SNAP-Ed: COVID-19 Response & Increased Participation through Partnerships and Outreach
SNAP-Ed Referral Methods

- There are currently no referral systems for directly connecting Basic Food applicants and recipients to SNAP-Ed programming
- Existing partnerships include
  - School Settings
  - Food banks
  - Food Pantries
  - CSO’s
- SNAP-Ed Direct Education Programs target audience
SNAP-Ed Marketing and Social Media

- The State of Washington has no SNAP-Ed social Marketing Campaign
  - Oregon and Utah have strong online presences we can learn from and adapt
- Spokane Regional Health District’s My Healthy Life
  - Funded social marketing campaign promoting healthy eating and living

- Social Media Posting and Messaging
  - Chop Chop Kids Newsletter
  - Cooking Matters
  - Physical Activity Alliance
Participation Gaps and Obstacles

- **Capacity**
  - Lack of funding
  - Lack of paid staff and volunteers

- **Demographic Gaps in Participation**
  - Lack of tribal programs
  - Undocumented persons

- **Current participation is limited due to social distancing restrictions**
Continued SNAP-Ed Programming Amid COVID-19

- States will continue to receive SNAP-Ed funding
- DSHS has provided educational resources and training opportunities for LIA staff
- Increased efforts and emphasis on Policy, Systems, and Environmental Change programs
- Some LIA’s are interested in supporting food distribution efforts
Continued SNAP-Ed Outreach Amid COVID-19

- LIA’s are working to reach the same audiences
- Indirect Education through various media platforms
- Creation of online physical and mental health programming
SNAP-Ed Impact and Outcomes

- SNAP-Ed Direct Education Program attitude and behavioral change success as reported in the 2019 Annual SNAP-Ed Snapshot Report
- Success Stories
- Basic Food recipients as a target audience for SNAP-Ed outreach and programming
How Can We Help?

● Ensure that Basic Food eligible audiences are aware of SNAP-Ed resources and programming
  ○ Inform clients during outreach and in-person work
  ○ Share SNAP-Ed social media posts
  ○ Share links to SNAP-Ed material and programming schedules

● Stay informed and up to date on programming from your SNAP-Ed LIA’s
  ○ Sign up for the SNAP-Ed Connection E-bulletin

● Reach out to your region’s SNAP-Ed LIA’s
  ○ A list of all of Washington’s IA’s can be found here: https://wasnap-ed.org/connections/regional-program-providers/