



Alabama Cooperative Extension System  
FY19 ANNUAL REPORT

Eat Better. Move More.  
Make a Change.

## SNAP-Ed Team

### SNAP-Ed Educators

Anna Cox, Lamar and Fayette  
Annette Casteel, Winston and Franklin  
Antionette Hamilton, Mobile  
Bernadine McCaskill-Ransom, Mobile  
Brandalyn Clark, Jackson  
Carolyn Rothschild, Wilcox and Monroe  
Chasity Little, DeKalb  
Cheri Huff, Tuscaloosa  
Cindy Harper, St. Clair  
Debbie Beverly, Conecuh and Covington  
Desiree Hutcherson-Bates, Jefferson  
Dominguez Hurry, Bullock and Macon  
Gianna Edmunds, Coosa and Tallapoosa  
Ginger Eatman, Marion and Walker  
Gladys Blythe, Dallas and Perry  
Jennifer Palmer, Lawrence and Colbert  
Karen Howle-Hurst, Etowah

Kayla Shealy, Calhoun  
LeAnne Almond, Houston and Dale  
Lisa Wood, Pike and Crenshaw  
Meagan Taylor, Lauderdale  
Meaghan Robertson, Clay and Talladega  
Meaghanne Thompson, Cherokee and Cleburne  
Michelle Puckett, Barbour and Henry  
Rachael Graham, Randolph and Chambers  
Roberta McClellan, Cullman and Marshall  
Sara Watson, Chilton and Bibb  
Shalong Hamilton, Hale and Greene  
Sherita Hale, Sumter and Pickens  
Tammy Glass, Marengo and Choctaw  
Tammy Hall, Calhoun  
Tina Cook, Geneva and Coffee  
Valerie McLain, Butler and Lowndes  
Velma Dowdell, Lee and Russell

### State Staff/Authors

Barb Struempfer, PhD  
Sondra Parmer, PhD  
Katie Funderburk, MS, RD  
Erin Reznicek, MS  
Sofia Sanchez, MBA, RD  
Laura McCoy  
Kelly Mailen  
Jamilah Page



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# 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 46,000 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.

## SNAP-Ed families Move More together:

“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.”

## BODY QUEST MAKES A DIFFERENCE

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 animé-style BQ Warriors who possess super powers from eating healthy foods.

Students benefited from BQ in many ways, from increased fruit and vegetable consumption to reduced sweetened beverage consumption.

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.

Because of BQ, students increased fruit and vegetable consumption and decreased sugary beverage consumption.

# EAT BETTER.

As a result, parents made positive changes including improved grocery shopping habits, increased fruit and vegetable consumption, and reduced sweetened beverage consumption.

## 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.

5,862

Body Quest third graders and their parents eat better.

1,300 kids

increased veggie intake and physical activity in summer education.





The changes Alabama SNAP-Education 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-Education educators

56

counties

49,330

impacted by education

46,000

impacted by policy, systems, and environmental changes


## SCHOOLS

SNAP-Education 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-Education educators led 3 committees through completion of school wellness assessments and action plans that impacted 949 students and staff. In addition, SNAP-Education educators facilitated positive nutrition and physical activity changes in another 78 schools encouraging **30,391 students** to eat better and move more.

## GARDENS

SNAP-Education educators supported establishment, reinvigoration, or sustainability of 33 school and community gardens making fresh vegetables available to 7,100 Alabama residents. SNAP-Education 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.

## FAITH COMMUNITIES

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

# MAKE A

# CHANGE.

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## 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-Education educators spread Live Well Alabama messages through recipe demonstrations, nutrition education, and food and physical activity access projects.



## GROCERY STORES

SNAP-Education collaborated with the Alabama Department of Public Health to develop the Good Choice Healthy Retail Initiative. SNAP-Education educators partnered with 7 local food stores to encourage shoppers to make healthier purchases through recipe demonstrations, sample tastings, and educational activities. SNAP-Education 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-Education 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-Education 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-Education educators helped food pantries offer more healthy options to their clients by connecting pantries with school and community gardens. SNAP-Education 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.



LIVE WELL  
ALABAMA

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