

## Nutrition Education:

Populations Served In...	 Head Starts, Pre K, Lic'd Childcare Centers	 Elementary Schools	 Middle Schools	 High Schools	 Communities
CHILE Plus	Dir. ed: children, teaching & foodservice staff in 20 counties				Indirect education: children's parents/caregivers
Cooking with Kids	Direct education: students, teachers and food service staff in Santa Fe and Española Public Schools				Indirect education: students' parents/caregivers, and community members
ICAN	Direct education: students, teachers and support staff in 21 counties				Direct education: students' parents/caregivers, seniors, and community members
Kids Cook!	Direct education: over 5000 students, teachers and family members in Albuquerque Public Schools and 3 Sandoval School Districts, including Pre K as requested				Direct education: adults and youth through mobile food pantries, farmer's markets and community events
Las Cruces Public Schools	Direct education: students, teachers and food service staff in 30 schools in Las Cruces Public Schools				Indirect education: students' parents/caregivers, and community members

## Social Marketing to Promote Healthy Eating and Physical Activity (in collaboration with school-based SNAP-Ed NM programming):

Eat Smart to Play Hard		Students in 40 schools in 11 counties		40 student champions implementing ESPH	Students' parents/caregivers, and community members
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## Policy, Systems and Environmental Strategies:

SNAP-Ed Programs Reach People Where They...	 EAT	 LEARN	 LIVE	 PLAY	 SHOP	 WORK
CHILE Plus (see Map 1)	Provides nutrition and physical activity professional development training and technical assistance to early care and education staff in CHILE Plus-participating centers; works with local food retailers and health care providers to provide consistent messaging that promotes healthy eating and active living to parents and caregivers of young children.					
Cooking With Kids (see Map 2)	In Rio Arriba, Santa Fe, and Taos counties, provides training and technical assistance to food service staff on culinary techniques and local food procurement. Works with community partners to provide nutrition education trainings and technical assistance, coordinated with NM Human Services Department and other implementing agencies.					
Healthy Kids Healthy Communities (see Map 3)	Develops preschool and school wellness policies to support increased healthy eating and physical activity. Creates safe and active school yards and parks. Establishes safe walking and biking routes that connect neighborhoods to schools and other community points of interest. Establishes Walk and Roll to School programs.					
ICAN (see Map 4)	Through the Cooperative Extension Service in 21 counties, provides technical assistance and guidance in the areas of nutrition, physical activity promotion and gardening. Increases access to healthy and/or local food, encourages use of EBT/Double Up Food Bucks, and creates school/community and demonstration gardens. Assists IA's and sites with gardening questions and challenges.					
Kids Cook! (see Map 5)	Uses several innovative methods to support school policy, systems and environmental change through collaboration, intergenerational learning, and technical support.					
LC Public Schools (see Map 6)	In Doña Ana County, promotes use of salad bars located in all schools and active parties in lieu of food-based celebrations. Collaborates with local organization to build school gardens used for nutrition education and cooking lessons.					
Eat Smart to Play Hard (see Map 7)	Develops and provides point-of-purchase and point-of-decision signage and other behavioral cues to action that promote healthy eating and physical activity choices. Works with all implementing agencies to use the social marketing approach as part of multi-level interventions and as part of community efforts to change PSEs.					

# SNAP-Ed NM and Implementing Agencies Service Maps

SNAP-Ed NM is delivered by six Implementing Agencies (IA) that provide seven programs statewide or regionally. SNAP-Ed NM and the IAs work collaboratively to ensure that services and populations served are unduplicated across counties and tribal communities.

**GOAL:** To improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance.

**STRATEGIES:** Direct education, indirect intervention channels, social marketing, and policy, systems and environmental change approaches.

**REACH:** New Mexicans across the lifespan, from early childhood to seniors, within a variety of school and community settings.

