



## SUPPORTING INDIVIDUALS, FAMILIES AND COMMUNITIES IN MICHIGAN THROUGH NUTRITION AND PHYSICAL ACTIVITY EDUCATION

**41,562**

adults and youth reached through Michigan State University (MSU) Extension's in-person and virtual nutrition education programming

**466,146**

individuals reached through indirect outreach of MSU Extension's nutrition and physical activity education including educational videos, social media postings, podcasts, articles and fact sheets

**16,718**

adults and youth reached at **111** sites through policy, systems and environmental (PSE) change coaching resulting in **252** site changes

## PRIORITY

### A R E A S

- Delivering evidence-based, hands-on nutrition and physical activity learning opportunities
- Empowering youth, adults and families with limited resources by sharing information and strategies to make healthy behavior and lifestyle choices
- Promoting active lifestyles and healthy habits

To support nutrition and physical activity programming, contact Deanna East at [eastd@msu.edu](mailto:eastd@msu.edu). To bring nutrition and physical activity programming to your community, contact Becky Henne at [henner@msu.edu](mailto:henner@msu.edu) or Imelda Galdamez at [galdamez@msu.edu](mailto:galdamez@msu.edu).

## IMPACTS

Through MSU Extension's nutrition and physical activity programming, Michigan adults, families and children gained crucial knowledge about nutrition and healthy foods, increased their daily physical activity and reduced their food insecurity. Of participants surveyed after completing nutrition and physical activity programming through MSU Extension:



**41%**

of adults reported eating more fruits and vegetables every day.



**92%**

of students in kindergarten through second grade reported being willing to try new foods offered at school.



**31%**

of students in sixth through 12th grade reported decreasing their soda consumption.



**41%**

of adults reported increasing their physical activity.



**94%**

of adults reported positive change in one or more food groups.

[canr.msu.edu/nutrition](http://canr.msu.edu/nutrition)  
[canr.msu.edu/physical\\_activity](http://canr.msu.edu/physical_activity)

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## CONNECTING THROUGH SOCIAL MEDIA



Logo of the MI Health Matters social media pages

In light of the COVID-19 pandemic, outreach in a virtual space has been perhaps more important than ever. Throughout 2020, MSU Extension's MI Health Matters social media campaign continued to expand reach via technology to deliver nutrition and physical activity messages. In particular, MSU Extension created and circulated over 1,100 physical activity and nutrition education posts to adults

via Facebook and Instagram. More than 240 videos – everything from cooking tips to exercise demonstrations – were made available through the MI Health Matters Facebook page and YouTube channel. Overall, the MI Health Matters social media campaign reached over 466,000 viewers in 2020, highlighting food resource management information, recipe preparation and physical activity. MSU Extension community nutrition instructors hosted a variety of Facebook Live chats to share key nutrition messages. Additionally, as part of the MI Health Matters social media campaign, eight Neighborhood Nutrition podcasts were created as a way for MSU Extension community nutrition instructors to share tips and tricks about stretching food budgets while staying healthy. Listen to the podcasts at [canr.msu.edu/nutrition/neighborhood-nutrition](http://canr.msu.edu/nutrition/neighborhood-nutrition).

**32,126** followers on Facebook

**5,390** people engaged on Pinterest

**859** people viewed educational videos on YouTube

**“**While making changes in my childcare, I have also made changes in my personal life. I have cut back on soda, am more conscious of sugars and carbohydrates, and am doing more label reading. My 15-year-old is asking me to buy healthy snacks.**”**

• Childcare provider and nutrition and physical activity program participant

## SUPPORTING INDIVIDUALS, FAMILIES AND COMMUNITIES IN RESPONSE TO COVID-19

Food insecurity and financial strain increased in 2020, due to the impacts of the pandemic. As a result, according to the Center on Budget and Policy Priorities, 12.9% of Michigan households were food insecure or struggled to afford a nutritionally adequate diet. To stay safe while meeting its mission, MSU Extension pivoted to virtual nutrition education programming throughout the year to assist participants in navigating barriers to nutritious food and healthy habits. In 2020, MSU Extension provided over 300 virtual nutrition and physical activity classes reaching participants across the state.



Kendra Gibson, MSU Extension community nutrition instructor, implementing a virtual nutrition class to youth

## ENSURING FOOD SECURITY FOR REFUGEES DURING COVID-19

MSU Extension community nutrition instructor Sulaiman Mansour works closely with the refugee population in southeastern Michigan. Many refugees who participated in Mansour's Supplemental Nutrition Assistance Program-Education (SNAP-Ed) classes shared fears of shopping because of COVID-19 and not knowing how to make healthy food choices. Mansour instructed participants on reading nutrition labels, accessing the Double Up Food Bucks program and understanding the seasonality of fruits and vegetables; yet, he saw that additional support was needed due to the special challenges posed by the pandemic.



He showed participants how to use grocery store apps, how to place orders online for pick-up or delivery, and how to create shopping lists based on location in the store to more efficiently and quickly shop for food. The additional support assisted his SNAP-Ed participants in a way that allowed them to make and access healthy food choices and navigate a store and language barriers while adhering to social distancing. Participants conveyed their fears of shopping for groceries were alleviated, because they did not need to ask for help and they had access to food that helped them feel secure, especially during the pandemic.

## CONNECTING THROUGH TOUGH TIMES

For over six years, Derrick Harrison, an MSU Extension community nutrition instructor, provided SNAP-Ed nutrition education programs at the Stallworth Adult Foster Care Home-Linwood in Detroit, a home for adults with disabilities. Each year, the participants look forward to learning how to prepare tasty and nutritious recipes and how to incorporate physical activity into their daily routines. Due to safety concerns from the pandemic in 2020, the class needed to pivot to a virtual format.

Harrison was able to build a relationship with a resident named Joe in the home whom he had worked with previously. Joe was shy and reluctant to be in the class at first; however, it was discovered that Joe had outstanding technology skills. Harrison worked with him to assist other residents at Stallworth to connect with the SNAP-Ed nutrition education series via Zoom on their computers. Joe even coordinated with Harrison to provide on-site food demonstrations for residents. The participants were excited to be connected to the class and learned about healthy and nutritious foods and strategies to make healthy choices every day.

89%

of students in kindergarten through second grade who participated in MSU Extension nutrition and physical activity programming reported washing their hands more often before handling food.

40%

of adult participants reported planning meals in advance more often.



Participant at Stallworth Adult Foster Care Home-Linwood in Detroit preparing yogurt parfaits for class participants to engage in the virtual nutrition education class.

**“At 65 years old, you think you know almost everything you need to know, but this class taught me that as we age, there are still simple things we can do to help us stay the healthiest we can be with a few simple changes and additions to our existing lifestyle.”**

• Benzie County nutrition and physical activity participant