



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**
 - **Building Capacity through peer-to-peer outreach** (<https://wasnap-ed.org/peer-to-peer-advocacy-building-capacity-for-snap-ed-outreach/>)
 - **Tulalip SNAP-Ed program** (<https://wasnap-ed.org/tulalip-tribes-first-successful-eating-smart-being-active-esba-class-on-the-tulalip-reservation/>)
- **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/>