



# California SNAP-Ed Works

## Live from LA! Leveraging Social Media to Promote Healthy Eating

### The Need

#### FOOD INSECURITY



- In Los Angeles County, nearly 1 out of 3 households are food insecure.
- Participating in food assistance programs, such as CalFresh and Women, Infants, and Children (WIC) increases access to healthy foods and reduces food insecurity. Unfortunately, there are many misconceptions about who can participate that deter eligible people from accessing these programs.

### The Work



- The coalition, County Nutrition Action Partnership (CNAP) collaborated with its partners, Los Angeles County Office of Immigrant Affairs (OIA), Department of Public and Social Services (DPSS), and WIC to host a Facebook Live chat in Spanish on February 8, 2018. The speakers featured an influential nutritionist in the Latino community and representatives from CalFresh and WIC. The live chat centered on healthy eating and how CalFresh and WIC increases purchasing power of healthy foods. The CalFresh and WIC representatives highlighted the benefits of each program and dispelled common myths.

### The Impact

The live chat was viewed 2,000 times and had 53 likes, 53 comments and shared 41 times



### The Future



- Social media serves as a feasible platform to leverage nutrition education messages, promote food assistance programs, and reach our target audience. Our CNAP partners plan to conduct future live chats in other languages and include other food resources and programs.

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**The mission of the California Supplemental Nutrition Assistance Program Education (SNAP-Ed) is to inspire and empower underserved Californians by promoting awareness, education and community change through diverse partnerships to result in healthy eating and active living.**

California SNAP-Ed is administered by the California Department of Social Services in partnership with the California Department of Public Health, UC CalFresh Nutrition Education Program the California Department of Aging, and Catholic Charities of California, Inc. \*Funded by USDA SNAP-Ed, an equal opportunity provider and employer.