

SNAP-ED REGIONAL PROFILE

November 2017

ST. JOHNSBURY DISTRICT

The Vermont Department of Health Supplemental Nutrition Assistance Program Education (SNAP-Ed) works to improve the likelihood that low-income women and children in Vermont will make healthy food choices within a limited budget and choose physically active lifestyles. SNAP-Ed directly addresses lack of physical activity and poor diet, which, along with tobacco use, contribute to four diseases (cancer, heart disease and stroke, type 2 diabetes, lung disease), leading to more than 50% of all deaths in Vermont. Visit [3-4-50](#) to learn more about chronic disease in Vermont.

SNAP-Ed collaborates with agencies throughout the state to implement evidence-based nutrition education and obesity prevention strategies, including direct education; social marketing; and policy, systems, and environmental strategies.

SNAP-Ed strategies focus on increasing access to and appeal of fruit and vegetable consumption and physical activity among SNAP eligible women with children in five target districts throughout Vermont: Barre, Bennington, Newport, Rutland and St. Johnsbury.

Reduce Obesity

Increase Knowledge & Attitudes

Increase Healthy Eating Behaviors

Increase Physical Activity Behaviors

SNAP-Ed Implementing Partners

- **Hunger Free Vermont**, an education and advocacy organization working to end the injustice of hunger and malnutrition for all Vermonters.
- **Vermont Food Bank**, the largest hunger relief organization in the state, working to gather and share quality food and nurture partnerships so that no one in Vermont will go hungry.
- **Come Alive Outside**, a community-based organization that facilitates collaborative community systems to create awareness, intention, and opportunity for people to live healthier lives outside.



Hunger Free Vermont Implements:

The Learning Kitchen, a six-lesson direct service nutrition and cooking education series. The series helps participants gain the skills and knowledge needed to prepare nutritious, low cost meals and make healthy choices within a limited budget.

Nutrition and Physical Activity Self-Assessment for Child Care, a program that aids early child care centers in improving policies and environments to promote healthy food and physical activity.

Vermont Food Bank Implements:

VT Fresh, a nutrition education strategy in which food shelves conduct cooking demonstrations and taste tests to promote fruit and vegetable consumption.

Veggie Van Go, mobile food shelf sites at hospitals and schools that provide nutrition education via cooking demonstrations and taste tests to promote fruit and vegetable consumption.

Policy, systems and environmental strategies at food shelf and mobile food shelf sites to improve procurement, storage, displays, promotion and messaging to encourage fruit and vegetable consumption.

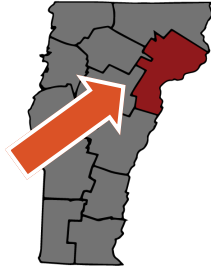
Come Alive Outside Implements:

Summer Wellness Passport Program, a community strategy to engage children and families in physical activity using a "passport" system to promote and track physical activity. This program is currently implemented in Rutland only.

SNAP-Ed strategies are supported by a social media campaign to educate families on eating healthy; accessing, storing, and preparing healthy food; and promoting physical activity. The social media campaign includes a website, www.healthyinasnapvt.org; a Facebook page and other social media assets; radio ads; and print materials.

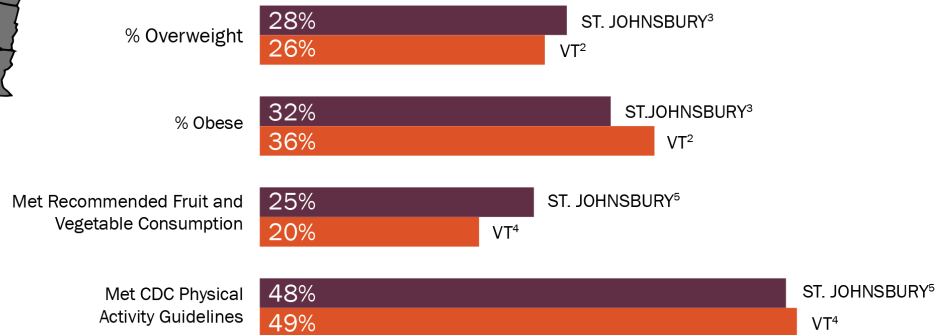
ST. JOHNSBURY DISTRICT

The St. Johnsbury district, located in northern Vermont, has a population of 34,377.¹ About 31% of the population has a household income of < 185% of the Federal Poverty Level (FPL), compared to the state average of 28%.²



SNAP-Ed Target Population - St. Johnsbury

Among women living below 185% FPL



SNAP-ED in St. Johnsbury

SNAP-Ed obesity prevention efforts in the St. Johnsbury district during federal fiscal year 2017 included nutrition education and policy, systems, and environmental strategies implemented by Hunger Free Vermont and Vermont Food Bank.

Nutrition Education – St. Johnsbury District – FY ‘17

The Learning Kitchen

1 adult series conducted | 12 enrolled | 5 completed
3 youth and young adult series conducted | 41 enrolled | 28 completed



52% increased daily fruit consumption among participants in all SNAP-Ed regions

42% increased daily vegetable consumption among participants in all SNAP-Ed regions

VT Fresh

Available in 3 food shelves | 103 participants reached | 9,568 patrons exposed to point of decision prompts

63% improved attitudes on eating fruits and vegetables among participants in all SNAP-Ed regions

73% more likely to eat Food Demo fruit or vegetable among participants in all SNAP-Ed regions

Veggie Van Go

Available in 1 hospital and 1 school | 333 participants reached



24% increased daily fruit consumption among participants in all SNAP-Ed regions

32% increased daily vegetable consumption among participants in all SNAP-Ed regions

Policy, Systems, & Environmental (PSE) Strategies – St. Johnsbury District – FY ‘17

VT Fresh

46 PSE strategies implemented in 3 food shelves to expand access and improve appeal for fruit and vegetable consumption

Veggie Van Go

30 PSE strategies implemented in 1 hospital and 1 school to expand access and improve appeal for fruit and vegetable consumption



APPENDIX

The following tables compare health indicators for the St. Johnsbury district population to health indicators for the Vermont population. The tables use state surveillance data. These health indicators will be monitored and reported over time to assess change in SNAP-Ed program outcomes.

Fruit and Vegetable Consumption				
*FPL = Federal Poverty Level	Fruit consumption 2+ times daily	Vegetable consumption 3+ times daily	Fruit or vegetable consumption 5+ times daily	Poor fruit or vegetable consumption (<1 fruit / day and < 1 vegetable / day)
Vermont Adults ⁴	32%	20%	20%	11%
Vermont Women ⁴	38%	25%	25%	9%
Vermont Women <185% FPL ⁴	31%	19%	20%	17%
Women <185% FPL in the St. Johnsbury District ⁵	47%	23%	25%	11%

Physical Activity		
	No leisure time physical activity	Met CDC aerobic physical activity guidelines
Vermont Adults ^{2,4}	18%	59%
Vermont Women ^{2,4}	17%	59%
Vermont Women <185% FPL ^{2,4}	29%	49%
Women <185% FPL in St. Johnsbury District ^{3,5}	38%	48%

Unhealthy Weight		
	Overweight	Obese
Vermont Adults ²	34%	28%
Vermont Women ²	25%	27%
Vermont Women <185% FPL ²	26%	36%
Women <185% FPL in St. Johnsbury District ³	28%	32%

¹ Vermont Department of Health. Vermont Population Estimates, 2015.

² Vermont Department of Health. Behavioral Risk Factor Surveillance Survey 2016

³ Vermont Department of Health. Behavioral Risk Factor Surveillance Survey 2015 - 2016

⁴ Vermont Department of Health. Behavioral Risk Factor Surveillance Survey 2015

⁵ Vermont Department of Health. Behavioral Risk Factor Surveillance Survey 2013 & 2015

This material was funded by USDA's Supplemental Nutrition Assistance Program (SNAP). USDA is an equal opportunity provider and employer. In Vermont, SNAP is called 3SquaresVT. It can help low income people buy foods for a better diet. To find out more, visit the 3SquaresVT page at <http://dcf.vermont.gov/esd>