### 2021 AT A GLANCE

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>People reached through nutrition education classes</td>
<td>922</td>
</tr>
<tr>
<td>Community-based presentations &amp; policy, system and environmental (PSE) technical assistance encounters, including 29% in Spanish or bilingual</td>
<td>622</td>
</tr>
<tr>
<td>Participants trained at professional development presentations, including teachers, childcare providers, WIC nutritionists, clinical staff, job-training employees, school food service providers, summer meals program professionals, and food pantry volunteers</td>
<td>1,062</td>
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<tr>
<td>Partner organizations engaged</td>
<td>70</td>
</tr>
<tr>
<td>Impressions on social media</td>
<td>1,111.5K</td>
</tr>
<tr>
<td>People reached indirectly</td>
<td>2,352</td>
</tr>
<tr>
<td>Views on website</td>
<td>30,961</td>
</tr>
</tbody>
</table>
SNAP-Ed Engages Rhode Islanders by...

**Helping** low-income adults learn how to plan, buy, and prepare healthy meals on a budget.

**Teaching** parents/caregivers positive feeding and physical activity practices to improve the whole family's health and well-being.

**Engaging** youth in activities that encourage healthy eating habits through introducing new fruits and vegetables and raising awareness of energy-dense snacks and sugar-sweetened beverages.

**Meeting** the community where their needs and comfort levels are by offering virtual and in-person programs.

**Empowering** community partners and stakeholders to create changes in policies, systems, and environments (PSE) to make the healthy choice, the easy choice.

**Celebrating** the diversity of communities by ensuring our nutrition lessons and recipes are inclusive of all cultures and experiences.

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**Our Partnerships and Reach**

- K-12 Schools
- Early Care & Education
- Job Training Sites
- Food Pantries & Emergency Meal Sites
- Public Housing
- Congregate Meal/Senior Sites
- Community Centers
- Farmers' Markets
- Health Care Clinics
- Food Stores
- Afterschool Programs
- SNAP Offices
- Summer Meal Sites
- Tribal Organizations

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Our Impacts
Positive behavior changes participants made by the end of series programming \(^a\)

**ADULTS**

- **37%**
  - Increased how often they choose whole grain foods instead of refined grain foods

- **33%**
  - Increased how often they eat 2 fruits in a day

- **48%**
  - Increased how often they plan their dinner meals for the week

- **39%**
  - Increased how often they read the Nutrition Facts label to compare foods

"I created a grocery list with my sister...We wanted to make a few different recipes with shrimp and fish. When we went to the grocery store, we just picked what we wanted and didn’t overspend."

~Adult participant

**YOUTH**

- **46%**
  - Ate more FV \(^b\)

- **34%**
  - Ate a greater variety of FV

- **41%**
  - Improved their confidence to eat FV

- **35%**
  - Drank less sugar-sweetened beverages

- **47%**
  - Ate less salty or sweet snacks

Thank you for answering all of my food questions so quickly and teaching me things I didn’t know before. The recipes look great. I did the trail mix at home.

~Elementary student

\(^a\) based on participants who completed both pre and post surveys.

\(^b\) FV = fruits and/or vegetables
Social Marketing Campaign

- Why are we doing a social marketing campaign? A social marketing campaign can have wider reach to the SNAP-Ed eligible community and can subtly influence behavior change over time.
- Campaign development milestones to date include surveys and interviews with the the community around food and healthy eating interests to inform campaign messaging, target audience, and mode of communication.

What did we learn?

- fruits & veggies
- healthy recipes
- impact on health
- trust
- relatable
- quick & easy to read
- no time
- native language
- family
- where to look
- internet access
- websites
- friends
- social media
- planning meals
- health

Diversity, Equity & Inclusion Efforts

Through surveys, 1,129 respondents provided the countries, cultures or religions they relate to in regards to food. As a result, SNAP-Ed created 11 new recipes influenced by Dominican Republic, Liberian, and Native American cuisine, including Chicken Palava and Sancocho. Native American Succotash is featured on the front cover.

Policy, System, and Environmental (PSE) Impacts

In addition to direct education, SNAP-Ed educators also collaborated with community partners to facilitate policy shifts, systems changes, and environmental improvements to help make the healthy choice, the easier choice. PSE strategies are focused in settings where people live, work, learn, eat, and play.

SCHOOLS

- Yearly trainings for physical education/health educators, school food service staff, and summer meals front line staff
- Nutrition lesson plans, kits, games, and activities provided to classroom educators
- Involvement with school wellness committees and state coalitions

COMMUNITY & RESOURCE CENTERS

- Nutrition and food resource management information, and recipes provided on-site displays as well as electronically
- Involvement with state and local advisories, task forces, and Health Equity Zones (HEZ)
- Professional development trainings for community partner staff

RETAIL, MEAL SITES, & FOOD PANTRIES

- Nudges including nutrition handouts, food access resources, and recipes in emergency food boxes and on-site displays
- Bulletin board content for waiting areas
- Tear-off recipes near key produce items, and pantry shelf signs
- Consultation on menu improvements and nutrition wellness policies

EARLY CHILDCARE

- Professional development training for WIC nutritionists, home visitors, and daycare providers
- Wellness policy creation and assistance
- Nutrition-related books, curriculums, cookbooks, and posters
- Involvement with childcare advisories

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