Nevada SNAP-Ed

- 100% Federally Funded by USDA
- Funding & regulations part of Farm Bill
- Advised by Nevada Nutrition Assistance Consortium
- Guided by Statewide Needs Assessment
**Overall State Goal:**

*Improve the likelihood that Nevadans eligible for SNAP will make healthy food choices with a limited budget and choose physically active lifestyles.*

**Priority Objectives**

- Assist Nevadans in gaining access to healthy foods and beverages (R1 and R5)
- Reduce food insecurity through Food Resource Management (R6)
- Increase Physical Activity and decrease sedentary behavior (R7)
- Increase daily fruit and vegetable consumption (R2)

**Priority Populations are:**

- Women
- Children
- Seniors

All SNAP-Ed activities are to focus on culturally appropriate programming and strategies through partnerships and collaboration with community capacity engagement.
12 Implementing Agencies

University of Nevada Cooperative Extension
Food Bank of Northern Nevada
Northwest Paiute Tribe
University of Nevada Las Vegas
Help of Southern Nevada
NyE Communities Coalition
Department of Health & Human Services
Aging and Disability Services Division
Provided over 25 programs and Campaigns

- In 7 counties
- For individuals 3 years through older Nevadans
- Direct Education
- Environmental, policy and system changes to make the Healthy Choice the Easy Choice
Partnerships were formed with 394 groups

- 12 Agricultural Organizations – including Farmer’s Markets
- 2 Chef groups
- 2 City & regional planning groups
- 34 Early Care and educational facilities
- 2 Faith Based groups
- 14 Food Banks
- 3 Food Stores
- 18 Foundations / philanthropy organizations
- 14 Government programs
- 104 Health clinics and health professions
- 4 Human Services Organizations
- 4 Indian Tribal Organizations
- 1 Labor/workforce development group
- 14 Media/advertising groups
- 18 Parks and recreation centers
- 5 Public Health Organizations
- 1 Restaurant
- 78 schools
- 4 colleges
- 1 Transportation group
- 3 Worksites
- 57 other sites – Libraries, Boys and Girls Clubs
Programs Were Developed to Address each Priority
And Improve the health and Nutrition Status of Nevadans
Reduce Food Insecurity

• Office of Food Security in Collaboration with Nevada Department of Agriculture implemented a campaign to encourage School Lunch Participation
Reduce Food Insecurity

• SNAP-Ed funds supported the Nevada Department of Agriculture Summer Feeding Program campaign
  • Program Posters in 60 RTC buses with 20,000 daily ridership for two months
    • Estimated 2,800 low income viewers
  • 150 radio spots

• Three Square partnered with Boys and Girls Club of Southern Nevada to provide physical activity and nutrition messages
  • 8 Summer Feeding sites serving breakfast and lunch
Assist Nevadan’s in Gaining Access to Healthy Foods and Beverages

• Re-Think Your Drink campaign developed and implemented by the UNR Department of Nutrition
  • Interacted with nearly 100 physicians, dentists, health professionals and health clinics
  • Changing the environment in grocery stores
Re-Think Your Drink Campaign estimated to have reached 3,702,617 Nevadans
On Common Ground

• Took nutrition messages to the street of Reno

• Partnered with UNR students to develop campaigns to increase fruit and vegetable consumption
Increase Physical Activity and Decrease Sedentary Behavior

- Division of Aging and Disability Services
  - Is bringing activity to older Nevadans
  - Steps to help maintain activities of daily living
Increasing Daily Fruit and Vegetable Consumption

- UNCE All 4 Kids
  - Direct Ed in Early Childhood Care facilities
- Family Events
- Social Media
- Healthy Kids Festival
Guidelines for Proposals

• Annual SNAP-Ed Guidance available in spring – March – April
• Nevada Guidelines by May
• Letters of Intent Due June 1
• Proposals Due July 15
• Review committee selects programs to be included in the Nevada SNAP-Ed plan
• Proposed Plan to USDA by August 15
• Funding awarded for October 1 for Federal Fiscal Year