



NEVADA  
SNAP-ED

# NEVADA SNAP-ED

- 100% federally funded by USDA
- Advised by Nevada Nutrition Assistance Consortium (NNAC)
- Guided by Statewide Needs Assessment

# TARGET POPULATION

A large, semi-transparent target graphic is centered on the page. It features a light blue silhouette of a person standing in the center, with three concentric red rings around it. The background is a light beige color.

- SNAP participants
- Low-income individuals who qualify to receive SNAP benefits (or other federal assistance programs)
- Individuals residing in communities with a significant low-income population

# OVERALL FOOD INSECURITY IN NEVADA BY COUNTY IN 2017

County	Population	Food Insecurity Rate	Estimated number of food insecure individuals	% below 200% poverty	% above 200% poverty
Carson City	54,219	12.4%	6,740	77%	23%
Churchill	24,022	12.7%	3,040	69%	31%
Clark	2,112,436	12.6%	265,720	78%	22%
Douglas	47,632	11.0%	5,250	58%	42%
Elko	52,377	8.7%	4,550	63%	37%
Esmeralda	1,102	11.1%	120	100%	0%
Eureka	1,728	11.5%	200	48%	52%
Humboldt	17,088	7.6%	1,300	75%	26%
Lander	5,887	7.9%	470	63%	37%
Lincoln	5,203	12.5%	650	60%	40%
Lyon	52,303	12.3%	6,410	73%	27%
Mineral	4,471	15.1%	670	70%	30%
Nye	43,296	14.1%	6,120	77%	23%
Pershing	6,661	11.1%	740	57%	43%
Storey	3,891	10.2%	400	59%	41%
Washoe	445,551	11.2%	49,690	73%	28%
White Pine	9,858	10.8%	1,070	62%	38%
<b>Nevada</b>	<b>2,940,058</b>	<b>12.7%</b>	<b>372,820</b>	<b>76.0%</b>	<b>24.0%</b>

Source: (Feeding America Research, 2019) *Map the Meal Gap*

# STATE PRIORITIES

- **Overall State Goal:**

Improve the likelihood that Nevadans eligible for SNAP will make healthy food choices with a limited budget and choose physically active lifestyles.

- **Priority Overall Objectives:**

Assist Nevadans in overall diet quality and beverages (R1 and R5)

Reduce food insecurity through Food Resource Management (R6)

Increase Physical Activity and decrease sedentary behavior (R7)

Increase daily fruit and vegetable consumption (R2)

- **Priority Focus areas for direct education and PSE are:**

Early Childhood

School Health

Food Resource Management

Adults and including those with disabilities

# IMPLEMENTING AGENCIES (IAs) -- 13

- Division of Public and Behavioral Health (DPBH)
- Food Bank of Northern Nevada (FBNN)
- Healthy Communities Coalition (HCC)
- HELP of Southern Nevada
- Lutheran Social Services Network (LSSN)
- Nye Communities Coalition (NyECC)
- On Common Ground (OCG)
- Southern Nevada Health District (SNHD)
- Te-Moak Tribe of Western Shoshone
- Three Square
- University of Nevada Cooperative Extension (UNCE)
- University of Nevada Reno, Rethink Your Drink (RYD)
- Washoe County Health District (WCHD)

# IMPLEMENTING AGENCIES STRATEGIES

## 1. Early Childhood

Description of Strategy	Implementing Agency
<b>1.1</b> Enhance the nutrition environment in Early Care and Education (ECE) programs and centers through nutrition education and PSE change.	NyE Communities Coalition Te-Moak Tribe of Western Shoshone University of Nevada Cooperative Extension
<b>1.2</b> Improve physical activity environment in ECE through education and PSE change.	Division of Public and Behavioral Health NyE Communities Coalition Te-Moak Tribe of Western Shoshone University of Nevada Cooperative Extension
<b>1.3</b> Conduct promotional (social marketing, social media) efforts for PSE in early childhood and coordinate with state and/or local SNAP-Education partners.	Division of Public and Behavioral Health NyE Communities Coalition

## 2. School Health

### Description of Strategy

### Implementing Agency

#### 2.1

Improve the school nutrition environment through access to nutrition education in the classroom and PSE change.

Healthy Communities Coalition of Lyon & Storey Co.  
HELP of Southern Nevada  
NyE Communities Coalition  
University of Nevada Cooperative Extension  
University of Nevada, Reno

#### 2.2

Support the physical activity school environment through education and the comprehensive school physical activity programming.

NyE Communities Coalition  
University of Nevada Cooperative Extension

#### 2.3

Conduct promotional (social marketing, social media) efforts for school health and coordinate with state and/or local SNAP-Ed partners.

Healthy Communities Coalition of Lyon & Storey Co.  
NyE Communities Coalition



### 3. Increase Food Security

Description of Strategy	Implementing Agency
<b>3.1</b> Support families through food resource management classes to assist in healthy meal planning and budgeting.	Food Bank of Northern Nevada Healthy Communities Coalition of Lyon & Storey Co. HELP of Southern Nevada Lutheran Social Services of Nevada On Common Ground Three Square University of Nevada Cooperative Extension
<b>3.2</b> Implement PSE changes to encourage healthy food choices among pantry clients.	Healthy Communities Coalition of Lyon & Storey Co. Lutheran Social Services of Nevada NyE Communities Coalition Three Square
<b>3.3</b> Increase access and availability of healthy food in the community, including mobile vendors, farmers' markets, corner/country stores, and grocery stores.	Division of Public and Behavioral Health Healthy Communities Coalition of Lyon & Storey Co. NyE Communities Coalition On Common Ground University of Nevada Cooperative Extension
<b>3.4</b> Conduct promotional (social marketing) efforts with Food Security and coordinate with state and/or local SNAP-Ed partners.	Healthy Communities Coalition of Lyon & Storey Co. Lutheran Social Services of Nevada NyE Communities Coalition

#### 4. Adults and those with Disabilities

Description of Strategy	Implementing Agency
<p><b>4.1</b> Provide evidence-based healthy eating and physical activity education in support of policy, system, and environmental change strategies to eligible adult and those with disabilities audiences in eligible community sites to promote consumption of healthy foods and beverages and active lifestyles.</p>	<p>Lutheran Social Services of Nevada NyE Communities Coalition On Common Ground Southern Nevada Health District Te-Moak Tribe of Western Shoshone Three Square University of Nevada Cooperative Extension University of Nevada, Reno</p>
<p><b>4.2</b> Provide evidence-based healthy eating and physical activity education in support of policy, system, and environmental change strategies to eligible seniors and those with disabilities audiences in eligible community sites to promote consumption of healthy foods and beverages and active lifestyles.</p>	<p>Food Bank of Northern Nevada Lutheran Social Services of Nevada NyE Communities Coalition On Common Ground University of Nevada Cooperative Extension</p>
<p><b>4.3</b> Support family-friendly physical activity opportunities throughout the year, throughout the community.</p>	<p>NyE Communities Coalition On Common Ground University of Nevada Cooperative Extension</p>
<p><b>4.4</b> Conduct promotional (social marketing, social media) efforts for adults and coordinate with state and/or local SNAP-Ed partners.</p>	<p>Lutheran Social Services of Nevada NyE Communities Coalition On Common Ground Southern Nevada Health District University of Nevada, Reno</p>

# TIMELINES

- Annual SNAP-Ed Guidance available in Spring – April
- Nevada Guidelines – May
- Letters of Intent DUE – Early June
- Proposals DUE – Mid July
- Review committee selects programs to be included in State Plan
- Proposed Plan to USDA – August 15
- Funding awarded – October 1 (federal fiscal year)



# IDEAS FOR FUTURE GROWTH

1. HPM3 to shape the Nutrition Unit
2. NNAC stakeholders engagement
3. RFA distribution more broadly
4. Engage tribal communities
5. Adopting/Creating IA procedure manual from other states
6. Innovative approaches to evaluation
7. Recently obtained approval for 2 year plan