

Plan for Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) in Buffalo, Pepin, Jackson and Trempealeau Counties during Fiscal Year 2010

Brief overview of Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) in Buffalo, Pepin, Jackson, and Trempealeau Counties

Buffalo, Pepin, Jackson and Trempealeau (BJPT) Counties SNAP-Ed program envisions communities where food stamp eligible individuals and families eagerly access SNAP-Ed learning opportunities to increase nutrition, shopping, and food safety knowledge and skills resulting in greater security and health among people of all ages. From 2004 to 2008 annual program contacts in the four-county project has increased from 4,325 to 10,845. During this period there has been a shift from adult and older adult audiences to youth and young family audiences. 2004 contacts and percentage of contacts are described as follows: youth - 2%, parents of young children – 14%, adults – 29%, and older adults – 22%. In 2008 our contacts have shifted to youth - 50%, parents of young children/infants – 30%, adults - 18%, and older adults - 2%. Educational programming during this time changed from 92% of contacts participating in learn-while-you wait sessions and 1% in multi-session groups during 2004 to 79% learn-while-you wait and 20% multi-session groups in 2008. The described shifts in contact type and educational programming type have been a result of increased partnership sites in low-income school settings and fewer partnership sites with county senior service or aging agencies. School sites have increased from one in 2004 to six in 2008. Hispanic contacts have quadrupled in number from 103 (2%) in 2004 to 440 (4%) in 2008. According to Wisconsin Department of Health Services website data, unduplicated food stamp recipients in the four-county area increased approximately 16% from 2007 (6252) to 2008 (7287).

Description of new initiative or special project within SNAP-Ed in the Counties during FY10

In early 2009 the BJPT coordinator and the Trempealeau County Senior Services shared concerns that although both Jackson and Trempealeau Counties are among the nine counties with the highest poverty rate amongst those ages 65 and older, neither county was participating in the Senior Farmers' Market Nutrition Program (SFMNP). As a result of the conversations, Trempealeau County Senior Services submitted a joint application to participate on behalf of Buffalo, Jackson, and Trempealeau counties. Trempealeau and Jackson were selected to begin participation in the summer of 2009. Previous partnerships with the agencies serving the older population in both Jackson and Trempealeau had resulted in positive impacts, but the documentation indicating that our nutrition educators were teaching the population of food stamp eligible seniors was difficult. Although the SFMNP program does not create any cost-share opportunities for our SNAP-Ed project, our program now has the documentation that allows our educators to deliver nutrition messages regarding the benefits of eating fresh fruits and vegetables to older adults in our area. In the short-term, our goal is to increase awareness of the health benefits of eating fresh fruits and vegetables and to increase the consumption of produce.

Food Security Programming Efforts Planned

Planning with Trempealeau County Human Services Economic Support and Western Dairyland, EOC is in preliminary stages with the goal of offering a poverty awareness activity in late 2009 or early 2010 for county government agencies, policy makers and organizations.

Educational Projects planned for FY10

Supplemental Nutrition Assistance Program Nutrition Education efforts during fiscal year 2010 will focus on the following Educational Projects:

- **In School.** *Teaching groups of children during the school day.*
- **After School/Summer Programs.** *Teaching groups of children after school, summer school, school or community gardens.*
- **Parent meetings/Family Resource Centers.** *Teaching parents of infants and/or children (Head Start parents, Family Resource Centers, Healthy Families group meetings, school age parent groups, etc.)*
- **WIC Clinics.** *Teaching learners at WIC.*
- **Group Homes/Centers for Disabled Adults.** *Teaching disabled adults in independent living situations or those working toward independence.*
- **Senior Dining Sites/Senior Centers.** *Teaching senior adults at Senior Dining sites, senior housing settings, other teaching for senior adults.*
- **Food Pantries.** *Teaching at food pantries, commodity food sites, etc.*
- **Other Programs for Adults.** *Teaching groups of adults at adult education programs, ESL classes, sheltered housing, recovery programs, Senior Farmers' Market, etc.*

Descriptions of Selected Educational Projects

- **In School.** *Teaching groups of children during the school day.*

Educational needs and assessment: Consultation with the teachers and food service personnel when appropriate indicated that many children do not eat breakfast either at school or at home. During lunch children are very picky about eating fruit, vegetables, whole grains, legumes, and low-fat or fat-free milk.

Please note that 1 = classroom education at elementary school; 2 = Cafeteria learn-while-you-eat; and 3 = classroom education at alternative school

Educational Programming planned: 1) Grades K-3 will use Smart Eating and Reading curriculum from Oregon State Extension. Grades 4-6 will use Power of Choice-WIN Kids lessons in Wellness from University of Wyoming; 2) Power Up With Breakfast and Nutrition Explorations from School Nutrition Association and the National Dairy Council; and 3) Youth Curriculum Sourcebook, *Stretching Food Dollar EFNEP Booklet*, *Stepping Up* for adults.

Activities: 1 and 3) activities from above curriculums; 2) Short activities from Power Up and Nutrition Explorations with the accompanying newsletters for parents

Partners: 1) Alma Center School District, and Osseo-Fairchild School District; 2) Alma Center School District, Osseo-Fairchild School District, and Whitehall School District; 3) Durand School District. Sites or locations: 1) Merrilan Elementary School, Fairchild Elementary School; 2) Merrilan Elementary School, Alma Center Junior High School, Fairchild Elementary School, Sunset Elementary School, and Pigeon Falls Elementary School; 3) Maxville Alternative School

Anticipated number of Learners (unduplicated): 625

Anticipated number of Teaching Contacts (duplicated count): 8,000

- **After School/Summer Programs.** *Teaching groups of children after school, summer school, school or community gardens.*

Educational needs and assessment: Directors of after school and summer programs indicate children choose less than healthy snacks and beverages too often and have less than suggested physical activity.

Educational Programming planned: The WIN Kids curriculum will be used to encourage walking, focus on less sugar and fat in snacks, and creating awareness of the pitfalls of “super-sizing.” The after school programming will utilize recipes from Kids a Cooking, KSU.

Activities: Youth will learn about importance of physical activity through walking curriculum and promoting walking to their families and friends. There will be short lessons adapted from the WIN Kids curriculum on choosing healthy snacks and appropriate portion sizes. Simple food preparation will be included in the after school program.

Partners: Alma Center School District and

Sites or locations: Alma Center Summer school program (Alma Center and Merrilan schools), Black River Falls School District, and Black River Falls Boys and Girls Club

Anticipated number of Learners (unduplicated): 85

Anticipated number of Teaching Contacts (duplicated count): 475

- **Parent meetings/Family Resource Centers.** *Teaching parents of infants and/or children (Head Start parents, Family Resource Centers, Healthy Families group meetings, school age parent groups, etc.)*

Educational needs and assessment: Western Dairyland Head Start conducts a survey of parents in late summer home visits. We roll with the punches after that but our intention is to incorporate portions of *Raising Healthy Eaters*.

Educational Programming planned: Nibbles for Health will likely have resources that fit the needs

Activities: Usually one parent session and/or one parent conference walk-by is conducted.

Partners: Western Dairyland Head Start

Sites or locations: Black River Falls, Blair, Whitehall, Strum, and Naples or Buffalo County Home-Base

Anticipated number of Learners (unduplicated): 70

Anticipated number of Teaching Contacts (duplicated count): 140

- **WIC Clinics.** *Teaching learners at WIC.*

Educational needs and assessment: WIC directors asked that the new WIC package components and changes be addressed to help promote the acceptance and use of the new food package.

Educational Programming planned: Teaching resources used will be Flip Charts: Move to Low-fat Milk, Fruits & Vegetables and Munch More, and Serving Up Whole Grains.

Activities: Learn-while-you-wait interactions with clients using flip charts and Inside the Pyramid Tip Sheets

Partners: Health Department/WIC agencies in each county: Buffalo, Pepin, Jackson, and Trempealeau

Sites or locations: Mondovi, Alma, Galesville, Whitehall, Arcadia, Strum, Pepin, and Durand.

Evaluation of outcome/impact: The effectiveness of WIC education will be measured by the survey of WIC staff and the learn-while-you-wait suggested questions regarding whole grains and fruits and vegetables.

Anticipated number of Learners (unduplicated): 400

Anticipated number of Teaching Contacts (duplicated count): 4,000

- **Gardens.** *Teaching adults or parents at community gardens*

Educational needs and assessment: Trempealeau County Health Department has coordinated a community garden for two years in a spot that has not been able to meet the needs of interested parties (largely the Hispanic population in Arcadia). UW-Extension has negotiated a use arrangement with the Arcadia School District to use school property on the edge of town for a community garden. Assessment has been through word of mouth and consultation with the Arcadia school board and administration. A similar project is underway with the Jackson County Community Garden. The 4-H and Youth Agent at Jackson County is coordinating UW-Cooperative Extension office's participation.

Educational Programming planned: UW-Extension SNAP-Ed will provide workshops on preserving and preparing garden produce. A similar arrangement is underway in Jackson County with the use of city owned land.

Activities: Seasonal preservation and preparation workshops that coincide with the harvest of various garden produce.

Partners: Trempealeau County UW-Cooperative Extension Agriculture Program and Jackson County UW-Cooperative Extension 4-H and Youth Program.

Sites or locations: Arcadia and Black River Falls.

Anticipated number of Learners (unduplicated): 20

Anticipated number of Teaching Contacts (duplicated count): 80

- **Group Homes/Centers for Disabled Adults.** *Teaching disabled adults in independent living situations or those working toward independence.*

Educational needs and assessment: The director and staff at the Lutheran Connections day site identify that clients need to improve skills preparing simple snack and light meals. Observations also indicate that clients are more apt to try unfamiliar healthy foods that they help prepare.

Educational Programming planned: Small group food preparation and healthy food tasting sessions. Let's Get Cooking "Low Literacy" recipes from Cornell Extension, recipes found at SNAP-Ed Connection Recipe Finder, and the Simply Good Eating Curriculum from the U of Minnesota.

Activities: 30-45 minute cooking or tasting session.

Partners: Lutheran Social Services

Sites or locations: Black River Falls Connections

Anticipated number of Learners (unduplicated): 20

Anticipated number of Teaching Contacts (duplicated count): 400

- **Senior Dining Sites/Senior Centers.** *Teaching senior adults at Senior Dining sites, senior housing settings, other teaching for senior adults*

Educational needs and assessment: Trempealeau County's low-income senior population is among the top nine in Wisconsin. However the only sites that can be documented as low-income for the seniors are the housing sites. Through observation and anecdotal local assessments, seniors find it difficult to prepare food for one or two and often eat convenience foods such as canned soup, cheese, crackers, and pre-packaged meals often high in sodium, fat, sugar, and low in fiber.

Educational Programming planned: Small group activities using the materials at

www.fda.gov/opacom/lowlit/eatage.html and

www.healthyarkansas.com/healthy_aging/pdf/eating_well_age.pdf and

<http://noahnet.myweb.uga.edu/plans.html>

Partners: Senior Low-Income Housing

Anticipated number of Learners (unduplicated): 20

Anticipated number of Teaching Contacts (duplicated count): 360

- **Food Pantries.** *Teaching at food pantries, commodity food sites, etc.*

Educational needs and assessment: Volunteer food pantry/TEFAP (The Emergency Food Assistance Program) coordinators indicate that food pantry participants are not receptive to some available foods at the pantry.

Educational Programming planned: Educators provide information on how to prepare and use the foods that participants often refuse. Samples of the food allow the participant to try foods that may be unfamiliar to them. Recipes are used from the SNAP-Ed Connection Recipe Finder. Portions of the flip charts, *Fast, Convenient, Cheap* curriculum, *and Get the Most for Your Food Dollar*

Activities: Learn-while-you-wait education.

Partners: Western Dairyland TEFAP at Buffalo, Jackson, and Trempealeau Counties and the Durand Food Pantry

Sites or locations: Jackson County Food Pantry (Taylor), Arcadia Food Pantry, Alma Food Pantry, and Durand Food Pantry.

Anticipated number of Learners (unduplicated): 350

Anticipated number of Teaching Contacts (duplicated count): 4,000

- **Other Programs for Adults.** *Teaching groups of adults at adult education programs, ESL classes, sheltered housing, recovery programs, etc.*

Senior Farmers' Market Nutrition Program. See the section on new initiative.

Anticipated number of Learners (unduplicated): 200

Anticipated number of Teaching Contacts (duplicated count): One face-to-face contact at the time the senior signs up for the vouchers at outreach or office sites.