



# California SNAP-Ed Works

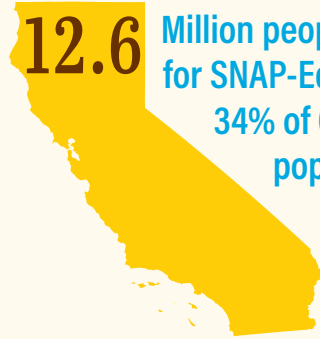
The mission of the California Supplemental Nutrition Assistance Program Education (SNAP-Ed) is to inspire and empower underserved Californians by promoting awareness, education and community change through diverse partnerships to result in healthy eating and active living.

## The Need

Including lost productivity, overweight and obesity in California costs families, employers, the health care industry, and the government more than \$21 billion each year.<sup>1</sup>



**12.6** Million people eligible for SNAP-Ed, about 34% of California's population



**67%** low-income adults overweight or obese<sup>2</sup>



**42%** of low-income Californians were unable to afford enough food in 2015<sup>3</sup>

## The Work



**Education**  
Increase knowledge and skills of healthy lifestyles



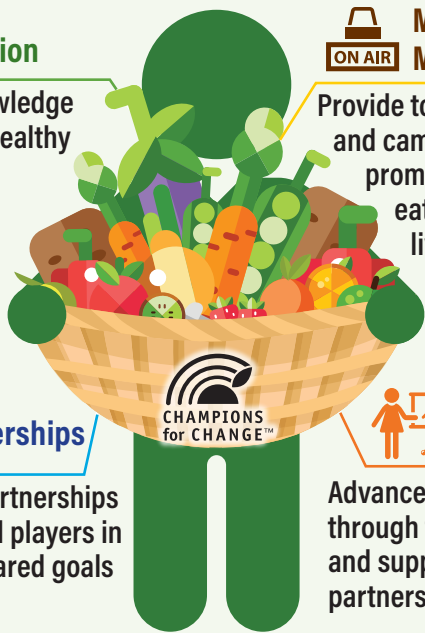
**Media & Messaging**  
Provide tools, resources, and campaigns that promote healthy eating and active living



**Partnerships**  
Encourage partnerships between local players in support of shared goals



**Capacity Building**  
Advance local priorities through training and support to local partners and clients



SNAP-Ed implementers have reached 541,645 school-aged children through education in over 3000 public schools statewide



Many local implementers reported work in stores that changed the retail environment, including adding healthy checkout and healthy eating materials.



**519,019** Estimated people reached through SNAP-Ed work in small and large food stores in 2016<sup>4</sup>

Many of the nutritious food products so valued and needed for a healthy diet are produced in the Golden State. California's leading crops are fruits, nuts and vegetables. Over a third of the country's vegetables and two-thirds of the country's fruits and nuts are produced in California. SNAP-Ed connects local producers to the local population based on locally driven priorities.



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## Local Highlights

**1:** In the Northern Sacramento Valley, an online mapping tool was established to increase access to nutrition and health resources.



**2:** Refresh San Joaquin is a county-wide program to improve the health of residents by increasing the availability of healthy beverages and healthy fresh foods. For example, Refresh San Joaquin connects small-scale retailers with locally grown, fresh produce delivery to assure customers receive the freshest produce.



**3:** Plumas County utilizes garden education to increase familiarity with and consumption of local fresh fruits and vegetables by area youth.

**4:** The Resident Leadership Academy was implemented by the County of San Diego as a way to engage and build the capacity of low-income residents to serve as community leaders and drive locally-determined priorities.



## Leveraging Other Funds



The Yolo Bonus Bucks program for fruits and vegetables supplements SNAP benefits and SNAP-Ed programming for participants.



Through the Southern California ¡Más Fresco! More Fresh! Program, customers use store loyalty cards to earn additional funds for fruit and vegetable purchases, advancing technological incentives.



## Looking Ahead

If adult Body Mass Index were reduced by as little as 5%, California could potentially save \$81.7 billion in obesity-related health care costs by 2030.<sup>5</sup>

### References

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