

FY22 Indirect Education

# IMPACT REPORT

MSU Extension partners with Michigan Department of Health and Human Services (MDHHS) to provide Supplemental Nutrition Assistance Program Education (SNAP-Ed), a nutrition education program to reduce hunger and food insecurity and promote healthy eating habits.



## OUR GOAL

The goal of SNAP-Ed is to improve the likelihood that persons eligible for SNAP will make the healthy food choices within a limited budget and choose physically active lifestyles consistent with the current DGA and the USDA food guidance.

## Total Estimated REACH

200,438

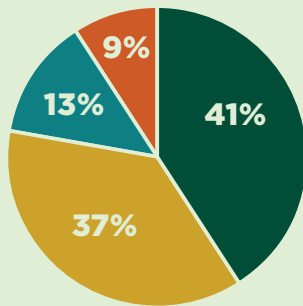
## Newly REACHED

 97,600

This number represents people reached by education outside of group classes, online classes, or through social marketing messaging.



## INDIRECT EDUCATION EFFORT BY PROJECT:



### Community-Based Projects

School-Based Projects

Food Access Projects

Early Childhood Projects

## TOP EDUCATION TOPICS:



Fruits and Vegetables



MyPlate and Food Groups for Healthy Eating Pattern



Dairy



Protein Foods



Food Preparation, Cooking, and Food Safety

## ESTIMATED REACH BY INDIRECT EDUCATION CHANNEL:

51,933 Hard copy materials

48,809 Electronic materials

23,824 Nutrition education reinforcement items

21,491 Articles

17,669 Community events/fairs - in which participated

14,484 Radio public service announcement

8,250 Fact sheet

7,440 Radio interview

2,060 Software application

628 Podcast

141 Videos



## MI HEALTH MATTERS SOCIAL MEDIA REACH:

4,043 Instagram Touches

21,025 YouTube Video Views

8,100 Pinterest Pins

48,315 Facebook Touches

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