

Steps to Health

Supplemental Nutrition Assistance Program Education (SNAP-Ed)



What is Steps to Health?

North Carolina State University's SNAP-Ed Program is **Steps to Health**. Steps to Health educates and inspires limited resource North Carolinians to eat smart and move more through nutrition and food resource management education programs targeting elementary-aged children, adults, older adults, families, and Latino families.

Steps to Health is delivered by county-based educators across North Carolina. Steps to Health educators are:

- **Members** of the community they support
- **Trained** by university faculty to influence changes in behavior and impact the lives of those they teach
- **Skilled** in using hands-on, interactive teaching methods
- **Committed** to delivering research-based instruction
- **Dedicated** to reaching diverse, low-income populations

What is SNAP-Ed?

Supplemental Nutrition Assistance Program Education (SNAP-Ed) is the nutrition education arm of SNAP. Funded through the US Department of Agriculture and delivered nation-wide, it brings together federal, state, and local resources to improve the likelihood that families enrolled in and eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles.



Defining the Problem

Obesity and related chronic diseases are prevalent among North Carolinians. With **2/3** of adults overweight or obese, North Carolina ranks **13th** in the nation for obesity, and **9th** and **17th** highest for adult diabetes and hypertension, respectively. Poor eating practices and physical inactivity are not limited to adults. Children are following closely in their footsteps, with only **1 in 4** eating recommended amounts of fruits and vegetables and almost half spending more than 2 hours watching television every day.

The prevalence of food insecurity in North Carolina is higher than the national average.

1/4  children in NC live in households that lack access to adequate food.

3/10  kids in NC rely on SNAP to meet their nutritional needs.

STEPS TO HEALTH PROGRAMS AND INITIATIVES



Direct Nutrition Education Programs

The foundation of Steps to Health is multi-session, direct nutrition education programs. All programs are interactive and multi-sensory, incorporating hands-on activities, taste tests/food demonstrations, games, discussion, physical activity, and goal setting into each session. Participants receive take-home items to extend learning beyond the class environment.

Steps to Health direct education programs include:

- Color Me Healthy for SNAP-Ed for Kindergarten and Pre-K
- 2nd Grade
- 3rd Grade
- 4th Grade Garden
- CATCH Kids Club Out-of-School Time
- Eat Smart, Move More, Take Control
- Faithful Families Eating Smart and Moving More
- Better Food Better Health for Spanish-speaking families

Supplemental Events and Activities

In addition to multi-series education programs, Steps to Health partners with sites and organizations to provide one-time educational opportunities such as a taste test at a food pantry or a demonstration booth at a health education event at an elementary school.



Policy, Systems, and Environmental Change Initiatives

Steps to Health builds on and enhances education on the individual level by providing site-specific resources and engaging site leadership to address policy, systems, and environmental (PSE) change. All sectors of society, including individuals and families, educators and health professionals, communities, organizations, businesses, and policymakers, contribute to the food and physical activity environment in which people live, learn, work, and play. Combining PSE initiatives with individual education is more effective than either strategy alone for preventing overweight and obesity.

STH PSE Settings

- Early Care and Education Centers
- Elementary Schools
- Congregate Nutrition Sites
- Faith Communities
- Food Pantries
- Small Retail Stores
- Worksites
- Healthcare Facilities
- Out-of-School Time Programs

Steps to Health PSE activities include:

- Environmental scans and assessments
- Best practice education and training
- Guided action planning for change
- Implementation resources
- Community engagement
- Partnerships and collaborations on the local, regional, and state level

Social Marketing Campaign

The Steps to Health social marketing campaign provides consumer-focused nutrition education messages through a variety of channels including billboards, radio and TV commercials, digital platforms, and print materials. The main objective of the campaign is to improve nutrition and physical activity behaviors across SNAP-Ed audiences in North Carolina, primarily mothers with young children.



Social Media

Steps to Health social media outlets extend the key nutrition messages, engaging broader audiences online. LIKE us on Facebook at "Steps to Health, NCSU SNAP-Ed."