**THE CHALLENGE**

Nearly 40 million American children and adults live in communities where a healthy diet is simply out of reach. Just one in 10 adults eats the recommended daily serving of both fruits and vegetables, and one-third of children and two-thirds of adults are overweight or obese. Lack of access to nutritious, affordable foods, coupled with a lack of information on how to make healthy choices, is a major contributor of obesity, diabetes and other diet-related diseases.

**The costs are real.** A 2016 study by the Milken Institute calculated the direct medical costs of obesity and overweight in 2014 at $427.8 billion. The epidemic threatens to make today's children the first generation in history with a shorter lifespan than their parents.

**SNAP-Ed can help change that.** A comprehensive approach to improve health that includes nutrition education and obesity prevention strategies holds promise for stemming rising medical costs and building new, healthier habits.

WORKS in all 50 states and the District of Columbia

TEACHES SNAP families how to buy and prepare healthy food on a budget

INTRODUCES children to healthy food through lessons, cooking classes, taste tests and school gardens

BUILDS healthier food environments through policy, systems, and environment changes to make the healthy choice the easy choice

**THE SNAP-ED SOLUTION**

SNAP-Ed is the nutrition education component of the USDA’s Supplemental Nutrition Assistance Program (SNAP) with a goal to improve the likelihood families, seniors and individuals eligible for SNAP will make healthy choices within a limited budget and choose active lifestyles.

Through a community-based approach to nutrition education, the implementation of SNAP-Ed is uniquely tailored to the needs of rural, small town, urban communities, as well as a range of diverse populations—from children to seniors—and ethnic groups. SNAP-Ed programs are evidence-based and delivered in diverse locations, including schools, food pantries, grocery stores and religious institutions.

1 in 10 adults eats the recommended daily serving of fruits & vegetables

2/3 of adults are overweight / obese

1/3 of children are overweight / obese

Direct medical cost of obesity & overweight in 2014 was $427.8 billion
SNAP-ED WORKS

SNAP-Ed works in all 50 states, Guam, the Virgin Islands, and the District of Columbia. Its effectiveness stems from its community-based approach and public-private partnerships. Land grant cooperative extension offices, universities, public health departments, Indian Tribal Organizations, community-based organizations, and state SNAP agencies work closely with state and local public and private entities to strategically and efficiently deliver culturally appropriate nutrition education programs to SNAP-eligible populations.

THE IMPACT

REACH
- More than two-thirds (69%) of SNAP-Ed participants are children
- 10% are age 60 and older
- 10% are non-elderly adults with disabilities
- More than 560 million SNAP-Ed contacts were made nationwide through direct education, indirect education, and social marketing strategies

ECONOMIC RETURN ON INVESTMENT
- For every $1 spent on nutrition education, as much as $10 is saved in healthcare costs and $2 saved in food costs
- SNAP-Ed helps maximize family resources—families are cooking meals more often and making meals healthier and more budget-friendly

HEALTHIER EATING AND ACTIVE LIVING
- Increases in fruit and vegetable consumption and physical activity by children and adults
- Increases in dietary intake of fiber, calcium, iron, and other key nutrients needed for a healthier diet

WHAT CONGRESS CAN DO
- Protect and strengthen access and funding to SNAP to ensure adequate resources for families in need
- Experience nutrition education by visiting SNAP-Ed programming in the state or district
- Reauthorize SNAP-Ed in the 2018 Farm Bill at its current funding level with index for inflation and maintain the program’s updated funding formulary
SNAP-ED SNAPSHOT

KANSAS: Across 75 counties, 91% of SNAP-Ed adults reported usually or always eating at least 2 servings of fruit per day, up from just 12% before participation.

MICHIGAN: SNAP-Ed and Double Up Food Bucks have teamed up to drive $8.8 million in SNAP sales of healthy food, supporting Michigan farmers and local businesses, since 2009.

Pennsylvania: A peer-reviewed study published in the journal Pediatrics found The Food Trust’s SNAP-Ed program reduced the incidence of childhood overweight by 50%.

TEXAS: Leveraging private partnerships with H-E-B Grocery and Sysco Foods, 98% of parents participating in Brighter Bites report eating more produce and saving upwards of $30 on their weekly grocery bill, and 74% report maintaining fruit and vegetable consumption after the program.

The National SNAP-Ed Strategy Group is a project of the Center for Healthy Food Access, a national collaborative effort working to increase access to and demand for healthy foods and beverages in underserved urban and rural communities.

With support from the Robert Wood Johnson Foundation, The Food Trust launched The Center in a collective effort to improve people’s health and quality of life.

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