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Greetings,

As you are aware, in 2010 federal legislation significantly impacted nutrition education through the Supplemental Nutrition Assistance Program (SNAP). Federal cost share requirements were dropped; funding was capped; a grant program was established; the target population was expanded to include low-income individuals, generally; and expectations for evidence-based and outcome-driven interventions were set, with a focus on preventing obesity. The enclosed report, Supplemental Nutrition Assistance Program Education through the Land-Grant University System for FY 2010: A Retrospective Review and accompanying two page summary, capture SNAP-Ed through the Land-Grant University (LGU) System in the final year before legislative changes were enacted. **This report provides a baseline for future planning and programming. Additionally, it reflects the LGUs' commitment and success in gathering outcome data to build an evidence base for nutrition education through SNAP-Ed.**

Using a logic model with a socio-ecological framework, this report identifies program investments (costs), audience reached, changes reported at the individual/family level, environment (community) level, and sectors of influence (key decision-makers and media) level. Further, it captures outcomes across four core areas – diet quality and physical activity, food security, food safety, and food resource management – all of which influence people's food decisions and thus their nutritional health and well-being. Specific goals and indicators for change varied among LGUs, and so data is reported as patterns of change found among institutions according to the four core areas.

Some highlights of the report are:

- Financial and personnel commitment – LGUs and their partners contributed \$178 million and the Food and Nutrition Service (FNS) contributed \$161 million for a total of \$339 million toward SNAP-Ed in 2010. LGUs also committed 6,135 persons and 2,679 FTEs in support of this work.
- Leveraging resources – More than 56,000 volunteers contributed time to SNAP-Ed in 2010; this represents a five-fold increase in volunteer support since 2005.
- Audience reach – SNAP-Ed is available through the LGU System in 48 states and the District of Columbia. In 2010, 4.5 million participants were taught and 54.6 million contacts were made through direct education (i.e. face-to-face interaction). Additionally, 35.8 million contacts were made indirectly (i.e. use of educational media). Growth of the program has been exponential. The number of participants more than doubled since 2005 and the number of contacts increased ten-fold since 2002.
- Educational methods – Primarily, nutrition education through the LGUs is about changing behaviors of individuals and families. In 2010, 44% of reported outcomes reflected changed behaviors. Given their deep roots into communities, LGUs also work with others to bring about change; 58% of reported outcomes were at the individual/family level and 28% were at the environment (community) level.
- Individual/family changes – Examples of behavioral changes reported in 2010 were that more than 50% of participants indicated improved consumption patterns/eating closer to

recommended amounts for grains, vegetables, and fruits; 42% adopted the practice of eating breakfast; between 38 and 62% increased physical activity depending on indicator used; and 39% reported having fewer food insecure days.

- Environmental/community changes – Examples of community change in 2010 included the increased availability of nutritiously dense foods in schools, restaurants, grocery stores, and farmers’ markets.
- Sectors of influence – In 2010, LGUs reached 1,055 government agencies, public health agencies, media, the food and beverage industry and others through SNAP-Ed efforts.
- Multiplying impact – Of the 46 states and the District of Columbia that reported partnership efforts, LGUs partnered with their SNAP offices, Department of Education, Department of Health, Child Nutrition Programs, and WIC offices in more than 40 states. Such cooperation and collaboration is important to reinforce and build upon the agencies’ respective nutrition education and physical activity efforts.

In sum, this report reflects the influence of nutrition education from a relationship-driven, community-based systems approach that involves individuals, organizations, and community leaders. The ability to identify common outcomes in terms of food and physical activity decisions across the socio-ecological spectrum and to tag them to the cost of programming, audiences reached, and methods used is important. The potential influence of SNAP-Ed in improving lives and changing behaviors for long-term positive outcomes in a complex, ever-changing environment is more critical now than ever. There remains a strong need for localized, targeted and relevant nutrition education for low-income audiences. **Given their teaching, research, and outreach mission and success in achieving desired changes among individuals, families, and communities, LGUs remain a key implementer for SNAP-Ed program delivery and evaluation.**

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Respectfully, the Executive Committee for SNAP-Ed through the Land-Grant University System:



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