

# GEORGIA SNAP-ED

## 2024 IMPACT REPORT

The Georgia Division of Family and Children Services, Department of Human Services in collaboration with five implementing agencies – Hand, Heart + Soul Project, HealthMPowers, Open Hand Atlanta, the Georgia Department of Public Health, and the University of Georgia – provides Supplemental Nutrition Assistance Program Education (SNAP-Ed) in Georgia. SNAP-Ed aims to improve the health of people eligible for SNAP through nutrition education classes and policy, systems and environmental changes where Georgians live, work, eat, learn, shop, and play.

### SNAP-ED BY THE NUMBERS

Total number served by direct nutrition education:

**39,898**

Total number of direct nutrition education classes:

**2,915**



### DIRECT EDUCATION

The following SNAP-Ed indicators were associated with significant improvements for adults (Percent of adults who improved healthy eating and/or food resource management behaviors):



# POLICY, SYSTEMS & ENVIRONMENTAL CHANGES

Policy, systems, and environmental (PSE) approaches include updates to established guidelines, improvements to the way business is done, and alterations to the physical environment to support healthy behaviors and make the healthy choice the easy choice.

Total PSE Changes

**376**

PSE Changes Reached

**69,674**  
People

**267**

# of Nutrition Changes

**64**

# of Physical Activity (PA) Changes

**45**

# of Nutrition + PA Changes

## SOCIAL MARKETING

In FFY2024, implementing agencies conducted 10 campaigns across Georgia, focusing primarily on fruit and vegetable consumption, physical activity and healthy beverages. Examples of content used across the campaigns are shown below.



Total Impressions  
**36,442,465**

Channels used for the campaigns included social media (Meta channels, Snapchat, Pinterest), billboards and transit advertising, web advertisements, site-level assets (posters, banners, a-frames, displays), YouTube, email updates and text messages.

For more information, contact [snaped@dhs.ga.gov](mailto:snaped@dhs.ga.gov)

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