

SNAP-Ed at Michigan Fitness Foundation Makes America Healthier

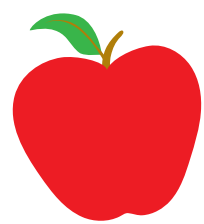
SNAP-Ed, the national **Nutrition Education and Obesity Prevention Grant Program**, empowers **Americans across the lifespan in all 50 states, DC and Guam** to spend wisely, eat healthy, and be physically active to prevent diet-related chronic disease. The program **supports community partners** to make healthy choices easy and accessible in low resource locations and directly aligns with the national agenda for health. **The House budget repeals the national SNAP-Ed program in Section 10011, eliminating a program proven to help American families and communities stretch food dollars and make healthy choices.**

SNAP-Ed Delivers Results

MFF Reach
in 51 Michigan Counties

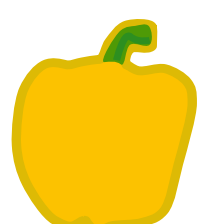
517,517
Michiganders

835
Program Sites
20%
Rural Sites



41%

Of adults increased eating vegetables



26%

Of youth increased eating vegetables



22%

Of adults experienced increased food security



43%

Of youth increased physical activity



That was new and a great experience. I got to have food...that I had never had experience with before and **broadened my food—especially in produce, and veggies, and all of that.** It just opened up my palette to new flavors and experiences. ”

SNAP-Ed Participant in Michigan

SNAP-Ed Builds Healthy Communities

Increased Community Supports
Working with

112
Community Partners

210
Community Partners

48
Multi-sector Coalitions

SNAP-Ed works with partners to make lasting organizational changes so healthy choices are easier. Most often, these are **school/early childhood, agriculture, healthcare, recreation, and food pantry** partners.



Since making these changes and **stocking my store with more fresh fruits and vegetables, my customer base has grown significantly.** Many families used to view my store as more of a liquor store, but now they see it as a small grocery store where they can buy what they need to make a meal for their families. ” *Store Owner, Grand Rapids, MI*



Top Partner Collaborations



- Creating edible gardens in schools and communities
- Increasing transportation options that connect people to healthy food and physical activity facilities
- Placing community signage to prompt healthy choices
- Incorporating physical activity into the school day

SNAP-Ed Yields Returns on Investment

A recent [state-level study](#) in the Midwest region showed for every \$1 spent, SNAP-Ed returns at least \$5.36 in future health and economic benefits from:

- health care savings
- educational attainment
- lifetime earnings
- life expectancy

“It’s the variety and the quality... I have noticed and it has enhanced my diet and my life because it introduces you to other flavors and you say to yourself, “Oh, I definitely want to keep eating that” ... and it made me want to actually eat them more regularly... I have [chronic] disease and I also have lost [weight], so I am always on the lookout to how do I eat more, better in general for health and longevity kind of thing.”

SNAP-Ed Participant, Michigan

SNAP-Ed Extends Reach, Reduces Duplication

SNAP-Ed strategically aligns with federal programs and local partners to **maximize reach, expand services** and **eliminate duplication**. In rural and urban communities, SNAP-Ed collaborates with partners to reach Americans where they live, learn, eat, shop, work, and play. SNAP-Ed also employs **social marketing campaigns** to encourage healthy eating and active living through behavior-changing messages.

MFF Reach	7,981,086	Traditional
through social marketing	3,123,425	Digital

“... it [the GusNIP, SNAP-Ed collaboration] just reframes local food as something that’s accessible. It also keeps the state and federal funding within our community, which I [a local farmer] think is important ...”

Farmer, Southeast MI

Federal Programs Working Together for a Stronger Local Food Economy

Through the **collaboration of GusNIP and SNAP-Ed**, incentive programs and direct education work hand-in-hand to **increase access to healthy food** and **support lasting behavior change**. Together, they enhance the impact of federal investments achieving more than either one could alone.

SNAP-Ed Measures Impact

In FY2023, SNAP-Ed launched a new electronic national reporting system (NPEARS) in response to a 2019 GAO report of USDA’s nutrition education programs. The new system compiles national data for improved data consistency, accountability, and measurement. This allows the program to capture impacts from the SNAP-Ed Evaluation Framework (est. 2017). SNAP-Ed is positioned as an evaluation leader among USDA nutrition education programs, with bolstered capacity to quantify and communicate its effectiveness and outcomes across the country.

