

## FOOD \$ENSE

# CREATES

FOOD SECURE FAMILIES  
WITH HEALTHY HABITS

FOOD \$ENSE (SNAP-ED) ANNUAL REPORT 2014



## AUTHORS

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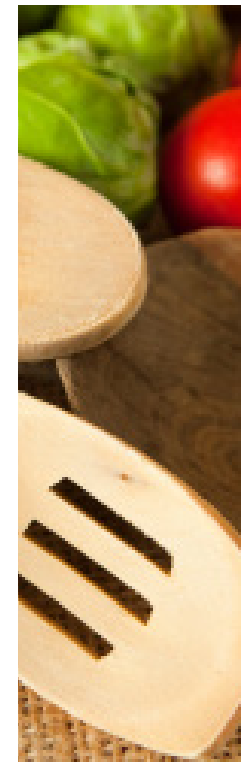
EXTENSION   
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FOOD  
\$ENSE



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# LETTER FROM THE DIRECTOR



As I began to compose this letter, I realized that just 10 years ago I became the director of the Utah Food \$ense (SNAP-Ed) program. It has been an incredible journey of learning and growth. I am especially proud of advancements within the past year. We have made unprecedented progress in providing evidence-based education to the low-income populations in Utah.

I am honored to be involved in such an important and impressive program. In fiscal year 2014 alone, Utah Food \$ense (SNAP-Ed) taught in all 29 counties and educated 4,803 adults (unduplicated count) and 20,191 youth (duplicated count). All this was achieved with a staff of only 70 people. I am humbled to lead the incredibly talented and passionate people who work for Utah Food \$ense (SNAP-Ed). Their dedication and enthusiasm for Food \$ense is what makes the difference. As this annual report will demonstrate, our program continues a legacy of evidence-based outreach efforts to both adults and youth. Our report will showcase a tradition of success and stability in nutrition education.

Utah State University Food \$ense (SNAP-Ed) is crucial for low-income populations to improve their health. We offer education on how to stretch food dollars and to eat healthily by following USDA MyPlate and the current Dietary Guidelines for Americans. Every day, we improve food security in Utah by helping people budget money and resources for healthy food to last through the pay period.

A few of the highlights for SNAP-Ed include:

- Participants reported eating more fruits and vegetables after participating in SNAP-Ed.
- Participants reported eating more meals together as a family after participating in SNAP-Ed.
- Participants reported they experienced less food insecurity after participating in SNAP-Ed.

We are committed to innovative and creative education. We are continually seeking and researching the best methods to reach our target audience. We have an excellent history of increasing positive health practices through education. The following report will show why Utah Food \$ense (SNAP-Ed) is a leader in nutrition education throughout the nation.

Sincerely,

**HEIDI LEBLANC**

Food \$ense (SNAP-Ed) Director  
Utah State University Extension  
8749 Old Mail Hill, Logan, UT 84322



# FOOD \$ENSE GOALS

## STATE LEVEL GOALS

- As a result of participating in the Utah SNAP-Ed program, SNAP target audiences will increase food security and make healthy food choices within a limited budget and will choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and USDA's MyPlate. Participants will decrease their likelihood of developing obesity and other chronic diseases.

## STATE LEVEL OBJECTIVES

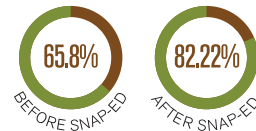
- Based upon behavior checklists, by September 30, 2014, at least 80 percent of SNAP eligible individuals who participate in SNAP-Ed lessons will demonstrate intent to follow MyPlate by making half their plate fruits and vegetables, choosing whole grains, consuming more lean proteins, and switching to fat-free and/or low-fat dairy products.
- Based upon behavior checklists, by September 30, 2014, at least 70 percent of SNAP eligible individuals who participate in SNAP-Ed lessons will demonstrate behavior change practices by properly cooking, chilling, and separating food items and properly cleaning food preparation surfaces.
- Based upon behavior checklists, by September 30, 2014, at least 65 percent of SNAP eligible individuals who participate in SNAP-Ed lessons will demonstrate behavior change to increase physical activity and reduce time spent in sedentary behaviors.
- Based upon behavior checklists, by September 30, 2014, at least 65 percent of SNAP eligible individuals who participate in SNAP-Ed lessons will demonstrate intent to increase family mealtime and food resource management.





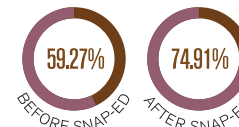
# FOOD \$ENSE INFOGRAPHIC

Percentage of participants who reported they usually/always had enough food to last to the end of the month.



Kids who don't get enough to eat are "significantly more likely to have poorer health status and to experience more frequent stomachaches and headaches than food-sufficient children."

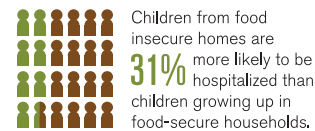
Percentage of participants who reported they usually/always eat breakfast within 2 hours of waking each day.



70% of elementary and middle school kids who eat breakfast have the potential national impact of:



Food-insecure children are 90% more likely to have overall health reported as "fair/poor."



Food \$ense (SNAP-Ed) participants increase food security.

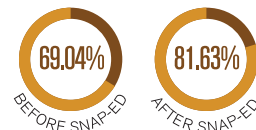
Food \$ense (SNAP-Ed) participants improve their diets by eating breakfast consistent with the current Dietary Guidelines for Americans.



Every \$1 in increased SNAP spending generates up to \$1.73 in local economic activity.



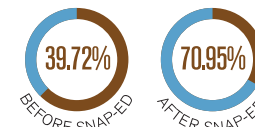
Percentage of participants who reported they usually/always eat family meals at home at least three times a week.



Food \$ense (SNAP-Ed) participants make healthy food choices consistent with the current Dietary Guidelines for Americans by eating together as a family.

Food \$ense (SNAP-Ed) participants improve their diets by adding vegetables to their daily intake, which is consistent with the current Dietary Guidelines for Americans.

Percentage of participants who reported they usually/always eat at least 2½ cups of vegetables a day.



Approximately \$2,668 is spent on meals away from home.

\$8.00 per meal outside the home.

\$4.50 per meal made in the kitchen.

More than 5% increase in obesity in children who do not eat three or more meals together with family in a week.



Lower rates of substance abuse, teen pregnancy, and depression occur in families who eat together.



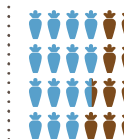
Increase in grade point average and self-esteem in families who eat together.

By eating 2½ cups of vegetables a day, the following has been improved/addressed through SNAP-Ed:



Eating a diet high in vegetables is associated with a decreased risk of many chronic diseases, including heart disease, stroke, high blood pressure, diabetes, and some cancers.

Increase in local produce.





# FOOD \$ENSE IMPACT SHEET

## USU EXTENSION IMPACTS: FOOD \$ENSE

Striving to make a difference  
one meal at a time.

EXTENSION  
UtahStateUniversity  
FOOD\$ENSE

FALL 2014

EXTENSION.USU.EDU/FOODSENSE



### A NOTE FROM UTAH'S FOOD \$ENSE DIRECTOR

Dear Friends,

The Utah State University Food \$ense program, known nationally as the Supplemental Nutrition Assistance Program Educator (SNAP-Ed) assists thousands of Utah families each year in making healthy food choices on a limited budget. Group classes for adults and youth are the core of the Food \$ense program. These classes address the specific needs of our participants and provide nutrition education as outlined in the current USDA Dietary Guidelines and MyPlate.

- Heidi LeBlanc

## WHAT IS FOOD \$ENSE?



Food \$ense serves individuals who are either food insecure or at risk of food insecurity. In 2013, the Food \$ense program directly educated more than 11,295 adults and 26,115 youth in Utah and was present in all 29 counties across the state.

Although Food \$ense reached a large number of people, there is still much work to be done. Food \$ense continues its effort to grow and expand its education to low-income families in Utah, and partners with Department of Workforce Services, Women Infants and Children, Utah Department of Health, Utahns Against Hunger, Utah public schools and other state and local agencies. Through these collaborative efforts, Food \$ense can help provide low-income families with nutrition resources that will help them make healthier choices for themselves and their families.

29  
COUNTIES

70  
STAFF

1 = 5

45,000  
SERVED

1 = 1,000

### FOOD \$ENSE PARTICIPANTS IN UTAH

	2005	2006	2007	2008	2009	2010	2011	2012
Adults	702	3,920	7,646	8,391	10,655	11,398	8,338	13,450
Youth	7,180	9,080	10,692	10,529	13,843	16,386	27,870	17,110
Total Reached	7,882	13,000	18,338	18,920	24,498	27,784	36,208	30,560

## USU EXTENSION FOOD \$ENSE PROGRAM BECOMES A WAY OF LIFE

Kerry Garvin became both a Food \$ense program employee and a user within two weeks' time. The Box Elder County, Utah, resident was the mother of three and in need of employment after a divorce more than three years ago. She began working part-time with the Food \$ense program, and as she learned about the program, she realized what a great help it would be to her own family.

"The things Food \$ense teaches make sense, but they can seem harder than they really are, and people may be reluctant at first," Garvin said. "The first Food \$ense lesson is on menu planning. It was foreign to me because to that point, I hated to cook and in my first marriage, we ate out five nights a week. The kitchen was this daunting Mt. Everest to me."

Garvin, now married to Joseph Garvin, has a blended family of seven children with another on the way.

"Dinner time can be stressful with that many kids," she said. "Around 4:30 or 5, everyone wanted to know what's for dinner, and I hated that because I hadn't even thought about it. I knew I needed to change my habits, and when I learned about menu planning, I was stunned at the difference it made. All the power you lose when you don't have a plan comes back."

The next step in the program is what Food \$ense calls, "cook once, eat twice." When cooking rice, make a double batch with some for later in the week. Cook a double portion of chicken or chop extra vegetables and put them in sealable bags for later.

"It's amazing how much time that can save, and I feel prepared for the week," Garvin said. "I'm gaining confidence in the kitchen and I went from just wanting to fill their stomachs to realizing that mealtime is a really important experience for our family."

Garvin said she's learned that even a little change can make a difference, and that all pieces in the program fit well with each other.

"Last fall, Joseph lost his job, and topics I had put off learning like budgeting and food pricing became a necessity," she said.

Particularly helpful to their family was the recently introduced Food \$ense Creates Curriculum. The program focuses on making a healthy meal from a carefully stocked pantry and kitchen with options and recipes for using what is available.



"This curriculum came into our lives at the perfect time," Garvin said. "We have had to use food storage and people have given us food, and Creates has helped us make really good meals with the food on hand. There are a lot of emotions going on, but I can keep everyone nourished and happy and that helps eliminate some of the stress."

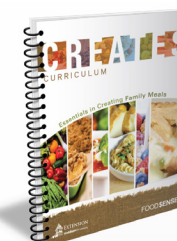
Garvin said the Food \$ense program has given her confidence and helped her be in control in the kitchen rather than having the kitchen control her.

Garvin is now over the Food \$ense blog, [snappilyforever.blogspot.com](http://snappilyforever.blogspot.com), where she is charged with living the program, then blogging about it. She said she is delighted to blog about and share her take on a program she so firmly believes in.

## CREATES CURRICULUM ASSISTS WITH NUTRITION EDUCATION

In the fall of 2013, Food\$ense unveiled the Creates Curriculum as a nutrition education curriculum for adults in Utah. Since then, several SNAP-Ed programs across the nation have adopted this curriculum. SNAP-Ed in Utah is currently evaluating the effectiveness of this curriculum regarding changed nutrition-related behaviors among low-income participants. The Creates Curriculum focuses on giving participants the courage and confidence to get in the kitchen and produce a meal, no matter where they are in the process of learning to cook. As they participate in this series, they will learn the basics of how to assemble a healthy meal that is quick, inexpensive and tasty. The curriculum also offers tips on how to have a carefully stocked pantry and kitchen with options and recipes for using what is available to create casseroles, stir fry meals, quick breads, soups, salads, sandwiches, desserts and more.

ADOPTED BY 8 STATES





## FOOD SECURITY

Food Sense participants increase food security.

FOOD SENSE PARTICIPANTS: BEFORE FOOD SENSE CLASSES AFTER FOOD SENSE CLASSES

Usually/always had enough to eat at the end of the month

527

829

Sometimes had enough to eat at the end of the month

334

153

Never/seldom had enough to eat at the end of the month

326

213

## NATIONAL NUTRITION CERTIFICATION PROGRAM

The National Nutrition Certification Program (NNCP) allows nutrition education assistants to become certified. The NNCP is a self-study, online program, and lessons must be passed with 80 percent proficiency. Course content was validated through expert review by registered dietitians.

The program became so popular that it was shared nationally, and currently there are 60 programs (typically EFNEP and SNAP-Ed) with 600 participants in the United States.

To sign up, email [nncp@usu.edu](mailto:nncp@usu.edu) with first and last name, email address, state and organization.



"I enjoyed the lessons and learned a lot about saving money while eating more nutritiously."

SALLY HIBBERT

## EATING BREAKFAST

Food Sense participants improve their diets by eating breakfast in the morning.

FOOD SENSE PARTICIPANTS: BEFORE FOOD SENSE CLASSES AFTER FOOD SENSE CLASSES

Usually/always ate breakfast within 2 hours of waking

583

807

Sometimes ate breakfast within 2 hours of waking

250

153

Never/seldom ate breakfast within 2 hours of waking

255

128

## ADDING VEGETABLES

Food Sense participants improve their diets by adding vegetables to their daily intake.

BEFORE FOOD SENSE CLASSES AFTER FOOD SENSE CLASSES

255

90

Never/seldom ate 2½ cups of vegetables a day

BEFORE FOOD SENSE CLASSES AFTER FOOD SENSE CLASSES

409

252

Sometimes ate 2½ cups of vegetables a day

BEFORE FOOD SENSE CLASSES AFTER FOOD SENSE CLASSES

407

852

Usually/always ate 2½ cups of vegetables a day



## EATING AS A FAMILY

Food Sense participants increase family mealtime.

FOOD SENSE PARTICIPANTS: BEFORE FOOD SENSE CLASSES AFTER FOOD SENSE CLASSES

Usually/always eat meals together as a family at least three times a week

656

932

Sometimes eat meals together as a family at least three times a week

287

158

Never/seldom eat meals together as a family at least three times a week

236

80



"Doing the menu planning and shopping lists has helped me stay within my budget with my food stamps, but the best part is that for the first time, I always know what I am making for dinner and we are eating as a family."

JILLIAN AUSTAD

## FARMERS MARKETS

There are currently 21 farmers markets across the state that utilize electronic benefit transfer (EBT) machines. The EBT machines allow Food Stamp participants to use their benefits to buy fruits and vegetables at local farmers markets. In 2014, SNAP-Ed is providing nutrition education and cooking demonstrations to six of these markets across the state, which is an increase from one booth in 2011.

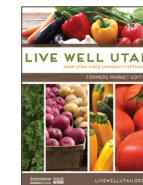


In a survey conducted at the Cache Valley Gardeners' Market and the Utah Botanical Center Farmers Market in 2013:

73% of participants reported they were extremely likely/likely to buy produce they had sampled at the Food Sense booth that day.

80% of participants reported they were likely to use the Food Sense recipe demonstrated at the farmers market.

## LIVE WELL UTAH



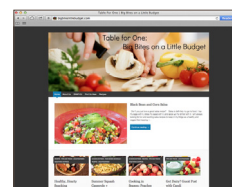
The Live Well Utah Farmers Market Edition is distributed yearly at farmers markets around the state. The publication contains gardening, cooking and harvesting tips as well as nutritious recipes for cooking

fresh produce. More than 35,000 copies were distributed in 2013 and 2014. Visit [livewellutah.org](http://livewellutah.org) for a complete listing of recipes from the publication.

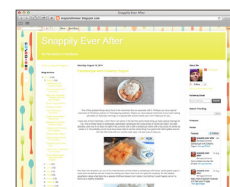


## FOOD \$ENSE BLOGS

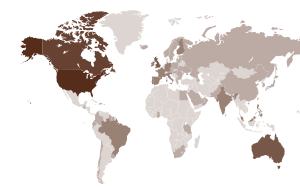
Food Sense has established several blogs emphasizing quick and healthy recipes on a tight budget. Two of these blogs have received extra attention. "Table for One: Big Bites on a Little Budget" has become very popular since it was initiated last year. This blog has received more than 9,250 views from individuals from more than 70 countries (see map). Additionally, 392 individuals follow this blog on a regular basis. The blog "Snappily Ever After" has seen nearly 20,000 views from people from more than 10 countries in the past year.



[bigbiteslittlebudget.com](http://bigbiteslittlebudget.com)



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



FOR MORE INFORMATION: [extension.usu.edu/foodsense](http://extension.usu.edu/foodsense) 1-888-744-3232 [heidi.leblanc@usu.edu](mailto:heidi.leblanc@usu.edu)

Utah State University is an affirmative action/equal opportunity institution.

## ADULTS

Indirect Education			
		Check if Applicable	Number Reached
Types of Materials Distributed	Fact Sheets/Pamphlets/Newsletters	X	48,300
	Posters/Calendars	X	15,806
	Promotional Materials with Nutrition Messages	X	31,624
	Website	X	55,906
	Electronic (Email) Materials/Info Distribution	X	51,112
	Other	X	14,024
Recruiting	Mailings	X	4,208
	Email	X	9,908
	Phone	X	1,979
	Other	X	370

Programming Format *Direct Education*

Format	# of Lessons	Length of Class
Single Sessions	1,273	15-90 minutes
2-4 Sessions	331	15-90 minutes
5-9 Sessions	882	15-90 minutes
10 or more Sessions	890	15-90 minutes

SNAP-Ed Participants by Gender *Direct Education*

	Female	Male	Total
Number of SNAP-Ed Participants	3,834	969	<b>4,803</b>

Estimated Count of Participants Source: Indirect Education Form  
NEA Activity Record  
Class Participant Form



### SNAP-Ed Participants by Race and Ethnicity *Direct Education*

		Number of Hispanic SNAP-Ed Participants by Race	Number of Non-Hispanic SNAP-Ed Participants by Race
Individuals Reporting Only One Race	1. American Indian or Alaska Native	78	149
	2. Asian	27	326
	3. Black or African American	44	233
	4. Native Hawaiian or Other Pacific Islander	35	42
	5. White	2,628	4,051
Individuals Reporting Multiple Races	6. American Indian or Alaska Native and White	9	149
	7. Asian and White	1	2
	8. Black or African American and White	1	15
	9. American Indian or Alaska Native and Black or African American	9	29
	10. All Other Reporting More than One Race	2	3
	11. Total by Ethnicity	2,834	4,803

Actual Count of Participants Unduplicated

### SNAP-Ed Participants by Age and SNAP Status *Direct Education*

	18-59 Years	60 Years or More	All Ages Combined
Number of SNAP Recipients in SNAP-Ed	1,605	254	1,859
Number of All Other Participants in SNAP-Ed	2,723	221	2,944
Total Number of SNAP-Ed Participants	4,328	475	4,803

Actual Count of Participants Source: Adult Class Participant Form  
Missing data was based on percentages from data received

## SNAP-Ed Delivery Sites by Type of Setting *Direct Education*

Type of Setting	Number of Different Sites/Locations	Type of Setting	Number of Different Sites/Locations
<b>Adult Education and Job Training Sites</b>	44	<b>Libraries</b>	28
<b>Adult Rehabilitation Centers</b>	18	<b>Churches</b>	20
<b>Worksites</b>	6	<b>Public/Community Centers</b>	3
<b>Community Centers</b>	55	<b>Public Schools/Head Start Programs</b>	108
<b>Elderly Service Centers</b>	45	<b>Other Youth Education Sites (Including Parks and Recreation)</b>	26
<b>Emergency Food Assistance Sites</b>	50	<b>Shelters</b>	9
<b>Extension Offices</b>	32	<b>WIC Programs</b>	9
<b>Farmers Markets</b>	19	<b>Blogs</b>	48
<b>Food Stores</b>	8	<b>Fairgrounds</b>	12
<b>Public Housing</b>	39	<b>Summer Lunch Programs</b>	7
<b>Individual Homes</b>	498		

## Estimated Size of Audiences Reached Through Communication and Events

	Estimated Population Reached	Source of Data
<b>Nutrition Education Radio PSA</b>	300,000	Commercial Market
<b>Nutrition Education Television PSA</b>	375,000	Commercial Market
<b>Nutrition Education Articles</b>	54,338	Commercial Market
<b>Billboard, Bus or Van Wraps, or Other Signage</b>	2,608	Visual Estimate
<b>Community Events/Fairs – Participated</b>	28,803	Visual Estimate/Survey
<b>Community Events/Fairs – Sponsored</b>	1,628	Visual Estimate/Survey
<b>Other Contacts</b>	12,697	Visual Estimate/Survey



Direct Education - Primary Content Codes		
	Code Letter	Most Frequent Occurrence
Fat Free and Low Fat Milk or Equivalent (and alternate calcium sources)	A	
Fats and Oils	B	
Fiber-Rich Foods	C	
Food shopping/Preparation	D	X
Fruits & Vegetables	E	X
Lean Meat and Beans	F	
Limit Added Sugars or Caloric Sweeteners	G	
Healthy Eating Plan (MyPlate)	H	X
Physical Activity	I	
Promote Healthy Weight	J	
Sodium & Potassium	K	
Whole Grains	L	
Food Safety	M	X
Other	N	
Other	O	
Other	P	
Other	Q	
Total		4

SNAP-Ed Contacts By Age					
	2-5 Years	5-17 Years	18-59 Years	60 Years or More	All Ages Combined
Number of SNAP-Ed Contacts	3,712	11,136	24,363	8,720	<b>47,931</b>

Estimated Count of Participants *Missing data was based on percentages from data received*

SNAP-Ed Contacts by Gender			
	Female	Male	Total
Number of SNAP-Ed Contacts	28,758	19,173	<b>47,931</b>

Estimated Count of Participants

*Missing data was based on percentages from data received*

SNAP-Ed Contacts by Age and SNAP Status			
	18-59 Years	60 Years or More	All Ages Combined
Number of Contacts with SNAP Recipients	17,557	178	<b>17,734</b>
Number of All Other Contacts	29,894	302	<b>30,197</b>
Total Number of SNAP-Ed Contacts	47,451	480	<b>47,931</b>

## YOUTH

### SNAP-Ed Participants by Age *Direct Education*

	Less than 5	5-17 Years	No Data	All Ages Combined
<b>Total Number of SNAP-Ed Participants</b> <i>(multiple classes)</i>	111	8,479	136	<b>8,726</b>
<b>Total Number of SNAP-Ed Participants</b> <i>(one time class)</i>	1,030	1,030	10,259	<b>11,465</b>
<b>Total Number of Youth Participants</b>				<b>20,191</b>

**Actual Count of Participants** \*All youth sites are 50% or more eligible for SNAP-Ed benefits

### SNAP-Ed Participants by Gender *Direct Education*

	Female	Male	Total
<b>Number of SNAP-Ed Participants</b> <i>(multiple classes)</i>	4,521	4,205	<b>8,726</b>

**Estimated Count of Participants** Source: Youth Enrollment Form

### SNAP-Ed Participants by Race and Ethnicity *Direct Education*

		Number of Hispanic SNAP-Ed Participants by Race <i>Multiple Lessons</i>	Number of Non-Hispanic SNAP-Ed Participants by Race <i>Multiple Lessons</i>	Number of Hispanic SNAP-Ed Participants by Race <i>Single Lesson</i>	Number of Non-Hispanic SNAP-Ed Participants by Race <i>Single Lesson</i>	Totals
<b>Individuals Reporting Only One Race</b>	<b>1. American Indian or Alaska Native</b>		1,021		250	<b>1,271</b>
	<b>2. Asian</b>		224		105	<b>329</b>
	<b>3. Black or African American</b>		146		165	<b>311</b>
	<b>4. Native Hawaiian or Other Pacific Islander</b>		63		83	<b>146</b>
	<b>5. White</b>	4,521	7,066	4,521	7,144	<b>17,940</b>
	<b>6. No Race Designated</b>					<b>2,251</b>
<b>Totals</b>						<b>20,191</b>

**Actual Count of Participants Unduplicated**



## FINANCES

Expenditures by Sources of Funding	
	Expenditures for Reporting Year
1. Public Cash Contributions — State and Local Tax Revenue only	\$32,000
2. Public and Private Cash Contributions — Other than State and Local Tax Revenue	\$0
<b>3. Sum of Lines 1 &amp; 2</b>	<b>\$32,000</b>
4. Public In-Kind Contributions (non-cash)	\$0
5. Private Cash Contributions to State SNAP Agency only	\$0
6. Indian Tribal Organization Contributions	\$0
<b>7. Sum of Lines 4, 5 &amp; 6</b>	<b>\$0</b>
8. Federal Reimbursement	\$976,475.03
<b>9. Total SNAP-Ed Expenditures: Sum of Lines 3, 7 &amp; 8</b>	<b>\$1,008,475.03</b>

Expenditures by Sources of Funding	
	Expenditures for Reporting Year
1. Total Expenditures for SNAP-Ed Program Delivery	\$693,049.79
2. Total Expenditures for Administrative Costs	\$315,425.24
<b>3. Total SNAP-Ed Expenditures (State and Federal)</b>	<b>\$1,008,475.03</b>

# ADULT EDUCATION GOALS



## ADULT STATE OBJECTIVES

- Based upon behavior checklists, by September 30, 2014, at least 80 percent of SNAP eligible individuals who participate in SNAP-Ed lessons will demonstrate intent to follow MyPlate by making half their plate fruits and vegetables, eating whole grains, consuming lean proteins, and switching to fat-free and/or low-fat dairy products.
- Based upon behavior checklists, by September 30, 2014, at least 70 percent of SNAP eligible individuals who participate in SNAP-Ed lessons will demonstrate intent to follow food safety practices by properly cooking, chilling, and separating food items and properly cleaning food preparation surfaces.
- Based upon behavior checklists, by September 30, 2014, at least 65 percent of SNAP eligible individuals who participate in SNAP-Ed lessons will demonstrate behavior change to increase physical activity and reduce time spent in sedentary behaviors.
- Based upon behavior checklists, by September 30, 2014, at least 65 percent of SNAP eligible individuals who participate in SNAP-Ed lessons will demonstrate intent to increase family mealtime and food resource management.

## FOOD \$ENSE CREATES BEHAVIOR CHANGE GOAL

As a result of participating in the Creates lesson series, participants will demonstrate the skills needed to stock their pantries with nutritious foods and to use those foods to create delicious, low cost meals. They will use a whole food approach that contributes to a well-balanced MyPlate meal plan.

### SUCCESS STORY

"A participant who comes to every class I give at the food bank was telling new people who had come for the first time how great the classes are for her. She told them that her husband looks forward to coming home to find out what new food she is making. He previously disliked vegetables but she has brought so many new vegetables home for him to try with new Food \$ense recipes that he is starting to enjoy them. She said they are now eating together at meals and trying new vegetables together."

- Food \$ense NEA



# LIVING FOOD \$ENSE

## USU EXTENSION FOOD \$ENSE PROGRAM BECOMES A WAY OF LIFE

Kerry Garvin became a Food \$ense program employee and participant within two weeks. The Box Elder County, Utah, resident, the mother of three, was in need of employment after a divorce. She began working part-time with the Food \$ense program, and as she learned about the program, she realized what a great help it would be to her own family.

"The things Food \$ense teaches make sense, but they can seem harder than they really are, and people may be reluctant at first," Garvin said. "The first Food \$ense lesson is on menu planning. It was foreign to me because to that point, I hated to cook and in my first marriage, we ate out five nights a week. The kitchen was this daunting Mt. Everest to me."

Garvin, now married to Joseph Garvin, has a blended family of seven children with another on the way.

"Dinner time can be stressful with that many kids," she said. "Around 4:30 or 5, everyone wanted to know what's for dinner, and I hated that because I hadn't even thought about it. I knew I needed to change my habits, and when I learned about menu planning, I

My favorite part of Food \$ense is the confidence it has given me to be in control in the kitchen rather than having the kitchen control me.

- Kerry Garvin



was stunned at the difference it made. All the power you lose when you don't have a plan comes back."

The next step in the program is what Food \$ense calls, "cook once, eat twice." When cooking rice, make a double batch with some for later in the week. Cook a double portion of chicken or chop extra vegetables and put them in sealable bags for later. "It's amazing how much time that can save, and I feel prepared for the week," Garvin said. "I'm gaining confidence in the kitchen and I went from just wanting to fill their stomachs to realizing that mealtime is a really important experience for our family."



Garvin said she's learned that even a little change can make a difference, and that all pieces in the program fit well with each other.

"Last fall, Joseph lost his job, and topics I had put off learning like budgeting and food pricing became a necessity," she said.

Particularly helpful to their family was the recently introduced Food \$ense Creates Curriculum. The program focuses on making a healthy meal from a carefully stocked pantry and kitchen with options and recipes for using what is available.

"This curriculum came into our lives at the perfect time," Garvin said. "We have had to use food storage and people have given us food, and Creates has helped us make really good meals with the food on hand. There are a lot of emotions going on, but I can keep everyone nourished and happy and that helps eliminate some of the stress."

Garvin said the Food \$ense program has given her confidence and helped her be in control in the kitchen rather than having the kitchen control her.

Garvin is now over the Food \$ense blog, [snappilyforever.blogspot.com](http://snappilyforever.blogspot.com), where she is charged with living the program, then blogging about it. She said she is delighted to blog about and share her take on a program she so firmly believes in.



# ADULT IMPACT

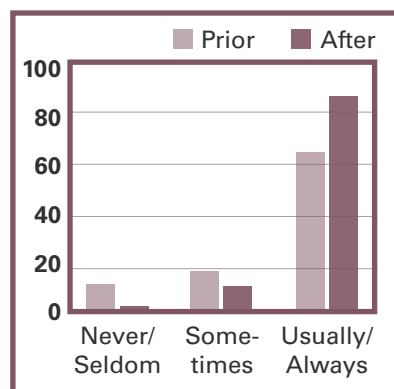
## ENGLISH

Do you shop with a grocery list?		
	Prior	After
<b>Never/Seldom</b>	19.8%	4.65%
<b>Sometimes</b>	24.78%	12.92%
<b>Usually/Always</b>	55.42%	82.43%



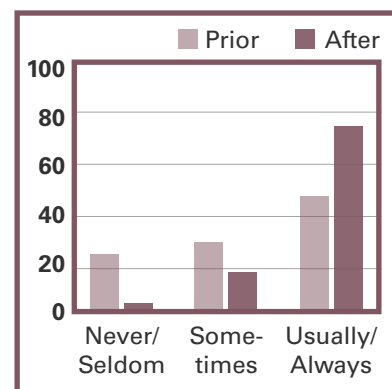
Participants in Food \$ense (SNAP-Ed) learn the value of preparing and sticking to a shopping list.

Will you prepare meals at home at least three times a week?		
	Prior	After
<b>Never/Seldom</b>	11.89%	2.81%
<b>Sometimes</b>	19.75%	10.12%
<b>Usually/Always</b>	68.36%	87.07%



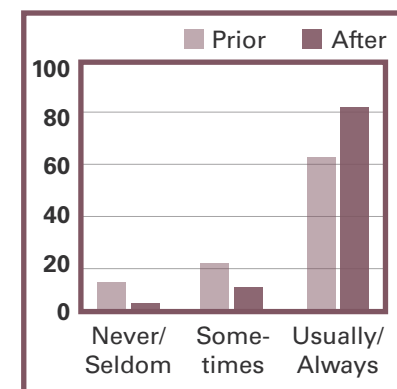
Participants in Food \$ense (SNAP-Ed) will make healthy food choices consistent with the 2010 Dietary Guidelines for Americans by eating meals at home.

Will you choose whole foods based on MyPlate recommendations?		
	Prior	After
<b>Never/Seldom</b>	25.27%	5.68%
<b>Sometimes</b>	28.29%	18.89%
<b>Usually/Always</b>	46.44%	75.43%



Participants in Food \$ense (SNAP-Ed) will improve their diets by following the MyPlate recommendations.

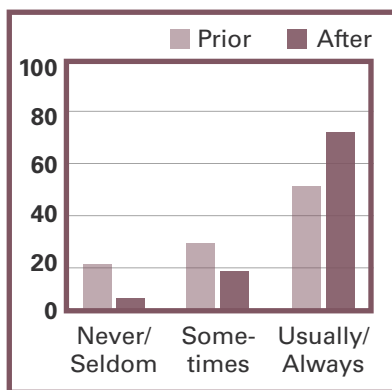
Will you eat meals as a family at least three times a week?		
	Prior	After
<b>Never/Seldom</b>	14.31%	5.49%
<b>Sometimes</b>	22.35%	12.4%
<b>Usually/Always</b>	63.34%	82.11%



Participants in Food \$ense (SNAP-Ed) will eat more meals as a family.

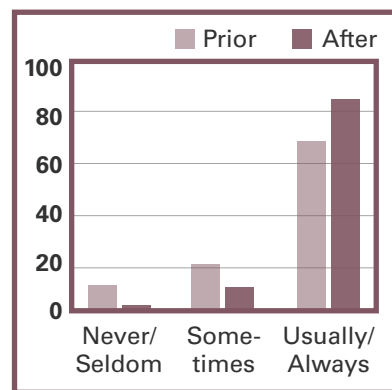


Will you choose to be physically active for at least 30 minutes, five days a week?		
	Prior	After
<b>Never/Seldom</b>	21.23%	7.52%
<b>Sometimes</b>	28.2%	19.35%
<b>Usually/Always</b>	50.57%	73.13%



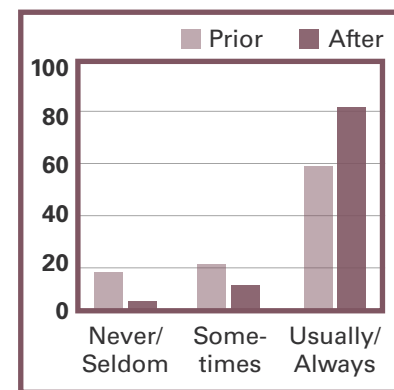
Participants in Food \$ense (SNAP-Ed) will increase their physical activity to meet the 2010 Dietary Guidelines for Americans.

Do you have enough food to last to the end of the month?		
	Prior	After
<b>Never/Seldom</b>	10.2%	3.03%
<b>Sometimes</b>	21.24%	10.83%
<b>Usually/Always</b>	68.56%	86.14%



Participants in Food \$ense (SNAP-Ed) learn to plan their food budget, enabling them to increase food security throughout the month.

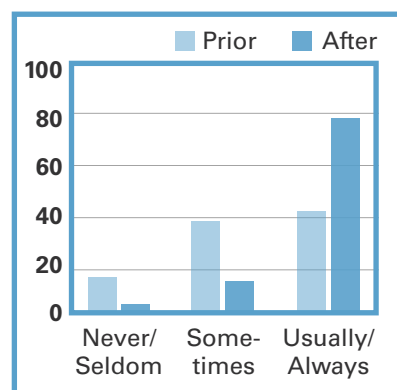
Will you follow USDA Food Safety recommendations?		
	Prior	After
<b>Never/Seldom</b>	18.77%	4.83%
<b>Sometimes</b>	21.65%	12.67%
<b>Usually/Always</b>	59.58%	82.5%



Participants in Food \$ense (SNAP-Ed) learn the importance of preparing and cooking food according to USDA recommendations.

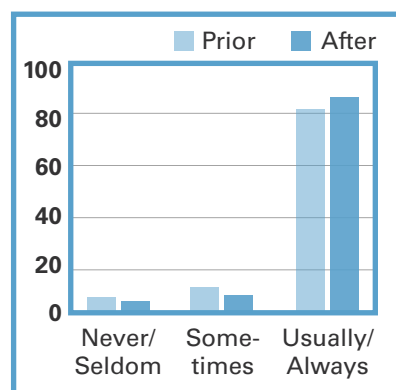
## SPANISH

Do you shop with a grocery list?		
	Prior	After
<b>Never/Seldom</b>	18.07%	4.03%
<b>Sometimes</b>	39.73%	16.99%
<b>Usually/Always</b>	42.4%	78.98%



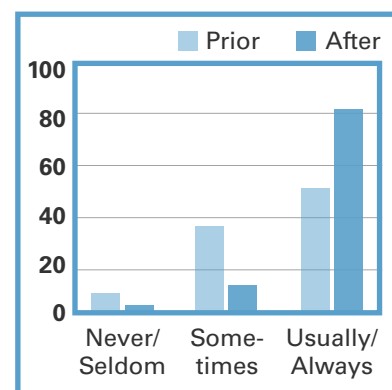
Participants in Food \$ense (SNAP-Ed) learn the value of preparing and sticking to a shopping list.

Will you prepare meals at home at least three times a week?		
	Prior	After
<b>Never/Seldom</b>	5.06%	4.63%
<b>Sometimes</b>	12.74%	8.44%
<b>Usually/Always</b>	82.2%	86.93%



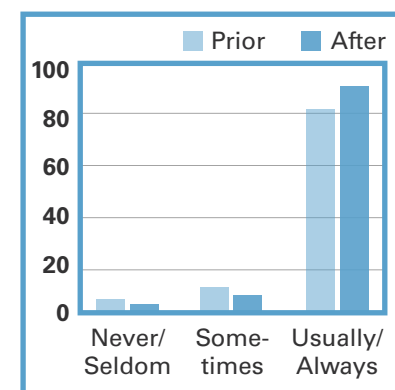
Participants in Food \$ense (SNAP-Ed) will make healthy food choices consistent with the 2010 Dietary Guidelines for Americans by eating meals at home.

Will you choose whole foods based on MyPlate recommendations?		
	Prior	After
<b>Never/Seldom</b>	8.63%	3.51%
<b>Sometimes</b>	38.2%	14.97%
<b>Usually/Always</b>	53.17%	81.52%



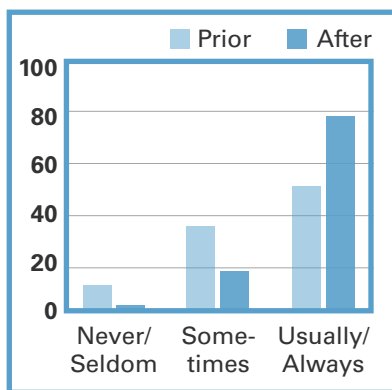
Participants in Food \$ense (SNAP-Ed) will improve their diets by following the MyPlate recommendations.

Will you eat meals as a family at least three times a week?		
	Prior	After
<b>Never/Seldom</b>	5.46%	3.38%
<b>Sometimes</b>	12.34%	5.7%
<b>Usually/Always</b>	82.2%	90.92%



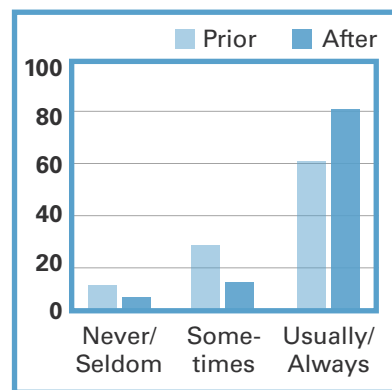
Participants in Food \$ense (SNAP-Ed) will eat more meals as a family.

Will you choose to be physically active for at least 30 minutes, five days a week?		
	Prior	After
<b>Never/Seldom</b>	11.11%	2.92%
<b>Sometimes</b>	36.68%	19.34%
<b>Usually/Always</b>	52.21%	77.74%



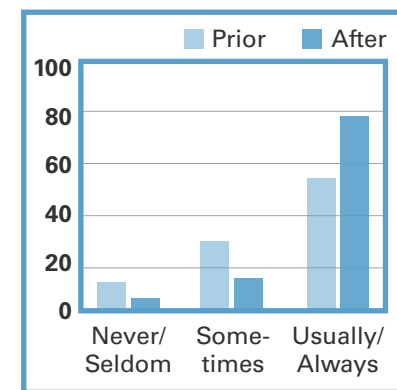
Participants in Food \$ense (SNAP-Ed) will increase their physical activity to meet the 2010 Dietary Guidelines for Americans.

Do you have enough food to last to the end of the month?		
	Prior	After
<b>Never/Seldom</b>	10.51%	4.1%
<b>Sometimes</b>	27.54%	13.67%
<b>Usually/Always</b>	61.95%	82.23%



Participants in Food \$ense (SNAP-Ed) learn to plan their food budget, enabling them to increase food security throughout the month.

Will you follow USDA Food Safety recommendations?		
	Prior	After
<b>Never/Seldom</b>	13.56%	5.71%
<b>Sometimes</b>	29.54%	14.39%
<b>Usually/Always</b>	56.9%	79.9%



Participants in Food \$ense (SNAP-Ed) learn the importance of preparing and cooking food according to USDA recommendations.



# 6-MONTH FOLLOW-UP

## 6-MONTH FOLLOW-UP DATA FOR ADULTS

In 2014, Food \$ense collected follow-up data on adult participants 6 months after they participated in a Food \$ense (SNAP-Ed) lesson. Nearly 250 participants completed the retrospective survey either online or over the phone with a Food \$ense intern. Of respondents, 43% reported they were participating in SNAP and other assistance programs while over 50% reported qualifying for SNAP benefits. The following results were found:

- Only 8% of participants reported never/seldom having enough food to last through the month after participating in Food \$ense (SNAP-Ed) compared to 27% prior to receiving education.



- 83% of participants reported usually/always eating family meals together as a family at least three times per week compared to 67% prior to receiving education.
- 62% of participants reported usually/always eating at least 2 cups of vegetables per day after participating in Food \$ense (SNAP-Ed) classes compared to 31% prior to receiving education.
- 65% of participants reported usually/always eating at least 2 ½ cups of fruit per day after participating in Food \$ense (SNAP-Ed) classes compared to 31.5% prior to receiving education.

Results of this data will be published in 2015.



# YOUTH EDUCATION GOALS

## YOUTH EDUCATION OBJECTIVES

- By the end of September 30, 2014, at least 80% of SNAP-eligible children and youth who participate in SNAP-Ed lessons will demonstrate intent to choose more whole foods and fewer processed meals.
- By the end of September 30, 2014, at least 70% of SNAP-eligible children and youth who participate in SNAP-Ed lessons will demonstrate intent to wash hands prior to preparing and eating food.
- By the end of September 30, 2014, at least 60% of SNAP-eligible children and youth who participate in SNAP-Ed lessons will demonstrate intent to participate in physical activity for at least 30 minutes four to five days per week.

## SUCCESS STORY

"We just finished with a kids cooking camp. The theme of our camp was 'Cooking with the Stars.' While at camp, the kids learned all the skills they need to know to be cooking stars. The largest and most important skill we taught them was how to create a meal from scratch. We introduced them to MyPlate and our Creates curriculum. We taught them how to create different meals from scratch and then gave them a chance to try it on their own. Using random ingredients and the Creates handouts, each of the kids created recipes on their own. It was so awesome seeing the kids put together recipes. They were so creative! We had smoothies, stir fries, omelets, wraps, and more."

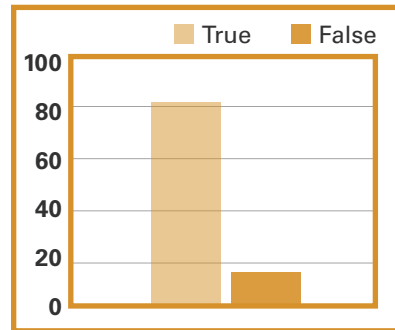
- Food \$ense NEA



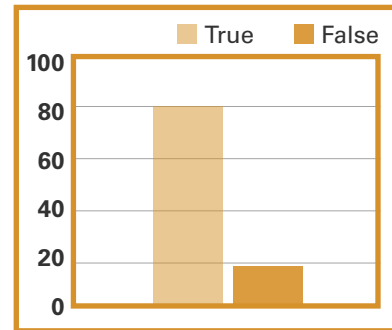
# YOUTH IMPACT



I would eat this vegetable again	
True	False
82.11%	17.89%

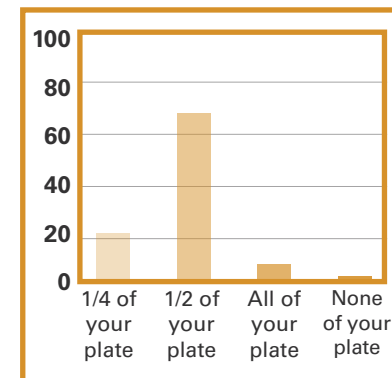


I liked the vegetable in today's recipe	
True	False
80.89%	19.11%

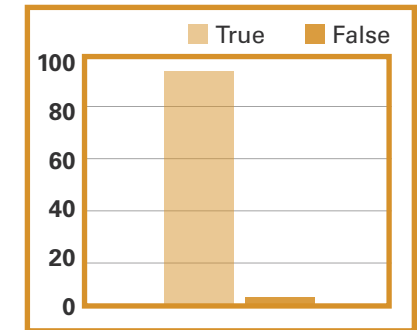


Youth participating in the Food \$ense (SNAP-Ed) Program are being exposed to new vegetables, increasing the likelihood they will try these vegetables again in the future.

How much of your plate should contain fruits and vegetables?	
1/4 of your plate	22.88%
1/2 of your plate	66.1%
All of your plate	9.4%
None of your plate	1.62%



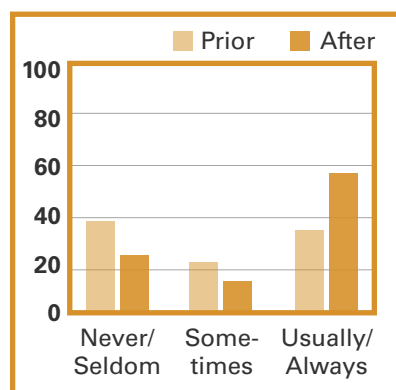
This vegetable helps me stay healthy	
True	False
96.62%	3.38%



As a result of participating in the Food \$ense (SNAP-Ed) program, low income youth have increased knowledge of MyPlate and the Dietary Guidelines for Americans.

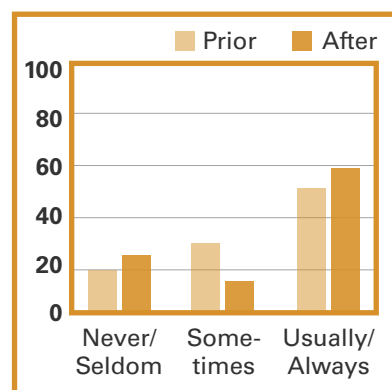


Will you choose foods based on MyPlate?		
	Prior	After
<b>Never/Seldom</b>	39.32%	24.11%
<b>Sometimes</b>	22.79%	16.96%
<b>Usually/Always</b>	37.89%	58.93%



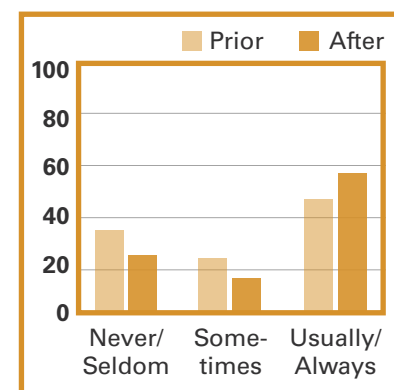
As a result of participating in the Food \$ense (SNAP-Ed) Program, low-income youth statewide will improve their diets by following the MyPlate recommendations.

Will you choose to be physically active?		
	Prior	After
<b>Never/Seldom</b>	20.17%	25.97%
<b>Sometimes</b>	28.13%	14.63%
<b>Usually/Always</b>	51.71%	59.4%



As a result of participating in the Food \$ense (SNAP-Ed) Program, low-income youth statewide will increase their physical activity to meet the goals of the 2010 Dietary Guidelines for Americans.

Will you choose to follow the USDA food safety recommendations?		
	Prior	After
<b>Never/Seldom</b>	35.53%	24.09%
<b>Sometimes</b>	23.01%	17.47%
<b>Usually/Always</b>	44.45%	58.44%



As a result of participating in the Food \$ense (SNAP-Ed) program, low-income youth statewide will follow the USDA food safety recommendations when preparing and cooking food.

# FARMERS MARKET



There are 21 farmers markets in Utah that utilize EBT machines. The EBT machines allow food stamp recipients to use their food stamp benefits to purchase local produce and other locally grown foods from farmers. In 2014, Food \$ense (SNAP-Ed) had nutrition education booths at seven markets across the state: Cedar City Farmers' Market, Utah Botanical Center Farmers' Market, Cache Valley Gardeners' Market, Murray Farmers' Market, Murray Park Farmers' Market, Provo Farmers Market, and Park Silly Farmers' Market.

The Food \$ense (SNAP-Ed) booths have been great attractions for farmers market patrons, SNAP participants, and local farmers and growers. Patrons have enjoyed the free samples, recipe cards, helpful nutrition/cooking tips, and additional resources provided by Food \$ense (SNAP-Ed) interns and volunteers. One of the most popular publications distributed at the Food \$ense booth is the Live Well Utah Farmers Market Edition which provides recipes and tips on storing, preserving, and cooking fresh produce.

We recently surveyed 271 market patrons at two of the previously listed markets to determine the effectiveness of the Food \$ense (SNAP-Ed) nutrition education booths. Farmers market patrons

were asked to complete a survey regarding the posters, samples, recipe cards, and other educational materials used at the Food \$ense booth. Results of this study demonstrated that product sampling through recipe testing and product information through recipe cards and posters are effective strategies to increase knowledge of fruits and vegetables among farmers market patrons. Furthermore, these educational strategies assisted market patrons with making purchasing decisions at the market. Results of this study will be published in 2015.

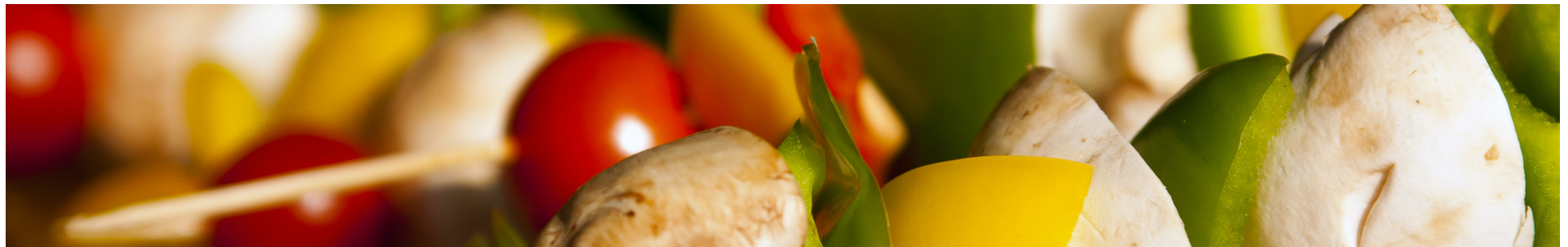




# INCENTIVE PROJECT

## HEALTHY EATING FOR LIFE (HEAL) STUDY

The Healthy Eating for Life study was conducted through a collaboration between Dr. Carrie Durward and Food \$ense (SNAP-Ed) in the summer and fall of 2014. The Research Catalyst grant and the Extension Mini Grant through Utah State University funded this study. The purpose of this study was to determine how Food \$ense nutrition education and farmers market incentives influenced fruit and vegetable intake and food security among adult SNAP participants. Seventy-five participants were randomly assigned to one of the following groups: control, education-only, education and vouchers, education and incentives, and vouchers-only. The incentive groups received \$1 in farmers market incentives (healthy eating tokens) for every \$1 they spent in SNAP benefits at the farmers market. Voucher groups were provided with healthy eating tokens to use at the farmers market. Vouchers did not require participants to spend SNAP benefits at the market. Vouchers and incentive amounts were based on family size. The Food \$ense nutrition education was based on the Creates Curriculum, specifically focusing on reducing the perceived barriers associated with fruits and vegetables. Quantitative and qualitative results of this study will be published in 2015.



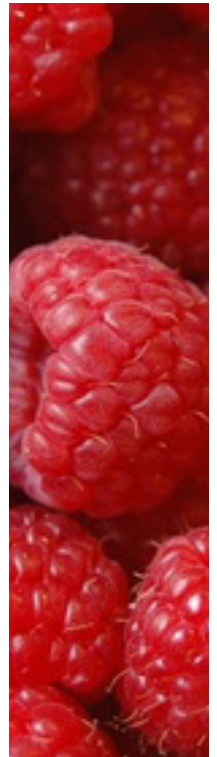


# NNCP

**The National Nutrition Certification Program (NNCP)** is an online training course that was developed to increase the nutrition knowledge and teaching skills of nutrition educators. It is designed specifically for those who teach nutrition education to the public. NNCP is a free service provided by the Food \$ense (SNAP-Ed) program in Utah, and it is administered through the Utah State University Extension program. The course contains 15 modules including a pre- and post-assessment. Course content was validated through expert review by registered dietitians. Parameters of study for this program included: increase in nutrition knowledge, improvement in teaching technique/ability, job satisfaction for the educator, and lower programming costs related to training. Preliminary data from this program was published in the Journal of Nutrition Education and Behavior in 2012. An updated version of NNCP was launched in Canvas on July 1, 2014. There are currently over 400 participants who are enrolled from 60 programs across 34 states.

I was so excited to take the NNCP training for the first time. A few weeks after completing the certification program, I was asked by participants in my class what training I had to make me qualified to teach. I was thrilled to say I had completed the National Nutrition Certification Program, provided by Utah State University Extension.

*Mary Anna Henke  
NEA, SNAP-Ed in Utah*



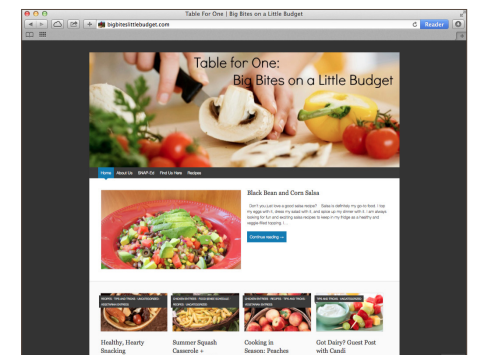
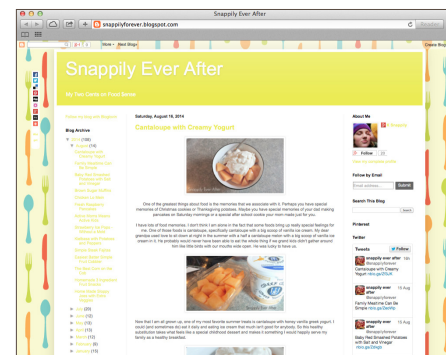


# SOCIAL MEDIA



The purpose of Food \$ense (SNAP-Ed) social media is to provide online opportunities for low income individuals in Utah to receive nutrition education, healthy recipes, and information about upcoming Food \$ense (SNAP-Ed) classes. Food \$ense (SNAP-Ed) utilizes numerous social media outlets including Facebook, Pinterest, Instagram, Twitter, several cooking blogs, and a public website.

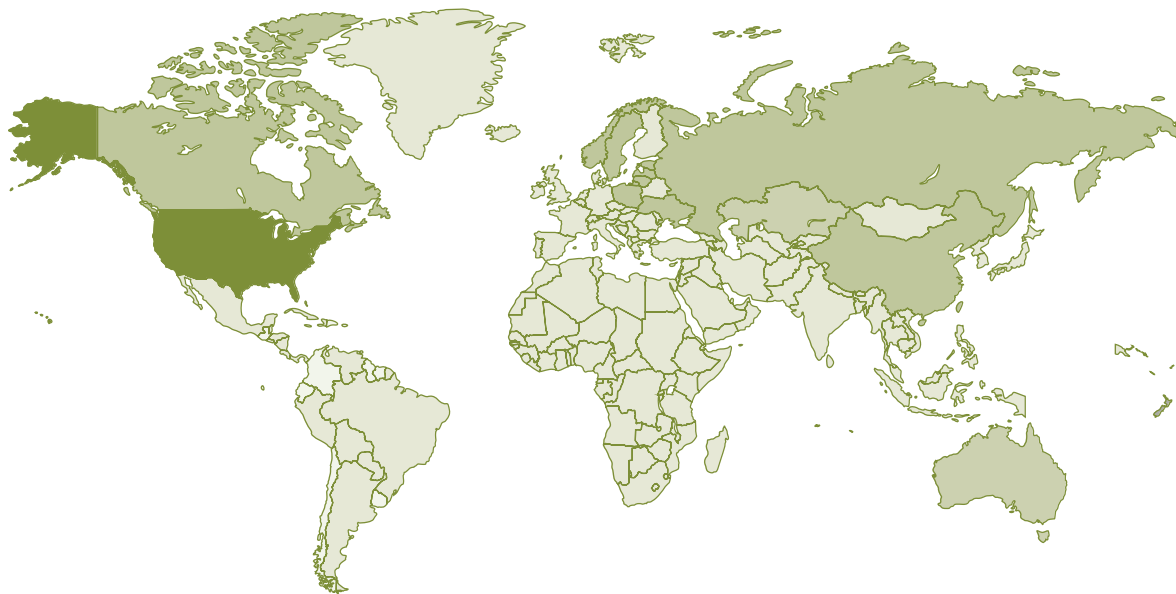
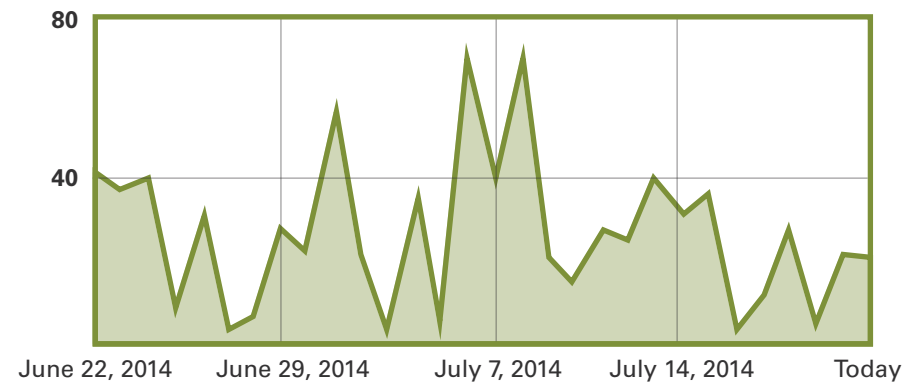
The blogs, written by Food \$ense (SNAP-Ed) NEAs, are each focused for specific sub groups of the Food \$ense (SNAP-Ed) target population. Snappily Ever After targets low-income mothers with children using recipes and topics that are appropriate for families living on a tight budget. Table for One provides recipes that make one to two servings to emphasize how easy it can be to eat healthily on a budget when cooking for yourself. Lastly, Cooking... It's a Snap targets low-income individuals who are looking to cook healthy meals on a budget.



# SNAPPILY EVER AFTER

## PAGEVIEWS

Pageviews from Oct 24, 2014 .....	21
Pageviews from Oct 23, 2014 .....	22
Pageviews from Sep 24 - Oct 24 .....	791
Pageviews all time history .....	19,154



## PAGEVIEWS BY COUNTRY

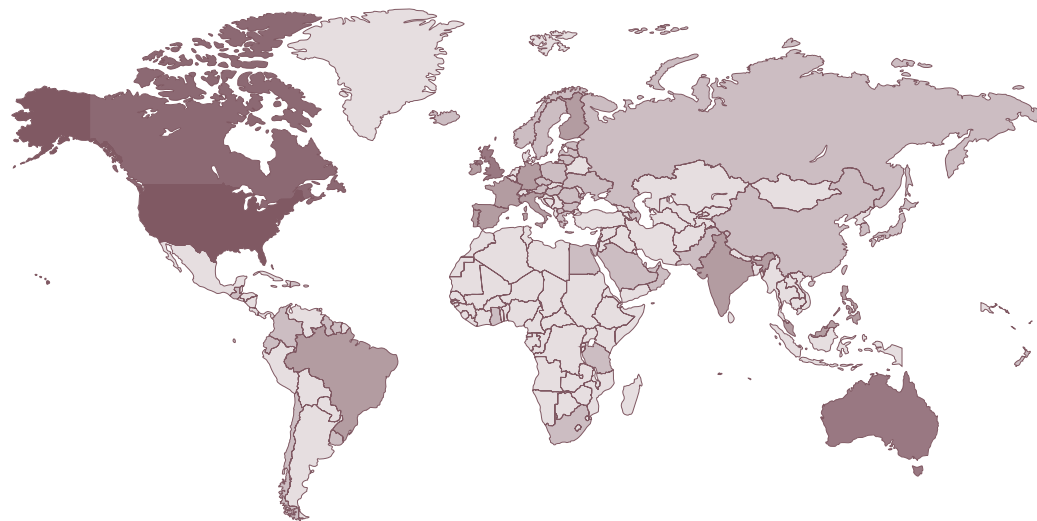
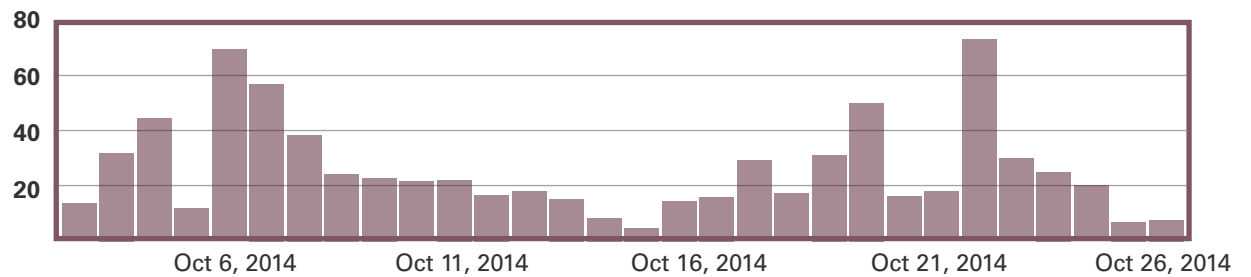
United States .....	653
Turkey .....	36
Russia .....	32
Germany .....	23
Ukraine .....	17
France .....	8
Canada .....	5
Kazakhstan .....	3
Serbia .....	3
Australia .....	2



# TABLE FOR ONE

## PAGEVIEWS

Pageviews from Oct 26, 2014 . . . **13**  
 Best Ever Pageviews . . . . . **363**  
 All Time Pageviews . . . . . **11,640**  
 Comments . . . . . **122**



## PAGEVIEWS BY COUNTRY

United States . . . . .	9,242	Austria . . . . .	18
Canada . . . . .	870	Finland . . . . .	18
United Kingdom . . . . .	186	Denmark . . . . .	16
Australia . . . . .	153	United Arab Emirates . . . . .	15
Brazil . . . . .	140	Pakistan . . . . .	15
Germany . . . . .	99	Sweden . . . . .	15
India . . . . .	89	Bulgaria . . . . .	14
Ireland . . . . .	88	South Africa . . . . .	14
Portugal . . . . .	81	Singapore . . . . .	13
France . . . . .	42	Norway . . . . .	11
Puerto Rico . . . . .	41	Czech Republic . . . . .	11
Philippines . . . . .	41	Colombia . . . . .	11
Italy . . . . .	37	Ecuador . . . . .	10
Netherlands . . . . .	35	Chile . . . . .	9
Hong Kong . . . . .	29	Vietnam . . . . .	8
Belgium . . . . .	23	Slovenia . . . . .	8
Spain . . . . .	23	Israel . . . . .	8
Malaysia . . . . .	20	Greece . . . . .	7
New Zealand . . . . .	19		

# SPECIAL THANKS



## INDIVIDUALS

Paul Birkbeck	Jocelin Gibson	Dr. Noelle Cockett
Kathy Link	Karin Allen	Dr. Charles Carpenter
Joe Edman	Irene Jorgenson	Food \$ense Faculty and Staff
Eileen Milligan	Travis Wilhem	Food \$ense Volunteers
Steve Smith	Kellie Hedin	Food \$ense Interns
Gayla M. Johnson	Dr. Kenneth White	
Kim Garrity	Dr. Brian Higginbotham	

## PARTNERS

Utah Department of Workforce Services	Utah State Office of Education
Utah SNAP Offices	Utah State University Expanded Food and Nutrition Education Program (EFNEP)
Utah State University	Women, Infants, and Children (WIC)
Utah State University Extension Service	Utah Food Bank
USU Department of Nutrition, Dietetics, and Food Sciences	Utahns Against Hunger

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