

OHIO STATE UNIVERSITY EXTENSION SNAP-ED PROGRAM

SUMMARY

SNAP-Ed is an evidence-based nutrition education program that targets children and adults receiving or eligible for SNAP. The program is implemented in about 80 counties in Ohio via direct and indirect education. SNAP-Ed works by building partnerships with many types of community organizations, including the Department of Job and Family Services, qualified schools (50% or above free and reduced meals), food pantries, WIC, senior centers, etc. SNAP-Ed uses a variety of facilitating techniques to demonstrate how to stretch limited food dollars with the aim of establishing healthy eating habits and a physically active life.

DIRECT EDUCATION PROGRAMMING

Ohio SNAP-Ed offers evidence-based nutrition education programs to low-income adults and children across the state. Our youth programs can be delivered in a variety of settings, such as schools, community centers, Head Start facilities, after-school clubs, or other places where these populations are being served. Our direct education programs provide engaging, hands-on learning opportunities that align with the Common Core state standards. Last year, Ohio SNAP-Ed was delivered in 350 schools throughout Ohio, reaching over 17,000 teens and youth. After participating in SNAP-Ed, teens reported being physically active (64%), eating fruits or vegetables daily (58%), and drinking water instead of soda (44%). Youth in grades 3-8 reported being physically active (81%), eating breakfast regularly (78%), choosing water instead of soda (68%), and eating fruits or vegetables every day (49%).

SOCIAL MARKETING

SNAP-Ed is working alongside partners in the State Nutrition Action Committee to launch a social marketing campaign promoting fruit and vegetable consumption among low-income families with children. The campaign is entitled "Celebrate Your Plate" and will launch across the state in late 2017 or early 2018.

Social marketing is a well-documented strategy which uses traditional marketing techniques to achieve social change. Social marketing is often coupled with direct education to achieve meaningful, lasting behavior change by presenting consistent messaging across a variety of platforms so that audience is exposed to the same message a number of times.

COLLABORATORS

Family and Consumer Sciences, OSU-Extension
Ohio Department of Job and Family Services



See what SNAP-Ed can offer you! To find out more about our variety of programs, contact your county Extension office. Visit the Ohio State University Extension website at extension.osu.edu/lao. We can help you make a positive impact on the lives of the people you serve!

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