

# Finger Lakes Eat Smart New York



## Impact Statement

October 2015-  
September 2016

The U.S. Census Bureau estimates that 14.4% of the residents in the Finger Lakes are living at or below the poverty level with concentrations of children living in poverty in Rochester (47%), Elmira (43%), Geneva (35%) and Hornell (32%). Low-income individuals and families are at a greater risk for many chronic health problems, including obesity, heart disease, and type 2 diabetes. Positive changes in nutrition and physical activity can help to prevent these health conditions. Our nutrition education and obesity prevention program makes a difference to SNAP and SNAP eligible audiences by:

- Increasing the consumption of fruits and vegetables
- Maintaining appropriate caloric balance and physical activity
- Reducing the consumption of sugar sweetened beverages

## Whom did we reach?

From October 2015 to September 2016, 78,253 adults and youth participated in the Finger Lakes Eat Smart New York (FLESNY) program in Monroe, Wayne, Ontario, Chemung, Steuben, Tompkins, Cayuga, Schuyler, Seneca, Yates and Livingston counties. We offered 4,023 lessons in a series, as one time workshops and interactive exhibits, allowing participants the opportunity to develop skills, increase knowledge and incorporate changes into their daily lives.

FLESNY Nutritionists worked with communities and schools to create and sustain edible gardens, school wellness initiatives and access to fruits and vegetables.

## Why are our programs effective?

- They motivate people to adopt healthy eating and lifestyle behaviors.
- They improve practices related to economical shopping and healthy preparation of nutritious foods.
- They ensure that individuals and families have enough to eat without resorting to emergency food assistance.

## What did participants learn?

- 82% increased frequency of eating fruits.
- 87% increased frequency of eating vegetables
- 79% increased frequency of being physically active for 30 minutes or more each day.
- 84% decreased frequency of consuming high fat and high sugar foods.
- 67% decreased frequency of consuming sugar sweetened beverages.
- 63% increased frequency of choosing a low-fat/fat-free dairy beverage or water.

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## Raised Bed Gardens on the Rooftop of Andrews Terrace



## Making a Difference in Communities and Schools

### Andrews Terrace, public housing in Rochester, Monroe County:

500 residents gain access to produce through on-site Foodlink Curbside Mobile Market and edible gardens. With over 50 nutrition education sessions, 100% of participants improve vegetable and 75% improve fruit intake.

### Brogan Manor, public housing in Auburn, Cayuga County

10 families learned how to cook, shop to stretch the food dollar, make healthy food choices and grow produce through “Cooking Matters for Families” series and access to nine raised beds. 80% are choosing low-fat dairy products more often and eating high fat and high sugar foods less often.

### Clyde-Savannah Elementary School, Wayne County:

45% of students reduced sugary beverages and 34% increased physical activity after CATCH Kids Club lessons and food demonstrations. Through teacher training CATCH is being implemented school wide.

## Reaching SNAP Audiences With take-action healthy messages

- Billboards: 305,570
- Radio spots: 84,548
- Newspaper: 34,000
- Electronic (FB, website, e-newsletter, Instagram and Twitter): 21,491
- Displays: 10,529
- TV: 802

*“They take their lead from you. Eat fruits and veggies and your kids will too.”*

*“Make Family Time Active Time”*

*“Milk Matters”*

## Kale Crew Approving of Kale Chips at Clyde-Savannah School

