








# SNAP-Ed New Mexico Implementing Agencies (IAs)/ Programs Overview

## Nutrition Direct and Indirect Education

Populations served by...	Head Starts, Lic'd Childcare Centers 	Pre-K and Elementary Schools 	Middle Schools 	High Schools 	Older Adults and Seniors 	Teachers, support staff, food service staff 	Communities 
UNM's CHILE Plus	✓					✓	Indirect education to childrens' parents/caregivers.
Cooking with Kids		✓		✓		✓	Indirect education to students' parents/caregivers, and community members.
NM DOH's Healthy Kids Healthy Communities	✓	✓			✓	✓	Indirect education to students, parents, families, seniors, and community members.
NMSU's ICAN		✓	✓	✓	✓	✓	Direct education to students' parents/caregivers, seniors, and community members.
Kids Cook!		✓	✓			✓	Direct education to adults and youth through mobile food pantries, farmers' markets, and community events.
Las Cruces Public Schools		✓	✓			✓	Indirect education to students' parents/caregivers, and community members.

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

UNM's Eat Smart to Play Hard	✓	✓	✓	✓	✓	✓	Students' parents/caregivers, and community members.
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# Policy, Systems, and Environment

SNAP-Ed Programs Reach People Where They...

Eat



Learn



Live



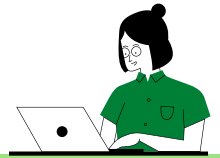
Play



Shop



Work



UNM's CHILE Plus

Provides nutrition and physical activity professional development training to early care and education staff in CHILE Plus-participating centers; works with local food retailers and health care providers to provide messaging that promotes healthy eating and active living to parents and caregivers of young children.

Cooking with Kids

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.

NM DOH's Healthy Kids Healthy Communities

Increases healthy eating and physical activity by supporting policy, systems, and environmental changes across New Mexico with a focus on 9 counties and 2 tribal communities. Partners with state agencies, non-profits, preschools, schools, senior centers, and communities to expand access to affordable and healthy local foods, strengthen wellness policies, establish edible gardens, conduct healthy lifestyle campaigns, and enhance food procurement systems.

NMSU's ICAN

Through the Cooperative Extension Service in 21 counties, provides technical assistance and guidance in 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!

Uses innovative methods to support school policy, systems and environmental change through collaboration, intergenerational learning, and technical support.

Las Cruces Public Schools

Promotes use of salad bars located in all schools and active parties in lieu of food-based celebrations. Collaborates with local organizations to build school gardens used for nutrition education and cooking lessons.

UNM's Eat Smart to Play Hard

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 IAs 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.

