

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

Our Reach

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...especially in produce and veggies. It opened up my palate to **new flavors and experiences.**



~ Michigan SNAP-Ed Participant

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 partnership take place in **schools, early childhood centers, agricultural setting, health care facilities, recreation centers, and food retailers and pantries.**



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



In the Midwest region, a recent [state-level study](#) 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 – [SNAP-Ed] has enhanced my diet and my life because it introduced me to other flavors - and you say to yourself, "Oh, I definitely want to keep eating that"...it made me want to actually eat [fruits and vegetables] more regularly because **I have [chronic] disease. I have also lost [weight] and am always on the lookout for ways to eat better for my health and a longevity kind of thing.** ”

~ Michigan SNAP-Ed Participant

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.

Social Marketing	7,981,086	Traditional Marketing
Cumulative reach through multiple marketing channels	3,123,425	Digital Marketing

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.



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

~ Southeast Michigan Farmer

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.

