



SNAP-Ed (Supplemental Nutrition Assistance Program-Education) at UNC Chapel Hill's Center for Health Promotion and Disease Prevention (HPDP) is a U.S. Department of Agriculture funded program charged with making healthy food more accessible to SNAP (formerly known as Food Stamp) eligible individuals in North Carolina. In partnership with community based organizations the SNAP-Ed UNC team utilizes a policy, systems and environmental approach to community based research in fourteen counties across North Carolina. A description of each initiative funded in 2017 by county is listed below.

Community Gardens

[Orange, Warren, Rockingham, Sampson, Duplin, Lenoir](#)

Connecting locally grown produce while fostering gardening skills among SNAP eligible individuals is the goal of the community garden program. SNAP-Ed supports 18 community gardens in 6 counties and provides stipends to community garden managers to maintain the gardens and engage the community. In 2017 UNC SNAP-Ed will host sustainability workshops to educate community gardeners on transferring garden outputs to entrepreneurial ventures.

Social Marketing

[Orange, Warren, Rockingham, Sampson, Duplin, Lenoir](#)

Social marketing by definition is the application of standard marketing techniques towards a social good. SNAP-Ed at UNC launches community based campaigns that are designed to change knowledge, beliefs, attitudes, and behaviors on eating fruits and vegetables through media, print materials, billboard and banners. SNAP-Ed UNC currently manages a farmers' market awareness campaign and new in 2017, *Together We Grow*; a healthy eating campaign targeting African American senior women.

Healthy Retail

[Orange, Warren, Rockingham, Lenoir](#)

SNAP-Ed UNC staff test techniques in behavioral economics to influence healthy shopping decisions in small neighborhood and grocery stores in order to make the healthy choice the easy choice for SNAP eligible shoppers. Techniques such as product placement can uncover the hidden ways shoppers make decisions and encourage healthy food purchasing while making healthy food more profitable for store owners.

Local Food Policy Councils

[Orange, Warren, Rockingham](#)

SNAP-Ed UNC staff serve as board members, on working groups, and provide on the ground networking to establish and support local food policy councils. The purpose of this strategy is to work across sectors to enact county wide policies to increase healthy food access and strengthen local food systems.

Child Nutrition Project

[Orange, Warren, Buncombe, Cumberland, Durham, Forsyth, Guilford, New Hanover, Pitt, and Rowan](#)

No Kid Hungry NC, in partnership with SNAP-Ed UNC funding provides technical assistance around implementing, expanding and promoting access to healthy foods served by the under-utilized federal child nutrition programs. Its focus includes School Breakfast, At-Risk Afterschool Meals, and Summer Meals programs. In addition staff distributes nutrition education materials statewide and provides Cooking Matters for Kids classes and Cooking Matters at the Store tours in Orange County.