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National Institute of Food and Agriculture
www.nifa.usda.gov

Strengthening the Safety Net through Nutrition Education and Community Engagement

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Nutrition Education is...

- Any combination of educational strategies
- Accompanied by environmental supports
- Designed to facilitate the voluntary adoption of food and nutrition-related behaviors conducive to health and well-being
- Delivered through multiple venues
- Involves activities at the individual, community, and policy levels

Modified from definition given by Isobel Contento, EdD, RD

Community Nutrition Education

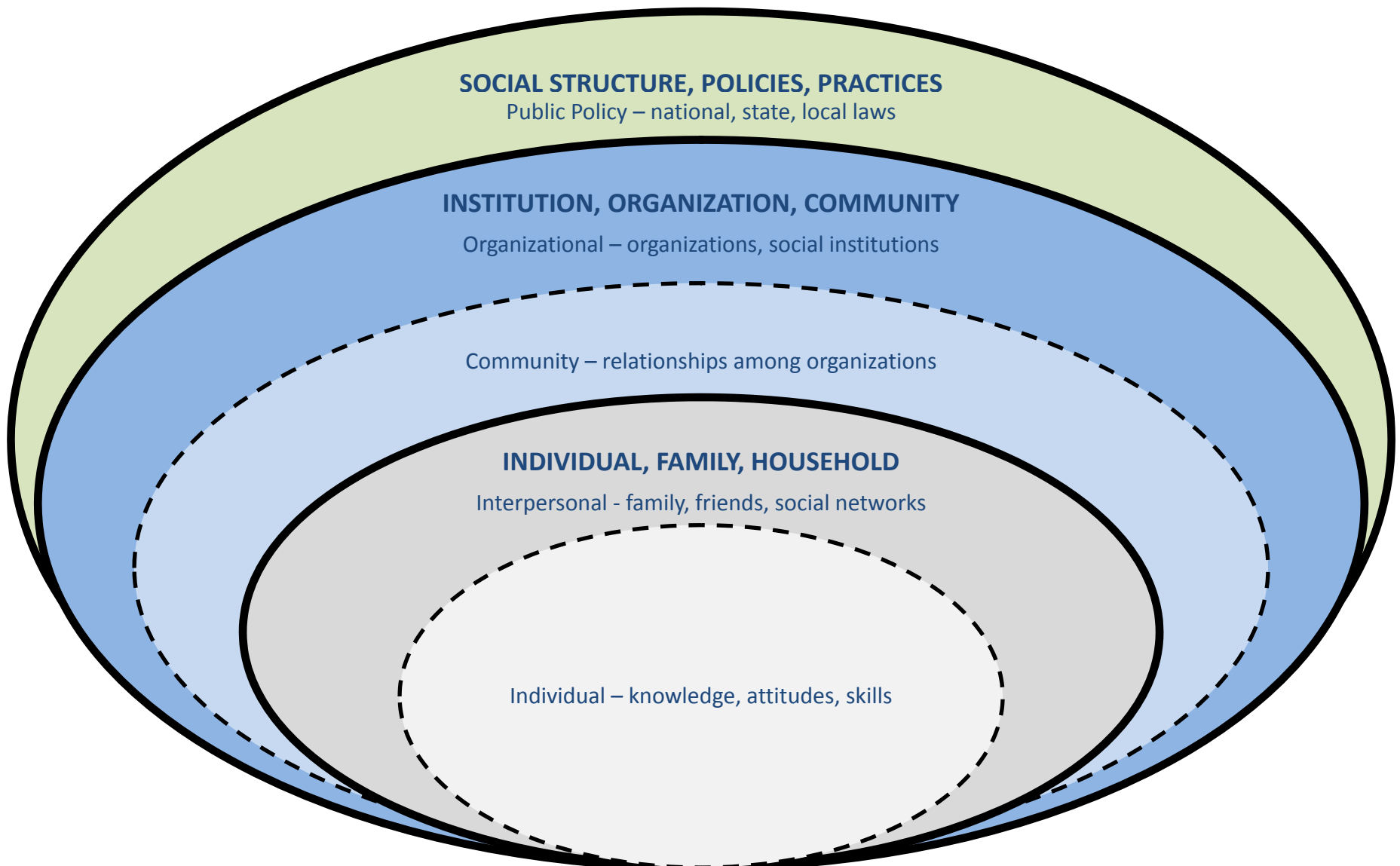
Improving Health and Well-Being for Limited-Resource Audiences Across the Nation



NUTRITIOUS DIETS • PHYSICAL ACTIVITY • FOOD BUDGETING • FOOD SECURITY • FOOD SAFETY • FAMILY WELL-BEING

CNE Logic Model

Adaptation of Socio-Ecological Model

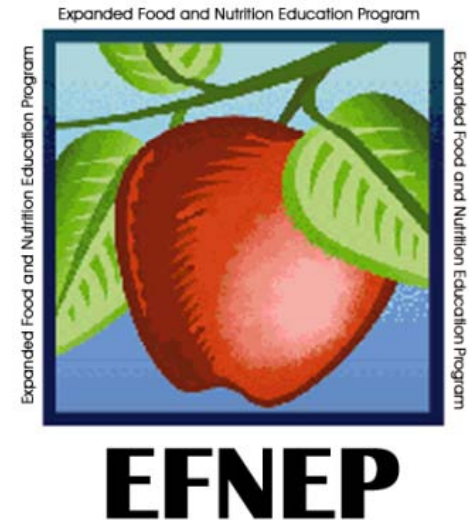


Relevance: Addressing Real Needs

- Health issues (obesity, health care costs)
 - Diet quality and physical activity education
- Food security issues (access in troubled times)
 - Community engagement education
- Economic issues (food costs, job loss)
 - Food resource management education
- Food safety issues (salmonella and other outbreaks)
 - Food safety education

Expanded Food and Nutrition Education Program Oversight and Funding

- Since 1969 – 40+ years
- Administered by NIFA
- Currently provided by all 1862 and 1890 Land-Grant universities in all states, U.S. territories and District of Columbia – 75 institutions
- 2010 Federal allocation - \$68 million
 - Line item in Federal budget



EFNEP Focus

To enable low-income individuals and families to engage in nutritionally sound food purchasing and preparation practices

Defined by legislation

EFNEP Characteristics

- Audiences
 - Low-income parents/caregivers of young children, low-income youth and children
- Educators
 - Paraprofessionals (peer educators)
- Delivery Methods
 - Series of classes reinforced by other learning approaches
- Venues
 - Where low-income audiences are found

EFNEP Reaches its Target Population

- Available in approximately 800 counties
- Reaches more than 140 thousand adults and 450 thousand youth directly and 350 thousand family members indirectly
- 85% of EFNEP families are at or below 100% of poverty, earning \$21,000 a year or less for a family of four
- 70% of EFNEP adults are minorities

EFNEP Results

- EFNEP Adults
 - Improve their diets
 - 92% report more closely following MyPyramid recommendations, including an increase of about 1.4 servings of fruits and vegetables
 - Improve their nutrition practices
 - 88% improve nutrition practices, such as making healthier food choices and reading nutrition labels
 - Increase their physical activity rates
 - 40% more often do at least 30 minutes of moderate physical activity each day

EFNEP Results, cont'd

- Example - EFNEP Adults
 - Stretch their food dollars farther
 - 83% improve food resource management practices, such as planning meals and shopping with a grocery list
 - Handle food more safely
 - 66% improve food safety practices, such as storing and thawing food properly



EFNEP Results, cont'd

- EFNEP Youth
 - 72% now eat a variety of foods
 - 68% increase knowledge of nutrition essentials
 - 63% improve food preparation and food safety practices
 - 59% increase their ability to select low-cost, nutritious foods



Supplemental Nutrition Assistance Program – Education (SNAP-Ed) Oversight and Funding

- Since 1997 (7 states)
- Administered by FNS
- Currently in all states and some US territories; state agencies apply; implementing organizations deliver
 - Types of implementers: Land-Grant universities/ Cooperative Extension System, Public Health, emergency food providers, others
- 2010 Federally approved allocation – \$379 million*

**Federal SNAP administrative dollars reimburse up to half of approved costs.
2010 total potential commitment (including state cost-share) - \$758 million*

SNAP-Ed Focus

- Eat fruits and vegetables, whole grains and fat-free or low-fat milk products every day
- Be physically active every day as part of a healthy lifestyle
- Balance caloric intake from food and beverages with calories expended



SNAP-Ed Characteristics

- Audiences
 - SNAP recipients and SNAP-eligible persons
- Educators
 - Mix of professionals and paraprofessionals
- Delivery Methods
 - Varied, ranging from one-time contacts to series of classes, media use, social marketing campaigns and other messaging
- Venues
 - Location must meet eligibility requirements (certified; likely; potential, based on site/location)

SNAP-Ed Reaches its Target Population

- 51% program recipients/applicants; 23% SNAP-eligible persons
- 70% women; 30% men
- 42% children ages 5-17 years; 36% adults ages 18-59 years
- 31% minority races
- 20% Hispanic or Latino ethnicity

- *SNAP-Ed/FSNE Systems Review*

SNAP-Ed/FSNE Reach - By Age

Land-Grant University Data - 2005

	Participants - Percent (N = 1,592,462)	Contacts - Percent (N = 5,829,013)
Less than 5 years	8	6
5-17 years	52	51
18-59 years	34	33
60+ years	6	10
TOTAL	100	100

Reported Short-Term Individual Changes Knowledge, Attitudes, Skills

	Number that changed*	Total number*	% that changed*	Number of indicators
Diet Quality & Physical Activity	1,433,264	2,054,184	70	6
Food Security	126,674	238,870	53	4
Shopping Behavior/Food Resource Management	98,125	150,624	65	9
Food Safety	510,230	644,676	79	12

*Includes duplicates. States reported only on areas that they focused on and outcomes for indicators that they used.

Reported Medium-Term Individual Changes Adoption of New Behaviors

	Number that changed*	Total number*	% that changed*	Number of indicators
Diet Quality & Physical Activity	171,461	272,915	63	14
Food Security	52,069	241,619	22	3
Shopping Behavior/Food Resource Management	134,445	192,412	70	6
Food Safety	304,214	447,492	68	6

*Includes duplicates. States reported only on areas that they focused on and outcomes for indicators that they used.

Community Food Projects Oversight and Funding

- Since 1996
- Administered by NIFA
- Competitive grants program for eligible non-profit entities needing one time infusion of federal assistance to establish or carryout multipurpose community food projects
- 2009 - \$4.8 million in Federal funds awarded in 14 states

Community Food Projects

Focus

- Promote self-sufficiency and food security in low-income communities by uniting the entire food system, assessing strengths, establishing linkages, and creating systems that improve self-reliance for food needs



Community Food Projects

Beginning Examples

- State reach - Kansas Rural Center
 - Establish Food Policy Council to examine food systems in the state and make policy recommendations to improve regional food systems, food security, and human health and the environment
- Local reach - Legacy Cultural Learning Center (Oklahoma)
 - Create the first organized collection of data focused on the food, diet, and traditional agricultural issues of the Myskoke People and their neighbors and assess the food assets, strengths, needs, and deficiencies of rural, low-income communities in the Tribal Nation

Legacy Cultural Learning Center Assessment Results

- Meetings in 17 of 23 Myskoke communities and 1 Seminole Nation community – seeds distributed
- Interviews – 10 fully-equipped kitchens and dining facilities serving over 18,000 meals monthly, extensive home-delivered network
- Survey – heavy reliance on fast food; preference for local food, but limited access; concern about rising food costs; 1/3 of respondents have a garden
- Consumers interested in locally-produced foods directly from farmers, but few local growers; lack ability to supply quantity needed
- Using information as basis for community action to make food systems improvements

Community Food Projects

Intermediate Example

- marketumbrella.org (Loyola University, Louisiana)
 - Increase local farmers' and fishers' capacity to serve charter schools, dining services, large and small scale restaurants
 - Address needs of producers to diversify and help food services purchase healthy, locally-grown products

Community Food Projects

Mature Example

- Nuestras Raices (Holyoke, Massachusetts)
 - Founded in 1992 to provide an opportunity for migrant farmers primarily from Puerto Rico and now living in the inner city to use their skills to improve the community and pass their knowledge to a younger generation
 - Grassroots nonprofit created to manage a community garden with eventual goal of building a greenhouse
 - Urban agriculture, business development, education, and community building projects have become vital to the neighborhood



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Thank You

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