



California SNAP-Ed Works

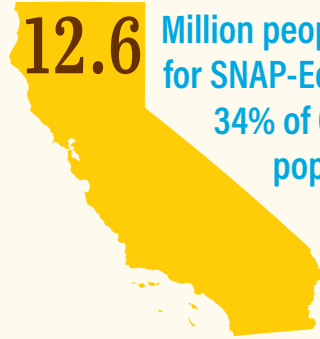
The mission of the California Supplemental Nutrition Assistance Program Education (SNAP-Ed) is to inspire and empower underserved Californians by promoting awareness, education and community change through diverse partnerships to result in healthy eating and active living.

The Need

Including lost productivity, overweight and obesity in California costs families, employers, the health care industry, and the government more than \$21 billion each year.¹



12.6 Million people eligible for SNAP-Ed, about 34% of California's population



67% low-income adults overweight or obese²



42% of low-income Californians were unable to afford enough food in 2015³

The Work



Education

Increase knowledge and skills of healthy lifestyles



Media & Messaging

Provide tools, resources, and campaigns that promote healthy eating and active living



Partnerships

Encourage partnerships between local players in support of shared goals



Capacity Building

Advance local priorities through training and support to local partners and clients



SNAP-Ed implementers have reached 541,645 school-aged children through education in over 3000 public schools statewide



Many local implementers reported work in stores that changed the retail environment, including adding healthy checkout and healthy eating materials.



Estimated people reached through SNAP-Ed work in small and large food stores in 2016⁴

Many of the nutritious food products so valued and needed for a healthy diet are produced in the Golden State. California's leading crops are fruits, nuts and vegetables. Over a third of the country's vegetables and two-thirds of the country's fruits and nuts are produced in California. SNAP-Ed connects local producers to the local population based on locally driven priorities.



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Local Highlights

1: In the Northern Sacramento Valley, an online mapping tool was established to increase access to nutrition and health resources.



2: Refresh San Joaquin is a county-wide program to improve the health of residents by increasing the availability of healthy beverages and healthy fresh foods. For example, Refresh San Joaquin connects small-scale retailers with locally grown, fresh produce delivery to assure customers receive the freshest produce.



3: Plumas County utilizes garden education to increase familiarity with and consumption of local fresh fruits and vegetables by area youth.



4: The Resident Leadership Academy was implemented by the County of San Diego as a way to engage and build the capacity of low-income residents to serve as community leaders and drive locally-determined priorities.



Leveraging Other Funds

Looking Ahead



The Yolo Bonus Bucks program for fruits and vegetables supplements SNAP benefits and SNAP-Ed programming for participants.

If adult Body Mass Index were reduced by as little as 5%, California could potentially save \$81.7 billion in obesity-related health care costs by 2030.⁵

References

- California Center for Public Health Advocacy. *The Economic Costs of Overweight, Obesity, and Physical Inactivity Among California Adults - 2006*. July 2009.
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- Nutrition Policy Institute, University of California Agriculture and Natural Resources (2017). *Policy, Systems, and Environmental (PSE) Change Evaluation Report—Statewide Aggregated Data FFY2016*. Submitted to the Nutrition Education and Obesity Prevention Branch, California Department of Public Health.
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Through the Southern California ¡Más Fresco! More Fresh! Program, customers use store loyalty cards to earn additional funds for fruit and vegetable purchases, advancing technological incentives.

