
One Region Moving Forward

*The Metropolitan Washington Council of Governments
In Partnership with the
U.S. Department of Agriculture's Food and Nutrition Service
Presents the*

**National Capital Region
"SNAP" Outreach Campaign**

For the

THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP)

REGIONAL MEDIA and OUTREACH CAMPAIGN

COG will promote a SNAP Recognition Week in mid-July and will continue to promote the benefits of the program throughout the summer:

- COG's Office of Public Affairs (OPA) will use press releases, pod casts and public service announcements to highlight the benefits of the SNAP program.
- COG will work with local talk shows and radio stations to encourage and develop programs on SNAP and how it helps struggling families. The discussion of how hunger and poverty exists even in the midst of power and wealth in the nation's capital.
- A group of managers from around the National Capital Region is researching the problem of food deserts in various communities. The group, which is part of the COG's Institute for Regional Excellence program, is working with the Food and Nutrition Service to identify solutions to three important problems: the lack of access to healthy food in low and moderate income communities, affordability and the need for greater awareness of the long-term health impact of a poor diet.

LOCAL OUTREACH CAMPAIGN

The USDA's Food and Nutrition Service will provide materials and support to local governments in the National Capital Region to:

- Help county and city officials reach out to local residents and communities that could benefit from participation in SNAP.
- Propose outreach efforts through the business community.
- Assist with community events.

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