SNAP-ED WORKS 2015
Supplemental Nutrition Assistance Program - Education

The Challenge

- $3.1 Billion cost of obesity in Wisconsin per year.
- 2 in 3 Wisconsin adults are overweight and obese.
- 1 in 4 Wisconsin adolescents are overweight and obese.
- 34.1% of adolescents that consume less than one serving of fruits and vegetables daily.
- 1 in 9 Wisconsin households face food hunger/insecurity.
- 35.7% Wisconsin adolescents are overweight and obese.

The Solution

- Empower families with limited financial resources to choose healthful diets and become more food secure by spending food dollars wisely.
- Expose children to new fruits and vegetables and why they are important.
- Teach parents how to plan, buy and prepare healthy meals.
- Support communities in making the healthy choice the easy choice where people live, learn, work and play.

The Results

- SNAP-Ed Reach: 900 partner organizations, maximizing program reach. 107,556 participants in direct education, 52% of them were children.
- SNAP-Ed Impact: 666,300 individuals reached through newsletters and websites. 33 community-based efforts to increase access and availability of healthy foods. 39% of parents said children were eating more vegetables. 48% of parents said children were eating more fruit. 89% of adults said they intended to plan meals more often. 79% of adults said they learned at least one way to save money.

Sources:

For further information and resources go to:
http://www.cdc.gov/nccdphp/DNPAO/index.html