MOVE MORE.

LIVE WELL ALABAMA

Alabama Extension at Auburn University

Supplemental Nutrition Assistance Program – Education (SNAP-Ed) uses an evidence-based, multi-level approach to create a healthier population. To accomplish this mission, SNAP-Ed educators provided nutrition education to 49,330 individuals and facilitated 305 local policy, systems, and environmental changes to increase access to healthy food and physical activity for 6,000 people. In addition, SNAP-Ed targeted 785,000 eligible individuals through Live Well Alabama, a statewide social marketing campaign encouraging Alabamians to Eat Better, Move More, and Make a Change.

SNAP-Ed educators spread the Move More message in many ways, such as incorporating active games and movement breaks into nutrition education, supporting walk and bike to school efforts, initiating community walking groups, and displaying promotional signage and mile markers at parks, trails, and recreation centers serving more than 3,400 Alabamians every day.

EAT BETTER.

During the 2018-2019 school year, SNAP-Ed educators provided Body Quest (BQ) to 5,862 third graders and their parents in 45 Alabama counties, 126 schools, and 312 classrooms in schools with more than 50% of students receiving free or reduced priced meals through the National School Lunch Program. Classes included a mix of educator-led discussion, veggie tastings, and iPad app reinforcement lessons narrated by Anime-style educators provided nutrition education for youth entering 4th-6th grades.

Parents joined the BQ Recipe Tester Club and received seven inexpensive, simple, and kid-friendly recipes to prepare and “test” with their children at home. Parents also received educational materials and weekly text messages and were encouraged to interact with Live Well Alabama on social media by following, liking, tagging, and sharing content.

EAT BETTER, MOVE MORE HELPS KIDS HAVE A FUN AND HEALTHY SUMMER

In summer of 2019, Alabama youth stayed active and healthy with Eat Better, Move More. Six engaging lessons offered through Boys & Girls Clubs, school summer programs, and local community centers put a fun spin on physical activity, veggie tasting, and nutrition education for youth entering 4th-6th grades.

Eat Better, Move More helped 1,300 Alabama kids increase their veggie intake and daily physical activity, while decreasing their sweetened beverage consumption.

Because of BQ, students increased veggie intake and decreased sugary beverage consumption.

EAT BETTER, MOVE MORE MAKES A DIFFERENCE

We both discovered we like to play basketball, which is a great exercise.

We take walks and scavenger hunt for different types of leaves.

We use the public park and walking tracks more.

5,862

Body Quest third graders and their parents eat better.

1,300 kids

increased veggie intake and physical activity in summer education.

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Karens Keene, Elmore

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The changes Alabama SNAP-Ed at Auburn University supported in FY19 will ensure Alabama residents with limited resources can Live Well in places they eat, learn, live, play, shop, and work.

34 SNAP-Ed educators
56 counties
49,330 impacted by education
46,000 impacted by policy, systems, and environmental changes

SOCIAL MARKETING
Live Well Alabama messages to Eat Better, Move More, and Make a Change for better health reached more than 785,000 Alabama residents in multiple ways every day. Billboards made over 162 million impressions, social media following grew by 44% on average, and more than 5,000 people joined texting campaigns. Signs in schools, grocery stores, and parks reminded Alabamians to Eat Better, Move More, and Choose Water. SNAP-Ed educators spread Live Well Alabama messages through recipe demonstrations, nutrition education, and food and physical activity access projects.

GROCERY STORES
SNAP-Ed collaborated with the Alabama Department of Public Health to develop the Good Choice Healthy Retail Initiative. SNAP-Ed educators partnered with 7 local food stores to encourage shoppers to make healthier purchases through recipe demonstrations, sample tastings, and educational activities. SNAP-Ed educators worked with store owners to enhance product offerings and store layouts, and display promotional signage. Together, these efforts directed more than 1,589 shoppers per day toward healthier food and beverages.

FARMERS MARKETS
SNAP-Ed educators helped farmers sell more fresh produce by conducting recipe demonstrations, tastings, and nutrition education encouraging 2,104 customers per market day to purchase and eat more locally grown fruits and vegetables. SNAP-Ed educators partnered with farmers and community organizations to make produce more accessible to people with limited resources through promotion of SNAP EBT payment, coupon programs, and improvements in days and hours of operation.

FOOD PANTRIES
SNAP-Ed educators helped food pantries offer more healthy options to their clients by connecting pantries with school and community gardens. SNAP-Ed educators promoted new foods through recipe demonstrations, tastings, and nutrition education helping 3,897 food pantry clients per month to enjoy nutritious meals during times of need.

GARDENS
SNAP-Ed educators supported establishment, reinvigoration, or sustainability of 33 school and community gardens making fresh vegetables available to 7,100 Alabama residents. SNAP-Ed educators played a vital role in connecting community organizations so that garden harvests were distributed to food pantries, soup kitchens, school cafeterias, or summer feeding sites. In FY19, 7 gardens weighed harvests and produced over 10,581 pounds of produce valued at $19,257.80. This equated to 47,606 servings of vegetables - enough for 19,042 adults to meet the USDA daily recommendation.

SNAP-Ed educators recruited principals, teachers, school staff, and community members to join the Quest for Healthy Schools by initiating development of school wellness committees, each committed to improving the health and wellness policies and practices in Alabama schools. SNAP-Ed educators led 3 committees through completion of school wellness assessments and action plans that impacted 949 students and staff. In addition, SNAP-Ed educators facilitated positive nutrition and physical activity changes in another 78 schools encouraging 30,391 students to eat better and move more.

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FAITH COMMUNITIES
Positive nutrition and physical activity changes impacted more than 155 faith community members through grassroots efforts influenced by SNAP-Ed. Changes included enhancing policies around meals served. Learn more.

MAKE A CHANGE.
FY19 ANNUAL REPORT
#MakeAChange