

PhillySNAP!

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“In 2008, 64% of adults and 57% of children 6-11-years-of-age were overweight or obese... Lack of access to affordable, healthy foods is a well-documented risk factor for obesity and related poor health outcomes, and the need for increased access to healthy foods is especially great in low-income, minority neighborhood in the city.”

- Obesity in Philadelphia, Philadelphia
Department of Public Health 3/10/10

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**How do we introduce affordable,
fresh foods to the low income
families easily?**



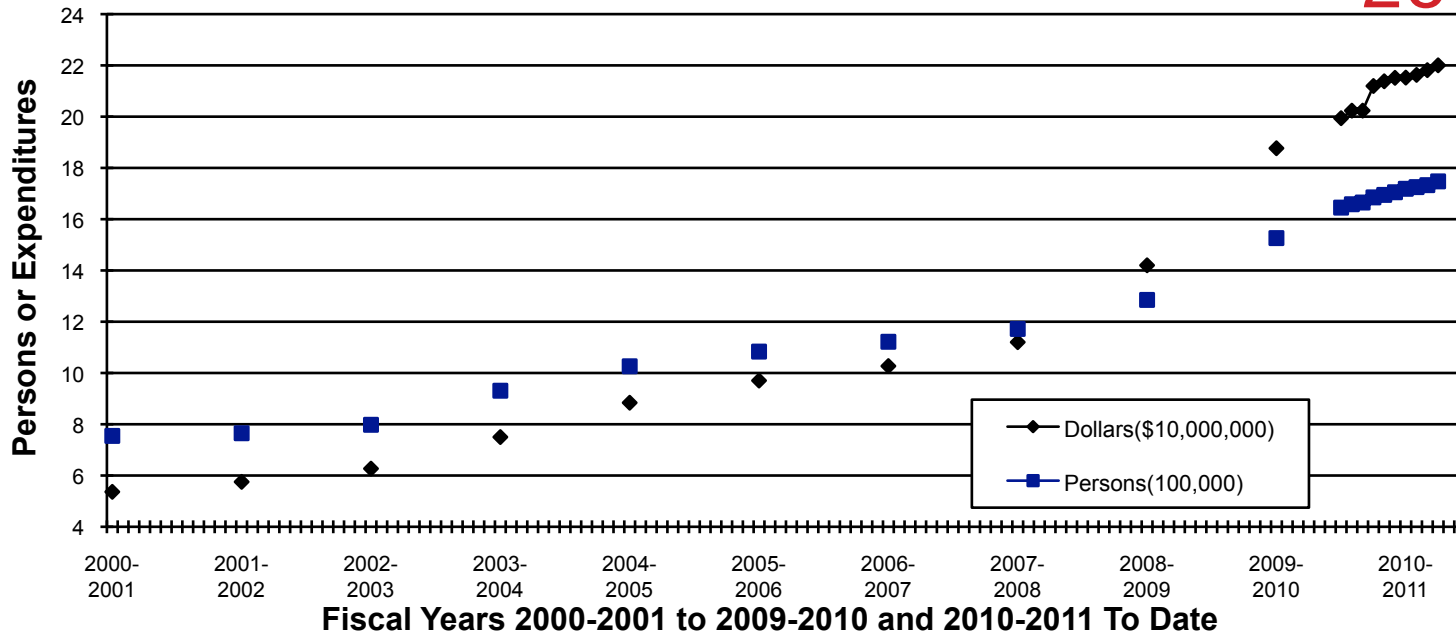
**Supplemental
Nutrition
Assistance
Program**

Putting Healthy Food
Within Reach

SNAP- Chart 1

Average Monthly Persons and Expenditures for SNAP

\$2,114,696,921
was issued in
2010-2011



440,000 people
use SNAP in Philadelphia.

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28%
of total
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150,000
qualified, but
don't receive it.

To create a platform that:

- **promotes the use of SNAP**

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Every \$5 in SNAP benefits generates \$9 in economic activity - USDA

1 billion of retail food demand by SNAP recipients generates 3,000 farm jobs - USDA

To create a platform that:

- **promotes the use of SNAP**
- **gives locations of nearest
retailers and farmers markets
that accept SNAP**

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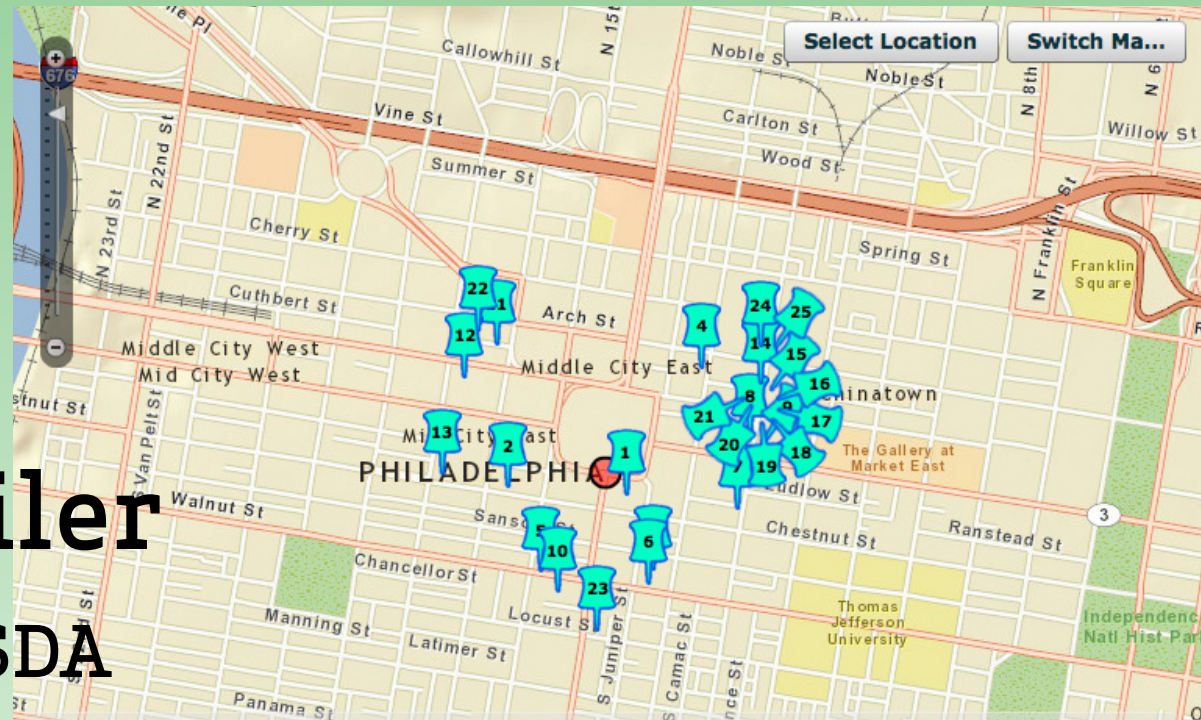
- **promotes the use of SNAP**
- **gives locations of nearest retailers and farmers markets that accept SNAP**
- **promotes the benefits to buy fresh foods from farmers markets**

Cellphone/ SMS

- Cheap
- Instant
- Widely accessible

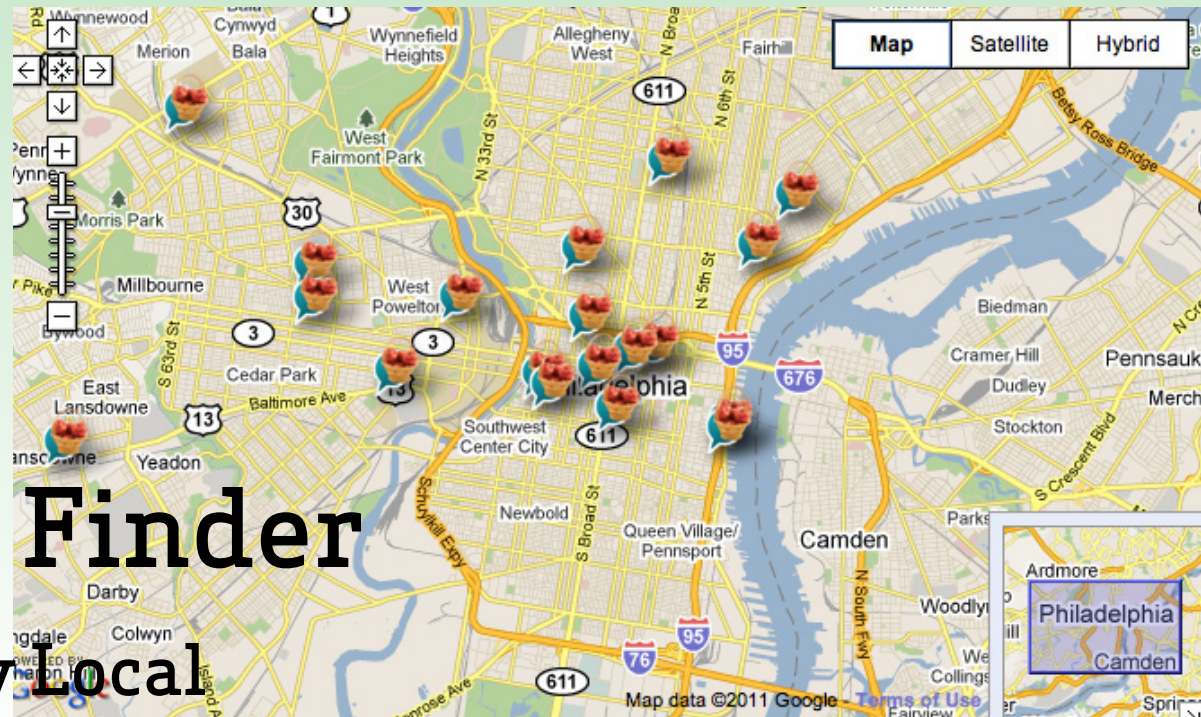


SNAP retailer locator by USDA



Fresh Food Finder

by Buy Fresh Buy Local



Text a Philly address
to **267-293-9387**

or go to
phillysnap.timwis.com

powered by  SMSIFIED





To:

267-293-9387

Message:

3175 JFK Blvd.



From:

267-293-9387

Message:

University Square

Farmers' Market.

36th St & Walnut

St. W: 10am-3pm

Distance: 0.41m.



Message:

**Get \$2 in extra
coupons for every
\$5 in SNAP benefits
spent at Farmers
Markets via Philly
Food Bucks Program
at 25 participating
markets.**

Info: 215-575-0444

Thank you!