Evaluation and Implementation of the South Carolina SNAP-Ed Program

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SNAP-Ed Program Goals

• To ensure that people who are “SNAP-Ed eligible” are able to meet national dietary and physical activity guidelines on a budget
• Approaches include multi-level interventions: DE, IE, PSE, SM
USC Current Projects

- Statewide Evaluation
- Library PSE Implementation
- State Food Policy Council
- Expanding transportation access
- Local Food Policy Council
- Fruit and Vegetable Promotion SM Campaign

Learn more here: https://scsnaped.sc.edu
Current Projects

Statewide Evaluation

Library PSE Implementation

State Food Policy Council

Local Food Policy Council

Fruit and Vegetable Promotion SM Campaign

Federal Reporting Monitoring and Tracking

- Direct Nutrition/ Phys. Activity Education
- Policy, Systems, and Environmental Changes
- Social Marketing
- Partnerships
- Coalitions
- Additional individual IA focused evaluations
Current Projects

Statewide Evaluation

Library PSE Implementation
- Provide training, technical assistance on implementation, maintenance, and sustainability of PSEs with libraries statewide
  - Seed Libraries
  - Community Gardens
  - Farmers Markets
- Food Pantries/ Community Fridge
- Food Insecurity Screening

State Food Policy Council

Local Food Policy Council

Fruit and Vegetable Promotion SM Campaign
Current Projects

Statewide Evaluation

Library PSE Implementation

State Food Policy Council

Provide consultation and technical assistance on implementation, maintenance, and sustainability of PSEs with SCFPC committees:

- Strengthening Nutr. Assistance Prog.
- Racial Equity in the Food System
- Planning and Transportation
- Branding and Communications
- Rural & Urban Agriculture
- Food is Medicine

Food is Medicine
- FiM Intervention scale-up
- Landscape Assessment
- Produce Prescription interventions
- External funding

Local Food Policy Council

Fruit and Vegetable Promotion SM Campaign
Current Projects

Statewide Evaluation

Library PSE Implementation

State Food Policy Council

Local Food Policy Council

Fruit and Vegetable Promotion SM Campaign

Fund staff time on councils and provide training/technical assistance on PSEs

- **WeCo-Cayce FPC**: Roadside Produce Stands (*New Healthy Retail Outlet*)
- **Greenville Food Security Coalition**: Citywide Grocery Store Business License Incentive (*Policy that encourages the establishment of new healthy retail outlets*)
- **York County FPC**: FARMacy Mobile Food Cart (*Mechanism for distributing produce to families or communities*)
Current Projects

- Statewide Evaluation
- Library PSE Implementation
- State Food Policy Council
- Local Food Policy Council
- Fruit and Vegetable Promotion SM Campaign
- Statewide HEAL Multi-media Social Marketing Campaign
  - Paid social media
  - Organic social media
  - One statewide PR campaign
  - Radio ads
  - Transit ads
Project Teams

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SNAP-Ed
Ashley Page Bookhart – Program Coordinator (Libraries and State and Local Food Policy Councils)
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Amy Weaver – Program Coordinator (State Food Policy Council and Food is Medicine SC)
Sharraf Samin – Graduate Assistant
Mark Macauda – Nutrition Education Curricula Data Analyst Support
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Food is Medicine Grants
Elizabeth Adams – Co-Investigator
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