



FY22 ANNUAL REPORT

LIVE
WELL
ALABAMA

extension
ALABAMA A&M & AUBURN UNIVERSITIES

Auburn University Supplemental Nutrition Assistance Program – Education



LIVE WELL ALABAMA

Alabama Extension at Auburn University Supplemental Nutrition Assistance Program – Education (SNAP-Ed) continued to pave the way for a healthier Alabama during 2022.

SNAP-Ed uses an evidence-based, multi-level approach to support the health of Alabamians, especially those with limited resources. To accomplish this mission, SNAP-Ed educators provided nutrition education to **29,823 individuals** across a wide variety of settings, such as schools, food pantries, grocery stores, and many more.

SNAP-Ed educators also partnered with local communities to facilitate **407 unique policy changes, systems changes, and environmental improvements** to make it easier for **53,732 people** with limited resources to choose healthy foods, healthy beverages, and physically active lifestyles.

In addition, SNAP-Ed reached eligible individuals through Live Well Alabama, a statewide social marketing campaign encouraging Alabamians to Eat Better, Move More, and Choose Water.



Live Well in Schools

BODY QUEST



During the 2021–2022 school year, SNAP-Ed educators provided Body Quest (BQ) to 7,269 third graders in 168 schools. All schools were SNAP-Ed eligible, with more than 50 percent of students receiving free or reduced-price meals through the National School Lunch Program. Classes included a mix of educator-led discussions, guided vegetable tastings, and iPad app reinforcement lessons narrated by the BQ Warriors who possess superpowers from eating healthy foods.

A statewide impact evaluation of BQ was conducted with schools assigned to a treatment or control group. Students in both groups participated in self-reported pre- and post-assessments. Data were analyzed and significant differences ($p < 0.05$) were observed in the treatment group from pre- to post-assessment and compared to the control group. The control group classes received BQ classes later in the school year, after the post-assessments were completed.



Culinary Adventures

SNAP-Ed educator **Ginger Eatman** set up cooking stations for her Body Quest students in several **Marion and Walker County** schools with the help of principals, teachers, and student volunteers. Students made and tasted Body Quest recipes and demonstrated a healthy snack for their fellow classmates.



POSITIVE CHANGES

At the end of Body Quest, significant differences in behaviors and attitudes were observed among treatment students compared to before Body Quest and compared to the control group.



Healthy Eating

After BQ, students ate more vegetables, fruit, and whole grains.



Beverage Consumption

After BQ, students drank more water and fewer sugary beverages.



Attitudes

After BQ, students said they actually liked eating vegetables and whole grains more.

PARENTS GETTING INVOLVED



Body Quest Parents Choose Water

BQ reached parents in multiple ways with messages and resources to encourage choosing water instead of sugary beverages.

Parents completed pre- and post-assessments to measure beverage consumption. **After BQ, parents reported increased water intake and decreased sugary beverage intake compared to before BQ.**

Weekly text messages and social media posts encouraged parents to #ChooseWater.

Educational materials, recipes for fruit-infused water, and reusable water bottles equipped parents for more water consumption.

Billboards and digital ads prompted parents to Choose Water.



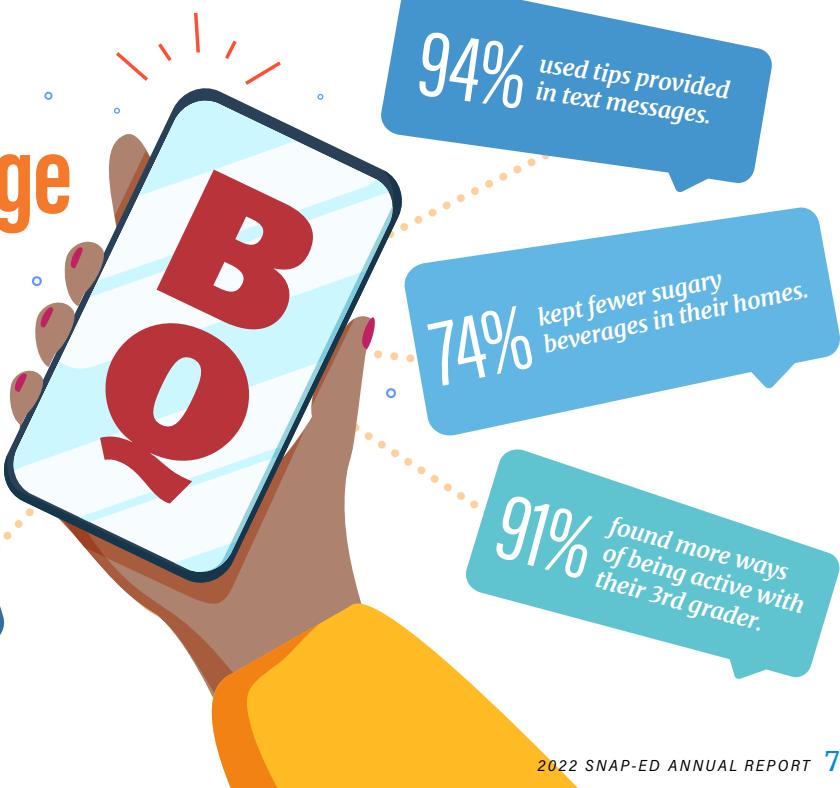
BQ Families Cook Together

Parents received inexpensive, simple, and kid-friendly vegetable recipes to prepare with their children at home.

Text Messaging Encourages Change

During BQ, **3,496 parents** participated in a weekly educational texting program. At the end of BQ, a texting poll with participating parents ($n=173$) measured effectiveness of the text messages and self-reported behavior change.

88% noticed their child ate more fruits & vegetables, tried new foods, or both.





BQ SCHOOLS MAKE A CHANGE



Making healthy food and physical activity priorities at schools is critical. Research shows kids who have healthy eating habits and get regular physical activity are more likely to have better academic performance, attendance, self-esteem, classroom behavior, and lower obesity rates. **SNAP-Ed educators leveraged strong partnerships with 66 schools to facilitate 156 positive changes creating healthier school environments for more than 26,000 students.**

Policy changes encouraged the establishment of new food distribution sites, such as food pantries, and supported healthy nutrition in schools.

Systems changes increased the availability of fresh, local produce in school cafeterias.

Environmental improvements established or sustained edible school gardens, improved opportunities for physical activity, and provided tastings and signage throughout the school encouraging students to make healthy choices.

66
SCHOOLS

28
COUNTIES

26,069
STUDENTS

156
**POSITIVE
CHANGES**

Hope to Dream

Mobile County SNAP-Ed educator **Antionette Hamilton** initiated a partnership with the local Ashley Furniture HomeStore to facilitate a “Hope to Dream” bed giveaway for 75 third graders at Craighead Elementary School after learning that many of the children needed a bed. Football players from Williamson High School and the University of South Alabama helped host the special event where they led the children in physical activity and shared a healthy lunch. With sleep being an important part of a healthy lifestyle and necessary for learning, the community was happy to pull together to meet a need.



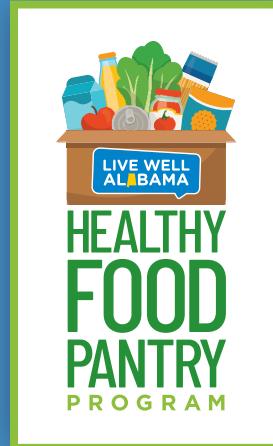
School Gardening

SNAP-Ed educator **Carolyn Rothschild** partnered with school cafeteria personnel to expose children to fresh vegetables through school garden efforts in **Monroe and Wilcox Counties**. Vegetables from the gardens were served as part of the school lunch menus, and Rothschild's nutrition education encouraged students to try them.

Eat Better. Move More

Kids having a fun and healthy summer.

Once school was out for the summer, Alabama youth stayed active and healthy with Eat Better, Move More (EBMM). Six engaging nutrition and physical activity lessons with pre- and post-assessments were offered through Boys & Girls Clubs, school summer programs, and local community centers. In the summer of 2022, EBMM empowered **2,068 kids** to improve their health behaviors. By the end of EBMM, kids chose whole grains, fruits and vegetables, and water more often, and they participated in at least one hour of physical activity per week. Kids also demonstrated a better understanding of healthy eating.



Live Well in Communities

Food Pantries

Through the new Live Well Alabama Healthy Food Pantry Program, SNAP-Ed educators partnered with 58 food pantries serving almost 30,000 clients to assess current healthy food offerings and practices. Educators helped highlight existing Alabama pantry successes: 89 percent of pantries offer foods from each of the five food groups, 98 percent provide canned foods free of rust or dents, and 70 percent offer fresh fruits and vegetables. Educators helped pantries create action plans to increase access to and appeal of healthy foods for pantry clients. SNAP-Ed educators facilitated **34 positive changes** in **18 food pantries**, improving nutrition security for **8,730 pantry clients per month**. Changes included offering on-site nutrition education, enhancing the visual display of healthy options, connecting pantries to sources of fresh produce, and assisting with fundraisers and food drives to increase healthy food offerings.

Healthy Food Drive

Sherri Mulder, SNAP-Ed educator in **Randolph and Chambers Counties**, partnered with community volunteers and Cub Scout Pack 4260 to collect food donations for a local food pantry during the Wedowee Christmas Parade. The community was encouraged in advance to bring healthy items to place in a grocery cart as the parade float passed. At the end, 195 pounds of food donations were collected.



Grocery Stores

SNAP-Ed educators partnered with **12 local food stores** to provide in-store nutrition education and support shoppers in making healthy food choices. SNAP-Ed educators worked with store owners to suggest enhancements to product offerings and store layouts and to display promotional signage. Together, these efforts directed more than **2,348 shoppers per day** toward healthier foods and beverages.



Double Up Food Bucks

SNAP-Ed partnered with Hunger Solutions Institute at Auburn University to promote the Gus Schumacher Nutrition Incentive Program, also known as Double Up Food Bucks. This program allows SNAP participants to double their fruit and vegetable purchases with locally grown produce. SNAP-Ed educators **Bernadine McCaskill-Ransom (Mobile County)**, **Desiree Hutcherson-Bates (Jefferson County)**, and **Cheri Huff (Tuscaloosa County)** educated the public on the program while providing nutrition education at the participating sites, giving clients healthy recipes along with ways to maximize their food dollar.

Farmers Markets

SNAP-Ed educators helped **8 farmers markets** increase fresh produce sales by providing nutrition education, encouraging **1,072 customers per market day** to purchase and eat more locally grown fruits and vegetables. SNAP-Ed educators partnered with local farmers and community organizations to make farmers market produce more accessible to people with limited resources through the promotion of SNAP EBT payments, voucher programs, and improvements in days and hours of operation.



Veggie Bucks

In a program initiated by **St. Clair County** SNAP-Ed educator **Cindy Harper**, children received Veggie Bucks vouchers to buy fruits and vegetables from local farmers at the St. Clair Farmers Market. Community donations financed the Veggie Bucks program. Harper worked with the market manager to solicit donations. In the program's first year, they received about \$1,300 in donations. Harper said she gives out about 50 \$2 Veggie Bucks vouchers to children who come by the Extension tent each week. At the tent, Harper provides nutrition education to children and their families while giving a recipe sample or taste of in-season produce.

Gardens

SNAP-Ed educators supported establishing or sustaining **36 school and community gardens**, making fresh vegetables available to **10,806** Alabama residents.

SNAP-Ed educators played a vital role in connecting gardens to community organizations such as food pantries, school cafeterias, or summer feeding sites. SNAP-Ed educators and community garden volunteers weighed produce and determined the total harvest weight from gardens. **In FY22, gardens supported by SNAP-Ed produced more than 1,800 pounds of produce valued at \$3,345. This equates to 7,925 servings of fruits and vegetables, which are enough for 1,585 adults to meet the USDA daily recommendations.**



Bucket Gardens

Colbert and Lawrence Counties SNAP-Ed educator **Jennifer Palmer** worked with the Northwest RC&D, local businesses, and Alabama Extension's Grow More, Give More initiative to create bucket container gardens for third-graders at three local schools. Through the garden effort, students gained hands-on experience planting vegetables while learning about nutrition.

LET'S MOVE ALABAMA



SNAP-Ed and the Expanded Food and Nutrition Education Program (EFNEP) partnered to provide six communities in Alabama with the chance to get moving with friends, family, and neighbors while exploring their community! Move Alabama invited residents to complete 20 state and local physical activity challenges during the months of March and April. Those who completed the challenges were entered to win prizes from small businesses and local donors, including family activity game sets and physical activity trackers.

During the challenge, participants were encouraged to motivate each other in the new Move Alabama public Facebook group. Through social media, participants learned more about healthy eating and active living and connected with others competing in the activity challenge.

SNAP-Ed and EFNEP created and distributed 3,700 challenge flyers across the six participating communities to encourage participation. More than 300 participants joined the Move Alabama Facebook page, where individuals posted engaging photos of themselves and their families moving more in their community.

Want to get involved in 2023?

Check out the
Move Alabama Facebook
page for more details!



SCAN
ME!

Kids on the Move

Michelle Puckett, SNAP-Ed educator in **Barbour and Henry Counties**, developed Move Alabama challenges specifically for classrooms in partnering schools. Students completed ten classroom-based challenges and were rewarded with a color run for their efforts. The color run consisted of physical activity education and time to run around a track while getting splashed with orange, pink, blue, green, and yellow paint.



Follow Us

LiveWellAlabama.com



Live Well Social Marketing

Live Well Alabama is a statewide social marketing campaign that uses a variety of communication channels, such as billboards, social media, and more, to reach and engage with the SNAP-Ed audience. Campaign messages are integrated with all SNAP-Ed activities and serve to promote behavior change, support community-level changes, and build awareness of our mission and resources. At the local level, SNAP-Ed educators reinforce campaign messages by sharing Live Well Alabama materials during nutrition education and policy, systems, and environmental change work. Partnering organizations also display promotional signage to help people identify healthy options in grocery stores and food pantries or encourage physical activity in parks and schools. Campaign materials have been audience tested and evaluated to show that SNAP-Ed participants who interact with campaign materials are more likely to take action to improve their health.

Connecting

SNAP-Ed educator **Desiree Hutcherson-Bates** in **Jefferson County** used social media as a way to connect with the community and share fun, active events such as the Bike Rodeo at Tarrant Intermediate School in Birmingham.





Billboards blanketed the state, making 120 million impressions in 51 counties and reaching 142,000 SNAP-Ed eligible adults.



Live Well Alabama had more than 148,000 video views. That is more than 452,200 minutes or 754 hours of Live Well Alabama content viewed on social media.



Stories written for Live Well Alabama social media were shared by other news outlets, potentially reaching more than 541,000 people through online and print media.



Digital advertisements made more than 12 million impressions and drove viewers to visit the Live Well Alabama Facebook page more than 23,000 times



The Live Well Alabama text messaging campaign shared weekly educational tips with more than 6,000 people.

SPOTLIGHT SUCCESS



alabamalivewell Take a trip to a private island for dinner tonight! Live Well Alabama's Island Tilapia is your guide to a mouthwatering entrée that will make it seem like a beach and palm tree is in sight.

healthinsideout3 Oh wow 😱😍

468 views

#SnapEdSuperheroes

Success stories highlighting the work of SNAP-Ed educators reached more than **271,000 accounts** and received more than **13,000 engagements**.

Live Well Alabama November 2 ·

#ChooseWaterWednesday: Nothing beats cold water after exercising outside. Next time, try choosing water over sugary drinks to quench your thirst. Our fellow gardeners in St. Clair county are taking the lead! #LiveWell #MoveMore #EatBetter

8 6 shares

#FoodFriday

Weekly posts featuring Live Well Alabama recipe videos reached more than **400,000 accounts**, received more than **1,400 engagements**, and were viewed more than **132,000 times**.

Live Well Alabama June 13 ·

#shapedupheroes: Third-grade students in Marion and Walker Counties put on their chefs' hats for first-hand experience in preparing Live Well Alabama recipes.

ACES.EDU Marion and Walker Counties SNAP-Ed Educator Host Food Demos For Students - Alabama Cooperative Extension System

606 7 comments 22 shares

Like Comment Share Most relevant

Jane Jones Fantastic Host, Thank You Like Reply 25w

View 4 more comments

#ChooseWaterWednesday

Weekly posts that encouraged choosing water over sugary drinks reached nearly **87,000 users** and received more than **7,400 engagements**.

Follow Us!



Live Well Alabama continues to grow and engage with our community on social media. We deliver educational content, motivation, encouragement, and stories about SNAP-Ed educators and their partners making real change in their local communities.

Live Well Alabama
October 18 · 4 comments

Barbour County SNAP-Ed Educator Michelle Puckett spent last Thursday afternoon helping students at the Eufaula Early Learning Center learn to plant several veggies! They planted lettuce, cauliflower, broccoli, and kale! Great work, Michelle!

+6

17 likes · 1 comment · 7 shares

Like Comment Share

Tera Blackshire Scott
Thanks for all that you do for our scholars at the ELC.

alabamalivewell

VEGGIES
STORING FOR BEST FLAVOR

Refrigerator	Counter Top		
Asparagus Broccoli Eggplant Cabbage Carrots Cauliflower Celery	Cucumber Green Onions Collard Greens Brussels Sprouts Herbs Leafy Greens Lettuce	Mushrooms Pears Peppers Radishes Spinach Summer Squash Green Beans	Avocados Garlic Onions Potatoes Sweet Potatoes Tomatoes Winter Squash

ALWAYS Refrigerate Cut Veggies!

4 likes

alabamalivewell #TipTuesday: Some veggies should be stored in the refrigerator and some store well on the counter. Check out our list to find out where your favorite veggies should go for the best flavor! #LiveWell #EatBetter

Live Well Alabama @LiveWellAlabama · Sep 27

During the 2020-2021 school year, SNAP-Ed educators provided Body Quest to 4,191 third graders in 41 Alabama counties, 89 schools, and 242 virtual, in-person, or hybrid classrooms..

We can't wait to do it all over again! #LiveWell #EatBetter #MoveMore #BodyQuest

+6

17 likes · 1 comment · 7 shares

Like Comment Share



More than **700,000 accounts** were reached and people engaged by liking, sharing, or commenting more than **331,000 times**. Our Facebook page was visited more than **39,000 times** and received more than **300 new followers** for a total of **3,629 followers**.



More than **106,000 accounts** were reached and people engaged more than **20,000 times**. Our Instagram page was visited **1,765 times**, gaining more than **100 new followers** for a total of more than **300 followers** in our second year. Videos on Instagram were also viewed more than **7,600 times**.



More than **347,000 accounts** were reached, and people engaged more than **3,900 times**. Our Twitter profile was visited more than **5,900 times** and now has more than **300 followers**.



SNAP-Ed Professionals

Creating a Culture Shift in Alabama

Alabama Extension at Auburn University SNAP-Ed's statewide network of passionate nutrition educators is committed to improving the environment around health and well-being for Alabamians, focusing on limited-resource communities. With strong partnerships at the local, state, and national levels, widespread and lasting change is achievable. Improving dietary and physical activity behaviors of individuals and families and building partnerships to improve the health of communities are among key SNAP-Ed efforts to make the healthy choice the easy choice.

The Educators

Annette Casteel
Winston & Franklin

Antionette Hamilton
Mobile

Bernadine McCaskill-Ransom
Mobile

Brandalyn Clark
Jackson

Carolyn Rothschild
Monroe & Wilcox

Chasity Little
DeKalb

Cheri Huff
Tuscaloosa

Cindy Harper
St. Clair

Debbie Beverly
Conecuh & Covington

Della Bramley
Cullman & Marshall

Desiree Hutcherson-Bates
Jefferson

Dominguez Hurry
Bullock & Macon

Gianna Edmunds
Tallapoosa & Coosa

Ginger Eatman
Marion & Walker

Gladys Blythe
Dallas & Perry

Jennifer Palmer
Lawrence & Colbert

Kayla Shealy
Calhoun

Le'Anne Almond
Houston & Dale

Leslie White
Lamar & Fayette

Lisa Wood
Pike & Crenshaw

Meaghan Robertson
Clay & Talladega

Meaghanne Thompson
Cherokee & Cleburne

Michelle Puckett
Henry & Barbour

Paola Lopez
Lee & Russell

Sara Watson
Chilton & Bibb

Shalong Hamilton
Hale & Greene

Sherita Hale
Sumter & Pickens

Sherri Mulder
Randolph & Chambers

Sicily Yarbrough
Geneva & Coffee

Tammy Glass
Marengo & Choctaw

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Calhoun

Torie Ennis
Etowah

Valerie McLain
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LIVE WELL ALABAMA

www.LiveWellAlabama.com

Read more about the Live Well Alabama Success Stories
by scanning the following QR code:



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