



The UNC Center for Health Promotion and Disease Prevention's (HPDP) Supplemental Nutrition Assistance Program-Education, known as SNAP-Ed, is funded by the U.S. Department of Agriculture and supports healthy food access among SNAP (formerly known as food stamps) recipients. HPDP's SNAP-Ed program partners with six North Carolina counties: Orange, Rockingham, Warren, Lenoir, Sampson, and Duplin. In each of these counties, the HPDP SNAP-Ed team implements at least one of the following healthy food initiatives:

Community Gardens

The SNAP-Ed team supports 18 community gardens, three in each of the six implementation counties. Each garden is managed by a SNAP-Ed-funded community partner. The community garden manager is responsible for overseeing garden maintenance, recruiting participants, and facilitating the distribution of garden produce to SNAP-eligible community members. Educational workshops are also offered to enhance garden engagement and cover topics like nutrition, pest management, and composting.

Farmers' Market Education Tours and Cooking Demonstrations

The SNAP-Ed team promotes farmers' markets as an opportunity to purchase healthy food while supporting local farmers. Educational tours and cooking demonstrations are hosted in five of the six implementation counties. The goal is to assist SNAP-eligible community members in integrating local food into a healthy diet by demonstrating preparation techniques using local foods and acclimating SNAP shoppers to farmers' markets.

Social Marketing Campaign

In Rockingham, Orange, Lenoir, and Sampson Counties, UNC utilizes social marketing techniques to raise awareness that SNAP benefits are accepted at local farmers' markets. The messages and graphics created are disseminated throughout the community using various communication channels. In 2016, the program will expand to promoting community gardens in all six targeted counties.

Healthy Aisle

In Lenoir County, the "Healthy Aisle" program aims to increase purchasing of healthy food in two corner stores via increased stocking, promotion, and strategic placement of healthy food items. SNAP-Ed funds support shelving, promotional materials and technical assistance to local corner store managers. In 2016, the program will expand to Orange and Warren Counties.

Local Food Policy Councils

The SNAP-Ed team is involved in the development of Local Food Policy Councils in Orange and Warren Counties by serving as active members and supporting policies that increase healthy food access.

Child Nutrition Project (new in 2016)

The SNAP-Ed team, in partnership with No Kid Hungry NC, aims to ensure that children and parents are aware of the healthy foods offered at Summer Nutrition Program sites. Nutrition education materials will be distributed statewide through schools and No Kid Hungry NC's partners. Within the six implementation counties, nutrition education workshops will be provided at Summer Nutrition Program sites.