



Oklahoma Department of Human Services (OKDHS)

The OKDHS mission is to help individuals and families in need help themselves lead safer, healthier, more independent and productive lives. The AFS SNAP Unit provides oversight for the Supplemental Nutrition Assistance Program (SNAP) Outreach, SNAP-Ed Nutrition Education, and Senior Farmers Market Nutrition Programs. In Oklahoma, SNAP-Ed is a partnership between OKDHS, the Chickasaw Nation, Oklahoma State University – Cooperative Extension Service, Oklahoma Tribal Engagement Partners, University of Oklahoma Health Science Center, and the USDA Food and Nutrition Service (FNS). SNAP-Ed provides nutrition education to food benefit recipients and other eligible low-income individuals and families. <https://oklahoma.gov/okdhs/services/snap.html>

Oklahoma SNAP-Ed Implementing Agencies and Programs



Chickasaw Nation Impa' Kilimpi'

13 counties in Chickasaw Nation territory: Pontotoc, Garvin, Johnston, Carter, Murray, Grady, McClain, Stephens, Jefferson, Love, Marshall, Bryan, Coal

Impa' Kilimpi' was created to foster a positive approach to nutrition for families and communities by modeling and teaching lifestyle habits that promote overall well-being. Impa' Kilimpi' strives to encourage healthy eating habits, healthy cooking techniques and physically active lifestyles to people of all ages while incorporating Chickasaw culture. <http://www.getfreshcooking.com/>



The Oklahoma Nutrition Information & Education (ONIE) Project

Statewide service, centrally located in OKC

Our mission at the Oklahoma Nutrition Information Education (ONIE) / oh-nē / Project is to promote healthy living through innovative and creative strategies for communities, families, and individuals. We strive to improve the health and nutrition of Oklahomans by creating system-level changes, and developing nutrition and physical activity interventions in both English and Spanish. We apply social marketing principles to all of our initiatives in an effort to help make the healthy choice the easy choice. Social marketing is the adaptation of commercial marketing tools and techniques for promoting voluntary behavior change that will improve the health and/or well-being of an individual by influencing social norms to create social change. <https://onieproject.org/>



COMMUNITY NUTRITION
EDUCATION PROGRAMS

Oklahoma Cooperative Extension Service – Community Nutrition Education Programs

Adair, Atoka, Caddo, Carter, Coal, Comanche, Garfield, Haskell, Johnston, Kay, Lincoln, Marshall, McCurtain, Muskogee, Oklahoma, Okmulgee, Pittsburg, Pontotoc, Pottawatomie, Pushmataha and Tulsa County

The Oklahoma Cooperative Extension Service – Community Nutrition Education Programs, offers the SNAP-Ed program. It is referred to as the Oklahoma Nutrition Education (ONE) Program. Nutrition Education Assistants provide direct education that focuses on diet quality, physical activity, food safety, food resource management and food security for adults and youth that are eligible for SNAP benefits. We also have a social media presence and provide community grants to promote policy, system and environment changes related to improving the health and quality of life of low-income Oklahomans. We currently have working relationships with Central Tribes of the Shawnee Area, Kickapoo Community Childcare Center, Chickasaw Nation, Choctaw Nation, Fort Sill Apache Nation, Wichita, Caddo and Delaware Tribes, Kiowa Tribe and Comanche Nation. <https://extension.okstate.edu/programs/community-nutrition-education-program/>



Oklahoma Tribal Engagement Partners (OKTEP)

Statewide, with focus on Tribal Partner jurisdictions. Current partners include: Absentee Shawnee Tribe, Muscogee (Creek) Nation, Otoe-Missouria Tribe, Pawnee Nation, Sac and Fox Nation, Seminole Nation, Tonkawa Tribe, and the Indian Health Care Resource Center in Tulsa.

The overall goal of OKTEP is to partner with tribal nations, organizations, and agencies to extend culturally relevant programming to youth and families. OKTEP team members have more than 100 years of combined experience developing responsive, action-oriented research-based programs in line with community needs as recognized by community members. The team develops culturally relevant and meaningful programs alongside tribal partners to positively influence the health of families in Indian Country. <https://oktep.com/>

Champion Nutrition

Virtual, youth, in-school program for 9th-12th grade high school athletes, series of 7-9 interactions

Champion Nutrition is a sports nutrition curriculum developed by a dietitian to enhance an athlete's performance, as well as their overall health. The curriculum is made up of five short videos and optional bonus video containing more advanced nutrition guidance. After videos have been completed, a follow-up visit can be scheduled for a Champion Nutrition representative to answer specific questions from coaches and athletes.

Choose Homemade

In-person and virtual, print and virtual materials, adults 18-65+, English & Spanish speakers, community organizations

ONIE organizes theme-based social marketing campaigns using social media, digital channels, traditional media (radio & TV), outdoor ads (bus shelters & benches) & public relations efforts to disseminate healthy living behavior messages. ONIE collaborates with local community partners and grocery stores that serve English & Spanish speaking populations to deliver print and digital healthy living materials to encourage Oklahomans to choose healthy eating and healthy living behaviors through strategic social marketing techniques and culturally appropriate messages. ONIE has a unique catalog of educational materials and resources for use in programming and disseminates to collaborating agencies. Materials, including the Choose Homemade calendar, reinforce desired behaviors of cooking healthier meals at home and increasing intake of fruits and vegetables, lean proteins, whole grains, low-fat dairy, and physical activity messaging promoted through digital and traditional media. Recipes are categorized as "family friendly," "easy cleanup," and "30 minutes or less," including others. Materials are evidence-based and evaluated using a variety of strategies to measure behavior change and/or engagement. Digital versions for all print materials are available for download and community partners who serve low-income Oklahomans may request physical copies through an online order form. ONIE also participates in community outreach activities with community partners, organizes free physical activity events and promotes SNAP education resources & campaigns during interviews on local TV stations.

Community Gardens – Kashabli Osaaposhi' (The Sharing Garden)

In-person, Head Start through elders, single event offered multiple times each month

Three on-site community gardens, implementing food sovereignty by demonstrating an assortment of gardening methods, such as the use of recycled materials for planting, composting and indoor gardening with hydroponics to name a few. A variety of herbs, fruits and vegetables are distributed to SNAP-Ed eligible clients and used in Get Fresh! cooking demonstrations.

The Community Market of Pottawatomie County

PSE, In-person, on-site, 14 single sessions

OSU Extension personnel were able to install infrastructure that would allow production with minimal maintenance and upkeep using a variety of containers and raised beds. The garden also served as a space for education, with local FCS and Horticulture specialists providing hands-on gardening workshops, demonstrating recipes using fresh produce, and distributing educational resources. In total, volunteers and staff harvested 408 pounds of produce and were able to serve more than 8,500 people each month in 2021.

The Coordinated Approach to Child Health (CATCH)

In-person, youth, in-school program for grades K-5th, series of 8 lessons

Through a variety of teaching strategies, students learn important information about food, nutrition, physical activity, and how to overcome barriers in making healthy choices. Age-appropriate content, activities and handouts make learning about healthy eating fun for students in all grade levels.

Diabetes is Not Our Destiny Cooking Demonstrations

In-person or virtual, adult and intergenerational in areas with a high proportion of Native American families, single event or series of lessons

Diabetes is Not Our Destiny highlights stories of health from Native American families who are engaged in healthful activities such as gardening, playing stickball, dancing, and other physical activity and healthful nutrition choices. The program includes social media, billboards, radio and PSAs. Not Our Destiny also includes nutrition education programming that is focused, culturally relevant, and supports SNAP-Ed and FDPIR nutrition education guidance. Cooking demonstrations are family-friendly, include traditional language, and viewing a PSA. Recipes include FDPIR foods and highlight one or more ingredients as traditional foods. Cooking demonstrations were originally designed to be implemented in-person and have been adapted for virtual implementation with a video and voice-over. Evaluation focus is on participants' intent to consume more fruits or vegetables and intent to incorporate the lesson focus fruit or vegetable over the next week. Visit [www. NotOurDestiny.com](http://www.NotOurDestiny.com) for more info.

- **Chickasaw Nation**
- **ONIE**
- **OSU - CNEP**
- **OKTEP**

Eagle Adventure

In-person or virtual, youth, in-school program for 1st-3rd grades series of 11 interactions

Eagle Adventure teaches young children how developing healthy habits early in life is important for one's health and wellness. The unique and interactive program utilizes First American storytelling, classroom lessons, hands-on activities and food experiences to help children see the joy in being active and appreciating a variety of fruits and vegetables, which can help prevent type 2 diabetes.

Eagle Adventure Program

In-person, youth, in-school program for 1st-3rd grades or Head Start centers (pilot program) in areas with a high proportion of Native American families, series of 7 for in-school, Head Start pilot includes monthly lessons

The Eagle Adventure aims to provide youth and their families with a vision of hope that diabetes can be prevented through dietary and physical activity changes. Students in grades 1-3 are introduced to the program through the Eagle Adventure play, which embraces traditions of Native American storytelling. The play is followed by four in-class lessons, designed to engage children in discussions about their own health and nutritional habits. Students are encouraged to share the messages with their parents and family members through take-home activities, including Network (health homework), simple recipes and fun physical activities. Eagle Adventure has been adapted for Head Start students and includes hands-on recipe preparation and food experiences. The Eagle Adventure was developed using the CDC's Eagle Books as a central theme. Visit www.EagleAdventure.com for more info.

Farm to Community

PSE, in-person with virtual video options, youth in K-5th grade and their families in areas with a high proportion of Native American families, single event or series of lessons

Farm to community garden projects support SNAP-Ed and FDIPIR nutrition education at in-school, after-school, and summer camp settings. The goal of a garden project is to increase fruit and vegetable intake and empower students to grow their own gardens in hopes of creating community change. Lessons focus on the science of gardening, food safety, benefits of fresh produce, culturally relevant growing methods, traditional foods, and include traditional language. Food grown in gardens is used for food tasting experiences with students, families, and community members.

Farm to You

In-person or virtual, youth, in-school program for grades 1-6, single event

Students are provided the skills needed to make healthy lifestyle choices by participating in a 40 by 40-foot walk-through exhibit. As they travel through the nine-station exhibit, students learn about the relationships between agriculture, food and health. In response to the COVID-19 pandemic, Virtual Farm to You is a live virtual experience students and teachers can enjoy in their classrooms.

Fresh Start

In-person or virtual, individual or groups of adults, series of 9+ lessons

Fresh Start teaches new skills that participants can use at home every day - from planning, shopping, and cooking tips to simple solutions for healthy eating and daily physical activity. Families and individuals that participate are able to improve their diet while saving money and increase their physical activity.

Get Fresh!

In-person or virtual, youth, adults, single events offered many times a month

Get Fresh! teaches healthy meal preparation through entertaining and interactive cooking demonstrations led by specialists who sprinkle in bits of nutrition knowledge. The education presentation is science-based and grounded in the USDA's "MyPlate" program. On the table with these culinary classes are new recipes and skills meant to boost a family's everyday eating experience. More information can be found at www.getfreshcooking.com.

Healthy Food Policy

PSE, intergenerational involvement in Tribal travel stops, clinics, and school settings

Partnerships with Tribes and schools to develop healthy food policy, systems, and environmental change efforts. Past efforts have included signage for travel stops to support program messages such as choose water and make an everyday choice, a healthy vending machine project in Absentee Shawnee Tribe clinic locations, and establishing healthy snack pantries to minimize the cost burden for parents asked to buy snacks for their child's classroom and to maximize healthful snack food choices.

KiK It Up!

In-person, youth ages 6-15 in after-school and summer programs, series of 7 lessons

Youth are given the opportunity to learn essential nutrition concepts and engage in fun physical activities. Because youth involved in preparing meals are more likely to eat more nutrient-rich foods, KIK It UP! Empowers participants by teaching hands-on, age-appropriate snack recipes they can make at home.

- Chickasaw Nation
- ONIE
- OSU - CNEP
- OKTEP

Let's Get Moving Fun Walk/Run 5K

In-person or virtual, youth, adults and families, single event

Let's Get Moving Fun Walk/Run 5K Series (LGM) promotes leisure-time physical activity with a half-day fun-filled 5K and Wellness Expo with music, games, a photo booth, community resources, and healthy snacks. Key messages promoting the event align with the desire for fun family-oriented activities. At the event, community volunteers provide social support by offering water, snacks, and encouragement. Matching t-shirts and signage also reinforce the positive, fun environment, and sense of community. The youngest and most senior participants are recognized, and participants receive a completion medal. Engagement is fostered through messages and education delivered through SMS services, emails, and social media prior to, during, and immediately after the event.

MyPlate Hands-on Nutrition Education Cooking Classes

In-person, adults, series of 5-7 lessons

Each class will last approximately 1 hour and utilize existing Choose Homemade nutrition education materials, including five lessons and two optional lessons, conducted in a group setting. The atmosphere is fun and celebratory to encourage participants to feel empowered. Working in small teams to prepare recipes and practice new skills, participants share comradery as they explore their shared interest in nutrition. To reinforce intention to perform the targeted behaviors, participants will be asked to set small goals each week and report back to the group on the experience during the next class, receiving feedback and acknowledgment of their progress. Printed materials and curriculum-related cooking incentives reinforce adoption of the healthy cooking behaviors modeled in the classroom. We will be pilot testing these classes at ONIE as well as collaborating with OSU-Extension and Chickasaw Nation Impa Kilimpi. Recipes can be tailored as appropriate.

Taste the Difference: Oklahoma Farmers Market Project

In-person and virtual, adults, ongoing support and events

The aim is to increase the number of SNAP-accepting local food-access points. Primary audience is farmers markets, farm food hubs, and direct-to-consumer farm stands that are interested in accepting SNAP or markets who already accept SNAP. ONIE provides support to build their capacity to accept and retain SNAP-eligible participants as customers. The emphasis is on the person in a household who has primary responsibility for grocery shopping and meal preparation, often women with children. Once a market accepts SNAP, ONIE provides the market with a toolkit that includes uniform signage for vendors, roadside banners,

signs to direct SNAP recipients to the EBT table, shopper guides to explain the token system, a sandwich board, recipe board, and example program materials such as scavenger hunt sheets and social media post templates. ONIE will also work with markets to create strategies that will improve the market environment. ONIE supports markets in creating an environment that is welcoming to SNAP recipients and recipients of other food assistance programs. ONIE raises awareness of SNAP-accepting farmers markets, farm food hubs, and direct-to-consumer farms through social media and email promotion during the peak season for local produce (June - August). Focusing taste and quality, key messages include "Taste the Difference" and "Free Family Fun". Social media promotions include graphics and sample posts to farmers markets announcing they accept SNAP and other assistants' programs to be posted directly on the market's Facebook or Instagram page. Beyond awareness, marketing strategies include reducing the burden of using SNAP benefits at markets, promoting markets and fresh vegetable consumption with food demonstrations, and kid-friendly activities. ONIE has 23, 2-3 minute, promotional videos of SNAP-accepting markets and plans to produce additional videos. Videos demonstrate each market's individual personality, welcoming atmosphere, and the variety of products available.

Teen Cuisine

In-person, youth in 6th-12th grade or alternative ed, series of 6 lessons

Teen Cuisine is a hands-on cooking program that teaches students in grades 6-12 important life skills for eating smart, which will stay with them as they grow into adults. Lessons cover how to choose healthy foods and prevent foodborne illnesses. With a cooking demonstration in each lesson, students learn by doing.

Traditional Food Trails and Tales

PSE, adults, youth, intergenerational, at pre-established walking trails in areas with a high proportion of Native American families

Partnership to enhance an existing walking trail to include sign pedestals. The trail aims to support healthy living for families by increasing accessibility to a safe, fun, and informational place to be active. Sign pedestals will be changed monthly, include traditional language and focus on a fruit or vegetable traditional to Native American families, or a book that promotes healthful eating and physical activity. Data is collected to determine how trail enhancements influence physical activity indicators such as number of students and families using the trail, number of minutes, and number of laps walked. We also aim to identify how exposure to traditional foods highlighted as part of the trail influences consumption of traditional fruits and vegetables.

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