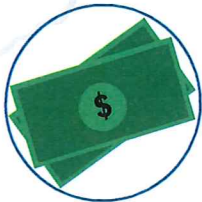


# SNAP-ED WORKS 2015

Supplemental Nutrition Assistance Program - Education

## The Challenge



**\$3.1 Billion**  
cost of obesity in Wisconsin per year.



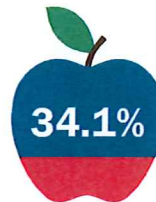
**2 in 3**

Wisconsin adults are overweight and obese.



**1 in 4**

Wisconsin adolescents are overweight and obese.



**34.1%**

**Percentage of**

adolescents that consume less than one serving of fruits and vegetables daily.



**35.7%**



**1 in 9**

Wisconsin households face food hunger/insecurity.

## The Solution

### Empower

families with limited financial resources to choose healthful diets and become more food secure by spending food dollars wisely.

### Expose

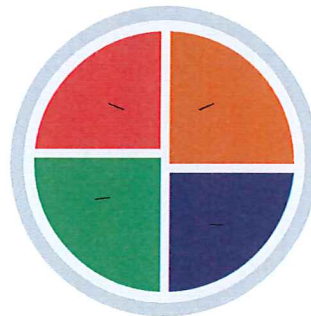
children to new fruits and vegetables and why they are important.

### Teach

parents how to plan, buy and prepare healthy meals.

### Support

communities in making the healthy choice the easy choice where people live, learn, work and play.



## The Results

### SNAP-Ed Reach



**900**  
partner organizations, maximizing program reach.



**666,300**  
individuals reached through newsletters and websites.



**107,556**  
participants in direct education, 52% of them were children.



**33**  
community-based efforts to increase access and availability of healthy foods.

### SNAP-Ed Impact



**39%**  
of parents said children were eating more vegetables.



**48%**  
of parents said children were eating more fruit.



**89%**  
of adults said they intended to plan meals more often.



**79%**  
of adults said they learned at least one way to save money.

#### Sources:

Trogdon et al. State- and Payer-Specific Estimates of Annual Medical Expenditures Attributable to Obesity. Obesity (2011).  
Coleman-Jensen et al. Household Food Security in the United States in 2014, ERR-194. U.S. Department of Agriculture, Economic Research Service, September 2015.

For further information and resources go to:  
<http://www.cdc.gov/nccdphp/DNPAO/index.html>

