Shasta County

SuccesSes
Shasta County adults and children who participated in the UC CalFresh changed their behaviors in the following ways:

- 85.8% of school children bring more fruit and vegetables as a snack
- 93.7% wash their hands more often
- 97.9% more students can identify healthy food choices
- 95.8% are more willing to try new foods offered at school
- 90.0% choose more fruits and/or vegetables in the cafeteria or during classroom parties

Impacts
Knowledge change: The University of California Nutrition Education program is making a vital impact in providing the community’s most vulnerable populations with the information they need to make healthier food choices and encouraging them to stay active.

Youth
- 5,812 Children Served
- 22 Schools Served
- 216 Teachers Served

Adult
- 991 Adults Served
- 18 Non-Profit Community Agencies Served

Improving California’s Health Through Community-Based Nutrition Education

County Statement:
Shasta County is a large county which covers 3,847 square miles, located in the heart of Northern California, and has an estimated population of 178,980 as of 2013.

Serving the Community
- The unemployment rate of Shasta County is 8.4%. Currently 17% live at or below poverty. Only 30% of students eligible for free and reduced price meals do not participate in the National School Lunch Program. Approximately 57.6% of adults are overweight or obese, 36.3% of children and teens, 5-19 years old, are overweight and 19.3% are obese and about 34.8% of children, age 2-4 years, are overweight/obese.

Serving Individuals and families
- The University of California CalFresh Nutrition Education Program provides evidenced-based nutrition education to CalFresh recipients and other low-income individuals and families in collaboration with valuable local partners. The program acts as a bridge tailoring the latest science, curriculum and innovative educational materials to the needs, culture and language of the low-income communities.

Serving California Agriculture
- Agriculture is an integral part of the UC CalFresh Nutrition Education Program. The program includes recognition of local farmers, lessons at the Farmers Markets, Farm Club for Kids, School Gardens and the Master Gardener program. Local Farmers are sought out for purchasing produce for the program’s tastings and lesson demonstrations. Farmers Feed America!

Serving Local Education
- UC-CalFresh Nutrition Education program provides quality evidence based nutrition education and physical activity to schools, afterschool programs, summer camps and at school events.

Building Partnerships – Dedicated to working together to Maximize our Success!
- Area Agency on Aging
- City of Redding
- Growing Local Coalition
- Healthy Shasta Movement
- Master Gardener Program
- Northern Hispanic Latino Coalition
- Shasta 4H
- Shasta Coalition for Activity & Nutrition
- Shasta County Office of Education
- Shasta County Social Services
- Shasta Public Health Department
- Shasta School Districts
- And others....

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