What are some ways you consult with community members?

Link in chat



CalFresh Healthy Living, UC Town Hall: June 21, 2022 Agenda

- Farmer's Market Pilot Results & Future Implications –Stephanie Carrillo and Emilie McClintic, Public Health Institute (00:01:39)
- PA Break Annabelle Factura, CFHL, UCCE San Joaquin County (00:21:58)
- Feature Presentation: Smarter Lunchrooms Movement Basics Smarter Lunchrooms Movement Workgroup (00:28:32)
- County Program Highlight Chris Wong, CFHL, UCCE Imperial County (00:47:24)
- State Office Updates (00:57:31)







FARMERS MARKET INITIATIVE

June 21, 2022



California State Nutrition Action Council

California SNAC is a state-level collaborative with active representation from all state agencies and nonprofits that implement USDA FNS programs.





California SNAC

Vision: Helping Californians reach their fullest potential across the lifespan through improved nutrition and quality of life.

Purpose: The California State Nutrition Action Council (SNAC) is a partnership of USDA-funded organizations and like-minded partners working collectively to improve the health of Californians, especially low-income populations.



Partner Acknowledgements



California
Department
of Social
Services

California Department of Education California Department of Aging

California Department of Food and Agriculture

California
Department
of Public Health

California State
University,
Sacramento

Catholic Charities of California

United States Department of Agriculture CalFresh Healthy Living, University of California

University of California, Davis, Center for Healthcare Policy & Research

University of California, Division of Agriculture and Natural Resources



FMI Technical Assistance Team

Center for Wellness and Nutrition



Amy DeLisio
Director
Center for Wellness and Nutrition



Stephanie Carillo
Division Director of Programs
Center for Wellness and Nutrition



Amber Martin
Communications Project Manager
Center for Wellness and Nutrition



Emilie McClintic
Research Associate
Center for Wellness and Nutrition









Farmers Market Initiative Overview

- Promote Farmers Markets through state and local partnerships
- Support the Health of CalFresh (SNAP) Shoppers
 - Increase consumption of fruits and vegetables
- Support Local Farmers and Economy
- Increase Buying Power
 - Maximize CalFresh, Market Match, WIC, and Senior FMNP benefits



Farmers Market Initiative 2021



9 Intervention Counties

Emphasis on the Central Valley

San Joaquin, Fresno, Riverside, San Bernardino, Tulare and San Luis Obispo, Santa Barbara, Madera, and Monterey



35 Farmers Markets

Accepting all FNS benefits

Primarily promotional efforts



4 Markets engaged in the CalFresh Healthy Living Food Navigator Program

Staffed by PHI CWN

San Joaquin, Fresno and Madera counties

3 additional counties implemented food navigator activities





2021 Criteria for Selecting Markets

- Market accepts CalFresh, Market Match, and WIC
- SNAC partners provide services in the region
- Market operates on at least one weekday
- Market demonstrates high need based on density of SNAP-Ed populations
- Market has approximately \$1,000 of annual CalFresh redemption
- Local partner connections and interest in participating





2021 FMI Promotional Tools

- Brochures
- Flyers
- Postcards
- Posters



All materials printed in English and Spanish







Virtual Promotions

Direct Mail
Digital Mail
Social Media
Virtual Education Activities

COVID-19 Best Practices

Market Materials











Methods



SNAP-Ed Evaluation Framework key indicators tracked: ST7, ST8, MT5, MT8



Local Partner
Success
Stories



FMI
Promotional
Tracking Logs



CalFresh and Market Match data, YOY comparisons





SNAP-Ed Evaluation Framework Indicator 2021 Results



ST7: Organizational	35 markets as cooperators
Partnerships	17 local FNS partner cooperators
ST8: Multi-Sector	10 state-level SNAC partners at the coalition level.
Partnerships and	
Planning	
MT5: Nutrition	15,754 promotional materials distributed at
Supports Promotions	farmers' markets and community sites
	47,786 promotional materials distributed through
	email, direct mailing, and text message
MT8b Agriculture	9 markets began offering Market Match and were
(number of new	selected to participate in the FMI as a result.
markets offering bonus	This intervention supported a 25.7% increase in
buck incentives)	intervention markets accepting Market Match.
MT8e Agriculture	334,031 individuals with household incomes
(reach)	below 185% of the Federal Poverty Level in all zip
	codes where the intervention farmers' markets were held.
	Source: American Community Survey, 2014-2018, 5-year estimates, Table S1701





Results: CalFresh and Market Match Redemption Data

Market Match and CalFresh Average Percent Change in New Intervention Markets Compared to State Markets





Results: CalFresh and Market Match Redemption Data

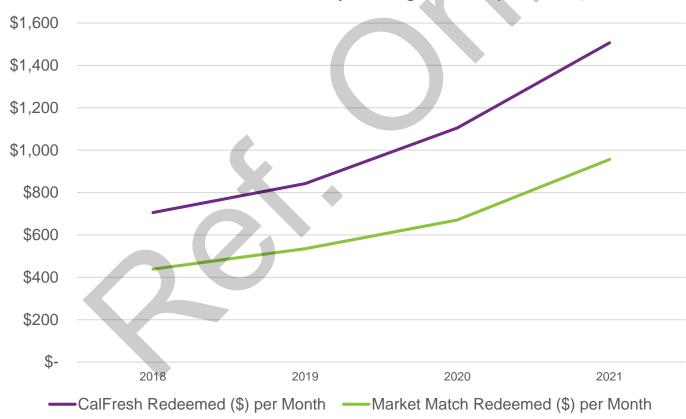
Total Market Match and CalFresh Redemptions in New Intervention Markets, 2021 Compared to 2020





Results: CalFresh and Market Match Redemption Data

Market Match and CalFresh Monthly Average Redemptions, 2018-2021





Recommendations



Signature Initiative Include the FMI promotions and on-site food navigator activities as a CFHL signature program in the Integrated Work Plan and develop a method for capturing it in PEARS.

Continue

Continue coordination with CDFA and Ecology Center to track redemption trends and maintain up-to-date information for Market Match.

Support

Continue to support connections, cooperation, and coordination across state and local partners to ensure sustained efforts that increase access to farmers markets welcoming FNS benefit recipients.

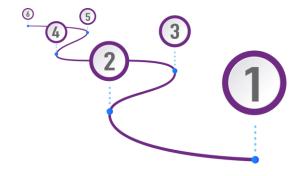
New Approaches Seek new approaches for expanded and enhanced engagement with CalFresh-eligible families to ensure sustainability (e.g., digital efforts, food navigator community linkages).





Next Steps

- Launch implementation of FMI this Summer
- Continue to work with CDFA and the Ecology Center
- Align FMI/FMN activities with Integrated Work Plan strategies and provide PEARS support
- Plan for a statewide roll out of FMI/FMN in FFY23.
 - Expand FMI/FMN training to all LIAs
 - Develop tools and resources







What questions do you have?







Thank you!

Farmers Market Initiative

Questions:

CFHLsupport@dss.ca.gov









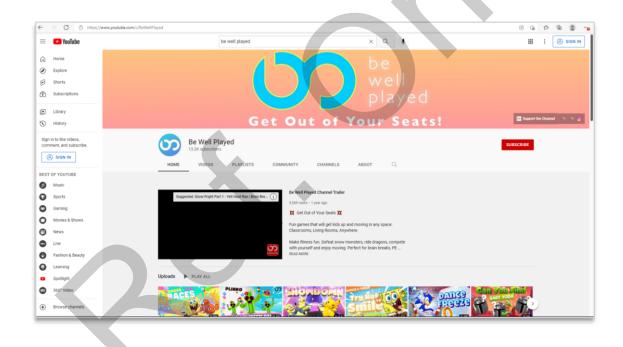




PA Break San Joaquin County

Annabelle Factura

PA Break: Be Well Played









Yeti Hunt Run Brain Break

Punch, kick, jump and dodge the angry yeti in this fun exercise!













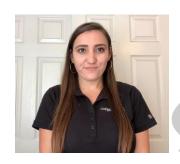


Smarter Lunchrooms Basics

Who We Are



Anna Jones State Office



Julie Lefko Santa Clara County



Melissa Ussery Butte Cluster



Tami Sandeen Shasta Cluster



Martha Lopez Imperial County







How Do You Support School Foodservice Programs?



https://www.menti.com/gpfn75e8ju







What is SLM?

A smarter lunchroom is one that influences students toward choosing healthier, more nutritious foods.

- Gives students an opportunity to select and consume a balanced diet while providing a spectrum of choices.
- Applies research-based principles that use low or nocost solutions with a focus on the cafeteria environment and the promotion of healthful eating behaviors.







The mission of the <u>Smarter Lunchrooms Movement</u> of <u>California</u> (SLM of CA) is to provide training and technical advising for school food service in CA









Why is SLM Important?



Offering vegetables in two locations can result in students taking up to 40% more



Holding recess before lunch can increase vegetable and fruit consumption by 54%



Moving fruit from a stainless steel tray to a colorful fruit bowl can double sales







Giving healthy food choices fun, descriptive names – for example, calling green beans "supercharged green beans" – can increase consumption by over 30%



Offering sliced fruit can increase student consumption by over 70%



Suggesting students take a fruit can increase the number of students eating (not just taking) a fruit by as much as 70%



Icons made by Freepik from www.flaticon.com







Reducing Food Waste is a Big Motivator!

Great way for the whole school to benefit

- Helps the students
- Helps foodservice









Smarter Lunchrooms Movement **Scorecard**



School Name Completed by

The Smarter Lunchrooms Scorecard is a list of simple. no-cost or low-cost strategies that can increase participation, reduce food waste, and increase selection and consumption of healthy school food.

INSTRUCTIONS

- Review the scorecard before beginning. 2. Observe a lunch period. Check off statements that reflect
- 3. Ask other school nutrition staff, teachers, or administration about items that have an asterisk.*

4. Tally the score

5. Discuss the results with stakeholders. Choose unchecked strategies to

SmarterLunchrooms.org

FOCUS ON FRUIT -

- At least two kinds of fruit are offered.
- Sliced or cut fruit is offered.
- A variety of mixed whole fruits are displayed in attractive bowls or baskets (instead of stainless steel pans).
- Fruit is offered in at least two locations on all service lines, one of which is right before each point of sale.
- O At least one fruit is identified as the featured fruit-of-the-day and is labeled with a creative, descriptive name at the point of selection. O A fruit taste test is offered at least once a year.*
- Focus on Fruit Subtotal _____ of 6

VARY THE VEGETABLES

- At least two kinds of vegetables are offered.
- Vegetables are offered on all service lines O Both hot and cold vegetables are offered.
- When cut, raw vegetables are offered, they are paired
- with a low-fat dip such as ranch, hummus, or salsa.*
- A serving of vegetables is incorporated into an entrée item at least once a month (e.g., beef and broccoli bowl, spaghetti, black bean burrito).*
- O Self-serve spices and seasonings are available for students to add flavor to vegetables.
- At least one vegetable is identified as the featured vegetable of-the-day and is labeled with a creative, descriptive name at the
- A vegetable taste test is offered at least once a year.

Vary the Vegetables Subtotal _____ of 8

HIGHLIGHT THE SALAD

- Pre-packaged salads or a salad bar is available to all students. Pre-packaged salads or a salad bar is in a high traffic area.
- Self-serve salad bar tongs, scoops, and containers are larger for vegetables and smaller for croutons, dressing, and other non-produce items.
- O Pre-packaged salads or salad bar choices are labeled with creative.
- descriptive names and displayed next to each choice.

Highlight the Salad Subtotal of 4

MOVE MORE WHITE MILK

- Milk cases/coolers are kept full throughout meal service.
- White milk is offered in all beverage coolers. O White milk is organized and represents at least 1/3 of all
- milk in each designated milk cooler.

 O White milk is displayed in front of other beverages in all coolers
- 9 1% or non-fat white milk is identified as the featured milk and is labeled with a creative, descriptive name.

Move More White Milk Subtotal of 5

BOOST REIMBURSABLE MEALS O Cafeteria staff politely prompt students who do not have a full

- reimbursable meal to select a fruit or vegetable. One entrée is identified as the featured entrée-of-the-day, is labeled
- with a creative name next to the point of selection, and is the first entrée offered.
- O Creative, descriptive names are used for featured items on the monthly menu.
- One reimbursable meal is identified as the featured combo meal and is labeled with a creative name.
- The combo meal of the day or featured entrée-of-the-day is displayed on a sample tray or photograph.
- O A (reimbursable) combo meal is offered as a grab-and-go meal. Signs show students how to make a reimbursable meal on any service line (e.g., a sign that says "Add a milk, fruit and carrots to your pizza for the Power Pizza Meal Deal!")
- Students can pre-order lunch in the morning or day before.* Students must use cash to purchase à la carte snack items if available
- Students have to ask a food service worker to select à là carte snack
- O Students are offered a taste test of a new entrée at least once a year.
- Reimbursable Meals Subtotal _____ of 11





























Five-step Path to Building a Smarter Lunchroom



Establish relationships with key stakeholders



Assess the Lunchroom using SLM Scorecard



Create a Smarter
Lunchroom Action Plan



Implement the Action Plan



Complete a new SLM Scorecard

Icons made by Freepik from www.flaticon.com





Going Over the Scorecard

- Highlight with foodservice the parts of the scorecard they excelled in
- Use aspects that motivate foodservice to encourage them to improve the lunchroom
 - Reducing food waste
 - Increased participation in school meals
 - Serving more local produce
 - Connecting the lunchroom to the school community with nutrition education and gardens



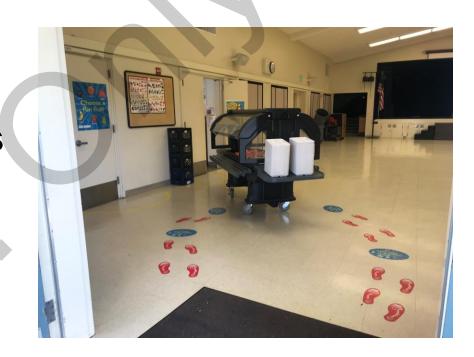






Sustainability

- Building relationships
- Partnership









Building relationships

- Food service
- Principal
- Teachers
- Students
- Community Stakeholders



Nutrition Education Tastes Great

Rosemary students get to try fresh produce with Tasty Tastings from CalFresh Read More •

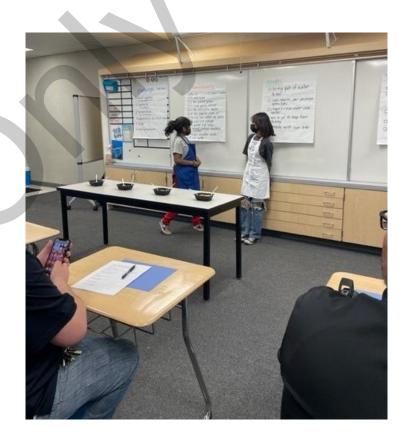






Partnership

- Partner with other LIAs and local health education programs to help make a districtwide effort
- Keep communication open









Examples of SLM Work Being Done

Harvest of the Month Stickers















Tastings of produce that will be served at school











Posters and Signage











Resources Available

SLM Resources on CFHL, UC website



https://uccalfresh.ucdavis.edu/initiatives/slm

SLM of California website



https://www.healthyeating.org/ our cause/partners/slm california







Comments/ Questions









Thank you!

For questions and more information please reach out to:

Anna Jones anajones@ucdavis.edu







- · Smarter Lunchrooms Movement and Smarter Mealtimes Movement graphics courtesy of the Smarter Lunchrooms Movement National Office
- Icons used on Lunch Meal Pattern Components, Why is SLM Important?, and Five-step Path to Building a Smarter Lunchroom made by Freepik from www.flaticon.com
- SLM Scorecard photos of lunch lines, milk carton, students eating, "Let's Grow Healthy" sign, and cooking demo by USDA; CC BY 2.0, via Flickr
- SLM Scorecard photos of vegetables by Free-Photos from Pixabay; salad by Dawit on Unsplash









CalFresh Healthy Living, UCCE Imperial County Highlights of the Year

Partnership with Imperial County Office of Education's Federal and State Preschools



CalFresh Healthy Living, UCCE Community Education Specialist II, Rigoberto Ponce leads physical activity fun and supports garden PSE change at 14 preschool sites.











Direct Education

Go, Glow, Grow lesson with Jefferson Elementary Kinder in Calexico













New Garden PSE Change EffortFinley Elementary SPED Class







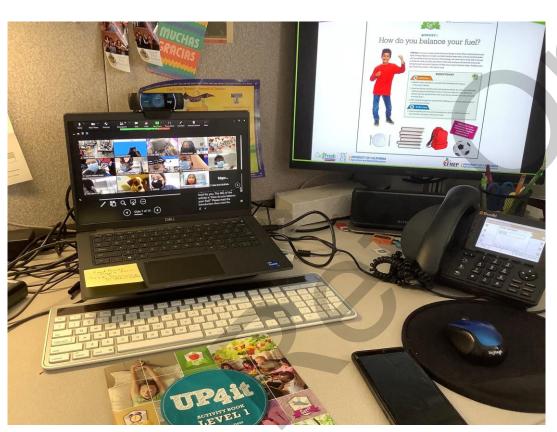






Virtual Direct Education

Distance Learning remains available for next school year





Delivering Up4It with 4th graders at Dool Elementary and Meadows Elementary.











Indirect Education





Farm-to-Preschool Festival



Imperial County Office of Education Family Literacy Day!





Adult & Senior Education







Garden PSE change at senior and family housing sites in Calexico





Villa de las Flores









Plan, Shop, Save & Cook







Youth Engagement at C.U.S.D.

Youth-led Participatory
Action Research project
with Calexico High
School Eco-Garden Club,
coordinated with CTE
Culinary Department.







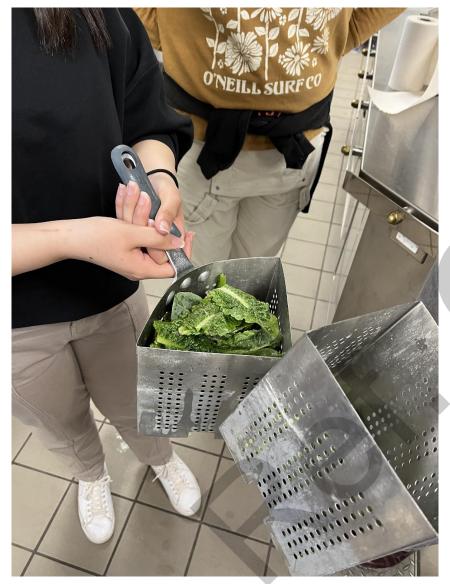












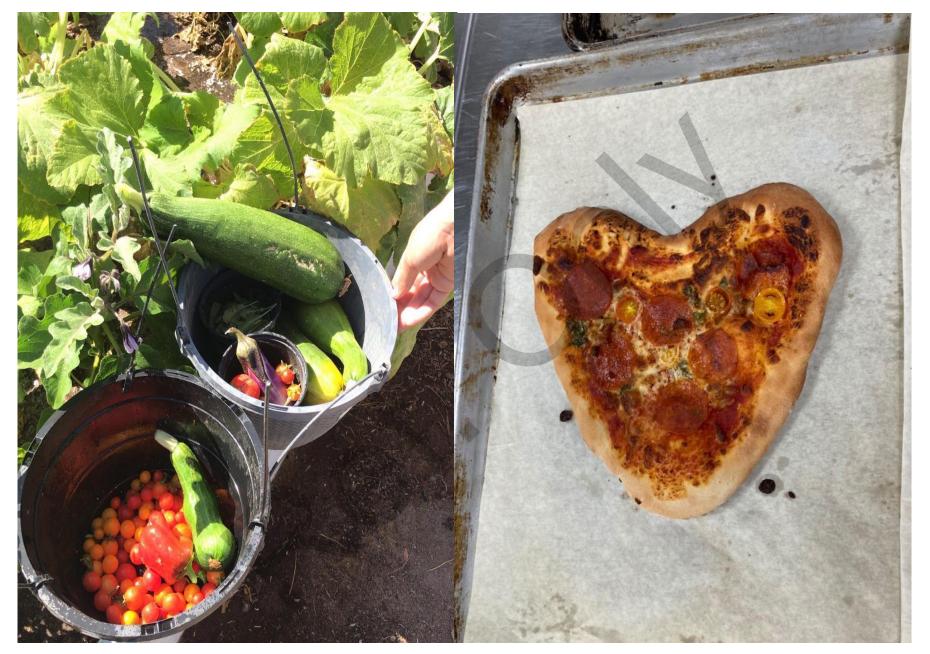


Chef Fernando Nunez





Preparing a fresh salad with greens from the garden.







Dool Elementary Garden PSE Support



Eco-Garden YPAR students assembled garden kits for Dool Elementary.



Youth Engagement at C.U.H.S.D.

Desert Oasis High School
Central Union High School
Southwest High School

CTE Career Readiness
CTE Sports Medicine







Distributed a district wide water access survey gathering over 1000 responses





YPAR Water Access Survey

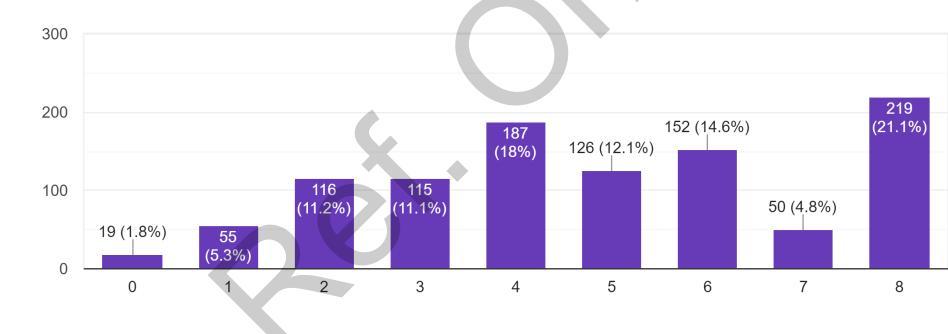






Survey Results

How many cups of water do you drink in a day? (Two cups= One water bottle) 1,039 responses



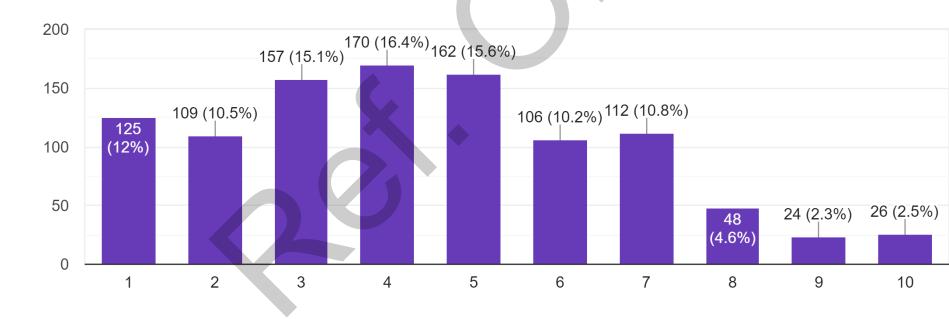




Survey Results

On a scale of 1-10, how would you rate the school's water? 1 being the lowest and 10 being the highest.

1,039 responses







Youth Symposium with UC Davis Center for Regional Change









Farm-to-School Conference





Calling all
Teachers
Principals/Admin
Food Service Staff
Food Pantry Staff

Join us for a two-day conference to explore Farm to School concepts and activities, agriculture nutrition curriculum, receive resources, and explore Imperial Valley Agriculture and Natural Resources

REGISTER

ucanr.edu/farm-to-school

Full agenda and details on website



Questions? Contact ucmeng@ucanr.edu









Best STEP Forward



www.beststepforward.org

TAT Cooking Academy hosted in El Centro and Calipatria













Thank you!













USDA FNS Update:AJFA Poster & Non-Discrimination Statement Update

USDA FNS has updated language on the <u>And Justice For All (AJFA)</u> poster and <u>Non-Discrimination Statement</u> to include gender identity and sexual orientation and new contact information for SNAP & FDPIR.

Action Accomplished:



All Counties have sent AJFA Poster order requests to the State Office by June 17th



The CFHL, UC website has been updated to include revised resources and information.

Action Required:

- Please keep all current AJFA posters up until new posters are received.
 This is a phased-in process.
- ☐ All new printing must have the 2022 NDS update.
- ☐ CFHL, UCCE webpages must be updated by mid-August with the new Non-Discrimination statement at the bottom or footer of the CFHL, UCCE webpage.
- ☐ FAQs will be posted on the CFHL, UC website under Administration>Communication Resources

CalFresh Healthy Living, UCCE Webpage Update Checklist



- Located on the CFHL, UC Website Administration > Communication Resources webpage
- CalFresh Healthy Living, UCCE Webpage Update Checklist

CalFresh Healthy Living, UCCE Webpage Update Checklist

For consistency in CFHL, UCCE offices program information across the state, please use this checklist in your UCCE webpage review.

Item	Status/Date	Staff Initials/Date (once completed)
Have you updated the logo?		
UCCE office logo is at top of		
this page and on the		
communication resources		
webpage in the link provided under logos and wordmark.		
Does the webpage include		
the SNAP-Ed NDS & Funding		
Statement?		
Does the webpage include		
the UC ANR Non-		
Discrimination statement?		
Does the page include the		
SNAP-Ed Mission		
Statement?		
Have you included your latest County Profile?		
latest <u>County Profile</u> ?		
Do you have links to your		
Social Media Accounts?		
Please create links to		
accounts only if you plan to		
review them regularly.		
Do you have local contacts		
and email addresses?		
Illustrate Your Co	mmitment to Community Public	Health Excellence:
Add 1-2 Co	ounty/Cluster Annual Best Practi	ice Content
Link to UC Deliver Stories		
Highlight 1 Success Story or		
Quarterly Success Stories		
Use the Who We Are, What We		
Do, Who We Reach from the		
CFHL, UC website & tailor to		
your county program		

FFY23 Ordering Updates

- Thank you for completing the FFY23 NERI and CURRI surveys!
- We will be sending confirmation emails this week to all counties, with the requested orders that were entered.
- If you have any questions, please reach out to myself, Ryan Keeler (<u>crkeeler@ucdavis.edu</u>).

YPAR Summer Training Institute, July 2022

- July 19th, 10am-12pm: Introduction to YPAR
- July 21st, 10am-12pm: Orientation to YPAR Scaffolded Approaches & Resources
- July 26th, 9am-12pm: YPAR Using Photovoice

Registration is open!

For questions, contact
Brandon Louie at bplouie@ucdavis.edu



EVALUATION Team – PEARS Q3 review

- Per Mid-year Evaluation check in calls and 6/15 email, please aim to enter PSE activities, Partnerships and Coalitions to date by 6/30
 - ✓entries do not need to be marked complete.
 - ✓ Add PSE needs assessment completed
- SO evaluation team aiming to review and send back any issues by mid-July



Next Evaluation Office Hour – date TBD

- Date TBD July
- FFY 2023 Updates to EATS youth pre/post survey – Grades 4th and higher
- Please bring your questions and share your experience



Timeline for End of Year FFY 2022 Evaluation Survey Portal Closure Dates

July 1, 2022 - Youth Engagement surveys Qualtrics

- o YPAR Student Retrospective
- YPAR Project Assessment
- Teens as Teachers survey
- Youth Leader survey

July 29, 2022 – Additional Youth/Teacher surveys in Qualtrics

- Teacher Observation Tool (TOT)
- Physical Activity Teacher Observation Tool (PA TOT)
- Large Group Taste Test Tool (LG TTT)

July 29, 2022 – Youth EATS surveys in PEARS

- Eating and Activity Tool for Students -Elementary (EATS-Elem) pre/post School Year 2021/2022
- Eating and Activity Tool for Students -Elementary (EATS-MS/HS) pre/post School Year 2021/2022



Timeline for End of Year FFY 2022 Evaluation Survey Portal Closure Dates

Aug 31, 2022 – Remaining Taste Test Surveys in Qualtrics

- Teacher Tasting Tool (TTT)
- Preschool Taste Test Tool (Pre-K TTT)

Sept 30, 2022 - Remaining Youth/Adult surveys in PEARS

- What Did You Learn? (WDYL)
- Intent to Change Surveys (ITCs)
- Food Behavior Checklist + Adult Physical Activity Survey (FBC+PA) pre/post
- Plan, Shop, Save & Cook (PSSC) pre/post
- Healthy, Happy Families (HHF)
- Adult Physical Activity Survey (APAS)

Any concerns about proposed dates - please contact Angie <u>akeihner@ucdavis.edu</u> or Barbara <u>bmknelly@ucdavis.edu</u>



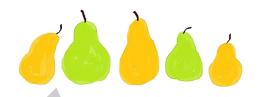
FFY 2023 Site List

Thank you for submitting your FY23 Site Lists We Appreciate all of your hard work !!!

- The State Office will be reviewing and reaching out to counties for clarification on any questions regarding the site list between *June 13* and *July 1, 2022*.
 - Please respond quickly to emails from <u>Melanie Gerdes</u> or <u>Jennifer Quigley</u>.
 - SIAs are responsible for making any final updates during this timeframe
 - SIAs to reach out to LIAs for clarification or documentation necessary for final submission
 - LIAs will have read-only access to Site Lists from June 14 to July 30
 - Please refrain from access the site list (add, Change, or Delete sites)
 during this time

Questions or concerns: Contact Melanie Gerdes and Cc Jennifer Quigley

PEARS Training Sessions



	THURSDAY JUNE 23	WEDNESDAY JULY 6	THURSDAY JULY 7	TUESDAY JULY 12	WEDNESDAY JULY 13	WEDNESDAY JULY 20	TUESDAY JULY 26	THURSDAY JULY 28
Lesson 1: Introduction and System Overview	9:00am- 10:00am <u>Register</u> Now		9:00am- 10:00am <u>Register</u> Now					
Lesson 2 Program Activities Lesson 3 Indirect Activities	1:00pm- 4:30pm <u>Register</u> <u>Now</u>		1:00pm- 4:30pm <u>Register</u> <u>Now</u>			1:00pm- 4:30pm Register Now		
Lesson 6: Policy, Systems and Environmental (PSE) Activities		9:00AM- 12:00PM Register Now		9:00AM- 12:00PM Register Now				9:00AM- 12:00PM Register Now
Lesson 4: Partnerships Lesson 5: Coalitions Lesson 7: Success Stories					1:00pm- 3:00pm Register Now		1:00pm- 3:00pm Register Now	
Lesson 8: Analyze PEARS Data		1:00pm- 2:00pm <u>Register</u> Now						

- PEARS Training Registration Website
 - Registration information can also be found on the <u>CFHL</u>, <u>UC Training Calendar</u>
- PEARS Database Training Participant Guides
- An active PEARS account is needed to make the best use of each session. If you need assistance with your PEARS account, please reach out to the State Office



Thank you!

Next Town Hall:

Tuesday,

August 16, 2022







