



**2019**

**CREATE** SNAP-ED  
BETTER HEALTH

# Utah's Snap-Ed Program IMPACT REPORT

*"SNAP Education (SNAP-Ed) is the nutrition education and obesity prevention component of SNAP; its goal is to improve the likelihood that persons eligible for SNAP will make nutritious food choices within a limited budget and choose physically active lifestyles..."*

-USDA.gov

## DIRECT EDUCATION



**4,669 Adults** reached through direct education



**11,637 Youth** reached through direct education

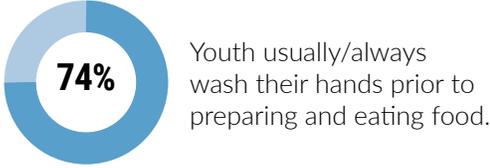
*"When I am making dinner for my family at nights I have started thinking about MyPlate and what food groups I am missing. It has been so good for my family."*

*"I try to be more conscious of choosing to add more veggies to our meals. I've bought more fruits and veggies and actually used them."*

*"After the lesson, I actually bought and used spinach. And we actually liked it!"*

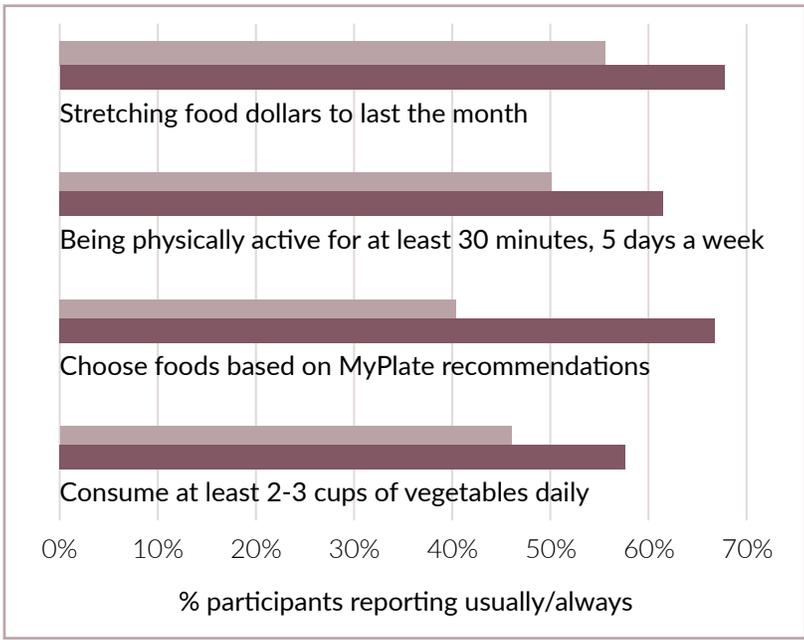
*"...there was all of this extra money in my checking account... because my husband has been using those [Create Better Health] handouts and things he's found in our pantry or fridge to make dinner every night."*

### After their child participated in Create MyPlate classes, parents reported:



### Adult Class Participants reported:

Pre Test Post Test



## POLICY, SYSTEM & ENVIRONMENT (PSE)



~42,000

Utahns reached with PSE work



Locations improved healthy food access



Policy changes adopted



Systems changes adopted



Environmental changes adopted

## SOCIAL MEDIA



2,288,250

Total social media reach



742,622

Monthly newsletter reach

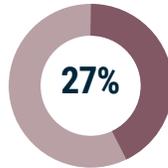
## SOCIAL MARKETING



More than

136,527

people reached through the Create An Active Winter campaign.



27%

of people surveyed could recall (aided) the Create an Active Winter campaign with several reporting that the campaign helped remind and motivate them to be active.

*"It gave me ways to manage exercise with work life and being a mom."*

*"Now I exercise with a group of friends in the morning at 6:15 every day and I also made time to go outside with my baby."*

## PARTNERSHIPS

*"[Create Better Health (SNAP-Ed)] is exactly what people need."*



175

Organizations



15

Farmers markets had a SNAP-Ed booth

**EXTENSION**   
**UtahStateUniversity.**

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

@createbetterhealthutah



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