

# Family Nutrition Program

## Missouri's SNAP-Ed Program

FY2020 Annual Report



 **Extension**  
*University of Missouri*

Funded by USDA SNAP

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## University of Missouri Family Nutrition Program

### Missouri's SNAP-Ed Program

University of Missouri Extension is dedicated to providing research-based nutrition education to Missouri's Supplemental Nutrition Assistance Program (SNAP) recipients and eligibles. Using the socio-ecological model to prompt behavior change, MU Extension faculty and staff provide education to youth and adults throughout the state of Missouri.

Whether reaching out to youth and adults through classroom education or working with communities to promote healthy policies, systems and environments, the goal of the program is to help participants make behavior changes to achieve lifelong health and fitness. Along with state-wide education, MU Extension coordinates the Missouri Nutrition Network activities through the Missouri Council for Activity and Nutrition (MOCAN) and collaborates with Operation Food Search to expand nutrition education throughout the state.

The Family Nutrition Program is funded through the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS) through the SNAP. This report features highlights from the fiscal year 2020 program, evaluation data and a fiscal summary.

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*Whether in the classroom or the community, the goal of the Missouri SNAP-Ed program is to help participants make behavior changes to achieve lifelong health and fitness.*

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# Program Objectives for FY2019–2021

Progress in meeting the objectives below is found throughout this report with the appropriate projects.

Our year one objectives focus on establishing baseline programming levels within each of six projects. Each project combines direct and indirect education that is supported by policy, system, or environmental change in one of six types of settings:

## **Places Where SNAP Recipients Eat (Eat)**

- Determine baseline number of EAT sites implementing nutrition supports; provide SNAP nutrition education in 10% of these

## **Places Where SNAP Recipients Learn (Learn)**

- 65% of youth assessed ate fruit or vegetables every day
- 45% of youth will have 1 hour of daily physical activity in at least 6 of the past 7 days
- 75% of youth will wash their hands most of the time or always before eating
- Determine baseline number of LEARN sites implementing nutrition supports; provide SNAP nutrition education in 10% of these
- 35% of schools will participate in farm-to-school activities in the 2019 Farm to School Census
- 50% of MOCAN member agencies will promote social marketing campaign materials

## **Places Where SNAP Recipients Live (Live)**

- 65% of adults assessed will eat more fruits or vegetables
- 65% of adults assessed reported they most of the time or almost always performed 30 minutes of daily exercise

- 86% of adults assessed either did not thaw foods at room temperature or did not let meat or dairy foods sit out for 2+ hours
- Determine baseline number of LIVE sites implementing nutrition supports; provide SNAP nutrition education in 10% of these
- 50% of MOCAN member agencies will promote social marketing campaign materials

## **Places Where SNAP Recipients Play (Play)**

- Determine baseline number of PLAY sites implementing nutrition supports; provide SNAP nutrition education in 10% of these

## **Places Where SNAP Recipients Shop (Shop)**

- 80% of adults assess planned meals or shopped with a grocery list at least most of the time
- 65% of adults assessed will use labeling to make food choices
- Determine baseline number of SHOP sites implementing nutrition supports; provide SNAP nutrition education in 10% of these

## **Places Where SNAP Recipients Work (Work)**

- Determine baseline number of WORK sites implementing nutrition supports; provide SNAP nutrition education in 10% of these
- 100% of SNAP offices provide information about SNAP-Ed
- information about SNAP-Ed

# COVID-19 RESPONSE

## 2020 was a challenging year for many Missourians.

The COVID-19 pandemic brought several challenges to Missourians. In addition to health conditions, many Missourians faced food insecurity and a loss or reduction in income. These circumstances increased the number of people eligible to receive SNAP, and April 2020 saw an increased SNAP participation rate of approximately 80,000 individuals compared to the year before.



## Three principled investments of Missouri SNAP-Ed

In response to the challenges facing Missourians, we focused our work on three core principles:

### Connecting with SNAP recipients

Many Missourians were new to receiving SNAP benefits, which created a further need for SNAP-Ed. Local restrictions on group size and social distancing requirements limited the amount of in-person contact we could have. Missouri SNAP-Ed maintained connection with our audiences by strategies such as virtual learning, social media, and distribution of print educational materials. Although our overall number of events decreased from 2019, our program maintained its presence across the state.

### Finding new ways to work with partners

Our partners helped us identify new ways to help SNAP-eligible audiences through the shared challenges of serving our communities during a pandemic. These included developing the Missouri Food Finder application ([www.mofoodfinder.org](http://www.mofoodfinder.org)) and implementing strategies such as zoned playgrounds that have been shown to increase physical activity levels while maintaining consistent groups of children.

## Building SNAP-Ed capacity to serve our clients

Our staff are an essential resource in providing SNAP-Ed across the state. While the University of Missouri Extension suspended programming March 15–May 15, we spent that time building our staff’s abilities. Our staff was able to learn and practice skills for effectively delivering nutrition education in an online format.

In the following pages, we share our clients, partners, and staff achievements during FY20.

## Success Stories

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*This year teaching has been a little different. When everything initially shut down, I was not able to continue programming in person. I have a good relationship with my schools, and because I stayed in contact with them, I was able to get nutrition information, recipes and handouts to students and parents during this time. When agencies reopened, the local crisis center welcomed me back. They practice social distancing and only 1 or 2 clients are allowed at my table. It’s great to be out working with people, in person. My schools offered summer school, and another nutrition program associate and I have been able to teach while using social distancing and using other school guidelines. We were able to program with a lot of classes! This month we have been able to add Farmer’s Market to our programming. Everyone has their tables set at a safe distance and we only allow a few to our table. We are making smoothies each week for the participants to try.*

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Submitted by Christi Jo Crisp,  
Wright County (July 2020)



*Melissa Briggs (Lawrence County) and Jacqueline Basham (Barry County) teaching a class using distance technology, July 2020.*

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*I worked with a team of nutrition program associates and we were able to virtually reach 4 different counties via Zoom and video recordings. This required learning a lot of new skills and new technologies. The team I worked with was Sherri Hull, Melissa Briggs, Myra Dickensheet, and myself. We offered classes via Zoom and video recordings. We also made them available on YouTube for those who missed a session. The classes have been well received and some of the families have requested that we offer more things like this. While not being able to teach in person has limitations, we were able to interact with the participants using the Zoom platform. Seeing the enthusiasm of our young participants and hearing requests for more programming like this has been an affirmation of our work. Now that we have these first few experiences using alternative ways to program, we have been generating new ideas to reach other audiences in this way. We’ve also been brainstorming about how we can reach out to agencies/schools and offer new ways to work with their clients, and students.*

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Submitted by Jaqueline Basham,  
Barry County (July 2020)



*Doing a cooking video was a different experience for me. It took me some time to feel comfortable, but we are confident this is one way to reach people in the Latino community. With the help from my daughter, we were able to make the video and posted it on the Spanish Facebook page. To my surprise, the video had 1400 views and included some good comments and questions about the recipe. We are planning to make more videos and to date, the Spanish Facebook page has almost 200 followers.*

Submitted by Sandra Zapata,  
Boone County (July 2020)


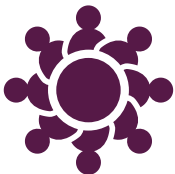


# EAT

**Eat:** At places where SNAP recipients eat, participants are establishing healthy eating habits and a physically active lifestyle. Participants also learn ways to manage their food resources, which reduces reliance on emergency food systems and food assistance programs and increases food security. MU Extension SNAP-Ed works to prevent or reduce the incidence of overweight, obesity, and other nutrition-related diseases.



## Project summary

	<b>Estimated SNAP-Ed participants reached (total)</b>	<b>29,747</b>
	October 2019–March 2020	<b>17,655</b>
	April 2020–September 2020 (social distancing)	<b>12,092</b>
	<b>Partnering organizations</b> Elderly service centers (Senior centers, senior nutrition centers)	<b>99</b>



## Nutrition Supports

### Farm to Institution

Farm to institution initiatives build connections between Missouri agricultural producers and institutional food service such as schools, hospitals and workplaces. The main goals are to serve fresh, high-quality, locally grown food in cafeterias; to provide education about nutrition, health and agriculture; and to support local and regional farmers. Examples of farm to institution activities include:

- Assisting food service directors in establishing procurement policies and procedures to source more local produce.
- Helping design and build a school or community garden.
- Assessing the capacity of local farms to provide items that institutions are requesting.
- Participating in National Farm to School Month in October.
- Increasing the institution's capacity for preparing more fresh fruits and vegetables via grants for new equipment or staff training.

**In FY20, farm to institution projects were active in four counties.**



### Success Stories

*Early in 2020, I had the pleasure of teaching Eat Smart, Live Strong at the Sullivan Senior Center. One of my students particularly enjoyed setting high goals for the fruits and vegetables she ate each day and tracking her progress. She brought her goal sheet back for every class, and starred the days she had reached her goals. Week by week, she was adding more stars; the final week she earned five stars. This student reported the mindfulness of tracking her fruit and vegetable intake was helping her to eat healthier.*

Submitted by Angela Ernst,  
Franklin County (March 2020)

*Last fall, I was teaching Go Lean with Protein for my Eating Smart, Being Active class at Twin Towers Senior Center. We made fish tacos. The people in the class were afraid to try tilapia, but they loved the tilapia. They really could not believe they were eating it so late in life. Two people talked to me about how much they liked this class.*

Submitted by Barbara Wisdom,  
Butler County (May 2020)

*A client at the Jackson County Senior Center came to our nutrition class. She talked about being tired and weak, and I discussed how Eating Smart, Being Active recommends grains to help you maintain energy and concentrate better. A few weeks later, she told me that his energy level is now better. She also told me she is now having oatmeal for breakfast in the morning instead of just coffee.*

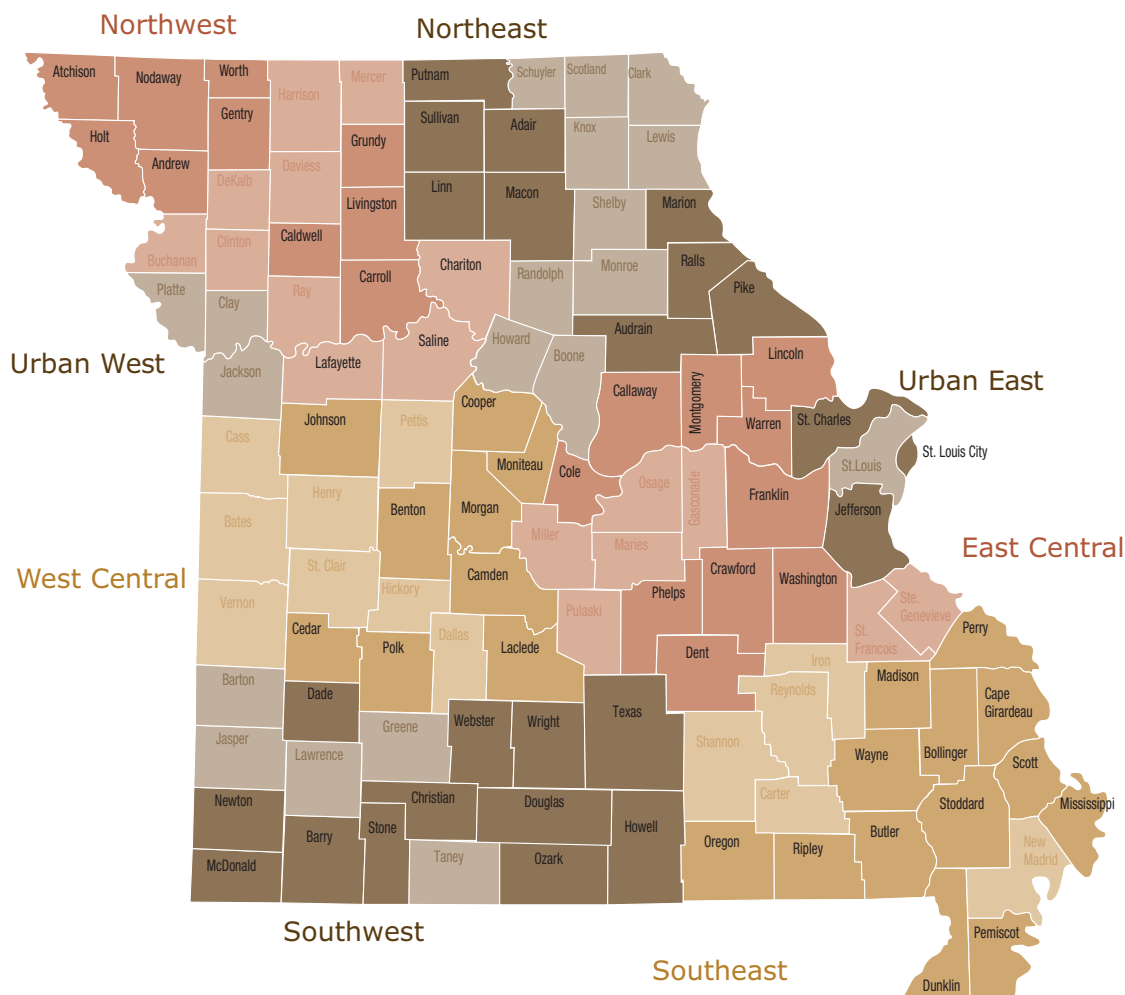
Submitted by Monica Haaf,  
Jackson County (January 2020)

## Gardening

Gardening initiatives provide nutrition supports in many settings. Gardening activities can be conducted at schools, early child care settings and community sites such as vacant lots, parks, city and business-owned property. Gardens can increase community capacity to meet the produce needs of individuals and organizations, and increase food security. They can also engage the community in healthy eating and physical activity, and may be the focus of other community activities such as nutrition education, food distribution or taste tests. By providing underserved populations

with fresh, local produce, gardens improve access to healthy foods and support greater food security in vulnerable groups. Gardens also create more green space in local communities, which supports more opportunities for physical activity.

**In FY20, a total of 101 school and community gardens were implemented in 68 counties. In addition to providing food tastings for nutrition education classes, 32% of the gardens provided produce to participants, and 17% of gardens donated produce to a food pantry or incorporated the garden produce into school food service.**


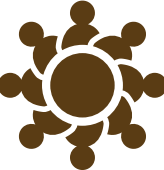


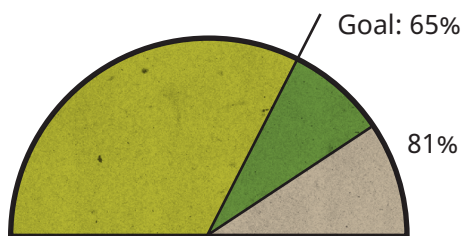
# LEARN

**Learn:** At places where SNAP recipients learn, participants are establishing healthy eating habits and a more physically active lifestyle. Participants also learn ways to manage their food resources, which reduces reliance on emergency food systems and food assistance programs and increases food security. MU Extension SNAP-Ed works to prevent or reduce the incidence of overweight, obesity, and other nutrition-related diseases.

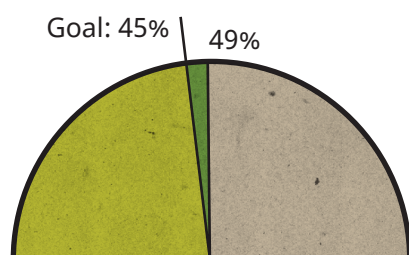


## Project summary

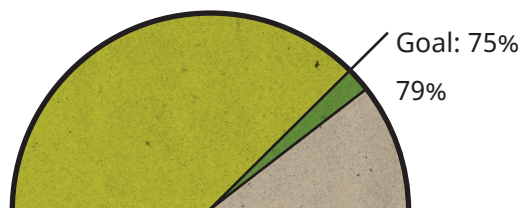
	<b>Estimated SNAP-Ed participants reached (total)</b>	<b>196,871</b>
	October 2019–March 2020	<b>155,076</b>
	April 2020–September 2020 (social distancing)	<b>41,795</b>
	<b>Partnering organizations</b>	
	Extension offices (as program site)	<b>2</b>
	Head Start programs	<b>72</b>
	Libraries	<b>8</b>
	Afterschool and other youth education sites	<b>93</b>
	Schools	<b>420</b>
	WIC Programs	<b>3</b>



**81% of youth ate fruits or vegetables most days or every day\***  
**FY20 Goal: 65%**



**49% of youth reported at least 1 hour of physical activity in at least 6 of the past 7 days\***  
**FY20 Goal: 45%**



**79% of youth washed their hands before eating most of the time or always**  
**FY20 Goal: 75%**

Note: a total of 2,517 youth assessed

\* Statistically significant improvement, pre-post;  $p < 0.05$



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## Policy, system and environmental strategies to support healthy choices

### Child Care Wellness and Go NAPSACC

Early childhood is a critical period for developing healthy habits and sustaining healthy weight status. Early childcare programs are critical environments for obesity prevention because many young children spend significant time in non-parental care. In addition to providing nutrition education for children and their parents, MU Extension provides training for groups of child care providers on ways to promote healthy choices in their facilities. Examples include implementing family-style meals or ways to effectively model a physically active lifestyle. These classes are also approved to help child care providers meet training requirements to maintain licensure.

Child care providers are also able to participate in Go NAPSACC if they are interested in further assistance, or if they are seeking program recognition as part of the newly-revised Missouri MOVE Smart Child Care guidelines. Go NAPSACC is an online self-assessment to help providers prioritize, plan and take action to implement health-promoting policies and practices at their sites for the children in their care. Go NAPSACC provides a variety of resources, activities and best practices for providers in several nutrition and physical activity focus areas. Trained technical assistance providers from MU Extension and other partnering agencies can provide coaching on strategies to consider. These efforts are also funded in part by the Missouri Department of Health and Senior Services through funding from the CDC.

**In FY20 a total of 80 child care programs in 36 counties registered to receive Go NAPSACC technical assistance, reaching 3,286 children ages 5 and under.**

### School Health Advisory Councils and local wellness policies

A School Health Advisory Council (SHAC) is an ongoing advisory group composed primarily of individuals representing different segments of the school community. The group acts collectively to provide advice to the school district about aspects of the school health and wellness program, and influence a school's local wellness policies. SHACs may serve an individual school or an entire district. Regional MU Extension faculty participate in SHACs across the state, and MU Extension also partners with a variety of agencies and organizations at the state level. Partners such as the Missouri Coordinated School Health Coalition and the Missouri Department of Health and Senior Services collaborate on school health issues, share resources and coordinate the delivery of consistent school health messages.

**In FY20, faculty reported participating in SHACs in 16 counties, in addition to statewide efforts.**

## Success Stories



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*Today I worked with Montgomery City Elementary students during summer school. We started a program called Kids in the Kitchen, and were focusing on the germ lesson. We were discussing hand washing, and the amount of time it really takes to clean the germs off your hands. In this picture you can see a student realizing that even though he thought he washed his hands well He's still "glowing" with germs! This is always an eye opening lesson for the kids, and really makes them realize how important proper hand washing is!*

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Submitted by Heather Warren,  
Montgomery County (September 2020)

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*Since I have been unable to go and teach students in their classrooms, there are a couple of ways I have kept in touch with students virtually. I was able to Zoom with a 1st grade class from Frankford Elementary, and we discussed the importance of making sure to eat healthy foods and exercise daily. The Ralls County Elementary Kindergarten classes added me to their Facebook group so I was able to share newsletters and recipes with the parents each week. Ralls County Head Start asked if I could provide some videos for their Facebook page so, I made videos of myself teaching our Healthy Plants Healthy Bodies curriculum which is what I was planning on teaching there this spring so that worked out well. As summer begins, I plan to continue virtual programming and as we move forward, I hope to go back to teaching directly to my participants.*

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Submitted by Sarah Woodrow,  
Ralls County (July 2020)





*This summer I used the Kids in the Kitchen curriculum at one of my summer schools. This curriculum encourages kids to eat healthy meals or snacks by providing them with hands on learning experiences that teach them how to prepare food. Research shows that children are more likely to eat foods if they have a part in preparing them. One of the students participating in the program learned that he liked some of those vegetables and fruits we prepared. His mom told me he was proud of himself for trying the new foods because that is not easy for him. We made a power smoothie with yogurt, bananas and pineapple juice and fresh spinach leaves. He tried it and decided it was okay. He also tried stir-fry vegetables and celery with peanut butter. He learned he really liked celery and peanut butter. Food tasting is such a great experience for the students and I have so many tell me, "I didn't know I liked that." Students often tell me that they are going to make that food at home or ask their families if they can make it together.*

Submitted by Teresa Bell,  
Laclede County (September 2020)

*I have worked with my schools for a long time, and have a really good relationship with the teachers, administrators and staff. I was able to keep in contact with my schools via e-mail while sheltering in place, and was aware that Ava R-1 school was providing day camps for students of essential workers during the shutdown. Once I knew the date I could start programming, I contacted the day camp coordinator and the elementary principal to see if I would be allowed to go into the classroom and teach nutrition to the students. The day camp coordinator, who was also the former principal, enthusiastically said, "Yes! When do you want to come?" I was able to teach every day they were in session the last two weeks of May. Also, since I was at the school, I learned Ava was starting summer school in June. I asked the principal for the names of those who were going to be teaching, e-mailed them, and had a schedule in place by the time summer school started in June.*

Submitted by Rebecca Smith,  
Douglas County (July 2020)


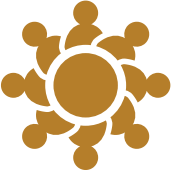


# LIVE

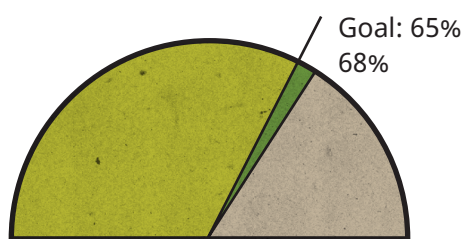
**Live:** At places where SNAP recipients live, participants are establishing healthy eating habits and a more physically active lifestyle. Participants also learn ways to manage their food resources, which reduces reliance on emergency food systems and food assistance programs and increases food security. MU Extension SNAP-Ed works to prevent or reduce the incidence of overweight, obesity, and other nutrition-related diseases.



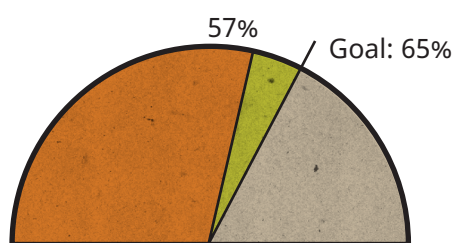
## Project summary

	<b>Estimated SNAP-Ed participants reached (total)</b>	<b>993,583</b>
	October 2019–March 2020	<b>726,727</b>
	April 2020–September 2020 (social distancing)	<b>266,856</b>
	<b>Partnering organizations</b>	
	Adult rehabilitation centers	<b>14</b>
	Churches and places of worship	<b>38</b>
	Community Action agencies	<b>20</b>
	Public/community health centers	<b>42</b>
	Public housing	<b>20</b>
	Shelters	<b>22</b>

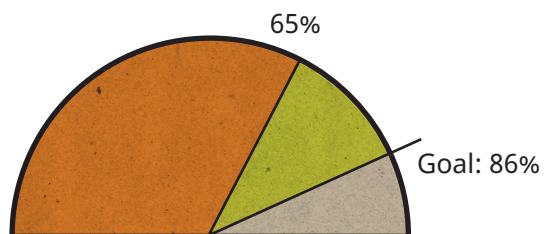




**68% of adults ate more fruits or vegetables most days or every day\***  
**FY20 Goal: 65%**



**57% of adults reported 30 minutes of daily exercise most of the time or almost always\***  
**FY20 Goal: 65%**



**65% of adults practiced appropriate food safety by not thawing foods at room temperature or by not letting meat or dairy foods sit out\***  
**FY20 Goal: 86%**

Note: a total of 1,325 adults assessed

\* Statistically significant improvement, retrospective pre-post;  $p < 0.05$



## Policy, system and environmental strategies to support healthy choices

### Facilitating community and public health approaches

Engaging community groups is a key initial step toward implementing policy, system and environmental changes. Together with organizational partners, MU Extension helps to guide the community through the delivery of the specific PSE intervention(s) that best address their needs, assets and interests. The role of MU Extension is similar to a coach, facilitator, organizer or consultant, with partners actively involved in moving the community-led initiative forward. Activities often range from identifying community needs and assets and gathering input from the community to setting specific benchmarks and goals.

**In FY20 MU Extension worked with community groups in 35 counties to work towards identifying possible PSE opportunities as part of the “Live” strategy.**

### Food Policy Councils (Voices For Food)

A food policy council (FPC) is a group of organizations and committed individuals who collaborate to improve the local food system to provide better access to healthy foods in a community. Effective FPCs usually represent all sectors of the food system (production, consumption, processing, distribution and waste recycling). FPCs work to change the food environment throughout the community in various ways, including by assisting food pantries in being more

responsive to client needs, establishing farmers markets and encouraging changes in grocery stores and small food retailers through ordinances and other strategies. All residents in a community benefit by increased access to healthy foods and nutrition education.

Missouri is one of six states that established Voices For Food (VFF), a process for incorporating the perspectives of low-income clients into food policy councils and food pantry operations. Research has shown VFF to be effective in helping low-income residents have greater food security and increased intake of key nutrients.

**In FY20 food policy council activities were conducted in 5 counties.**

### Built environment strategies

Changes to the built environment can make physical activity and healthy food choices easier and more accessible for low-income audiences. Built environment strategies are usually associated with physical activity and active transportation. Improvements to walking trails, or Livable or Complete Streets policies are examples of strategies communities can use to ensure accessibility, comfort, safety and efficiency for all users. As a result, all residents can more easily navigate their communities, and have better access to healthier food and other resources in their community.

**In FY20 built environment strategies were active in 9 counties.**



## Social marketing

Comprehensive social marketing campaigns raise awareness of SNAP-Ed messages and help reinforce changes that are in line with SNAP-Ed goals. A social marketing campaign is unified by elements such as a consistent message or call to action, logo, tagline or catchphrase and corresponding objectives for individuals and populations.

The FY20 campaign used a combination of social media, billboard and radio marketing. Social media posts were made from accounts called MU Nutrition and Health Extension. These posts were aimed to engage all low-income Missourians and featured ways to be healthier in different areas of the state. Additionally, 40 billboards were placed across the state, targeting youth and youth influencers by featuring MU student athletes and the campaign message. Both the billboards and the rural radio campaigns targeted areas state where at least half the population (70% for radio campaign) earned less than 185% of the federal poverty guidelines.

**In FY20, an estimated 591,600 individuals were reached through social marketing prior to COVID-19. Social marketing efforts increased during social distancing measures, reaching an additional 246,296 individuals.**

## MOCAN Partnership

The Missouri Council for Activity and Nutrition (MOCAN) is a partnership organization that supports physical activity and nutrition statewide and at the regional level in Missouri. MOCAN serves as the SNAP-Ed Nutrition Network through implementation of the MOCAN 2016–2020 Strategic Plan. Over 250 professionals representing more than 100 organizations are members of MOCAN.

In addition to quarterly meetings, MOCAN members can participate in the following workgroups:

- Food systems
- Healthcare
- Physical activity
- Policy/communications
- Schools
- Child care
- Worksites

Members of each MOCAN workgroup collaborate to support healthy eating and active living in Missouri communities through consistent messaging and by supporting policy, systems and environmental changes. Many of Missouri's SNAP-Ed projects that are described in this report, such as workplace- and child care wellness efforts, are conducted in conjunction with MOCAN workgroup activities.

## Cooking Matters Partnership through Operation Food Search

University of Missouri partners with Operation Food Search (OFS) to deliver Cooking Matters programming. Cooking Matters offers hands-on cooking programs for adults, families and child care providers. In addition to the six-week programs, Cooking Matters at the Store (CMATS) is a facilitated grocery store tour. During CMATS tours, participants engage in basic nutrition lessons and learn how to use the MyPlate food guide, read food labels and compare prices while shopping for tasty, nutritious and affordable food for themselves and their families.

Operation Food Search hosts the Cooking Matters program in Missouri through a partnership with Share Our Strength, a Washington, D.C.-based anti-hunger organization. OFS focuses its programming on the greater St. Louis area, and the partnership with MU Extension extends the program's reach across the state.

**In FY20 a total of 795 Missourians participated in Cooking Matters programming offered by MU Extension or Operation Food Search.**



## Success Stories

*This summer, I taught Kids in the Kitchen to the youth group at the New Madrid Family Resource Center. Each week we learned different cooking skills like using knives, blenders, electric skillets, measuring cups, and hand can openers. Many of the students are home before or after school so these are great tools for them to learn. One of my students told me, "Mrs. Paula, I showed my mom that I could open a can all by myself with the can opener." One of my students had never used an electric skillet before the classes. Kids in the Kitchen teaches important life skills and it was rewarding to see the confidence and skill level of each participant improve as they learned.*

Submitted by Paula Cates,  
New Madrid County (August 2020)

*In Cass County, we partner with the Senior Farmer's Market program sponsored by Missouri Department of Agriculture, which allows income-eligible senior citizens to receive \$50 in vouchers to use at the local farmer's markets. I was working with a local senior housing site and about half way through the summer, the housing coordinator indicated that a lot of the residents were not using their vouchers because they were not able to get to the farmer's markets. She wanted to know if she could return the vouchers. She was advised to hold on to them and we would see if we could find a solution. I contacted a local vendor from the farmer's market (another new partnership) to see if they would be willing to do a mobile farmer's market at the three senior housing locations. I was able to connect the vendor and the housing coordinator and they made arrangements for the mobile farmer's market to be at the three senior housing sites. I also talked with the coordinator at the sites and she indicated that she has already talked with the vendor to do the mobile farmer's market program next year at their senior housing sites.*

*This has definitely been a WIN - WIN for everyone involved. We have been able to assist seniors with making healthier food choices, to eat more fresh fruits and vegetables, to budget their food dollars and enhance their meal planning and to keep them from going without food. Additionally, we have been able to work with two new partners. All of this during the pandemic.*

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Submitted by Rhonda Kasper,  
Cass County (September 2020)



*I taught Eating Smart Being Active virtually at the Palmer Center in Independence, Missouri. My favorite lesson of this series was when I taught tips for reading food labels. Since the lesson was virtual, all of my participants had access to foods they normally eat in their own house. Several of my students rushed to their kitchens to grab their bread so we could practice looking together to see if their normal purchase was a whole grain food. Several of my participants then said they would be sure to look for whole grain as the first listed ingredient from now on when they purchase bread at the store.*

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Submitted by Paige Shoemaker,  
Jackson County (September 2020)

*My class at Pathways enjoyed making all the recipes Eating Smart, Being active has to offer. They took those recipes they learned and the ones on the app and were able to use the food they get from the pantry to make healthy meals. They also enjoyed working on adding more physical activity to their day and was excited about continuing to do the walking DVD at home.*

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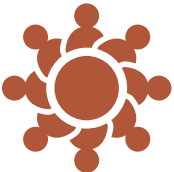
Submitted by Amanda Ast,  
Bates County (December 2019)

# PLAY

**Play:** At places where SNAP recipients play, participants are establishing healthy eating habits and a physically active lifestyle. Participants also learn ways to manage their food resources, which reduces reliance on emergency food systems and food assistance programs and increases food security. MU Extension SNAP-Ed works to prevent or reduce the incidence of overweight, obesity, and other nutrition-related diseases.



## Project summary

	<b>Estimated SNAP-Ed participants reached (total)</b>	<b>21,065</b>
	October 2019–March 2020	<b>12,501</b>
	April 2020–September 2020 (social distancing)	<b>8,564</b>
	<b>Partnering organizations</b> Community centers, recreation centers, and parks	<b>21</b>

## Policy, system, and environmental strategies to support healthy choices

### Eat Smart In Parks and Eat Smart Play Hard

The Eat Smart in Parks (ESIP) program focuses on improving the nutrition environment in concession and vending operations in municipal parks and recreation centers. The Eat Smart, Play Hard program targets school concession stands. Youth and their families often visit these sites, but these sites traditionally offer few healthy options.

Both ESIP and ESPH follow the same approach, which includes an assessment of the existing site environment and menu, customer surveys, healthy taste tests, menu changes and evaluation. Marketing materials are also provided to parks and school sites to promote the new healthy options. These interventions are promoted through MOCAN and annual meetings such as the Missouri Park and Recreation Association.

**In FY20 parks in 7 counties were involved in Eat Smart In Parks projects, and schools in 4 counties were involved in healthy school concessions projects.**

### Zoned playgrounds

Although grade school students often claim recess is their favorite period of the day, many students remain sedentary and do not engage in much physical activity during recess. Now researchers from the University of Missouri have found that creating activity zones on a playground can improve children’s physical activity levels. Zoning a playground involves dividing the existing recess area into separate “zones.” Each zone has a specific activity associated with it, and traditional recess games such as basketball and kickball are reworked to maximize physical activity. Kickball, for instance can be reworked to “hustle kickball,” where children playing the game kick and run in rapid fire, rather than waiting in line to kick. Researchers found that physical activity increased by ten percent on average on a zoned playground compared to a traditional playground.

**In FY20 schools in 5 counties conducted zoned playground projects.**



## Success Stories



*I assisted Gina Lucas, nutrition and health specialist, in teaching a Cooking Matters class at the YWCA in St. Joseph. The participants have been very rewarding to work with. Often a participant would express that they didn't think they would like the recipe that we chose for them to cook. Many times they were pleasantly surprised. One such recipe was the Banana Berry Crumble. Another recipe that surprised them involved coating chicken with crushed cornflakes and then baking rather than frying. It is rewarding when the participants find ways to eat healthier!*

Submitted by Debbie Burke,  
Buchanan County (January 2020)



*During an Eating Smart, Being Active class we were teaching about being active and the importance of exercise. One of the ladies mentioned that she enjoys doing yoga. We talked about how doing a strength and flexibility activity is good for your bones and balance. The other ladies in the group were interested in a yoga class so after our series ended, she decided she would lead them in a class 2× a week.*

Submitted by Sharaya Wright, Ripley  
County (May 2020)

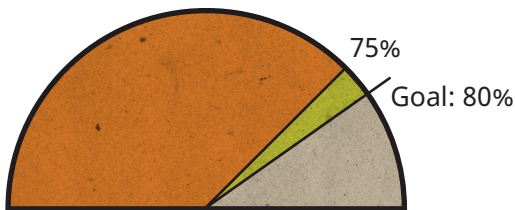


# SHOP

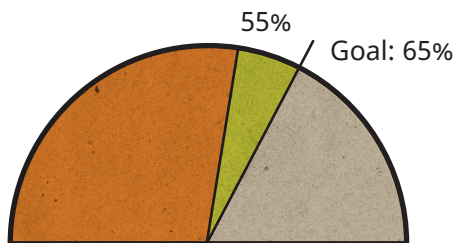
**Shop:** At places where SNAP recipients shop, participants are establishing healthy eating habits and a more physically active lifestyle. Participants also learn ways to manage their food resources, which reduces reliance on emergency food systems and food assistance programs and increases food security. MU Extension SNAP-Ed works to prevent or reduce the incidence of overweight, obesity, and other nutrition-related diseases.

## Project summary

	<b>Estimated SNAP-Ed participants reached (total)</b>	<b>119,393</b>
	October 2019–March 2020	<b>81,599</b>
	April 2020–September 2020 (social distancing)	<b>37,794</b>
	<b>Partnering organizations</b>	
	Emergency food assistance sites, including food pantries and food banks	<b>256</b>
	Farmers markets	<b>8</b>
	Food stores	<b>21</b>



**75% of adults planned meals or shopped with a grocery list at least most of the time\***  
**FY20 Goal: 80%**



**55% of adults used food labels to make food choices most of the time or almost always\***  
**FY20 Goal: 65%**

Note: a total of 1,325 adults assessed

\* Statistically significant improvement, retrospective pre-post;  $p < 0.05$

## Policy, system and environmental strategies to support healthy choices

### Missouri Food Finder

The Missouri Food Finder ([www.MOFoodFinder.org](http://www.MOFoodFinder.org)) is an online tool that easily connects Missouri consumers with people growing and selling locally produced food in their region.

The website was developed to address an immediate need for both agricultural producers and consumers. Because of measures taken to prevent or reduce the spread of COVID-19, local producers and growers experienced disruptions from their usual markets and selling opportunities. Consumers had heightened concerns about how and where they would be able to buy food and some of their usual food options became more limited.

Farmers, growers and local suppliers are able to enter basic information about the food they sell, their hours, location and contact information. That information will automatically appear on a Missouri map. Consumers simply type in their location to see what options are available in the area they select.

**Since its launch on April 21, a total of 279 farmers, growers and local producers in 86 counties registered their locations on the Missouri Food Finder website. Over 15,000 unique users visited the Missouri Food Finder website in FY20.**

*Nutrition program associates Christi Crisp and Ashley Garner provide information at a farmers market in Wright County.*

### Healthy Shelves

Healthy Shelves involves working with food pantry directors and organizers to incorporate nutrition improvement strategies in food pantries and communities. Healthy Shelves provides MU Extension specialists with tools to incorporate a variety of health and nutrition improvement strategies into food pantry activities. The curriculum complies best and promising practices, ranging from increasing the amount of healthy food the pantries offer, to helping food pantries include health-related programs and services during food distribution. In addition, Healthy Shelves provides resources to help specialists engage with food pantry staff, conduct food pantry assessments and develop action plans with food pantries to help them meet their goals.

**In FY20 a total of 12 counties were involved in planning or implementing Healthy Shelves projects.**



## Stock Healthy, Shop Healthy

Stock Healthy, Shop Healthy (SHSH) is a community-driven healthy retail initiative that uses evidence-based practices to increase access to healthy foods by addressing supply and demand at the same time. The program uses nutrition education and community engagement to build demand for healthy foods, bolstered by community organization coalitions that support both demand and awareness. At the same time, SHSH works one-on-one with the retailer to make store modifications and select customer engagement activities. Demand is built both in the community and in the store for healthy foods while the supply is increased and provided by the small food retailer.

**In FY20 Stock Healthy, Shop Healthy projects were active in 1 county.**

### Farmers markets

The number of farmers markets across the U.S. has increased over 80% since 2000. They have become a gathering place for communities, where all income levels can come together to buy fresh, local produce. MU Extension personnel can help community groups organize the resources needed to establish farmers markets and increase food access at farmers markets. Accepting SNAP benefits at farmers markets increases access to healthy foods for low income households, and can provide additional revenue for local farms. Double Up Food Bucks programs help stretch food dollars by providing matching SNAP benefits dollar for dollar up to a certain amount per market visit to use on fruits and vegetables.

**In FY20 MU Extension personnel worked with farmers markets in 11 counties to improve food access for SNAP recipients.**

## Success Stories

*At Raytown Emergency Assistance Program in Raytown Missouri, my adult Eating Smart, Being Active class decided to have a Thanksgiving-themed cooking class for the Plan Shop and Save lesson. This gave clients a chance to suggest healthy options for Thanksgiving dinner. For this lesson plan, we made oven fried fish. After the holidays a client told me she was able to get the items from our Eating Smart, Being Active class from the food pantry. She also said the lesson was very helpful to learn about how to expand food dollars for Thanksgiving dinner.*

Submitted by Crystal Doffoney,  
Jackson County (January 2020)

*I was programming at the Christian County food pantry, Least of These, and a client reported that she tried the lentil tacos with her family. I had given out samples of the lentil tacos the month before while I was teaching Healthy Change Workshop. She made the tacos for her family and had enough of the lentils left over to make burritos for the following evening. Her family liked them and she was able to feed 5 kids using the items she had received from the food pantry.*


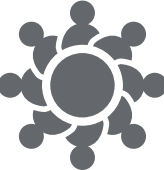
Submitted by Joey Johns,  
Christian County (March 2020)

# WORK

**Work:** At places where SNAP recipients work, participants are establishing healthy eating habits and a more physically active lifestyle. Participants also learn ways to manage their food resources, which reduces reliance on emergency food systems and food assistance programs and increases food security. MU Extension SNAP-Ed works to prevent or reduce the incidence of overweight, obesity, and other nutrition-related diseases.



## Project summary

	<b>Estimated SNAP-Ed participants reached (total)</b>	<b>7,957</b>
	October 2019–March 2020	<b>6,612</b>
	April 2020–September 2020 (social distancing)	<b>1,345</b>
	<b>Partnering organizations</b>	
	Adult education and job training sites	<b>14</b>
	SNAP offices (as program site)	<b>19</b>
	Worksites	<b>2</b>

**100% of SNAP offices provide information to clients about SNAP-Ed.**

## Policy, system and environmental strategies to support healthy choices

### Workplace Wellness

Adult Americans spend a significant amount of time at work, and employers can play an important role in encouraging healthy choices for their employees and family members. The Workplace Wellness initiative aims to help employers create environmental changes and workplace policies that make it easy for employees to initiate and follow through on voluntary health behavior changes related to nutrition and physical activity. These changes may trickle down to family members and their communities. An employer's return on investment for establishing a workplace wellness program includes reduced direct costs, such as health care expenditures and workers' compensation claims. Wellness programs can also positively affect many indirect costs, such as those related to absenteeism and productivity.

Extension faculty use the WorkWell Missouri toolkit with local organizations that meet program qualifications. They support policy, system and environmental changes in Missouri workplaces that will help make healthy eating and physical activity the norm for employees.

**In FY20 employers in 4 counties worked toward workplace wellness activities.**

### Success Story

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*I recently spoke with a woman while programming using the Healthy Change Workshops at the Clinton County Food Stamp Office in Plattsburg. She was under the impression that if you eat healthy no matter which food group it comes from and exercised, you would be healthy. She then asked why it is necessary to eat from all five food groups every day. I explained that each food group contains different nutrients and if you are not eating from all five food groups each day you are robbing your body of some of the nutrients it needs to be healthy. I continued that this is especially true for growing children. She said that she was glad she had asked this question and now plans to continue exercising, but also incorporate eating from all five groups daily. She also plans to make up missed food groups in the form of a snack sometime during her day. She finished by saying that with a new year upon us, it is an even better time for a new healthy lifestyle change!*

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Submitted by Julie Meek,  
Clinton County (January 2020)

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*I have been teaching the Healthy Change Workshops for adult workers at the Pemiscot County Progressive Industries. One student shared with me that she has stopped drinking sodas and has cut back on sugar. As a result of that she has lost some weight and she is now making healthier food choices and planning to continue it in the future.*

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Submitted by Fonda Green,  
Pemiscot County (November 2019)




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*I have been teaching Eating Smart, Being Active with a group of young adults at the Special School District vocational skills program at BJC in St. Louis City, where they are learning job skills by volunteering at Barnes and Children's Hospital in St. Louis. They are also learning interviewing and resume writing skills along with life skills. Our SNAP-Ed program not only helps with life skills but also with this group obtaining skills that could be used in Food Service. Once a month this group cooks a meal for the participants at the Ronald McDonald House. The program director thanked me for continuing to be a part of the Vocational Skills program and said that our program is making a big impact with this group. The program director also asked if it would be okay to use our recipes when they are preparing the meal for the participants at the Ronald McDonald house. The director also said that the Plan, Shop and Save lesson plan has really helped the participants as they go to the grocery store to purchase foods for the once a month meal at the Ronald McDonald House. The teachers are having the participants read labels, find the best bargains and compare prices. I really enjoy working with this group. It is very rewarding for me also to see the participants' faces light up when they are successful with doing a new task that they have never done.*

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Submitted by Barbara Larson,  
St. Louis City (January 2020)

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*I joined Dr. Willa Williams, 4-H Youth Specialist, in a class she has been teaching for many months. The class members are high school students that are receiving Community Emergency Response Training (CERT) training in a partnership with the fire department and 4-H. They invited me to join them to teach kitchen safety and nutrition education. The chief of the fire department asked me to cover the importance of staying hydrated. The lesson on Tuesday, June 16th, was on beverage choices, signs of dehydration, and the importance of water in our diet. The kids enjoyed the fruit-infused water we made, and agreed to cut back on things like energy drinks and sodas. The following Monday I had a call from Willa sharing a great success story. On Saturday, the class had an all-day training in the field with other volunteer firefighters. It was extremely hot and they were in full gear. There were coolers with a variety of beverages, and Willa said all the students were choosing water! At previous all-day trainings in the field, she said they drank sodas. There was also fresh fruit and berries, and assorted cupcakes; they chose the fruit and berries! She wanted me to know the kids really did listen and take the lessons seriously!*

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Submitted by Barb Beck,  
Taney County (July 2020)



## Overall Program Participation

Participant Data for Direct Contacts	
Participants by age	
Youth participants (through grade 12)	79,906
Adult participants (age 19+)	8,715
Participants by race*	
Caucasian	76,599
African-American	7,446
Native American	219
Asian	552
Native Hawaiian or Pacific Island	210
Other	6,258
Participants of Hispanic ethnicity*	2,853
Participants by gender	
Male	43,477
Female	45,144
Educational contacts	
Direct contacts**	391,667
Indirect contacts (family newsletters, health fairs, food pantries, Show Me Nutrition Line)	1,769,570
<b>Total educational contacts</b>	<b>2,161,237</b>
Groups	
Number of groups that participated	7,340
Average number of visits per group	4.4

\* Race/ethnicity numbers are estimated.

\*\* Total face-to-face educational contacts for all groups. Educational contacts for one group = (number of participants in one group) × (number of visits for the group).

Number of Participants by Grade Level or Age	
Grade level	Number of participants
Prekindergarten	9,817
Elementary school (K-5th Grade)	60,725
Middle school (6th-8th Grade)	8,340
High school (9th-12th Grade)	983
Combined grades Pre-K-12	41
Indirect contacts, grades pre-K-12	62,515
Adults age 19-64	5,295
Adults age 65+	3,420
Indirect contacts, adults age 19+	484,966
<b>Total participants</b>	<b>636,102</b>
<b>Total youth participants (through grade 12)</b>	<b>142,421</b>
<b>Total adult participants</b>	<b>493,681</b>

## Overall Program Participation

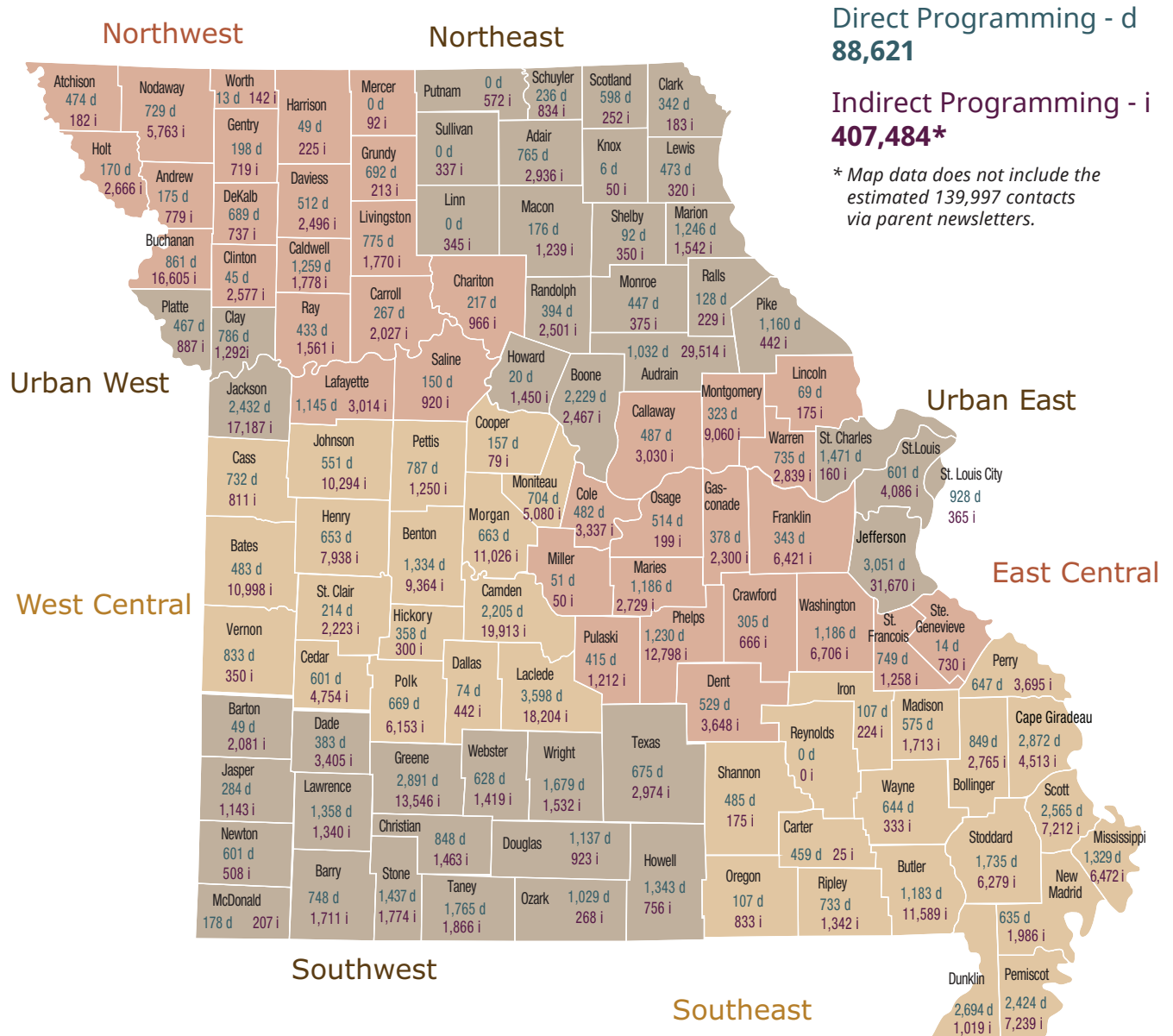
<b>Curriculum Statewide Direct Contacts Summary 2020</b>			
<b>Curriculum</b>	<b>Youth</b>	<b>Adult</b>	<b>Total</b>
Let's Read about Health Eating	8,459	2	8,461
Adventures in Nutrition With the Show-Me Chef	11,951	-	11,951
Fun With Food & Fitness	10,902	-	10,902
Food Group Express	10,089	-	10,089
Building My Body	7,930	-	7,930
Choosing Foods for Me	7,182	-	7,182
Exploring the Food Groups	5,885	-	5,885
Digging Deeper	3,052	-	3,052
Choices and Challenges	2,833	-	2,833
Kids in the Kitchen	4,822	79	4,901
Cooking Matters for Kids	44	-	44
Eating From the Garden	1,899	-	1,899
Live It	512	-	512
Cooking Matters for Teens	-	10	10
Eating Smart, Being Active	446	1,584	2,030
Cooking Matters for Adults*	2	199	201
Cooking Matters at the Store*	19	305	324
Eat Smart, Live Strong	-	114	114
Serving Up MyPlate: A Yummy Curriculum	1,656	-	1,656
Cooking Matters for Parents*	6	120	126
Grow It, Try It, Like It	248	-	248
Getting Healthy Through Gardening	-	59	59
Cooking Matters for Families*	5	7	12
Stay Strong, Stay Healthy Level 1	-	236	236
Stay Strong, Stay Healthy Level 2	-	12	12
Healthy Change Workshops	15	5,928	5,943
Healthy Plants, Healthy Bodies	1,904	-	1,904
Materials during disaster response	5	0	5
Cooking Matters - Virtual*	18	60	78
<b>Totals</b>	<b>79,906</b>	<b>8,715</b>	<b>88,621</b>
* This curriculum includes classes taught by Operation Food Search.			



# Overall Program Participation

## Participants Per County

FNP Fiscal Year 2020



**Total Participants: 636,102**

**Total direct programming: 88,621**

**Total indirect programming: 547,481**

Shaded areas on the map show the MU Extension regions.

## Missouri FNP Budget Fiscal Year 2020

Item	Budget STATE (\$)	Actuals* STATE (\$)
<b>Personnel</b>		
Salaries and wages	4,696,034	4,864,961
Benefits	1,573,585	1,588,544
<b>Supplies</b>		
Postage	52,300	21,437
Office supplies	127,748	294,703
Telephones	16,150	23,662
Advertising	205,600	155,744
<b>Nutrition education materials with copying</b>	461,218	328,022
<b>Travel</b>		
In/out-state	350,040	198,975
<b>Administrative expenses</b>		
Building lease/rental	414,640	420,534
Maintenance	23,750	30,739
Other	37,385	27,186
<b>Contract/grants</b>	45,000	45,000
<b>Total operating</b>	8,003,450	7,999,507
Direct costs	8,003,450	7,999,507
Total indirect*	1,961,390	1,965,333
<b>Total federal costs</b>	<b>9,964,840</b>	<b>9,964,840</b>
<b>TOTAL COST</b>	<b>9,964,840</b>	<b>9,964,840</b>
* Indirect costs are calculated at 26 percent of the total awarded amount.		

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<https://twitter.com/MUExtNutrHealth>



YouTube: MU Extension – Nutrition & Health



<http://missourifamilies.org>

# Running out of money for food?

**Contact your local food stamp  
office or go online to**

***[https://mydss.mo.gov/food-assistance/  
food-stamp-program](https://mydss.mo.gov/food-assistance/food-stamp-program)***

**For more information on nutrition and physical  
activities you can do with your family,  
call MU Extension's Show Me Nutrition line at**

**1-888-515-0016**



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