, S, V	BB, 6; EE, 1; FF, 7; G, 7; H, 1; HH, 1; I, 9; J, K, 1; M, 34; N, 1; O, 2; P, 4; Q, 1; R, 2; U, 2; W, 10; Z, 3	A, E, H, N, O, S	A, B, C, D, F, G, H, I, J, K, M, N, O, P, Q, R, S
2335744	C, O, S, V	A, 20; AA, 2; BB, 18; EE, 1; FF, 16; G, 6; H, 6; HH, 4; I, 35; J, 2; K, 12; M, 8; O, 7; P, 26; R, 3; T, 17; U, 28; W, 7; Y, 2; Z, 4	A, B, C, E, H, N, O, R, S, T, V, W	A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S
980705	C, O, S, V	A, 10; EE, 1; I, 2; K, 1; M, 5; T, 1; W, 5; Y, 1; Z, 1	A, B, C, E, H, N, O, P, R, S, T, W	A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S
45571	C, O, S, V	A, 3; AA, 1; BB, 1; D, 1; EE, 1; FF, 8; G, 3; H, 5; I, 3; K, 3; M, 11; O, 1; U, 3; W, 1; X, 1; Z, 2	A, C, H, N, O, S	A, B, C, E, F, G, G, H, I, K, L, M, N, O, Q, S
20355	C, O, S, V	A, 2; G, 6; H, 5; I, 4; M, 19; Q, 1; X, 2; Z, 1	E, H, N, O, S	A, B, C, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S
4373232	C, O, S, V	A, 141; AA, 3; BB, 11; EE, 2; FF, 132; G, 1; H, 118; HH, 32; I, 125; K, 65; M, 674; O, 43; P, 79; Q, 8; R, 34; S, 1; T, 74; U, 149; W, 101; Y, 1	A, B, O, R, T	A, B, C, D, F, G, H, I, J, K, M, O, Q, S



## Explanation of reach calculations and any assumptions made

**In all interventions** unduplicated count means unique individuals per intervention, regardless of the number of sessions he/she has participated in. Individuals attending multiple interventions would be counted once for each unique intervention. **Actual counts** were used whenever people self-identified. **Estimated counts** were used in certain cases, such as when individuals did not identify with a specific race and were assigned one or more than one for reporting purposes.

### Create MyPlate

PEARS is used to report data gathered from evaluation forms and class rolls. In the program activity section of PEARS, the Nutrition Educators reported the data collected when a program was delivered. Create MyPlate is delivered in both adult and youth classes. Indirect activities were also reported as Create MyPlate.

### Creates

PEARS is used to report data gathered from evaluation forms and class rolls. In the Program Activity section of PEARS, the nutrition educators reported the data collected when a program was delivered. Create MyPlate is delivered in both adult and youth classes. Indirect activities were also reported as Create MyPlate.

### Family Meals Curriculum

PEARS is used to report data gathered from evaluation forms and class rolls. In the Program Activity section of PEARS, nutrition educators reported the data collected when a program was delivered. During FY 2017, a social marketing campaign promoting Family Meals was presented. The social marketing campaign was also reported under Family Meals Curriculum.

### MyPlate

PEARS is used to report data gathered from evaluation forms and class rolls. In the Program Activity section of PEARS, the nutrition educators reported the data collected when a program was delivered. Create MyPlate is delivered in both adult and youth classes. Indirect activities can also be associated with Create MyPlate.

### Youth Curriculum

PEARS is used to report data gathered from class rolls. In the Program Activity section of PEARS, Nutrition Educators reported the demographic data collected for youth when a program was delivered. The Nutrition Educators reported in Program Activities using rolls and evaluation forms when Create MyPlate was delivered in adult classes. Indirect activities were also associated with Create MyPlate.

### Not Specified

Nutrition Educators reported Indirect Activities in PEARS. The number of Not Specified reflects Indirect Activities that were reported in PEARS and not assigned to a specific intervention as well as Program Activities and PSE reported in PEARS where no intervention was specified.

## Partnerships: Entities that receive no direct SNAP-Ed funding but are involved in SNAP-Ed programs

Partner Title	A. Number of Partners You Work with This Reporting Year	B. Assistance Received if Applicable	C. Assistance Provided if Applicable	D. Intervention Type(s) with Partner's Involvement (DE,SM, and/or PSE)
Agricultural organizations (includes farmers markets)	5	A	A,M	
Chefs/culinary institutes	0			
City and regional planning groups	1	R, S	D, M	SM
Early care and education facilities	7	H, I, R, S	M	DE
Faith-based groups	6	R, S	A, M	DE
Food banks/food pantries	5	C, D, H, I, M, P, R	A, C, D, E, H, I, M, P, R	PSE
Food stores	4	P, S	M	
Foundations/philanthropy organizations/nonprofits	16	E, H, I, M, S	M, H, R	PSE
Government program/agency	25	A, E, F, H, M, R, S	D, E, H, I, M, R	DE, SM
Hospitals/healthcare organizations	1	R, S	M	DE
Human services organizations	6	R, S	M, R	DE
Indian Tribal Organizations	2	D, H, R, S	D, F, H	DE, SM
Labor/workforce development groups	0			
Media/advertising groups	2		A, R	SM
Parks and recreation centers	10	R, S	M, R	DE
Public health organizations	7	R, S	M, R	DE
Restaurants	0			
Schools (preschools, K-12, elementary, middle, and high)	52	A, C, D, I, P, R, S	D, E, H, I, M, P, R	DE, SM
Schools (colleges and universities)	8	A, H, R, S	H, M, P	DE, SM
Transportation groups	0			
Worksites	0			
Other (libraries, senior centers, public housing)	31	A, D, E, F, H, R, S	A, D, F, H, M, P, R	DE, SM
<b>Total</b>	<b>188</b>			

# SNAP-ED PLANNED IMPROVEMENTS

## Youth Curriculum and Evaluation

### Youth Curriculum

Over the 2018 fiscal year, the youth curriculum: "Kids Create," will be revised and evaluated to include: up-to-date concepts from the USDA, physical activity breaks, more engaging topics, and additional activities to lengthen classes. The curriculum will include lesson plans for each grade, from k-8, with objectives reflecting state education competencies. In addition to updating the curriculum, outlines for Farmers Market "Kids Corners" will be developed to give kids the opportunity for more engagement at Farmers Markets. The overall goal for the youth component this year is to create opportunities in a variety of settings and methods for kids to establish healthy lifestyles at a young age.

### Youth Evaluation

In fiscal year 2018, the youth evaluation will be compared to the SNAP-Ed Evaluation Framework Indicators. Research will be done to try to locate evidence-based evaluations that fit the Food \$ense (SNAP-Ed) Youth Curriculum. Youth evaluations will be reformatted for greater program fidelity.

## SUCCESS STORY

"Cooking in the Kitchen was so fun! We made easy skillet lasagna and the next day one of the kids in my class told me that she had made the easy skillet lasagna for her family for dinner that night. She said her family just LOVED it! She was so proud of herself for making a healthy meal for her family. She even told me all the sides she made to make sure her family had a complete MyPlate meal. It was so fun seeing the joy and sense of accomplishment that she felt from making her family a meal."

**Kailey Roberts, NEA**  
Beaver County

# STAFF/PARTNER TRAININGS

## Food \$ense Staff In-service & Training Channel

[youtube.com/channel/UCGTezat2IKNS7euPK11jZAQ](https://youtube.com/channel/UCGTezat2IKNS7euPK11jZAQ)

The Food \$ense (SNAP-Ed) state office hosts a monthly training on the 4th Wednesday of each month. The trainings are live and interactive and occur over Zoom video conferencing software. This training is in addition to the bi-weekly staff meetings because it entails more in-depth training and usually requires an hour to cover topics fully. Each training is recorded and posted on our YouTube Training channel for NEAs to refer back to later and for those who cannot attend the live presentation. Attendance or subsequent viewing is mandatory for all NEAs and agents. If an NEA or agent misses the live training, they notify the state office when they have viewed the recording.

## Primary Goals and Objectives

Monthly In-service provides a regular time for the state office to train the statewide staff on changes in policy, updates to curriculum, and federal government regulations. This is also a time to augment NEA understanding of food, nutrition, and physical activity messages in SNAP-Ed. The target audience is the Food \$ense (SNAP-Ed) staff.

DATE	TOPIC	PRESENTER
October	Civil Rights Training, Right to Privacy	LaCee Jimenez
January	Indicators in PEARS	Kim Garrity
February	Success Stories in PEARS	Kim Garrity
March	Create Farm Fresh Results	Casey Coombs
April	Eligibility Packets	LaCee Jimenez
May	Policy, Systems, & Environment Work	Casey Coombs
June	Create Better Health & Family Mealtime Month	LaCee Jimenez
August	Family Mealtime Campaign	LaCee Jimenez
September	Civil Rights Training	Training Page

**10 hours** = live instruction over Zoom

**2,116 views** on YouTube Staff Training Channel

**11,448 minutes** watch time on Staff Training YouTube Channel



## 2017 Food \$ense Staff and Partner Training

TRAINING	TYPE	DATE	FREQUENCY
Food \$ense Annual Conference	In-person	October 3-5, 2016	Annually
Food \$ense Civil Rights Training	Zoom Video-Conference	October 26, 2016	Annually
Food \$ense Statewide Staff Meeting	Zoom Video-Conference	1st and 3rd Mondays of each month	Approximately 20 each year (due to holidays and other conflicts)
Food \$ense Statewide In-Service Training	Zoom Video-Conference	4th Wednesday of each month	10-12 times a year
Collaborative Institutional Training Initiative	Online Course	Completed as a new hire	1 time every 3 years
National Nutrition Certification Program (NNCP)	Canvas Catalog Course	Within first 90 days of being hired.	1 time every 3 years
New Hire Training	Canvas Catalog Course	Completed as a new hire	1 time, but may be reviewed as needed
Food \$ense Statewide Supervisor Meeting	Zoom Video-conferencing	2nd Monday of each month	10-12 times a year, depending on holidays
Food \$ense Advisory Council	Zoom Video-conferencing	2nd Monday of each month	10-12 times a year, depending on holidays

PURPOSE	AUDIENCE	RESOURCES
To train nutrition education assistants and county supervisors on new policies and guidelines for Food \$ense (SNAP-Ed).	Nutrition education assistants, county supervisors, staff assistants, Food \$ense (SNAP-Ed) state office	
To train nutrition education assistants and county supervisors on civil rights requirements for Food \$ense (SNAP-Ed).		Link to training video: <a href="https://youtu.be/aZ2T2T8LHTc">https://youtu.be/aZ2T2T8LHTc</a>
To train nutrition education assistants and county supervisors on new policies and guidelines for Food \$ense (SNAP-Ed), highlight programming, improve education, stay abreast of changes and updates.		Meeting notes can be found here: <a href="https://extension.usu.edu/fscreate/">https://extension.usu.edu/fscreate/</a> , under The Scoop tab
Nutrition Education assistants and county supervisor updates receive training, nutrition education, and information on current trends.		Meeting recordings can be found here: <a href="https://www.youtube.com/channel/UCGTezat2IKNS7euPK11jZAQ">https://www.youtube.com/channel/UCGTezat2IKNS7euPK11jZAQ</a>
To train all Food \$ense staff on research ethics as required by the Utah State University Institutional Review Board.	Nutrition education assistants, county supervisors, Food \$ense (SNAP-Ed) state office	Training information can be found here: <a href="http://rgs.usu.edu/irb/training/">http://rgs.usu.edu/irb/training/</a>
To train nutrition education assistants and other states NEAs on nutrition education concepts that assist educators in teaching SNAP-Ed programming	Nutrition education assistants in Utah, and throughout the nation	Training can be found here: <a href="https://extension.learn.usu.edu/browse/food-sense/">https://extension.learn.usu.edu/browse/food-sense/</a>
To train nutrition education assistants and county supervisors on education and recruitment, target audience, teaching, paper work, policies and procedures, etc.	Newly employed Food \$ense (SNAP-Ed) employees, nutrition education assistants, county supervisors, state assistants, Food \$ense (SNAP-Ed) State Office	Training can be found here: <a href="https://extension.learn.usu.edu/browse/food-sense/courses/food-sense-snap-ed-new-hire">https://extension.learn.usu.edu/browse/food-sense/courses/food-sense-snap-ed-new-hire</a>
To train county supervisors and discuss administrative topics such as county budgets and hiring.	All county supervisors	
Consult with USU Extension agents, educators, and supervisors on program needs and programming at the county level	6-8 appointed Extension County professors or educators who are program supervisors, Food \$ense (SNAP-Ed) State Office	

# JOURNAL PUBLICATIONS

## Published

- Savoie-Roskos, M., Wengreen, H., Gast, J., LeBlanc, H., & Durward, C. Understanding the experiences of low-income individuals receiving farmers' market incentives in the United States: A qualitative study. *Health Promotion Practice*. 18(6), 869-878. doi: 10.1177/1524839917715438
- Savoie-Roskos, M., Wengreen, H., & Durward, C. (2017). Increasing fruit and vegetable intake among children and youth through gardening-based interventions: A Systematic Review. *Journal of the Academy of Nutrition and Dietetics*. 117(2), 240-250. doi.org/10.1016/j.jand.2016.10.014
- Savoie-Roskos, M., LeBlanc, H., Coombs, C., Palmer, L., Jewkes, M., & Hunsaker, T. (2016). Effectiveness of a SNAP-Ed nutrition education booth at farmers' markets. *Journal of Agriculture, Food Systems, and Community Development*, 7(1), 11-19. doi.org/10.5304/jafscd.2016.071.003
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# CONFERENCE PRESENTATIONS

- Utah Society of Public Health Educators (USOPHE), Ogden, Utah: Increasing and Promoting Healthy Food Choices in Utah's Food Pantries.
- Society of Nutrition Education and Behavior, Washington, D.C.: Creating Healthy Behaviors Among Utah's SNAP-Ed Participants (Poster Session)
- Get Healthy Utah: Introduction to Food \$ense, Utah's SNAP-Ed Program
- Food \$ense Overview: Presented to Utah Department of Workforce Services

## Creating Healthy Behaviors Among Utah's SNAP-Ed Participants

Casey Coombs, RD, CD, Mateja R. Savole-Roskos, PhD, MPH, RD, Heidi LeBlanc, MS, Sarah Steed, Kim Garrity

**Introduction**

Utah's Supplemental Nutrition Assistance Program-Education (SNAP-Ed), Food Sense, developed the innovative CREATE curriculum which teaches low-income Utahns how to eat according to the Dietary Guidelines for Americans. The CREATE curriculum aims to give participants the knowledge, confidence, and cooking skills necessary to create a variety of nutritious meals from common ingredients. It is well established that low-income Americans are at an increased risk of several chronic diseases<sup>1,2</sup>. It is paramount that nutrition education curricula are available to improve this population's ability to make food and physical activity choices that support a healthy lifestyle<sup>3</sup>. The purpose of this study was to evaluate the effectiveness of the CREATE curriculum on participants' intention to change and their actual behavior change in regard to a variety of nutrition-related behaviors.

**Methods**

The SNAP-Ed CREATE Curriculum was evaluated through three participant surveys. After receiving a SNAP-Ed lesson, participants were asked to complete the class participant survey. This survey included retrospective pre-test questions related to their nutrition behaviors before and intention to change those behaviors after receiving SNAP-Ed nutrition education. Participants were also asked to complete a six-month follow-up survey. This survey included 20 retrospective pre-test nutrition-related behavior change questions. In addition, three questions allowed participants to share personal stories and experiences through qualitative responses. All participants received a punch card to track the number of SNAP-Ed classes they attended over the study period. Participants were provided a link to take the follow up survey online after attending six SNAP-Ed classes. This survey included 20 questions about a wide variety of nutrition and physical activity-related behaviors. Retrospective pre-test questions were analyzed using the Wilcoxon Signed Rank test. Qualitative data were organized into codes and themes were developed.

**Results**

Participants were surveyed up to three points in time: after participating in one SNAP-Ed class (n=825), after receiving at least six SNAP-Ed classes (n=168), and six months after receiving at least one SNAP-Ed class (n=249).

**Figure 1. Changes in Nutrition Behaviors After SNAP-Ed Classes**

Behavior Change	Before SNAP-Ed	After SNAP-Ed	6 Months After
Know My Food	25%	35%	35%
Learn Food Labels	25%	35%	35%
Store Healthy Food	25%	35%	35%
Store Healthy Food	25%	35%	35%
Store Healthy Food	25%	35%	35%
Store Healthy Food	25%	35%	35%

**Figure 2. Intent to Change and Self-Reported Healthier Behavior Change in SNAP-Ed Participants in Utah**

Behavior Change	Before SNAP-Ed	After SNAP-Ed	6 Months After
Know My Food	25%	35%	35%
Learn Food Labels	25%	35%	35%
Store Healthy Food	25%	35%	35%
Store Healthy Food	25%	35%	35%
Store Healthy Food	25%	35%	35%
Store Healthy Food	25%	35%	35%

**Conclusions**

These results suggest the CREATE curriculum is an effective tool for changing a variety of nutrition-related behaviors of its class participants that result in an overall healthier lifestyle. The innovative approach of the CREATE lessons to teach participants basic cooking techniques that can be used with any ingredients they have on hand, rather than a single recipe, may attribute to its effectiveness in creating sustained, healthy eating patterns. Further research should be conducted that specifically evaluates the impact of the cooking skills gained in the CREATE classes on participants' ability to make and sustain the dietary improvements found in this study.

**References**

1. Harris KS & Norris AL. Food security and gender are risk factors for obesity. J Nutr. 2007;137(1):17-21.
2. Denny S & Denny M. A diet social class predicts the quality of diet. Am J Clin Nutr. 2004;79(1):10-15.
3. Harris KS, Norris AL, et al. The impact of food security on the health of low-income, non-Hispanic black women and children. J Nutr. 2007;137(1):17-21.

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## Increasing Food Sense (SNAP-Ed) participants' use of farmers' markets through direct nutrition education: A pilot study

Casey Coombs RD, Heidi LeBlanc MS, Mateja Savole-Roskos PhD, MPH, RD, Lea Palmer, Darlene Christensen, Teresa Hunsaker, Suzanne M. Prevedel & Melanie Jewkes

**Introduction**

People of lower income are among those with the highest risk of developing obesity and chronic diseases<sup>1</sup>. Diets of poor nutritional quality are one factor contributing to this health disparity<sup>2</sup>. It is well accepted that fruit and vegetables (FV) have a protective effect against these ailments<sup>3</sup>. Over the past five years multiple efforts have been underway to increase access to fresh FV among Utah's low-income populations, specifically those receiving Supplemental Nutrition Assistance Program (SNAP) benefits. The majority of these interventions impacted SNAP recipients who already shopped at farmers' markets. The Create Farm Fresh Food series aimed to increase awareness and use of farmers' markets among SNAP recipients who did not already shop at farmers' markets. The classes were offered in Box Elder, Sevier, Duchesne, Weber, Davis, and Salt Lake Counties.

**Methods**

Create Farm Fresh Food classes were offered as a series of four to six classes. Certified Food Sense nutrition education assistants conducted the classes. Participants were encouraged to come to multiple classes. After each class participants were given a brief survey. The survey included validated questions on FV consumption and questions about frequency and barriers to farmers' market shopping. Initial and final month and date were collected to track behavior and knowledge changes as participants progressed through the series. At the end of each series participants were also asked to fill out a final questionnaire regarding overall impact of the classes on dietary patterns and farmers' market shopping behaviors.

**Results**

Participants were primarily non-Hispanic white females (n=127). Figures 1 and 2 show the impact that level of exposure had on participants' perception of the importance of consuming recommended amounts of FV. Differences in mean scores were statistically significant between groups "1 to 2 classes" as compared to "3 to 4 classes" (p<0.05) for intake of both FV. The differences between group "3 to 4 classes" and "5 to 6 classes" were not statistically significant. This pattern of significance was also present in behavior change questions including the tasting, preparing, and purchasing new FV.

**Figure 1. Importance of eating 2 cups fruit/day (n=120)**

Group	Mean Score
1 to 2	2.5
3 to 4	3.0
5 to 6	3.0

**Figure 2. Importance of eating 3 cups vegetables/day (n=123)**

Group	Mean Score
1 to 2	2.5
3 to 4	3.0
5 to 6	3.0

**Results (cont'd)**

Figures 3 & 4 are results from questions asked during the final class survey (n=77). The majority of participants either strongly agreed/agreed that they ate healthier and shopped more frequently at farmers' markets as a result of the Create Farm Fresh Food classes.

**Participant Quotes**

- "During the Create Farm Fresh Food series participants were informed about the Double Up Food Bucks incentive program. During the program, one participant said, 'We went to the farmers' market twice. We haven't eaten fresh fruit in 6 months, just couldn't afford it. With this matching program [DUFF] we could finally pick a few things. We even made peach smoothies.'" - Food Sense supervisor
- "I shopped at the farmers' market for the first time ever since starting taking these classes. It was great!" - Food Sense participant
- "These classes make things really easy and fast so we can eat in a healthier way." - Food Sense participant

**Conclusions**

This pilot study of the Create Farm Fresh Food series was successful at increasing the frequency of farmers' market shopping by participants. Class participants also tried new FV, prepared healthy recipes at home and felt that they ate healthier overall as a result of the classes. Findings indicate that conducting the classes as a series of 4 classes is sufficient to positively impact both knowledge of healthy diets as well as behavior changes that are associated with improved health outcomes.

**Area for improvement** include increasing the number of participants who report purchasing additional FV post-intervention. Data also revealed the most common barriers participants most overcome in order to shop at farmers' markets include being busy during market hours and forgetting about the market. Strategies for overcoming these barriers will be included in future Create Farm Fresh Food materials.

**References**

1. Harris KS & Norris AL. Food security and gender are risk factors for obesity. J Nutr. 2007;137(1):17-21.
2. Denny S & Denny M. A diet social class predicts the quality of diet. Am J Clin Nutr. 2004;79(1):10-15.
3. Harris KS, Norris AL, et al. The impact of food security on the health of low-income, non-Hispanic black women and children. J Nutr. 2007;137(1):17-21.

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## Healthy Choice

**PRINT MATERIALS**

Now the healthy choice **IS** the easy choice.

Look for these thumbs up signs to find food that is:

- Good for you and your family
- High in fiber, vitamins & minerals
- Low in sodium, added sugar, & trans fats
- Easy to turn into tasty, healthy meals!

**Poster**

**Making healthy choices just got easier!**

Look for these thumbs up signs to find food that is:

- Good for you and your family
- High in fiber, vitamins & minerals
- Low in sodium, added sugar, & trans fats
- Easy to turn into tasty, healthy meals!

**Handout**

Not sure how to use your Thumbs Up Food? Food Sense can help!

extension.edu/utah/thumbsupfood

**Recipe Cards**

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## UTAH'S FOOD SENSE

program is involved in several PSE initiatives that aim to increase the availability, visibility, and appeal of healthy food products in food pantries.

**THUMBS UP FOR HEALTHY CHOICES:**

Improving appeal and visibility of healthy food products

- Utah Food Bank statewide healthy food drives
- Associated Food Stores improve nutritional value of corporate donations to food pantries
- Buy Smarts of America healthy food drive bag printing

**THUMBS UP LOCATIONS**

**Extension Food \$ense**  
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## CREATE FAMILY MEALS

UTAH STATE UNIVERSITY FOOD SENSE (SNAP-ED)

**In 2016 Food Sense piloted a Family Meals program.**

The Family Meals program was an successful a curriculum called Create Family Meals was developed. The target audience is families who fall in the intergenerational poverty population. Invitations were extended to these families to attend classes. This curriculum is intended to give family members a hands-on experience in planning nutritious and delicious meals, as well as improve their cooking skills.

**THE IMPACT**

- Never/Seldom
- Sometimes
- Usually/Always

**BEFORE**

- Household dollars at the end of the month: 8%
- Shop with a list: 10%
- Prepare meals at home at least three times a week: 10%
- Eat meals as a family three times a week: 10%
- Choose whole foods based on MyPlate: 10%
- Follow USDA food safety recommendations: 10%

**AFTER**

- Household dollars at the end of the month: 15%
- Shop with a list: 20%
- Prepare meals at home at least three times a week: 20%
- Eat meals as a family three times a week: 20%
- Choose whole foods based on MyPlate: 20%
- Follow USDA food safety recommendations: 20%

**SUCCESS STORY**

"I have a family with three children, two 10-year-olds and one 6-year-old. They have been coming to the Healthy Families cooking class for several weeks. The kids come really in and tell me how they have been waiting all week to come. The mom tells me that they talk about the class all week, wondering if today is the day. This has been an awesome series and they have only missed twice due to illness and a previous doctor appointment. The children are always looking to cut or stir or squeeze. We have to divide things up carefully so they feel in the loop."

**Food Sense Nutrition Educator**

**Extension Food \$ense**  
UtahStateUniversity

# AWARDS



## **National Extension Association of Family and Consumer Sciences (NEAFCS)**

Utah Food \$ense (SNAP-Ed) Social Networking  
State Winner  
March 2017

## **National Extension Association of Family and Consumer Sciences (NEAFCS)**

Utah Food \$ense (SNAP-Ed) Social Networking  
2nd Place Western Region Winner  
March 2017

## **National Extension Association of Family and Consumer Sciences (NEAFCS)**

Continued Excellence Award  
Heidi Leblanc  
March 2017

## **2017 Education Digital Marketing Awards**

Gold Award for Live Well Utah Family Mealtime Cookbook  
Gold Live Well Utah Blog

## **2017 Annual Educational Advertising Award**

Gold Live Well Utah Blog  
Silver Live Well Utah Weekly Newsletter  
Merit Live Well Utah Family Mealtime Family Cookbook  
Merit Create Family Mealtime Logo

## **2017 Utah Best of State Awards**

Best of State for Adult Education in Extension

# SUCCESS STORY

"The Duchesne Library classes have been very helpful to me. Each time I come, I find dishes that I previously shied away from because I felt I couldn't afford to make them. Sometimes I felt I didn't have the skills to make the dish. Then I came to class and learned an affordable alternative that is easy to make and tastes delicious! I hope they don't quit this series because I have learned so much and my family really enjoys the new dishes I have been able to create."

**Food \$ense Class Participant**



# SPECIAL THANKS

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## **Utah Department of Workforce Services**

Paul Birkbeck  
Teresa Swensen

## **Utah State University**

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USU Department of Nutrition, Dietetics, and Food Sciences  
USU Extension  
USU Expanded Food and Nutrition Program  
Food \$ense faculty educators, staff assistants and NEAs

## **Additional Partners**

Utah Department of Workforce Services  
State Nutrition Action Coalition Volunteers and Interns  
SNAP Offices in Utah  
Utah State Office of Education  
Utah Department of Health  
Utah Women, Infants and Children (WIC)  
Utah Farmers Markets  
Utah Food Bank  
Utahns Against Hunger  
Food and Nutrition Services,  
Mountains Plains Region  
PEARS

## SUCCESS STORY

"I recently had a family in my class that has very picky kids so the mom was terrified to buy vegetables because she thought they would go to waste. In our class we tried zucchini in several of our dishes and her kids actually always wanted seconds! A few weeks after the class ended I ran into her and she told me about how she and her family can't get enough zucchini and she uses it almost every night in her dinners. I was so happy that our class had an impact on her not being afraid to buy and use veggies!"

**Delaney Matheson, NEA**  
Iron County

According to the Food Research and Action Center

10.2% or 306,902

Utahns are below the poverty level

11.1% or 100,801

Utah children are below the poverty level

In Utah,  
less than

80%

of people eligible for the Supplemental Nutrition Assistance Program (food stamps) are currently receiving benefits.

*Utahns Against Hunger*

## SUCCESS STORY

"Each month I have been teaching a Creates class at the American Fork Library. We have been teaching many healthy recipes including smoothies (with spinach), salads, healthy soup (using homemade SOS mix) and healthy snacks. Each class we discuss the importance of good nutrition and physical activity in preventing health problems. A teen-age girl who regularly attends the class recently had her yearly check up. At her doctor appointment the physician began to tell her about the MyPlate guidelines, eating healthy and the importance of physical activity. She told her doctor "I already know about these things because I have been attending Food Sense classes". She felt so confident in the knowledge that she had gained from the classes. She had been practicing a healthy lifestyle at home with her mom."

**Chris Jensen, NEA**  
Utah County





