



# FINI & SNAP-Ed Synergies in Washington State's Large-scale FINI Project

FANOut Webinar | August 23, 2016

Presented by Bridget Igoe and Jamie Wells  
Washington State Department of Health

**PUBLIC HEALTH**  
ALWAYS WORKING FOR A SAFER AND  
HEALTHIER COMMUNITY



# Outline

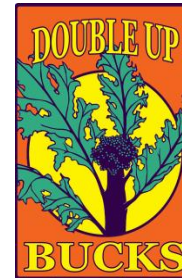
- SNAP-Ed Farmers Market Work
- FINI Farmers Market Work
- FINI & SNAP-Ed Synergies

# Farmers Market Work funded by SNAP-Ed

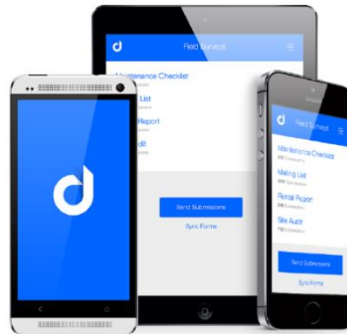
- Statewide Farmers Market Initiative
  - Partnership Development
  - Marketing/Promotion
  - Educational Activities
  - System and Environmental Change

# Farmers Market Work funded by FINI

- Expanding and scaling up SNAP incentive programs

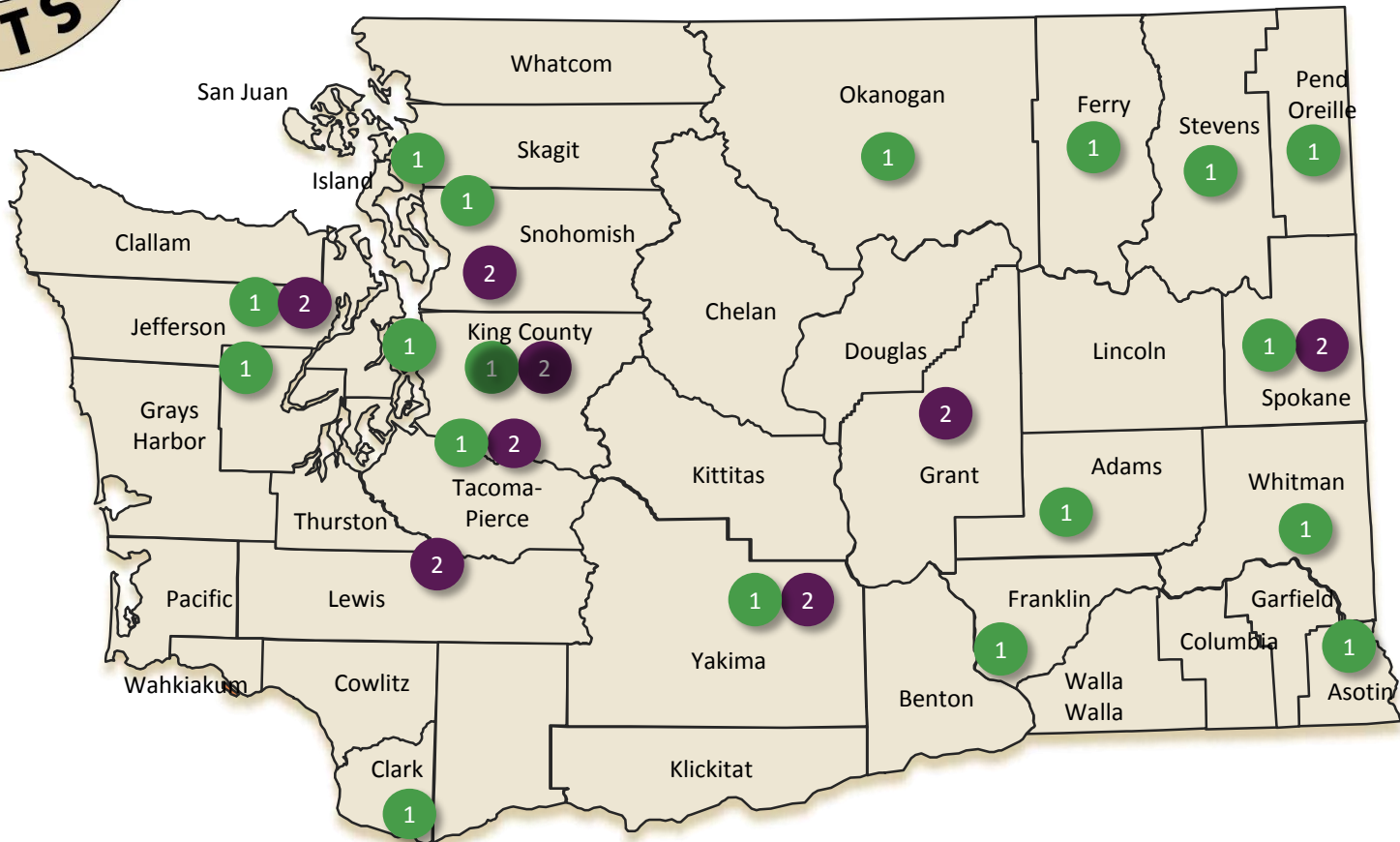


- Using new technology for market-level POS data





# Locations of WA FINI Programs



1 Farmers Market/ CSA Match

2 Fruit & Vegetable Prescription

3 Grocery Store Discount/ Rebate  
(Locations TBD)

# Farmers Market Work funded by FINI

- Outreach and promotion of SNAP match incentive programs



Seattle/King County  
bus ad



WSDA  
rack  
cards



# FINI Synergies: HEAL & SNAP-Ed

- FINI is collaboratively managed by the Department of Health's SNAP-Ed (USDA/FNS) and HEAL (CDC/1305/1422) programs
- HEAL & SNAP-Ed laid the foundation to support a large-scale FINI project in WA:
  - Farmers market capacity (SNAP-Ed)
  - Food system relationships (SNAP-Ed & HEAL)
  - PSE approaches (SNAP-Ed & HEAL)
  - Outreach, promotion, direct education (SNAP-Ed & HEAL)
  - Evaluation (SNAP-Ed & HEAL)
- In turn, FINI funds are maximized for SNAP incentives

# The End

Bridget Igoe, MPH, RD  
Healthy Eating Active Living Program  
Washington State Department of Health  
[bridget.igoe@doh.wa.gov](mailto:bridget.igoe@doh.wa.gov)  
360-236-3629

Jamie Wells, MPH  
SNAP-Ed Program  
Washington State Department of Health  
[jamie.wells@doh.wa.gov](mailto:jamie.wells@doh.wa.gov)  
360-236-3668

