

Illinois SNAP-Ed: A Program of Impact

**EAT.
MOVE.
SAVE.**

Illinois Supplemental Nutrition Assistance Program Education (IL SNAP-Ed) provides community-based nutrition education for individuals and families eligible for the Supplemental Nutrition Assistance Program (SNAP). IL SNAP-Ed works with communities and local partners to prevent obesity and reduce the risk of chronic disease by making nutritious foods and active living opportunities more accessible. In Illinois, the SNAP-Ed program is known as **Eat. Move. Save.** The program is delivered by University of Illinois Extension and University of Illinois Health's Chicago Partnership for Health Promotion.

Transforming the Health of Individuals

Overall Program Impact

Over the last three years (fiscal years 2020–2022), IL SNAP-Ed partnered with Altarum to conduct an evaluation to determine the impact of the Eat. Move. Save. Program on participants. A total of 857 Illinois adults participated in the evaluation.

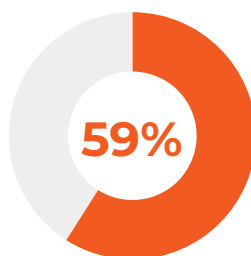
Results show that IL SNAP-Ed encourages steps toward health and wellness among Illinois residents.

More than 1 in 4

SNAP eligible residents living in SNAP-Ed priority communities report receiving SNAP-Ed.

Program delivery was significantly higher among residents who:

- Participated in assistance programs
- Had children in the household
- Were overweight or obese
- Experienced food insecurity
- Identified as Black, non-Hispanic



A **majority** of residents receiving SNAP-Ed **took action** after interacting with the Eat. Move. Save. program.

Residents living in SNAP-Ed priority communities were most commonly:



Starting to be more active



Starting to eat more fruits and vegetables



Trying new recipes

Those experiencing food insecurity and those who were overweight or obese **were more likely to take action** than those who were not.



Illinois Extension
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

UI Health
Office of Community Engagement and
Neighborhood Health Partnerships



Altarum

Transforming the Health of Individuals

Social Marketing Campaign Impact

In October 2021, IL SNAP-Ed launched a statewide healthy messaging campaign. Primary goals of the campaign were to increase awareness of the SNAP-Ed program, recognition of the Eat. Move. Save. brand, and overall reach of the SNAP-Ed program. Campaign messages included topics about healthy eating, food budgeting, and physical activity. Messages were shared on billboards, social media, digital ads in grocery stores and gas stations, public transit ads, and home delivered mail. IL SNAP-Ed evaluated the impact of the campaign with a total of 1,156 SNAP eligible residents and 94 community partners.

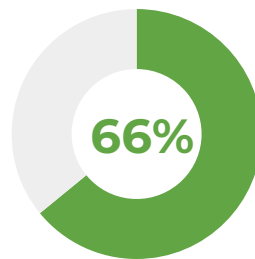
Results show that campaign messages reached SNAP eligible audiences across the state.

1 in 5

SNAP eligible residents saw Eat. Move. Save. campaign messages.

Groups who had higher message recall rates include those who:

- Received SNAP-Ed programming
- Had lower educational attainment
- Participated in assistance programs
- Participated in SNAP
- Identified as Black/African American



Two-thirds of residents who saw campaign messages reported **taking action** after seeing them.

Residents who saw campaign messages were:



More likely to be preparing to eat more fruit and vegetables.

More likely to eat vegetables at least once a day.

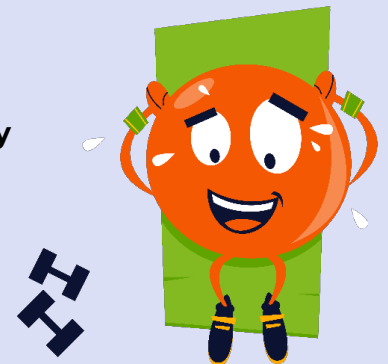
Ate vegetables **more frequently** than residents who were not exposed.

Residents who were food insecure, had lower educational attainment, and identified as Black/African American were **more likely to take healthy behavior actions** after interacting with the campaign.



Residents who saw the campaign were more likely to:

- **increase their physical activity levels**
- **experience a significantly greater change in the number of days per week they reported being active**



86% of partners believe the campaign reinforces or supports their organization's work.

**EAT.
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Transforming the Health of Communities

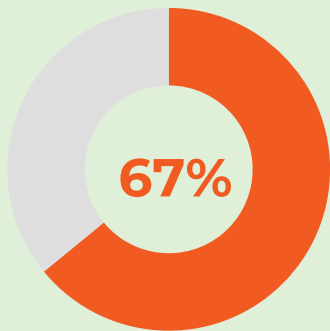
IL SNAP-Ed works with local partners and coalitions to reach families across communities with a combination of SNAP-Ed activities. Community partnerships and coalitions were evaluated to determine how IL SNAP-Ed and community organizations work together to support food access, healthy eating, and active living in Illinois communities.

“Our partnership with Extension [SNAP-Ed] has really shown that this is a perfect partnership, and everything that Extension stands for ties directly into what we’re trying to do with [other organizations] and addressing social determinants of health in [our community].”

– Interviewed partner

Partners collaborate with IL SNAP-Ed in a variety of ways.

More than two-thirds of partners indicated working with IL SNAP-Ed in a variety of ways, including:



- ✓ using SNAP-Ed’s educational resources
- ✓ hosting nutrition education and cooking skills classes
- ✓ creating, implementing, and assessing healthy policies
- ✓ coordinating to avoid duplication within the community
- ✓ collaborating on community coalitions and committees
- ✓ working to share aligned health messages in the community

Partners recognize and appreciate supports provided by IL SNAP-Ed.

Community partners shared how working with SNAP-Ed and other community organizations helped them address organizational challenges through provision of nutrition education resources, technical assistance, parental engagement, and collaborative leadership.

“We’re actually making change. You know, we’re instituting food policies at food pantries so that they recognize they need to build in more nutritious foods and that’s directly coming [from SNAP-Ed] leadership.”

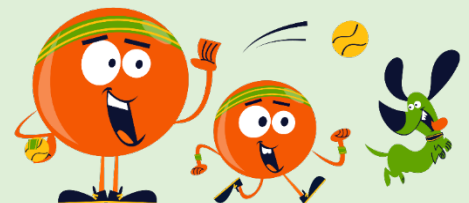
– Interviewed partner

“We each have our own driving lanes, our own viewpoint, but we have alignment of purpose.”

– Interviewed partner

Community-based organizations strongly value their partnership with IL SNAP-Ed.

Partners noted that, by working towards common goals, both groups expand their reach and make a positive impact on healthy eating, physical activity, food access, and obesity prevention in their community.



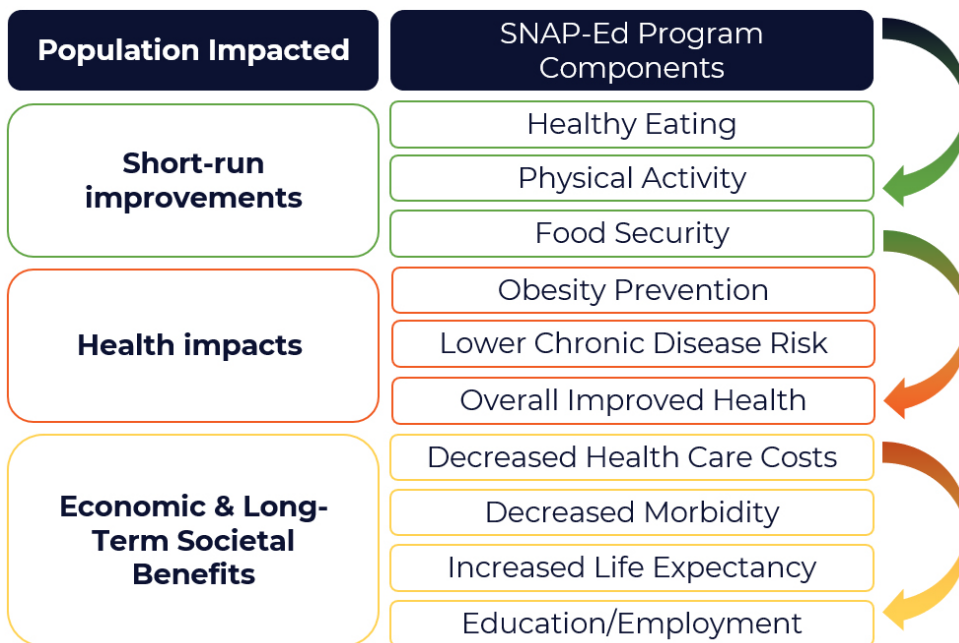
Societal Value and Return on Investment Estimates

IL SNAP-Ed returned between \$5.36 and \$9.54 per dollar spent.

A return-on-investment analysis estimated the economic benefits of the IL SNAP-Ed program, per dollar spent. A model was constructed using program data and prior literature to estimate the number of obesity and food insecurity cases prevented by IL SNAP-Ed. Altarum's *Value of Health* model was then used to estimate the total value of future health and economic improvements from the prevented cases.

An estimated 5,060 cases of obesity and 570 cases of food insecurity were prevented across Illinois children and adults in a single year.

Short-Term Improvements to Long-Term Benefits



For a single year of programming, IL SNAP-Ed was estimated to generate total discounted future societal benefits between **\$76.0 million and \$135.3 million**.

- Benefits include health care cost savings (\$35.7–\$65.8 million) and increased education, life expectancy, and lifetime earnings (\$40.3–\$69.5 million) due to decreased rates of obesity and food insecurity.



Benefits were generated by all major program components: social marketing (\$25–\$45 million), policy, system, and environmental change activities (\$24–\$42 million), direct education (\$11–\$20 million), and indirect education (\$16–\$28 million).



For a single year of programming, IL SNAP-Ed was estimated to generate future benefits for:

- The federal government between \$23.9 million and \$43.5 million,
- State and local governments between \$5.4 million and \$9.4 million, and
- Households and the private sector between \$46.7 million and \$82.4 million.