

Supplemental Nutrition Assistance Program Education

PA SNAP-Ed
FY 2024



In FY 2024, 21 partner agencies delivered Pennsylvania Supplemental Nutrition Assistance Program Education (PA SNAP-Ed) programming via direct nutrition education, policy systems and environmental (PSE) change strategies, and social marketing.

Statewide goals for PA SNAP-Ed include helping Pennsylvanians choose more fruits and vegetables as part of their healthy eating patterns, making their food dollars stretch as far as possible, and promoting physical activity to people of all ages.

PA SNAP-Ed by the Numbers

Nutrition Education Reach

158,095

PSE Reach

604,542

Social Marketing

1.1 million
social media views

Nutrition Education

Interactive classes engage participants in learning about nutrition and physical activity and build food resource management and cooking skills.

📍 1,784 sites across Pennsylvania

🍏 52,525 Education Sessions

PA SNAP-Ed is effective! After participating in nutrition education sessions:

44% of students in grades 8th–12th increased how often they ate vegetables each day.

39% of students in grades 4th–6th participated in 60 minutes or more of physical activity on more days of the week.

34% of adults increased how often they ate fruit each day.

32% of adults increased how often they check for items on sale while shopping for food.

26% of adults were more likely to use a list when planning and shopping for meals.



Policy, Systems, and Environmental Change Strategies

Policy, System, and Environmental (PSE) changes improve health in communities by improving access to healthy food, promoting healthy dietary choices, and expanding physical activity opportunities.

📍 993 sites across Pennsylvania

⚙️ 3,310 changes adopted and maintained

Top 3 Nutrition Changes

648 Established and maintained point-of-decision prompts to inform healthy eating choices

203 Provided nutrition training to site staff who reinforce SNAP-Ed messaging and amplify reach

153 Established and maintained farm-to-table initiatives and use of fresh local produce

Top 3 Physical Activity Changes

173 Established and maintained point-of-decision prompts to increase physical activity

109 Increased opportunities for physical activity during school recess

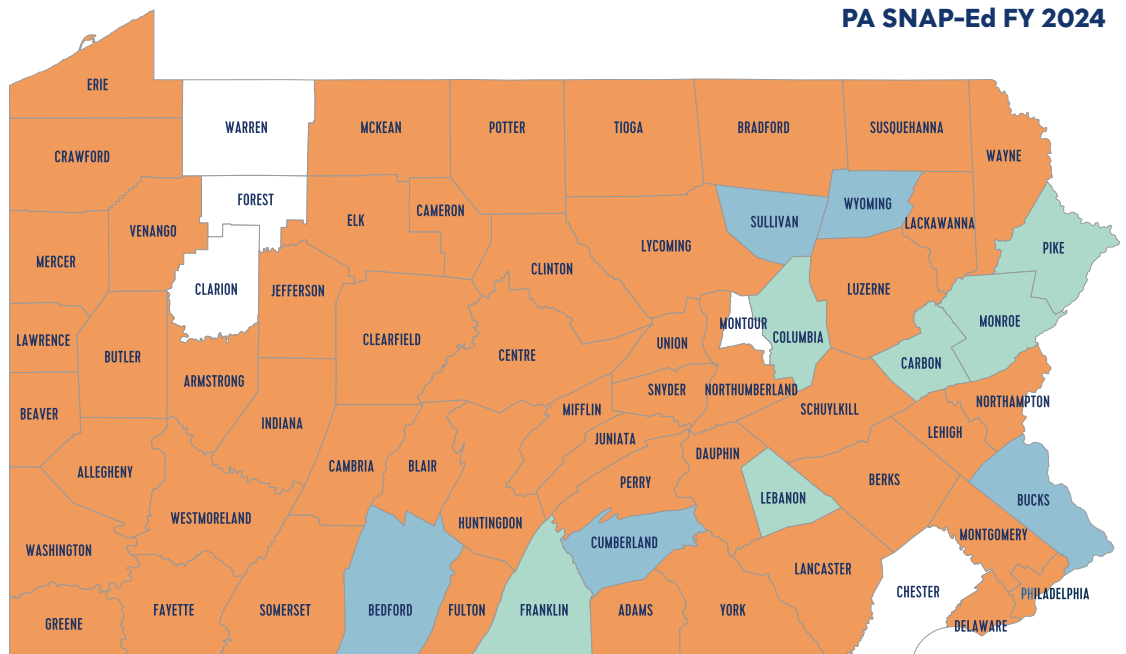
103 Improved opportunities for unstructured physical activity time at early childhood education sites

PA SNAP-Ed Programming

- Nutrition Education + PSE
- Nutrition Education
- PSE



CHECK OUT
OUR PA
SNAP-ED
PARTNERS!



Social Marketing

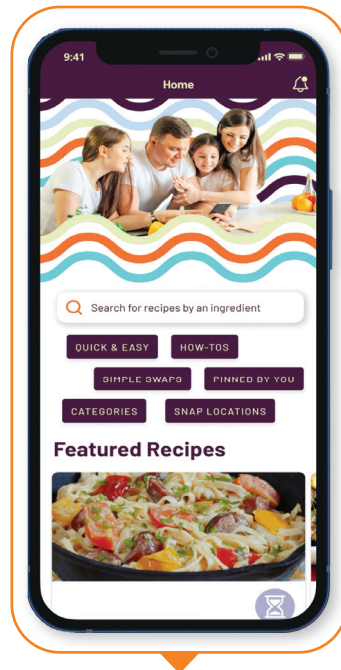
The Be Healthy PA campaign and CookWith smartphone application marketing messages are communicated through signage, social media, and the Be Healthy PA website. Messaging is targeted to PA SNAP-Ed programming sites and eligible census tracts in Pennsylvania.

19 PA SNAP-Ed Partners

collaborated on
campaign marketing and
promotion

33,000+

visits to BeHealthyPA.org



The CookWith app offers 165 recipes, healthy eating tips, and tools for fruit and vegetable-based meal preparation. The app aligns with USDA guidelines, features educational messaging to build confidence in healthier cooking and includes survey tools to assess usability, readiness to change, and behavior improvements.



**Healthy Food.
Healthy Moves.
Healthy YOU.**



Pennsylvania
Department of Human Services

This institution is an equal opportunity provider. This material was funded by USDA's Supplemental Nutrition Assistance Program (SNAP) through the PA Department of Human Services (DHS).

PA SNAP-Ed Partnerships

Local partnerships are vital for maintaining a vibrant PA SNAP-Ed community.

Over **600 partners** across Pennsylvania worked to improve health in 2024 including:

- 140 K-12 School
- 96 Human Service
- 79 Government Programs
- 62 Non-Profit Organizations
- 61 Early Childhood Education
- 55 Food Stores
- 42 Faith-Based
- 25 Parks & Recreation
- 24 Healthcare
- 18 Food Assistance
- 10 Farmers Markets