

LIVE WELL IN ALABAMA

Annual Report

ALABAMA EXTENSION @ AUBURN UNIVERSITY

LIVE WELL IN SCHOOLS

Direct education, policy, systems, and environmental changes move youth and parents toward better health.



SCHOOL



BODY QUEST

LIVE WELL IN COMMUNITIES

Positive changes spread across Alabama for a healthier culture.

FARMERS MARKET



LIVE WELL ALABAMA

Social marketing connects Alabamians in meaningful ways.



FAITH COMMUNITIES



GARDENS



LIVE WELL IN ALABAMA

ALABAMA EXTENSION @ AUBURN UNIVERSITY

**FY
18**
Annual Report

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FOREWORD

LIVE WELL IN ALABAMA

Alabama Extension at Auburn University Supplemental Nutrition Assistance Program—Education (SNAP-Ed) uses an evidence-based, comprehensive, multi-level approach to create a healthier population. To accomplish this mission, SNAP-Ed educators provided direct education to **43,137** individuals and facilitated **249** local policy, systems, and environmental changes reaching more than **120,000** people. In addition, SNAP-Ed targeted **674,500** eligible individuals through a statewide social marketing campaign. Each SNAP-Ed activity compliments and builds upon the reach and effectiveness of others. This multi-level, comprehensive approach moves populations toward healthier choices and ultimately makes it easier for Alabamians to Live Well.

Components to a Comprehensive, Multi-level Approach

DIRECT EDUCATION—Nutrition and physical activity instruction

- Conducted and evaluated Body Quest, a third-grade obesity prevention initiative
- Conducted and evaluated Live Well Faith Communities, a faith community health initiative
- Launched Eat Better, Move More, a nutrition and physical activity youth summer program

POLICY—A written statement involving passing laws, resolutions, mandates, ordinances, regulations, or rules

- Improved farmers market hours of operation
- Established guidelines for foods served in faith community meetings
- Established a no sugar-sweetened beverage policy at a summer camp

SYSTEMS—A change in processes and procedures within an organization

- Created or enhanced healthy checkout areas in grocery stores
- Facilitated donations of fresh fruits and vegetables at food pantries
- Promoted gleaning at gardens to make fresh fruits and vegetables available at food pantries

ENVIRONMENT—A change to the physical space

- Increased shelf space for healthier foods and beverages in grocery stores
- Initiated, reinvigorated, and sustained edible gardens

PROMOTION—A marketing strategy to increase appeal

- Provided recipe demonstrations and tastings in food pantries
- Expanded Good Choice to promote healthy foods and beverages in food retail outlets
- Expanded Body Quest marketing campaign in school cafeterias
- Launched physical activity promotion campaign in parks and trails in partnership with CDC ALProHealth high obesity grant

SOCIAL MARKETING—A collection of campaigns using a variety of media

- Placed billboards to target SNAP-Ed eligible Alabamians with healthy eating and activity messages
- Increased engagement for Live Well Alabama, Alabama SNAP-Ed at Auburn University's social media campaign
- Used text messaging to motivate parents of Body Quest and Eat Better, Move More youth

Live Well in Communities

The number of improvements Alabama SNAP-Ed at Auburn University supported in FY18 will ensure that Alabama residents can Live Well in Communities in places they eat, learn, live, play, shop, and work.

SNAP-Ed facilitated local and state policy changes, systems changes, environmental improvements, and promotional efforts to make it easier for individuals with limited resources to choose healthy foods, healthy beverages, and physically active lifestyles. In FY18, 33 SNAP-Ed educators fostered almost 250 improvements in 40 counties reaching more than 120,000 residents throughout Alabama.

SNAP-Ed efforts in Alabama continue to grow and overlap. The pockets of healthy change will eventually cover the state leading to a culture shift.

10
30
47
86
57
19

improvements in **6 parks and trails** in **8 counties** reaching more than **175** residents

improvements in **10 food retail outlets** in **5 counties** reaching **91,650** residents

improvements in **33 gardens** in **16 counties** reaching more than **4,800** residents

improvements in **36 farmers markets** in **31 counties** reaching more than **16,000** residents

improvements in **26 emergency food assistance sites** in **20 counties** reaching more than **6,800** residents

improvements in **8 faith communities** in **7 counties** reaching more than **800** residents

Parks and Trails

Our state is known as Alabama the Beautiful for a reason. Alabama has a remarkably diverse landscape from sun-drenched shores to forested coves and mountains. SNAP-Ed educators partnered with numerous parks and trails to make exploring the great outdoors even more exciting.

- Systems changes improved access to local walking trails.
- Environmental improvements enhanced physical activity facilities.
- Physical activity promotional campaign continued operation in parks and trails in partnership with CDC ALProHealth.

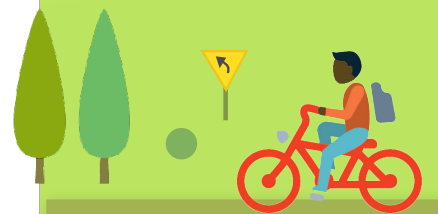
Physical activity promotional messages and mile marker signs are popping up in parks and trails throughout Alabama. These reminders nudge citizens to Live Well in Alabama.

Congressional District 3 Highlights

Rachael Graham, SNAP-Ed educator in Chambers County, and the county Extension office partnered with the recreation board and the sheriff's department to install mile markers and healthy messaging signs at the LaFayette Walking Trail located at the Agricultural Center. These signs encourage community members to eat better and move more with the message, Change Happens One Step at a Time.

Meaghan Robertson, SNAP-Ed educator in Clay County, and the county Extension office enhanced the walking trail at Ashland Park with promotional signs. The signs, Small Steps Make BIG Differences, encouraged community members to be more active.

10 improvements
1 systems change
3 environmental improvements
6 promotional efforts
6 parks and trails
8 counties
175 people



BIKE
PATHS

Healthier Retail

Alabama shoppers have an easier time choosing healthy items because of the support SNAP-Ed educators provided to 10 stores. Local champions, or owners/managers, of grocery stores, convenience stores, and school stores made 30 improvements reaching almost 92,000 residents.

- Systems changes improved buying practices to increase inventory of healthy foods and beverages.
- Environmental improvements increased shelf space and improved placement of healthy foods and beverages, and in partnership with the CDC ALProHealth, improved facilities for stocking healthy items.
- Promotional efforts provided recipe demonstrations, tastings, and signage and expanded the Good Choice initiative, a partnership with SNAP-Ed and the Alabama Department of Public Health.

The contents of Alabama's shopping carts look healthier because SNAP-Ed helps food retailers improve choices in stores.

Congressional District 7 Highlight

Food Fare in the city of Aliceville is making it easier for 19,000 Pickens County residents to Live Well. SNAP-Ed educator Erin Reznicek partnered with CDC ALProHealth to support this grocery store in changes to pricing practices, product placement, and promotional activities. SNAP-Ed also implemented the Good Choice initiative that identifies healthy foods and prompts individuals to make healthier choices. For example, bottled water was placed in a Good Choice promotional cooler and economically priced at 25 cents per bottle to encourage consumption of water over sugar-sweetened beverages.



Gardens

Alabama youth and adults are taking control of what shows up on their lunch menus and dinner plates by growing their own fruits and vegetables. SNAP-Ed educators supported establishment, reinvigoration, or sustainability of 33 school and community gardens making fresh fruits and vegetables available to almost 5,000 Alabama residents.

- Policy changes allowed for fresh produce from gardens to be served in school classrooms.
- Systems changes implemented processes at food pantries, hospitals, and schools to allow acceptance of fresh, local produce from gardens.
- Environmental improvements enhanced row-based, raised bed, hoop house, and container gardening practices.
- Promotional efforts provided recipe demonstrations and tastings to encourage use of fresh fruits and vegetables grown in the gardens.

Eating vegetables has never been easier. Alabamians can now pick their dinner from community gardens.

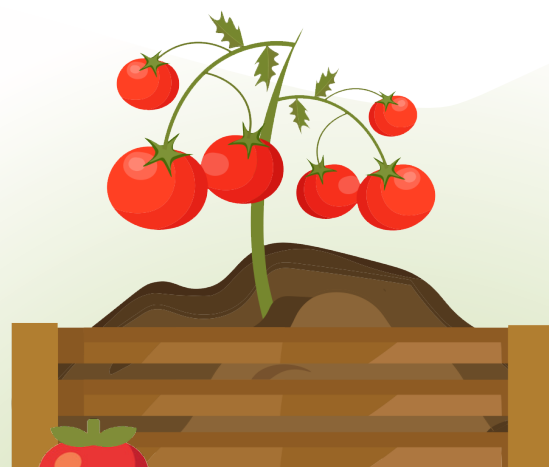
Gardens Create Healthy Food Access

Nine rural gardens yield good returns on investment. Under the guidance of SNAP-Ed educators, garden volunteers recorded harvest weights. At the end of a three-month growing season, nine rural community gardens yielded **2,709** pounds of produce valued at **\$3,788**. This equated to **15,111** servings of vegetables, which are enough vegetables for **33** adults to meet the USDA daily recommendations for three months.

Congressional Districts 2 and 7 Highlights

Tawnya Kirkland, SNAP-Ed educator in Barbour County, worked with 138 youth in the Admiral Moorer Middle School garden providing hands-on learning classes. Tawnya commented, "This garden was something I had the opportunity to help establish. Marvin's Building Material Inc. donated all the plants. The school children sustained the garden with help from their class teacher." Because of this garden, students were able to better understand where their food comes from and gain a new appreciation for the vegetables being served on their plates in the school lunchroom.

Erin Reznicek, SNAP-Ed educator in Pickens County, enlisted 30 volunteers who provided 55 people with garden produce at Park Cameron Resource Center in Aliceville. Lilly Henderson, Center program director, said, "It's so nice to watch these kids eat vegetables. We have all learned how tasty these foods can be, even if they are green."



47

improvements

- 4 policy changes
- 7 systems changes
- 32 environmental improvements
- 4 promotional efforts

33

gardens

- 10 communities
- 2 early child care centers
- 3 faith communities
- 1 health care system
- 3 housing districts
- 13 schools
- 1 library

16

counties

4,816

people

Congressional District 4 Highlights

Jenna Mayfield, SNAP-Ed educator, supported a container garden at the Fayette County Head Start Snack Garden. Approximately 120 students, teachers, and volunteers participated in the small garden, which yielded 25 pounds of produce to benefit 100 youth at a summer feeding program. Jenna said, "Students are involved in the entire process from planting seeds to harvesting the produce. Parents are encouraged to help with prepping, planting, and maintaining the garden. Produce is gathered while school is in session and provided as a snack for Head Start students or sent home to Head Start families."

Jenna continued, "During the summer months, the Fayette County Head Start building serves as the location of the Fayette County Summer Feeding site. Program participants also help maintain the garden with the vegetable harvests being used in lunches. This garden has proved to be a great way to introduce a diverse group of children to healthier food options while incorporating moderate physical activity and nutrition education."

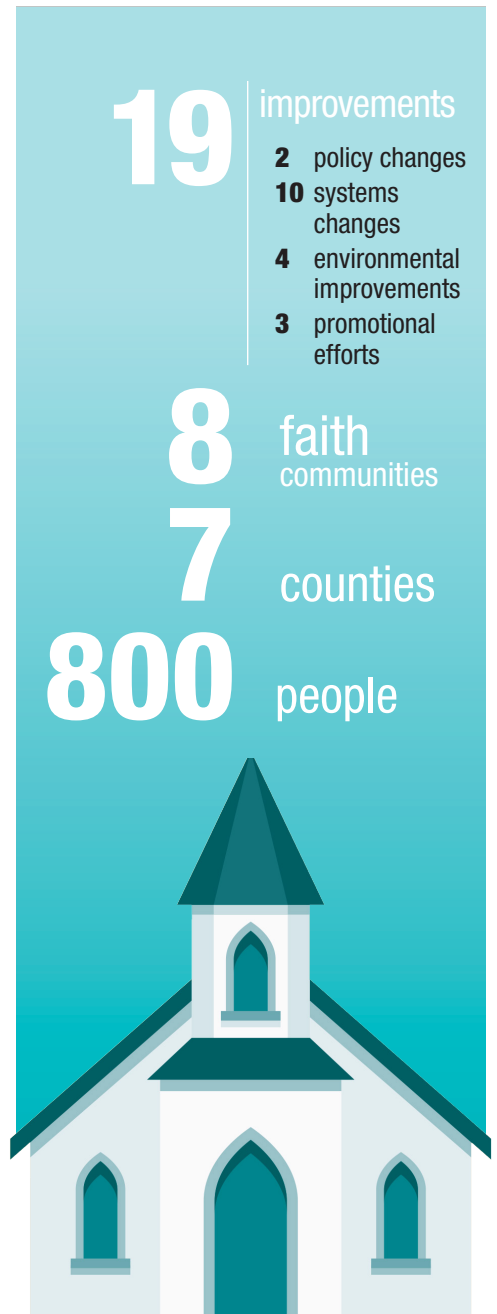
Karen Howle-Hurst, Etowah County SNAP-Ed educator, supported the 12th St. Community Garden located at the 21st Century Learning Center with the help of 10 volunteers. Salsa parties made with garden veggies reached more than 200 individuals (elementary school students and staff and community members). Volunteers delivered veggies to a local shelter for resident meals. Karen reported, "The partnership between the 21st Century Learning Center and 10 community volunteers touched students who learned the benefits of growing their own vegetables and were encouraged to use more fresh vegetables in their meals."

Faith Communities

SNAP-Ed educators worked in partnership with 8 Alabama faith communities serving 800 members. Live Well Faith Communities provided a nine-lesson education series on healthy eating and active living and supported faith communities for a year in implementing changes that make living well easier. Assessment findings showed faith communities expressed interest in partnering in health initiatives in rural areas and are promising settings for public health initiatives. Individual data showed that after Live Well Faith Communities, members planned, shopped, and prepared healthy foods and increased daily vegetable intakes.

- Policy changes eliminated fried foods and sweet tea at congregational meals and ensured water availability at every congregational meal.
- Systems changes promoted healthy options at congregational meals.
- Environmental improvements established, reinvigorated, or sustained edible gardens.
- Promotional efforts encouraged healthy selections at congregational meals and provided recipe demonstrations to faith community members.

Positive nutrition and physical activity changes happen daily through grassroots efforts at faith communities influenced by SNAP-Ed.



Learn more at <https://www.youtube.com/watch?v=fLQdLCWdID8>.

Emergency Food Assistance Sites

With the help of SNAP-Ed, 26 emergency food assistance sites combat hunger with healthy foods. Through partnerships with local champions, more than 6,800 residents received healthy food during times of need.

- Policy changes improved hours of operation to increase access to emergency food.
- Systems changes expanded public transportation routes to food pantries and adjusted donation rules at food pantries to allow and encourage fresh produce.
- Environmental improvements increased shelf space for healthy foods and beverages.
- Promotional efforts provided recipe demonstrations, tastings, and distribution prompts.

Live Well Alabama recipes created a demand for vegetables at Alabama food pantries.

Congressional District 5 Highlight

Gleaning Project Helps Feed the Hungry, Times Daily website, October 9, 2018

Thanks to a cooperative partnership headed by SNAP-Ed with the Lauderdale County Extension office, more than 3,000 pounds of fresh produce were donated to a local soup kitchen and food pantry. “We don’t typically get fresh produce,” said Becky Daughtery, personal ministries director at Woodmont Baptist Church in Florence. “We serve about seven families a month, and getting to give them fresh vegetables was a real blessing. We appreciate the farmers who were willing to participate in the program and made it possible.”

Meagan Taylor, a SNAP-Ed educator with the Extension office in Lauderdale County, headed the gleaning project. It was a pilot program that collected produce from the farmers market and donated it to Florence First Presbyterian Church’s soup kitchen and Woodmont’s food pantry. Taylor said that officials with the Society of St. Andrew spoke to the Extension agents about gleaning and helped them develop the concept for the pilot program. “We met with the two churches, and then got the Shoals Master Gardeners involved,” Taylor said. “With the help of the local farmers who sold at the farmers market, it was a success.”

She said that food items not sold at the farmers market were donated to the program each Tuesday and Thursday and then delivered to the two churches. “Members of the Shoals Master Gardeners weighed the produce, then volunteers from the churches came and picked it up,” Taylor said.

Joe Norton, a member of Shoals Master Gardeners, said most of the farmers who sold at the market participated in the program. “It was really wonderful,” Norton said of the response. “The farmers don’t want their vegetables to ruin, so what they didn’t sell, they were more than happy to see someone getting good out of it.” Norton said that in most cases, the surplus would not last until the next market day.

Taylor said that there was a variety of vegetables donated, including okra, beans, cucumbers, squash, corn, and tomatoes that amounted to 3,485 pounds of vegetables valued at \$10,460. “This was food provided to neighbors in need,” she said. “When we started, we didn’t know how this would work, but we had great partners who understood what we were doing. They knew it was going to a good cause—to fight hunger and prevent food waste.”

57

improvements

- 2 policy changes
- 11 systems changes
- 5 environmental improvements
- 39 promotional efforts

26

emergency food assistance sites

- 22 food pantries
- 2 summer feeding sites
- 1 mobile market
- 1 backpack program

20

counties

6,802

people



Farmers Markets

SNAP-Ed increased revenue for Alabama farmers at 36 farmers markets, positively affecting economic development of 31 counties and increasing availability of fruits and vegetables for more than 16,000 residents.

- Policy changes improved days and hours of operation to make farmers markets more convenient for local residents.
- Systems changes expanded public transportation routes to farmers markets, began a coupon initiative, and promoted acceptance of SNAP/EBT payment for produce.
- Environmental improvements allowed nutrition education on-site at least once per month.
- Promotional and educational efforts provided recipe demonstrations, tastings, and signs.



Demand for fresh fruits and vegetables from Alabama farmers is reaching new heights.

Congressional District 3 Highlight

Rachael Graham, SNAP-Ed educator in Chambers County, worked with the LaFayette Farmers Market to increase its visibility to customers. The market was originally located at the back of the Agricultural Center that was not visible from the road. After two weeks of low customer numbers and with technical assistance provided by Rachel, the market moved under white tents at the front entrance. This change resulted in customer participation increases.



Live Well in Communities A Partnership with CDC



Through a partnership with the Centers for Disease Control and Prevention and Alabama Extension, ALProHealth ignited grassroots efforts to transform the culture of rural Alabama. Alabama Preventing and Reducing Obesity: Helping Engage Alabamians for Long-Term Health (ALProHealth) aims to prevent and reduce obesity by supporting community coalitions in creating healthier communities. The goal of CDC ALProHealth is to foster healthy lifestyles in 14 counties with adult obesity rates greater than 40%. A key aspect of community coalitions is the value-added of SNAP-Education educators. The long-standing, respected county relationships these educators bring to the coalitions has propelled this initiative. Learn more about the CDC partnership at <https://www.youtube.com/watch?v=5JqeG2CjzFU>.

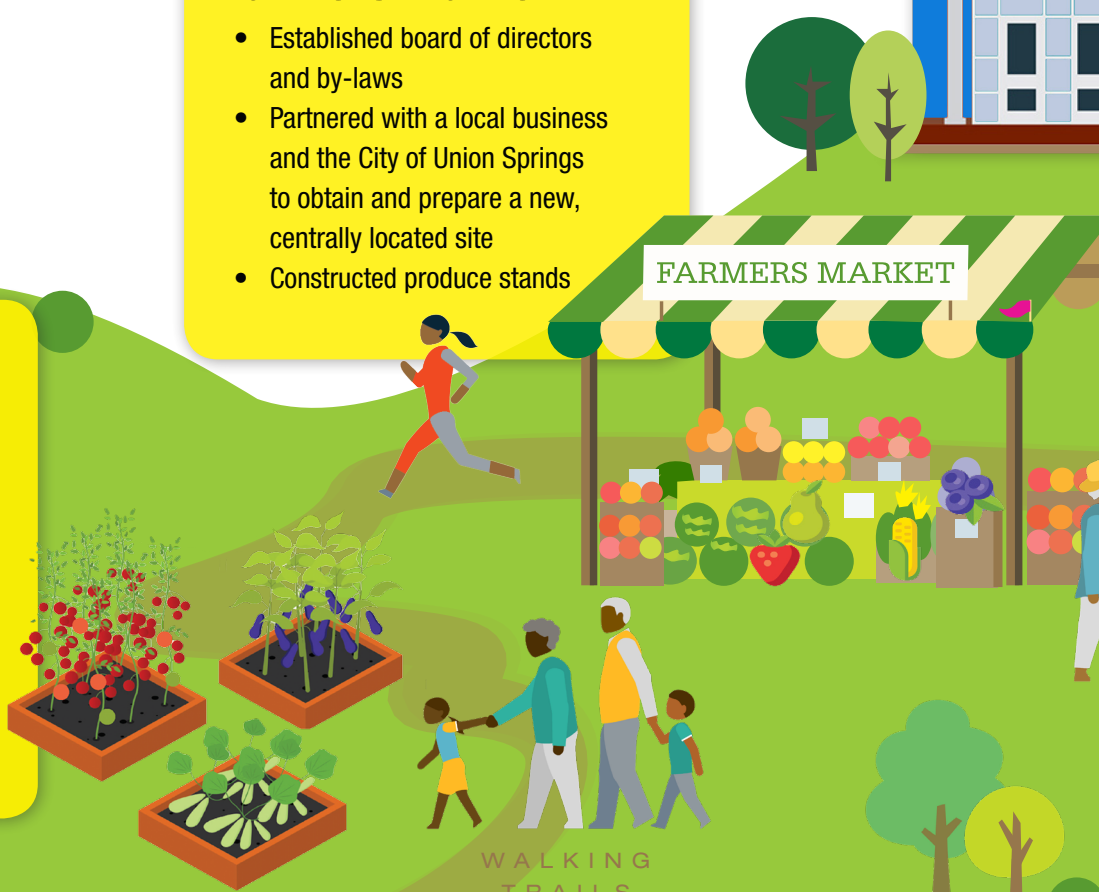
Partners in this effort included Alabama Extension Human Nutrition, Diet and Health, Supplemental Nutrition Assistance Program-Education, Bullock County Commission, Bullock County Food Pantry, Bullock County Schools, City of Union Springs, Cope Family, Mount Zion Missionary Baptist Church, Town of Midway, Tuskegee University Extension, Union Springs Associated Grocery, and Union Springs Housing Authority Food Share.

Farmers Market

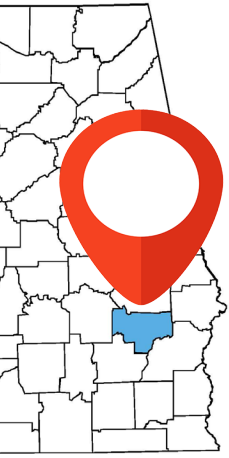
- Established board of directors and by-laws
- Partnered with a local business and the City of Union Springs to obtain and prepare a new, centrally located site
- Constructed produce stands

Gardens

- Partnered to support six community gardens through supplies and education on gardening and healthy eating
- Provided nutrient-rich produce to 1,950 citizens by having 40 garden champion volunteers: Bruceville Community, High Log Community, Merritt Community Complex, Mt. Sinai Church, Peachburg Circuit & Wayman Chapel, Union Springs Elementary



WALKING
TRAILS



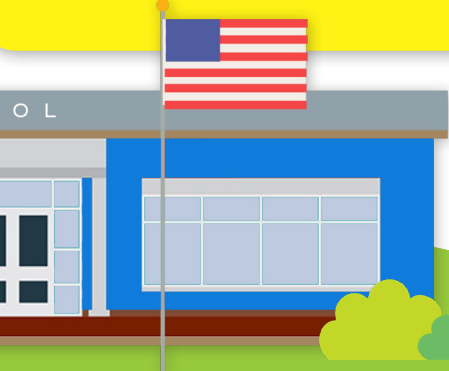
A Snapshot of Bullock County, Alabama

The Bullock County Coalition collaborates across public and private sectors to make the healthy choice the easy choice for the 10,000 citizens. The Coalition prioritized improvements at Bullock County parks and trails to increase access to and appeal of physical activity for the entire family. Coalition efforts also increased availability and appeal of healthy food by collaborating with food retail outlets, farmers markets, and gardens. Direct education and social marketing compliment these community enhancements.

Bullock County

Schools

- Partnered with Extension’s SNAP-Ed educator to teach healthy eating to youth
- Implemented Body Quest, an innovative childhood prevention initiative of Extension’s SNAP-Ed that empowered 120 third-graders and 85 parents



Billboards

- Displayed three messages to encourage Alabamians to eat more fruits and vegetables, move more, and choose water instead of sugary beverages during a 12-week campaign; 1 billboard made 478,800 impressions on Bullock County residents



Healthy Retail

- Adopted the Good Choice initiative, a partnership between the Alabama Department of Public Health and SNAP-Ed, to promote healthier items in a locally owned grocery store
- Provided signage and point-of-purchase displays to increase appeal of healthy foods at a local grocery store



Parks and Trails

- Collaborated with the City of Union Springs and Corps of Engineers to install two footbridges to increase access to and length of the trail
- Extended the park trail at Union Springs Trails from 1/4 mile to 1/2 mile
- Installed outdoor physical activity equipment and updated playground equipment at Union Springs Trails
- Installed and updated playground equipment at Harris Recreational Park



Live Well in Schools

In FY18, Auburn University SNAP-Ed reached approximately 20,000 youth with exciting education about healthy eating and physical activity through school-based initiatives and after-school and summer programs. The flagship school-based initiative was Body Quest (BQ), a multi-level, comprehensive obesity prevention initiative, which empowered Alabama's youth to make healthier choices and engaged parents in learning and behavior change alongside their children. Body Quest began as a theory-based, technology-driven curriculum for third graders and has evolved into a statewide movement helping Alabama's children and parents Live Well in Schools.

During the 2017–2018 school year, SNAP-Ed educators provided Body Quest to 6,580 third graders in 54 Alabama counties, 117 schools, and 346 classrooms. All schools were SNAP-Ed eligible

with more than 50 percent of students receiving free or reduced-priced meals through the National School Lunch Program (NSLP). Classes included a mix of educator-led discussion, guided vegetable tasting experiences, and iPad app reinforcement lessons narrated by the anime-style Body Quest Warriors, who possess super powers from eating healthy foods. All curriculum materials were developed based on the Experiential Learning Theory to be behaviorally focused and developmentally appropriate. Visit the website at www.LiveWellAlabama.com.

A statewide impact evaluation of BQ was conducted with schools randomly assigned to a treatment or control group. Both treatment and control groups participated in self-reported pre- and post-assessments. Treatment students and parents received an intervention between assessments. Control students and parents received delayed intervention after all assessments were completed. Student assessments consisted of (1) daily food consumed offered through the NSLP during a one-week period and (2) multiple childhood obesity prevention predictors related to nutrition and physical activity. Parent assessments consisted of (1) multiple measures of behavior important to preventing obesity and improving the home nutrition and physical activity environment and (2) measures of acceptance and effectiveness of a texting program for education delivery. Data was analyzed using t-tests and chi-square tests.

Body Quest Makes a Difference

Written pre- and post-assessments measured behavior change of students in treatment and control groups. Significant differences ($p < 0.001$) were observed in treatment students from pre- and post-assessment and compared to control students.

Fruit and Vegetable Consumption: At the end of BQ, treatment students ate vegetables and fruits more times per day and ate a greater variety of vegetables and fruits compared to before BQ and compared to control students.

Beverage Consumption: At the end of BQ, treatment students drank fewer sugary beverages and more water compared to before BQ and compared to control students. Also at the end of BQ, treatment students drank less whole milk and more low-fat milk compared to before BQ and compared to control students.

Physical Activity: At the end of BQ, treatment students participated in physical activity more often, including more vigorous types of activity like sports and other activities that increase heart rate for at least 30 minutes, compared to before BQ and compared to control students. Also at the end of BQ, treatment students were physically active with family members more often compared to before BQ and compared to control students.



Fruit and Vegetable Consumption

Eat vegetables and fruits more often
Eat a greater variety of vegetables and fruits



Beverage Consumption

Drink fewer sugary beverages
Drink more water
Drink less whole milk
Drink more low-fat milk



Physical Activity

Participate in more physical activity
Participate in more family physical activities



LIVE WELL
ALABAMA

The family favorite BQ recipe was Tasty Tacos! After participating,

88%

of parents felt sure they could prepare a healthy meal for their family most nights of the week.

Body Quest Parents Eat Better, Move More, and Make a Change

Body Quest engaged more than 5,000 parents with recipe testing activities and text message-based education. Simultaneously with BQ classes for students, parents joined the Recipe Tester Club and received a series of seven inexpensive, simple, and kid-friendly vegetable recipes to prepare and test with their children at home.

Text messaging was a fun and convenient way to motivate parents to improve nutrition and physical activity practices for themselves and their families. Parents provided their cell

phone numbers and received three texts each week with tips for healthy eating, shopping for healthy foods, and being physically active.

In addition to receiving recipes and text messages, parents received educational materials such as BQ Family Discussion Prompts for tips on talking about health with their children and Family Activity Calendars for tracking family physical activity.

Text Messaging Engages Parents to Make a Change

At the beginning of BQ, 4,465 parents provided their cell phone numbers to receive three action-oriented, educational text messages per week. More than three-fourths (77%) of parents remained active in the texting program for the entire 15 weeks. At the end of BQ, a texting poll with participating parents (n=415) measured effectiveness of the text messages and self-reported behavior change.

Assessments Indicate Positive Changes

Parents completed written pre- and post-assessments measuring behavior change. Treatment parents made positive changes in three main areas important to obesity prevention and improving the home environment: (1) healthy food and beverage choices, (2) physical activity, and (3) food resource management. Significant differences ($p < 0.001$) were observed in treatment parents from pre- to post-assessment and compared to control parents.

BODY QUEST CHANGES BEHAVIOR

Fruit and Vegetable Consumption

- Eat vegetables and fruits more often
- Eat a greater variety of vegetables and fruits



Beverage Consumption

- Drink more water
- Drink less whole milk
- Drink more low-fat milk



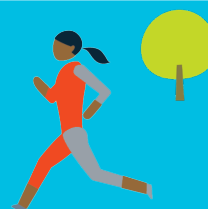
Food Resource Management

- Read the Nutrition Facts label
- Shop with a grocery list
- Buy low-fat or fat-free dairy
- Buy foods and drinks with less sugar
- Buy foods with less salt



Physical Activity

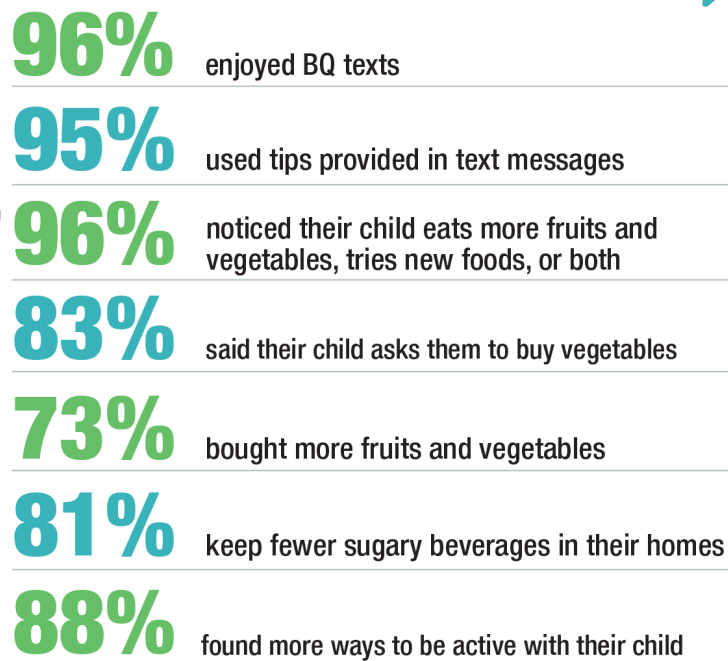
- Participate in more family physical activities



My third grader has shown more interest in cooking. He gets really excited when I let him help me peel veggies or stir something on the stove.

We have started playing basketball, playing catch, and walking as a family.

Texts from BQ Parents



I have really enjoyed BQ, it has helped me and my family a lot!

Water is now my daughter's first choice for a beverage.

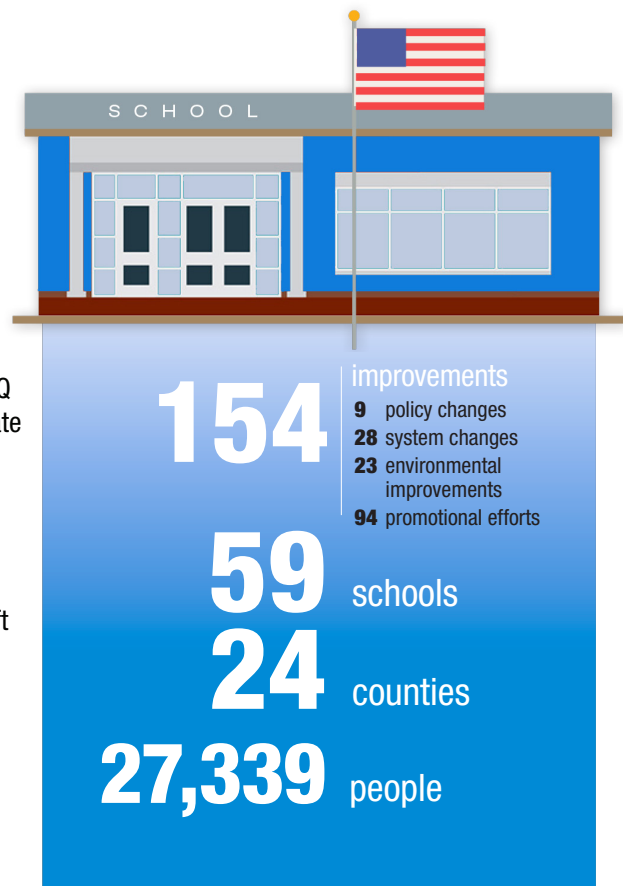
Body Quest Schools Make a Change

Body Quest supported schools in making positive changes to create healthier school environments. Colorful, life-size character exhibits placed throughout the schools encouraged students to act like Body Quest Warriors and make healthy choices. Miniature, 3-D character figurines displayed on cafeteria serving lines reminded students to choose healthy foods from all Battle Groups, or food groups. The majority (81%) of BQ students surveyed said that seeing the BQ characters in their school lunchroom reminded them to eat better.

Promotional efforts were just one way SNAP-Ed supported healthy environments in BQ schools. SNAP-Ed educators leveraged strong partnerships with 59 schools to facilitate positive changes, reaching more than 27,000 students.

SNAP-Ed partnerships with Body Quest schools resulted in implementation of 9 policy changes, 28 systems changes, 23 environmental improvements, and 94 promotional efforts.

- Policy changes established or improved school wellness policies and eliminated soft drinks at school-based day camps.
- Systems changes increased availability of fresh, local produce in school cafeterias.
- Environmental improvements established, reinvigorated, or sustained edible school gardens and improved access to safe walking and biking paths to schools.
- Promotional efforts provided tastings and signs placed throughout the school encouraging students to make healthy choices.



Quest for Healthy Schools

Making healthy food choices and physical activity opportunities priorities at school is critical. Research shows that kids who have healthy eating habits and get regular physical activity are more likely to have better academic performance, attendance, self-esteem, and classroom behavior and lower obesity rates. As part of a new initiative called Quest for Healthy Schools, SNAP-Ed educators support schools in identifying a School Wellness Champion and mobilizing a School Wellness Committee to facilitate positive changes that make healthier schools. In FY18, 11 schools joined the Quest and are working with a SNAP-Ed educator to create a healthier school environment.

Congressional District 6 Highlight

Desiree Hutcherson-Bates, SNAP-Ed educator in Jefferson County, is a member of the Gulf State Health Policy Center community coalition, which spent over a year meeting with the City of Birmingham to explain safety issues and make suggestions for safer routes to Booker T. Washington K-8 School. Based on this coalition's recommendations, the city made improvements including the installation of a bridge over nearby railroad tracks and new signs to streamline carpool lines and traffic around the school. The principal of Booker T. Washington, where Desiree teaches Body Quest, signed off on an official School Travel Plan policy. Many partners came together and accomplished major changes so kids can feel comfortable and safe walking to school.

In partnership with the United Way of Central Alabama, 5 elementary schools in Jefferson County held promotional events to increase physical activity and active commuting to school with over 1,300 students and their parents. Desiree helped facilitate these community-wide physical activity events. Building on these events, Desiree encouraged CJ Donald Elementary School to participate in the Bicycle Rodeo. Students learned bike riding and safety skills and received helmets from Children's Hospital United Way. Desiree provided water and reinforced healthy beverage choices through nutrition education.

Congressional District 1 Highlight

Kathleen Sharp, SNAP-Ed educator at Leinkauf Elementary School, helped establish a school garden, which was recently featured in an exhibit at the Alabama Contemporary Art Center in Mobile. Through a partnership with the University of South Alabama's Center for Healthy Communities, volunteers in the Leinkauf Garden Club were chosen to showcase their school garden. "This project has been a work of love that has grown leaps and bounds in 11 months," said Kathleen. "It started with building and planting the first two beds. Then I connected the school with Feeding the Gulf Coast and we were able to add an additional 12 beds using grant funds and donations." The school now has a weather station and plans to plant fruit trees. The school recently received the Alabama Bicentennial Schools grant to make an official outdoor classroom in the garden. Farmers at the Prichard Farmers Market buy and sell additional produce from Leinkauf, providing income so the program can buy and grow more seeds. Ultimately, SNAP-Ed helped start the Leinkauf garden project, and it has bloomed into much more!

Keeping Kids Healthy through Summer: Eat Better, Move More

In FY18, a collaboration within Alabama Extension ignited the development of Eat Better, Move More (EBMM). Alabama SNAP-Ed and 4-H created a holistic nutrition education program as part of a grant from the Walmart Foundation. EBMM is a 6-week intervention designed to increase healthy eating and physical activity of Alabama youth and their caregivers. The curriculum is based on Go, Slow, Whoa concepts for food choices, focusing on fruits, vegetables, sugar-sweetened beverages, physical activity, and energy balance. Lessons are rich in physical activity, hands-on learning, and tastings of healthy foods and beverages. Parents participated through a text messaging program, take-home educational materials, and child-friendly healthy recipes to prepare at home.

EBMM was first implemented in the fall of 2017 with fourth graders in Jefferson County and conducted jointly by SNAP-Ed and 4-H educators. A total of 765 students in Jefferson County participated in EBMM and completed pre- and post-assessments. Results were analyzed with paired sample t-tests.

After Eat Better, Move More, students reported a significant increase in the variety of fruits and vegetables eaten ($p < 0.05$).

In the summer of 2018, EBMM was implemented statewide to empower 2,840 youth and their parents to improve their healthy behaviors. Summer sites across 34 counties included school-based summer programs, Boys and Girls Clubs, USDA Summer Meals sites, YMCAs, public housing, and community centers. Results show that EBMM increased daily fruit and vegetable consumption and decreased daily sugar-sweetened beverage consumption. Results were analyzed with paired sample t-tests.

After Eat Better, Move More, students reported significant improvements ($p < 0.05$) in 2 key behaviors important for obesity prevention: eating more vegetables and drinking fewer sugary beverages.



Congressional District 4 Highlight

Jenna Mayfield, SNAP-Ed educator in Fayette County, facilitated better beverage offerings for sixth graders at Fayette County Extension's FAWN Program, an educational summer day camp. In previous years, students have been provided with two sugar-sweetened soft drinks of their choice for lunch and break. This year, Jenna met with the planning committee and suggested offering water instead of soft drinks and presented evidence supporting her proposal. The committee voted to offer water only and to stop offering soft drinks at FAWN programs. The new water policy was supported by all committee members and was documented in the Fayette FAWN and Forestry Committee meeting minutes. Jenna taught a Rethink Your Drink lesson to all students and provided fruit-infused water tastings to reinforce the positive change.

Live Well Alabama

Making a Change with Social Marketing

Social marketing is the broadest and furthest reaching component of Auburn University SNAP-Ed's multi-level, comprehensive approach to obesity prevention. Using a variety of original and engaging campaign materials, the Live Well Alabama messages to Eat Better, Move More, and Make a Change for better health reach tens of thousands of Alabama residents in multiple ways every day.

The social marketing initiative aims to reinforce and support the direct education and policy, systems, and environmental change initiatives for years to come. The overarching goal was to develop memorable, engaging, and effective SNAP-Ed resources and to integrate them into local communities as motivation for daily physical activity. According to SNAP-Ed participants, the Live Well Alabama campaign has successfully reached this goal!

Social Media

Live Well Alabama successfully launched a social media campaign in 2017. In the second year of this campaign, Live Well Alabama has continued to be successful in educating and engaging the target audience across three popular platforms: Facebook, Twitter, and Pinterest.

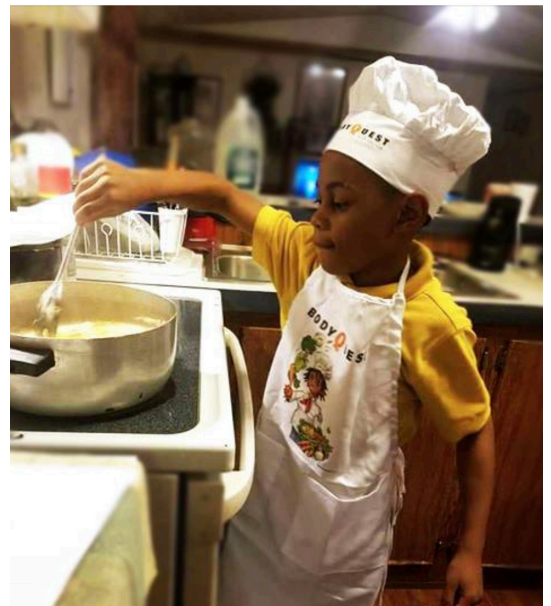
Success Stories

The #FoodFriday recipe videos used Live Well Alabama recipes and garnered strong engagement on Facebook. For example, the Tomato Soup recipe video post alone reached **3,000** people. Live Well Alabama recipe cards were created to accompany the #FoodFriday recipe video series on social media. Find the recipe for Tomato Soup and others at <http://www.LiveWellAlabama.com>.

Body Quest Warriors posts on Facebook and Twitter engaged a large portion of our target audience. The BQ Warrior post, shown right, reached **3,000** people on Facebook with over **400** account engagements.



Meet our new Body Quest Warrior! He loves cooking with his family every Wednesday night. (Thank you for sharing your picture with us!) How have your kids helped in the kitchen? We would love to hear your stories in the comments below!



Facebook post

“ I think with all of them [campaign messages], it's not as much about making an immediate change but that seed being planted. So, then, every time we see it and then we see it somewhere else that we go...those seeds are getting planted and then they're getting water. So, at some point, we're going to make that change. ”

- Live Well Alabama focus group participant

344,119



Total number of Facebook impressions from October 2017 to September 2018

During FY18, Facebook increased followers by

53%

179,156



Total number of Twitter impressions from October 2017 to September 2018

During FY18, Twitter increased followers by

29%

13,546



Average number of monthly Pinterest users visiting the Live Well Alabama page

During FY18, Pinterest increased followers by

49%



Live Well Alabama

Published by Brittney Dobbs Kimber [?] · August 13 ·

County Spotlight: Alabama SNAP-Ed in Conecuh County recently participated in a KID FIT Summer Camp at the Evergreen Wellness Center. During the camp, children hiked to the Evergreen City Park, where trail signs marked the distance of the trail as well as promoted healthy food and drink choices. Way to go! #MoveMore Conecuh County Extension Office



Facebook post

Congressional District 2 Highlight

Conecuh County with its rich landscape offers the perfect place for any outdoor adventure. SNAP-Ed educator Debbie Beverly partnered with the City of Evergreen to make outdoor adventures more accommodating. Installation of physical activity promotional signs encouraged the 100 regular daily users to Step to Better Health. A local newspaper article about the physical activity prompts reached 3,700 readers; a Facebook post reached more than 3,000 followers.



Statewide Billboard Campaign

Live Well Alabama messages blanketed the state through two billboard campaigns. For 12 weeks, from January through March 2018, 63 billboards in 45 counties displayed each of the three core messages, changing every 4 weeks. A second 12-week campaign ran from April through June 2018 and included 134 billboards in 49 counties.

In FY18, Live Well Alabama billboard messages reached an estimated 674,500 SNAP-eligible adults and made more than 125 million impressions on Alabamians.

SNAP-Ed partnered with Altarum Institute to evaluate the reach and effectiveness of the billboard campaign with a cross-sectional phone survey. The survey included 366 respondents from various Alabama counties. Survey respondents were asked questions about health views and behaviors, and responses were compared between those who were exposed and those who were not exposed to the billboard campaign.

Survey respondents who were exposed to campaign messages were more likely to take actions toward better health and reported higher intakes of fruits and vegetables and water compared to those who were not exposed to the campaign.

Demographics

Most respondents were female (90%) age 25 to 44 years (74%). Respondents were mainly white (58%) or black/African American (38%). Most (97%) respondents had one or more children in the household. Nearly one-third (31%) of households were headed by a single adult. Nearly half (43%) of respondents had a high school diploma or less. Nearly three-quarters (73%) of respondents participated in one or more assistance programs in the last year. More than half (59%) reported participation in the National School Lunch Program's free or reduced priced meals for children, and 40% reported participation in SNAP/EBT.

Growing Awareness of the Live Well Alabama Campaign

Overall exposure to billboard messages significantly increased from 38% in FY17 to 51% in FY18.

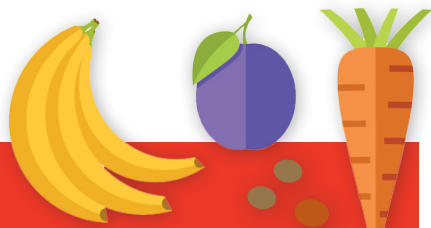
More than one-quarter (29%) of respondents had seen or heard of Live Well Alabama, most commonly through a school or summer program for youth (55%), billboards (30%), handouts and recipe cards provided at educational events (28%), and social media (27%).

Focus Group Testing

A critical component of any social marketing campaign is ensuring that messages and images resonate with the intended target audience. SNAP-Ed partnered with Altarum Institute to conduct a series of focus groups with SNAP-Ed-eligible adults in six diverse Alabama counties (Pickens, Lauderdale, Etowah, Cleburne, Marengo, and Houston).

In total, 46 eligible adults participated in one of the six focus groups. Attendees were 85% female, 69% black/African American, and 29% white. Most attendees (72%) had at least one child living in the home, and 44% had a high school education or less. More than half (55%) reported that they or other members of their household participated in SNAP/EBT in the past year and 80% participated in at least one federal assistance program in the past year.

Through the focus group discussions, SNAP-Ed gained valuable insight into attendees' attitudes, opinions, and reactions to the messages and graphics designed for year three of the billboard campaign and their potential to elicit behavior change. Responses to new campaign materials were overwhelmingly positive. Suggestions for amending messages and images were considered in finalizing materials for the upcoming cycle to ensure that Live Well Alabama continues to resonate with the target audience.



Actions Taken

Respondents who were exposed to the billboard campaign were asked if seeing the messages led them to try something new or do something different for themselves or their families. Common responses:

- Planning healthy meals (32%)
- Eating more fruits and vegetables (37%)
- Buying more fruits and vegetables (31%)
- Drinking more water (38%)
- Drinking fewer sugar-sweetened beverages (28%)
- Exercising more (20%)

Alabamians Ready to Make a Change

By conducting a phone survey and six focus groups, Alabama Extension at Auburn University SNAP-Ed gained valuable feedback from Alabamians to shape the future of the Live Well Alabama campaign and provide residents with resources to help them make the changes they are ready to make. While many phone survey respondents were not meeting recommendations for fruit and vegetable consumption and physical activity, the majority were preparing to make a change. Respondents particularly expressed readiness to increase vegetable consumption (65%). In addition, among those exercising three days a week or less, one-third (34%) were preparing to become more physically active. Among focus group attendees, while 61% drank sugary beverages on a regular basis, most attendees (56%) were interested in drinking fewer sweetened beverages. Understanding the barriers Alabamians face to adopting healthier behaviors and knowing where they are ready and interested in making a change is important for providing relevant and effective SNAP-Ed initiatives.

SNAP-Ed is committed to providing multi-level, comprehensive initiatives to help residents overcome barriers to achieving better health.

A Look Into the Future

A long-term goal of SNAP-Ed is to gain insight into audience behavior change by being exposed to Live Well Alabama messaging. Live Well Alabama social marketing is only one component of a comprehensive, multi-level intervention aiming to create change in food, drink, and physical activity choices.

Combining Live Well Alabama messaging with other SNAP-Ed program strategies to create behavior change is a long-term goal toward creating a culture shift in Alabama.

Awards, Publications, Recognitions, and Presentations

Major Awards (7)

National Extension Association of Family and Consumer Sciences

National Awards

- Florence Hall Award
ALProHealth: A Road to a Healthy Alabama
- SNAP-Ed/EFNEP Educational Program Award
Live Well Faith Communities: Creating a Healthier Rural Alabama
- Program Excellence through Research Award
Body Quest Parent: A Text Message Parent Education Intervention to Supplement a School-Based Obesity Prevention Initiative for Third Graders
- Social Media Education Award
Live Well Alabama: Connecting People and Nutrition Education through Social Media

State Awards

- Social Media-Online Video Award
Live Well Alabama: #FoodFriday Healthy Recipe Videos

College of Human Sciences Graduate Student Research Symposium, Auburn University, Alabama

- 1st Place, Extension empowers Alabama youth and parents to eat better and move more
- 2nd Place, Rural community garden's capacity to increase accessibility and affordability of healthy foods in Alabama

Refereed Journal Articles (5)

- Kellegrew K, Powers A, Struempfer B, Parmer S, Funderburk K, Griffin J, Tran C. Evaluating barriers to SNAP/EBT acceptance in farmers markets: A survey of farmers. *Journal of Agriculture, Food Systems, and Community Development*. 2018;8(1):133-146.
- Funderburk K, Struempfer B, Parmer SM, Griffin JB. Body Quest Parent: A text message parent education intervention to supplement a school-based obesity prevention initiative for third-graders. *Journal of Nutrition Education and Behavior*. 2018;50:415-417.
- Parmer SM, Struempfer B, Funderburk K, Parmer G. Pioneering Extension nutrition education with iPad apps: A development story. *Journal of Extension*. 2017;55(6).
- Griffin J, Struempfer B, Funderburk K, Parmer S, Tran C, Wadsworth D. My Quest, an intervention using text messaging to improve dietary and physical activity behaviors and promote weight loss in low-income women. *Journal of Nutrition Education and Behavior*. 2018;50:11-18.e1.
- Powers AR, Brock R, Parmer SM, Funderburk K, Struempfer B (abstract accepted). Multi-level, faith-based public health initiative supports healthier places and people in rural Alabama. *Preventing Chronic Disease: High Obesity Program Special Collection*. 2018.

National/State Recognition (12)

SNAP-Ed Connection Success Stories (<https://snaped.fns.usda.gov/success-stories>)

- Community Gardens Bring Healthy Food to those in Need in Rural Alabama
- Live Well Faith Communities: Creating Healthier Rural Alabama
- Live Well Alabama: Connecting People and Nutrition Education through Social Media
- Good Choice Healthier Retail Initiative puts Healthier Choices Within Reach
- #FoodFriday Healthy Recipe Videos
- How do we get kids to eat more fruits and vegetables? Alabama SNAP-Ed finds answers with Body Quest.

Alliance for a Healthier Generation

- SNAP-Ed and Healthier Generation: 2 Success Stories

<https://www.healthiergeneration.org/articles/snap-ed-and-healthier-generation-2-success-stories>

eXtension

- Texting Programs in SNAP-Ed

<https://articles.extension.org/pages/74623/texting-programs-in-snap-ed>

National Extension Association of Family and Consumer Sciences Impact 2018 Reports

- Childhood Obesity Prevention
<https://neafcsmemberclicks.net/assets/documents/impact/2018-Impacts/2018%20Childhood%20Obesity%20Prevention.pdf>
- Community Health and Wellness
<https://neafcsmemberclicks.net/assets/documents/impact/2018-Impacts/2018%20Community%20Health%20and%20Wellness.pdf>

American Public Health Association

- ALProHealth video featuring SNAP-Ed: <https://www.youtube.com/watch?v=5JqeG-2CjzFU>

National, Invited, and Refereed Presentations (16)

National Extension Association of Family and Consumer Sciences

San Antonio, Texas

- Live Well Alabama: Connecting People and Nutrition Education through a Social Media Campaign
- Leading the Charge: Achieving Greater Educational Impacts with Multi-level Comprehensive Community Interventions

Society of Nutrition Education and Behavior

Minneapolis, Minnesota

- Outcome Evaluation of Alabama Supplemental Nutrition Assistance Program—Education (SNAP-Ed) Social Marketing Campaign

Food and Nutrition Conference and Expo

Washington, DC

- Text Messages and Recipes Engage Parents of Elementary Youth in School-Based Nutrition Education

National Health Outreach Conference

Bloomington, Minnesota

- Rural Community Gardens in Alabama
- Quest for Healthy Schools: Making Alabama Schools Healthier Places to Learn
- Innovative Partnerships in Alabama Impacting Community Health
- CDC and Alabama Extension: A partnership for success

End Hunger in Alabama Task Force

Montgomery, Alabama

- Grant-Funded Nutrition Education at ACES, Auburn University

Epsilon Sigma Alpha Pi Chapter

Opelika, Alabama

- Live Well Alabama Social Marketing: Text Messaging

Alabama Dietetic Association Annual Meeting

Birmingham, Alabama

Nutrition Symposium 2018

School of Public Health, Samford University, Alabama

This is Research Student Symposium

Auburn University, Alabama

College of Human Sciences Theses Presentations

Auburn University, Alabama

- Rural Community Gardens' Capacity to Increase Accessibility and Affordability of Healthy Foods in Alabama
- Quest for Healthy Schools: Making Alabama Schools Healthier Places to Learn
- Extension Empowers Alabama Youth and Parents to Eat Better and Move More

SNAP-Ed Professionals Creating a Culture Shift in Alabama

Alabama Extension at Auburn University SNAP-Ed is uniquely positioned to help reduce and prevent obesity in Alabama. SNAP-Ed's statewide network of passionate nutrition educators is committed to improving the environment around health and well-being for Alabamians, focusing on the hardest to reach. With strong partnerships at the local, state, and national levels, widespread and lasting change is right around the corner. Improving dietary and physical activity behaviors of individuals and families and building partnerships to improve the health of communities are among key SNAP-Ed efforts to Eat Better, Move More, and Make a Change.

In FY18, all Auburn University SNAP-Ed educators successfully completed the National Nutrition Certification Program, a nationally recognized course offered to nutrition educators through Utah State University's Food \$ense (SNAP-Ed) program.

SNAP-Ed Educators

Annette Casteel, Winston and Franklin
Bernadine Ransom-McCaskill, Mobile
Carolyn Rothschild, Monroe and Wilcox
Chasity Little, Jackson and DeKalb
Cheri Huff, Tuscaloosa
Cori Harris, St. Clair
Debbie Beverly, Conecuh and Covington
Demetrius Scott, Butler and Lowndes
Desiree Hutcherson-Bates, Jefferson
Domiguez Hurry, Bullock and Macon
Erin Reznicek, Pickens and Sumter

Gina White, Washington and Clarke
Ginger Eatman, Marion and Walker
Gladys Blythe, Dallas and Perry
Helen Melton, Hale and Greene
Jenna Mayfield, Lamar and Fayette
Jennifer Palmer, Lawrence and Colbert
Karen Howle-Hurst, Etowah
Kathleen Sharp, Mobile
Kayla Shealy, Calhoun
Lisa Wood, Pike and Crenshaw
Meagan Taylor, Lauderdale

Meaghan Robertson, Clay and Talladega
Meaghanne Thompson, Cherokee and Cleburne
Rachel Graham, Randolph and Chambers
Roberta McClellan, Cullman and Marshall
Sara Watson, Chilton and Bibb
Sheila Dorriety, Geneva and Coffee
Gianna Edmunds, Tallapoosa and Coosa
Tammy Glass, Marengo and Choctaw
Tawnya Kirkland, Henry and Barbour
Trina Walker, Houston and Dale
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