The SNAP-Ed Difference

SNAP-Ed’s goal is to make it easy for everyone to eat healthy and get physical activity, in alignment with the most current recommendations.

In FFY 2020, Washington State SNAP-Ed conducted 520 direct education programs, reaching 10,699 youth and 715 adults.

SNAP-Ed conducted 337 Policy, Systems and Environment (PSE) activities in 2020, with 95 launched in the past year, all reaching over 700,000 individuals.

Educational Outcomes

In 2020, SNAP-Ed direct education programs taught 715 adults and 10,699 youth in schools, adult education programs, health care and other settings across Washington State. Most programs occurred in Q1 and Q2 of FFY 2020 prior to COVID-19 restrictions.

Adult Participants

Percentages of participants who reported an increase in behavior or maintained highest frequency

- 43% Ate more vegetables
- 39% Ate more fruit
- 40% Did more physical activity
- 59% Decreased regular soda intake

Kindergarten through 2nd Graders

Percentages of students with perfect scores on surveys after nutrition education

- 68% Knew their vegetables
- 70% Knew their fruit
- 77% Knew types of physical activity

3rd through 12th Graders

Percentages of students who increased or maintained highest frequency

- 37% Ate more vegetables
- 44% Ate more fruit
- 33% Washed their hands more often

The Challenge

COVID-19 presented a major challenge for in-person education series in FFY 2020, especially since many classes take place in schools.

The SNAP-Ed Success

SNAP-Ed local agency representatives from across WA collaborated to adapt curricula to online settings as part of a virtual education workgroup, allowing SNAP-Ed to meet current needs and opening the door for new audiences as well.
COVID-19 Challenges

SNAP-Ed Meets New Needs in COVID-19
Key strategies SNAP-Ed used to meet changing client and partner needs during COVID-19 in FFY 2020

1. Promoted food access resources to clients
2. Increased social media use to reach clients
3. Offered virtual education options
4. Created systems to donate produce
5. Supported creation of new mobile vending sites

The Challenge
As SNAP-Ed partners identified new needs during COVID-19, their priorities shifted and planned projects with SNAP-Ed didn’t always make sense.

The SNAP Success
SNAP-Ed local agencies used expertise and creativity to address new needs. As one provider said, “We are able to pivot to meet needs while still providing SNAP-Ed Programming!”

PSE Activities and Partnerships

SNAP-Ed Works Everywhere in the Community
SNAP-Ed’s strong partnerships allow PSE activities to take place in a wide variety of locations throughout Washington State. Providing opportunities for education and PSE changes in diverse locations increases access for the people who most need it.

Top Partnership Sectors
1. Schools
2. Food banks and food pantries
3. Agricultural organizations
4. Government programs
5. Low-income housing

Top PSE Activity Sites
1. K-12 schools
2. Food banks/pantries and other assistance sites
3. Mobile vending/food trucks
4. Public housing sites or individual homes
5. Farmers markets

From Our Local Agencies
“Having strong community partners have helped us continue to carry out programming despite being unable to conduct in person programming. …Years of growing relationships and building trust has made it easy for partners to agree to continue relationships.”

“We have learned so much, and been able to create and do more impactful SNAP-Ed work by asking participants and partners what they would like to see happen in their community.”

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