

State of New Mexico – SNAP - Ed Executive Summary

SNAP-Ed



New Mexico

FFY20 Summary
by

SNAP-Ed NM Evaluation
Team



Background

- SNAP-Ed NM includes seven different implementing agencies (IAs) delivering programming to people in New Mexico
- IAs:
 - Cooking with Kids
 - Kids Cook!
 - Las Cruces Public Schools
 - New Mexico Department of Health
 - Healthy Kids Healthy Communities
 - New Mexico State University
 - Ideas for Cooking & Nutrition
 - University of New Mexico
 - CHILE PLUS
 - Eat Smart to Play Hard

SNAP-Ed New Mexico



Chile Plus



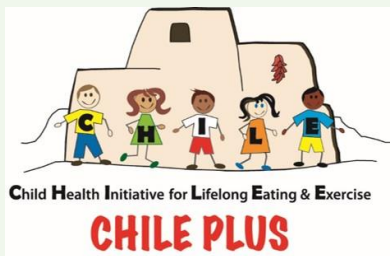
REACH

- 586 CHILE Plus lessons
- 7,338 tasting opportunities
- Target foods were served during a meal or snack in 82.2% of all weeks reported
- Teachers sent CHILE Plus family education materials to enrolled families 51.7% of the time



PARTNERSHIPS

- Head Start Centers
- Licensed childcare centers



HIGHLIGHTS



- CHILE Plus expanded the nutrition and physical activity program reach in early childhood education (ECE) settings
- CHILE Plus is recognized nationally as a model of a multi-component nutrition and physical activity program rooted in the ECE setting

CHALLENGES & SOLUTIONS



- The COVID-19 pandemic and related restrictions presented barriers to access to Head Start centers and other childcare centers
- The CHILE Plus team created an online professional development curriculum and provided program materials electronically

DOH ONAPA – Healthy Kids Healthy Communities



REACH

- Healthy Kids 5.2.1.0 Challenge was implemented in 26 schools and two tribal communities
- A total of 27,616 students in 85 Healthy Kids Healthy Communities (HKHC) had opportunities for healthy eating
- 11 WIC clinics received regularly scheduled tasting sessions until the COVID-19 pandemic



PARTNERSHIPS

- UNM PRC, Eat Smart to Play Hard (ESPH)
- 18 elementary schools



HIGHLIGHTS



- ONAPA joined an interagency taskforce that is establishing a standard system for local procurement
- The system will mirror the Public Education Department's system for local procurement
- ONAPA was asked to join the taskforce because of the Farm to School efforts and success in HKHC counties and tribal communities

CHALLENGES & SOLUTIONS



- The COVID-19 pandemic shut down New Mexico in March 2020
- Evaluation processes for Facebook, remote learning efforts, and social platforms such as Zoom are being studied to identify ways to evaluate and report the impact different program delivery vehicles may have on target populations

Eat Smart to Play Hard



REACH

- Media promotions were implemented for the sixth year in 48 schools
- Reached 400,000 students, families, and community members
- The campaign was successfully completed in 27 schools with an additional 21 schools
- Formative research with 11-17-year-old students was conducted through focus groups



PARTNERSHIPS

- Partnered other SNAP Ed IAs
- Public schools (48), and additional community organizations
- DOH HKHC
- Worked with 6,000 students and their families



Funded by SNAP-Ed

HIGHLIGHTS



- Social marketing promoted ESPH messages in the NM Kids Magazine, magazines were distributed throughout the state, at no cost
- Adopted a virtual approach post-pandemic

CHALLENGES & SOLUTIONS



- The COVID-19 crisis was a major setback in 2020, which delayed formative research, and created barriers to access schools for the implementation of ESPH
- The team created online materials to facilitate virtual implementation of ESPH

Kids Cook!



REACH

- Increased the number of partnering schools to 12 at the start of the school year August 2020
- Educators provided 747 classes with 3,464 students and 184 teachers
- Conducted 17 family nights with 505 participants cooking at the events



PARTNERSHIPS

- Supported Eat Smart to Play Hard kick off and wrap up events in 5 schools
- Family volunteers contributed 1,260 hours to classroom cooking success
- High school and college Service-Learning students contributed 850 hours



HIGHLIGHTS



- Overall, FFY20 has been a year with many changes and shifts in thinking
- Staff have transitioned to online classes smoothly and have continued to engage students even with remote learning

CHALLENGES & SOLUTIONS



- COVID-19 caused a temporary stall in providing SNAP Ed services while transitioning to an on-line model
- Once online model was established, efforts were successful

Cooking with Kids



REACH

- Hands-on nutrition education in school classrooms reached 9,928 participants
- Teacher training/delivery of fruit and vegetable tastings in school classrooms reached 11,053 participants
- Fruit and vegetable promotions in school cafeterias reached 6,718 students
- Support for local food procurement policy and recipe development reached 15,470 students



PARTNERSHIPS

- Partners for this project include:
 - 4 Española Public Schools
 - 1 tribal school
 - 9 Santa Fe Public Schools
 - 1 state charter school
 - multiple chefs, farmers, and partner organizations



HIGHLIGHTS



- Cooking with Kids is integrated into schools
- Schools in Española and Santa Fe provided significant in-kind support including dedicated cooking classrooms, district teacher and administrator time and technical support, and food and classroom materials
- Students participate in CWK activities as part of the regular school day

CHALLENGES & SOLUTIONS



- Due to COVID-19 school closures in mid-March, Cooking with Kids was required to cease all in-person programming in schools
- CWK quickly adapted to provide live online family cooking nights

NMSU- Ideas for Cooking and Nutrition



REACH

- New Mexico State University (NMSU), through ICAN, has provided direct education to 38,377 New Mexicans of all ages
- Online sessions in Facebook recorded 228 members and 1600 registrations



PARTNERSHIPS

- New Mexico Women, Infants, Children Program
- Roadrunner Food Bank
- NMSU Extension Specialists and County Agents
- Farm to Cafeteria Coalition in Torrance County
- Farm to Table
- Presbyterian Medical Services
- Estancia Senior Services
- Partnership for a Healthier Torrance Community
- Master Gardener Program
- Growing Health and Justice Coalition



HIGHLIGHTS



- ICAN greatly expanded the Seed to Supper community, including the Albuquerque Garden Center and numerous County Extension offices
- This represents a systems and environmental change, precipitated by ICAN (SNAP -Ed) education using a Train-the-Trainer model

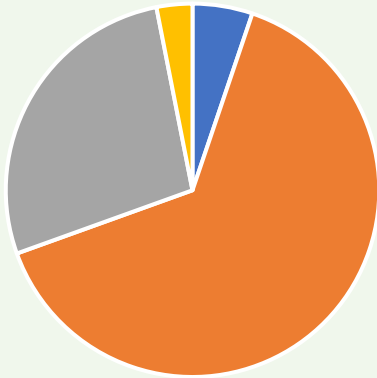
CHALLENGES & SOLUTIONS



- Since Mid-March, all in-person programming was halted due to the pandemic
- ICAN pivoted quickly to offer virtual programming and reached out to clients in new ways using social media

Evaluation

Racial representation



■ American Indian ■ Hispanic
■ White ■ Other/Mixed

Key Findings

- Having a TV or other electronic device in a children's bedroom was significantly associated with increased screen time.
- Having screen time rules was significantly associated with decreased screen time.
- Parents being physically active with their children was significantly associated with increased physical activity in children.
- Parents who think being a role model is important was significantly associated with increased fruit and vegetables consumption in children.
- SNAP-Ed NM implementing agencies are continuing to work with schools to implement policy, systems and environmental changes that support healthy eating and physical activity.

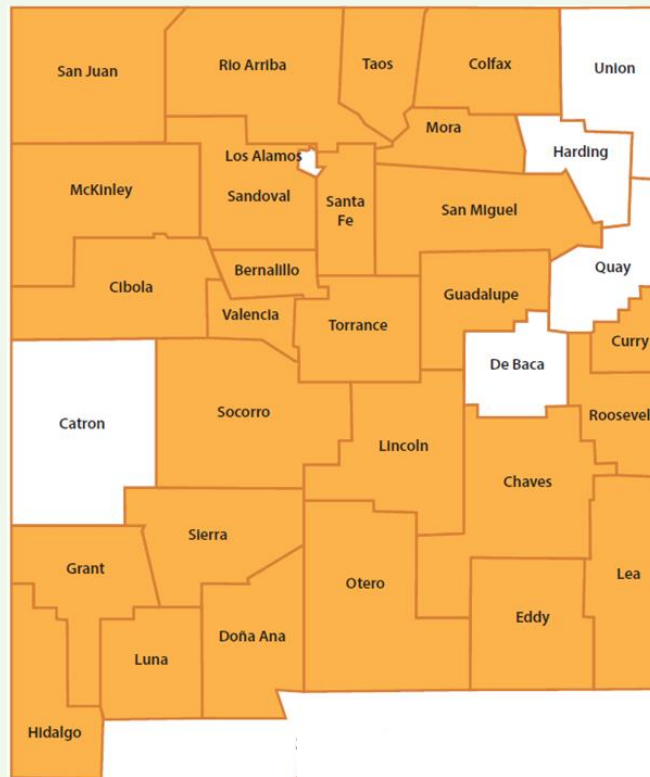
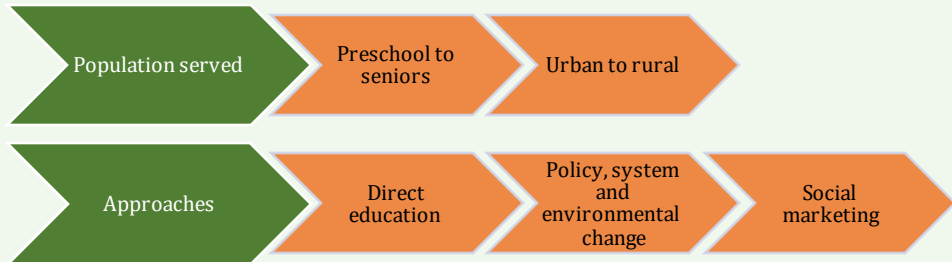
SNAP - Ed NM's Reach

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New Mexico

The SNAP-ED NM reaches 28 counties



Thank you



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New Mexico

SNAP Ed NM is an equal opportunity provider.

