

Best Practices in SNAP-Ed

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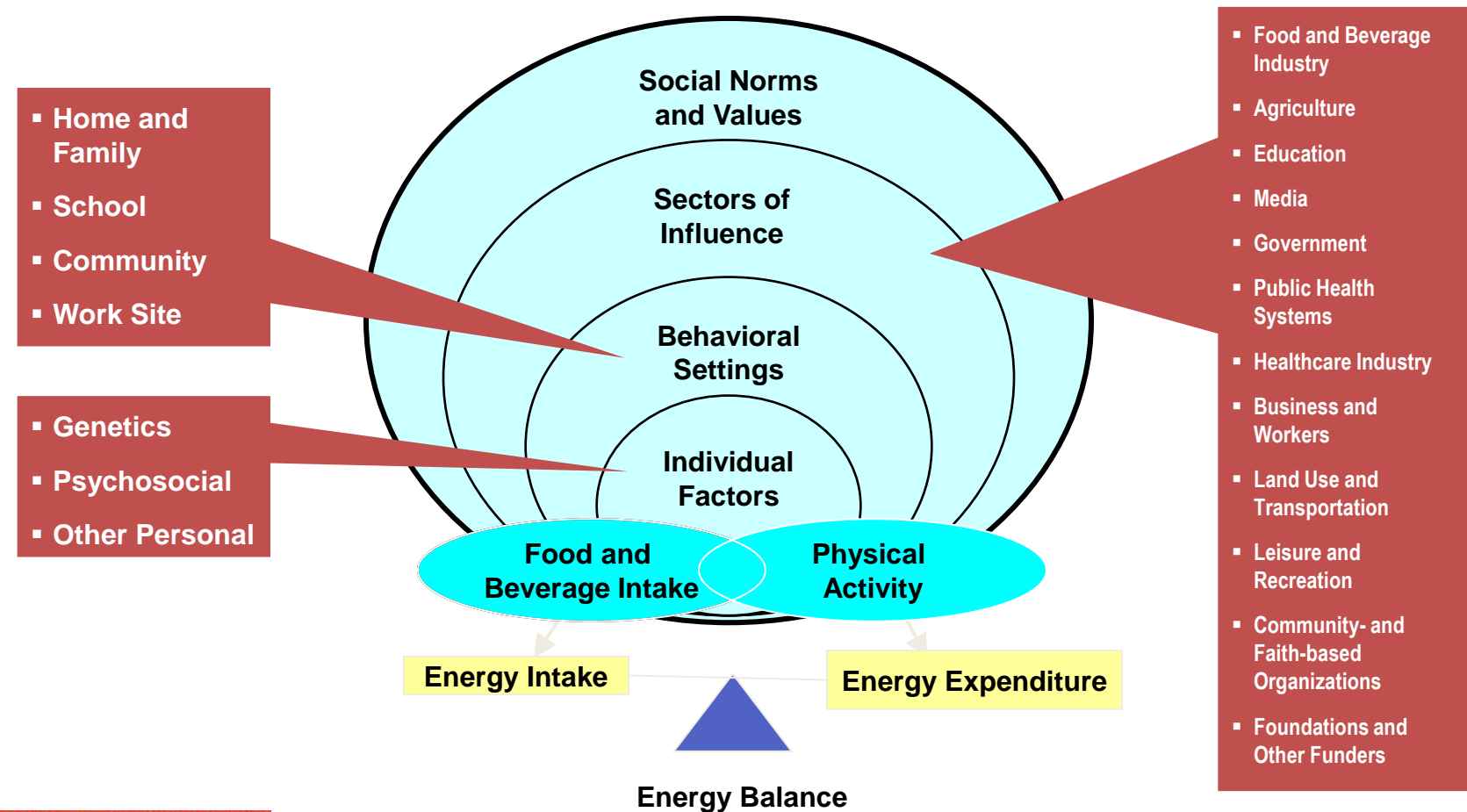


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Current SNAP-Ed Landscape

- Single-year contracts
- Multiple grants across the state
- Limited coordination between grantees
- Primarily direct education to food stamp eligible adults and children

USDA Guidance asks for expanded reach to include work in other levels of the socioecological model.



How do we move to a more integrated approach for SNAP-Ed in North Carolina?

We Need:



3-Year Contracts

Work that is integrated across the spheres of the socioecological model

Coordinated effort in which all grantees work feeds into a comprehensive, integrated plan

NC Cooperative Extension – well suited to serve in coordination role

- land-grant mission to serve
- academic culture to promote rigorous evaluation
- nutrition education expertise
- long history of bringing together partners
- years of experience with SNAP-Ed funding

Schools

Best Practice
Idea



Implement programs for teachers and staff in eligible schools to promote a healthier nutrition school environment.

A socioecological approach – going beyond nutrition education alone.

NC Agriculture

Best Practice
Idea



Support of NC agriculture and economy by providing nutrition education and food preparation education at venues such as:

- worksites with low-wage earners
- low-income housing communities
- women's shelters
- parent events at schools serving 50% participating in free and reduced price lunch program

A socioecological approach – going beyond nutrition education alone.

Technology

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Idea

Increase the use of technology to reach more people with the information they need to make informed decisions.

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A socioecological approach – going beyond nutrition education alone.



Social Marketing

Best Practice
Idea



Convene partners to develop, implement, and evaluate social marketing campaigns.

A socioecological approach – going beyond nutrition education alone.

Thank You

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