

1.

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## FFY 14 Final Report Highlights & Program Updates

January 20, 2015

Presented by the  
UC CalFresh State Office Staff Team

*David Ginsburg, Barbara MKNelly, Lindsay Hamasaki, Tammy McMurdo, Andra Nicoli, Jennifer Quigley, Lori Bequest-Jones, Michele Byrnes and Rolando Pinedo*

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2.

### Call-in Information

**Step 1: Dial-In**  
U.S. & Canada: 866.740.1260  
Access Code: 7544137

Please keep your phone on mute when not speaking.

**Audio Controls:**  
6 Mute Line  
7 Unmute Line

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### Agenda

- FFY 2014 Annual Report**
  - EARS Data
  - Highlights
  - Evaluation Highlights
- Administrative Updates**
  - Reporting Tools Workbook
  - Site Change Process
  - Civil Rights Training
  - Ledger & Budget
  - Name Badge Survey
- Program Updates 2015 and Beyond**
  - Evaluation
  - Curriculum Orders & Updates
  - Physical Activity
  - Smarter Lunchrooms Movement of California
  - Trainings
- Upcoming Meetings**
  - Project Supervisors Meeting
  - SNAP-Ed Forum
  - Pre-Forum Webinars
  - Upcoming UC CalFresh Town Hall Dates



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### FFY 2014 Annual Report

- Submitted to CDSS on December 19, 2014
- FFY 2014 County Profiles have been uploaded to the UC CalFresh website: <http://www.uccalfresh.org/publications/county-profiles>
- Copy of FFY 2014 Annual Report is posted to the UC CalFresh website on the home page


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### FFY 2014 UC CalFresh Final EARS Data

Total Participants	120,449	<b>72% SNAP</b>
Total Contacts - 3.71 Contacts/Participant	481,795	<b>24.21% Increase over 2013</b>
Total Sites Served	1,219	<b>13.29% Increase over 2013</b>
Indirect Education	151,920	<b>30% increase in community Events</b> <b>100% increase in Nutrition Education Articles</b>
Youth Education Hours	105,154	<b>4.14 Contacts per youth participants</b>
Single Session [Workshops]	11,276	<b>78% Increase in Series based Adult Nutrition Education</b>
Series 2-4 Sessions	15,980	
Series 5-9 Sessions	20,069	
Series 10+ Sessions	7,794	

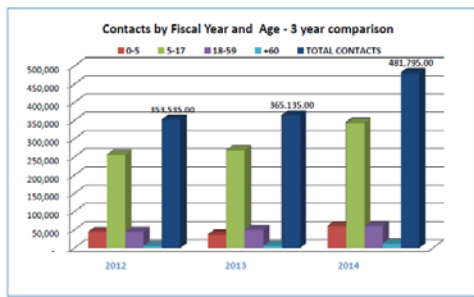


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### Contacts by Fiscal Year

Total Contacts have increased since FFY 2013 by 24%, with the largest increases in outreach to Adults ages 60 and over at 46% and youth ages 0-4 at 38%.



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**FFY 2014 Annual Report Highlights**

- A continued focus on high quality, comprehensive programs that penetrate sites with nutrition education
- **Youth:** “Wrapping” each school site
  - Classroom nutrition corners
  - Establishing gardens
  - Cafeterias using Smarter Lunchroom approaches
  - More fully integrating PA opportunities with nutrition education
- **Adults**
  - Largest increase (9%) in adult site types since 2011
  - PSSC statewide data showed over 12,000 sessions delivered to more than 5,000 adults
- Began implementing PSE initiatives through Smarter Lunchrooms Movement and Shaping Healthy choices program

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✚ We want to wrap sites with nutrition education rather than run after numbers. This means using all the tools we have in place to create ongoing nutrition education in each site. As stated before, this approach is not about quantity of sites, but quality and depth of programming at each site. From lunchrooms that embrace SMARTER Lunchroom approaches and nutrition posters, to classrooms with nutrition corners and gardens, to an emphasis on daily PA.

✚ **Youth:**

- UC CalFresh educators and teachers are changing school environments and communities through “wrapping” a site - from the classroom nutrition corners to gardens; cafeterias with Smarter Lunchroom and posters; and PA opportunities like Walk to School. An example of this is Oakdale Elementary in Butte County. On a recent site visit there we saw a classroom activity with 3<sup>rd</sup> graders linking to their garden work (seed identification); effective co-teaching with the Oakdale teachers and our educators; and met with the Principal that described the UC CalFresh program as “in dispensable”. In addition and importantly, we met with the local public health representative (Ann Dickman) where she is working on the Walk to School Program and wrote a grant for bicycle racks and helmets for the school.

✚ **Adults:**

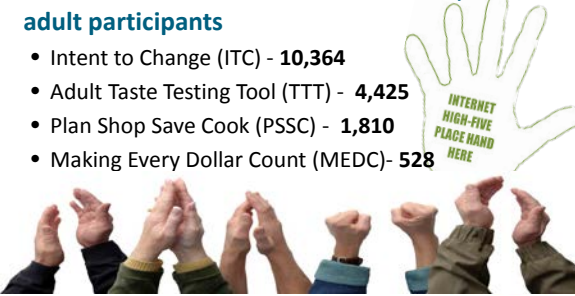
- With our emphasis on quality and sustainability comes growth in our strategy to reinforce education and messaging through adult and family centered programs. It is both time and resource efficient and has the potential to exact change at the gatekeeper level.

8.

### FFY2014 Evaluation Highlights

**FFY 2014 evaluation data from over 17,000 adult participants**

- Intent to Change (ITC) - **10,364**
- Adult Taste Testing Tool (TTT) - **4,425**
- Plan Shop Save Cook (PSSC) - **1,810**
- Making Every Dollar Count (MEDC)- **528**





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### Adult Results – FFY2014

**Intent to Change**

- **Approx. 50-75% of participants report intent to change behavior favorably. Within the next week..**
  - 73% will **eat more** whole grains or whole grain products every day 
  - 72% will **drink more** lower-fat milk products
  - 65% will **choose a smaller amount** of food or beverage at least one time
  - 56% will **eat less** fried foods
  - 48% will **eat breakfast** that includes at least 3 food groups 




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### Adult Results – FFY 2014

**Intent to Change**

- **Helps identify behaviors needing improvement:**
  - 72% reported drinking a sweetened beverage every day during the past week 
  - 55% reported eating fried foods 2 or more times in the past week 
  - Only 22% reported eating more than 1 kind of vegetable each day in the past week 

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11.

### Poll Question

How familiar are you with USDA's Western Region's SNAP-Ed Evaluation Framework?

<http://snap.nal.usda.gov/snap/WesternRegionEvaluationFramework.pdf>

- Very familiar – I've used it
- Somewhat familiar – I've read it
- Not very familiar - but I've heard of it
- I don't know what this is



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### Adult Results – FFY 2014

#### Plan, Shop, Save & Cook

PSS&C

PSSC graduates reported increased frequency from Pre/Post Survey	Results N=1,810 15 counties	SMART Objective
★ Using "Nutrition Facts" labels to make food choices	49%	≥ 50%
★ Using MyPlate to make food choices	38%	N/A
★ Comparing unit prices before buying food *	38%	≥ 40%
★ Greater Food Security (run out of food before end of the month <b>less often</b> )*	31%	≥ 40% will report greater food security

★ indicator incl USDA's SNAP-Ed Evaluation Framework  
★ indicator incl in California's SNAP-Ed Statewide Objectives

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### Journal of Nutrition Education and Behavior article

*Accepted for publication!!*

📄 Food resource management education with SNAP participation improves food security

Lucia Kaiser, PhD, RD, Virginia Chaldez, PhD, RD, Susan Algert, PhD, RD, Marcel Horowitz, MS, MCHES, Anna Martin, MA, Concepcion Mendoza, PhD, Marisa Neelan, MS, RD, David Ginsburg, MPH



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### Youth Evaluation – FFY 2014 data

- Teacher Observation Tool (TOT) – 1,043 teachers and 25,895 students
- Taste Testing Tool (TTT)
  - 128,222 student tastings
  - 5,620 classes

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### Youth Results – FFY 2014

#### Teacher Tasting Tool (128,222 students)

Category	FFY 2014 Results	SMART Objective
Tried the food before	48%	40% Or Less
Willing to try food again at school	72%	75%
Willing to ask for food at home	69%	75%

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### Poll Question

What fruits or vegetables have you successfully used for taste tests that were relatively less familiar to students?

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17.



18.



19.

### FFY 2015 Reporting Tools Workbook

- 📁 FFY15 Workbooks and Instructions Manual
  - Emailed to Programs **January 5, 2015**
  - Q1 Workbooks due **February 20, 2015**
- 📁 Sites Tab
  - Please add any missing sites or Newly added sites
  - CDE Demographics data
    - Not available for all counties and/or schools yet
- 📁 Educators and Youth Education Tab
  - Please add any additional educators who have reported hours for Q1

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20.

## Targeting

- 📌 Site Change Request
  1. Complete forms
    - Communicate with your SNAP-Ed partners in your county
  2. Send forms to State Office  
[Uccalfresh\\_support@ucdavis.edu](mailto:Uccalfresh_support@ucdavis.edu)
  3. Get “written” (email) verification from State Office that forms are complete and accurate
  4. If all is correct send to CDSS

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## Targeting

- 📌 Questions
  - Email [uccalfresh\\_support@ucdavis.edu](mailto:uccalfresh_support@ucdavis.edu)
  - Call Jennifer Quigley 530-754-4137
- 📌 Process is being updated soon look for changes
  - Always download the most current form from the CDPH SNAP-Ed Resources webpage  
<http://www.cdph.ca.gov/programs/cpns/Pages/FFY15SNAP-EdResources.aspx>

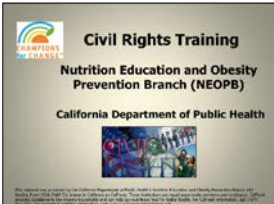
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## Civil Rights Training

- 📌 Each UC CalFresh staff person is required to complete the civil rights training **annually**.
  - [UC CalFresh Program Directive 2015-02: Civil Rights Training and Compliance](#) was issued to UC CalFresh Programs on December 1, 2014.
  - Training is available on the CDPH NEOPB Training Resources webpage:  
<http://www.cdph.ca.gov/programs/cpns/Pages/TrainingTechnicalAssistance.aspx>.



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### Civil Rights Training *(cont.)*

- ✦ Once you have completed the training, please print and keep the Certificate of Completion on file in your county office.
- ✦ UC CalFresh programs should inform new staff of the requirement and remind current staff to complete the training annually.




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### Polling Question

**Have you and your staff completed the Civil Rights Training?**



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### FFY 2015 Budgets

**BUDGET ALLOCATIONS & LEDGER REVIEW:**

- ✦ Each county's budget allocation for FFY 2015 will be appropriated to the county's Chart L account.
  - Please continue to review your county's ledgers on a monthly basis to ensure you are staying within your budgeted line items.

**EQUIPMENT:**

- ✦ If there is equipment in your FFY 2015 approved USDA budget, please review and purchase only what has been budgeted for.
- ✦ Review the equipment purchasing guidelines on the UC CalFresh webpage: <http://www.ucalcalfresh.org/administrative/equipment-purchasing>.



**QUESTIONS?**  
Please contact Lindsay Hamasaki at (530) 752-1856 or [Hamasaki@caes.ucdavis.edu](mailto:Hamasaki@caes.ucdavis.edu).

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26.

## Name Badge Orders

**Coming soon**

- ✎ Will be out later this month.
- ✎ For new staff members
- ✎ The State Office will be coordinating a supplemental order of the standardized name badges.
- ✎ Email survey from Rolando at [rgpinedo@ucdavis.edu](mailto:rgpinedo@ucdavis.edu).



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## 2015 PROGRAM UPDATES

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## FFY 2015 Evaluation

- ✎ UC CalFresh Evaluation Task Force
  - Updated FFY2015 UC CalFresh SMART Objectives
  - Compilation of school environment assessment
  - Revise/pilot Teacher Observation Tool
  - Assess and document pre/post matching protocol
- ✎ RE-AIM indicators for Smarter Lunchroom Movement
- ✎ SMART Objectives ↔ SNAP-Ed evaluation framework
- ✎ State Implementing Agencies (SIA) Evaluation Work Group

**QUESTIONS?**  
Please contact Barbara Mknelly at  
(530) 754-7796 or [bmknelly@ucdavis.edu](mailto:bmknelly@ucdavis.edu)

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**POLLING QUESTION**

Which evaluation-related topic would be of greatest interest for future Town hall?

- A. Introduction to RE-AIM evaluation framework (w/ application to SLM)
- B. USDA's Western Regional Office (WRO) SNAP-Education Evaluation Framework
- C. UC CalFresh survey data collection protocol
- D. Sharing County Success Stories

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**Curriculum**

- Updates
  - Curriculum Committee - February 4<sup>th</sup>
  - Curriculum page on website is being updated
  - Shaping Healthy Choices Program - *piloted this year*
    - Discovering Healthy Choices
    - Cooking Up Healthy Choices
- Ordering
  - Follow same process as last year
  - Late Spring - Survey for curriculum

**QUESTIONS?**  
Please contact Tammy McMurdo  
(530) 754-4934  
tjmcmurdo@ucdavis.edu

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- + Ordering - same process as last year – survey will be sent out by email. Ordered items will be shipped to county offices
- + Two surveys for ordering curriculum and nutrition education reinforcement items will be emailed to counties
- + Survey for NERI will be sent out after this TownHall meeting. State office has some items in stock that can be provided to counties. Only order what you need.
- + Survey for both NERI and Curriculum will go out in the late Spring 2015. Take an inventory of your current stock and determine what your county needs to order – focus on youth curriculum needed for the Fall 2015 school year.
- + **SHCP Training** – a school-based program which is being piloted in the Butte Cluster, San Luis Obispo/ Santa Barbara and Placer/Nevada Counties.
  - Pilot will look at how it works when implemented through UC CalFresh.
  - There are two curricula associated with the program
    - Discovering Healthy Choices
    - Cooking Up Healthy Choices – *Both are on our approved curriculum list.*
- + Focus on having the full program implemented by counties instead of just the curriculum in the upcoming fiscal year.

31.



32.

A presentation slide with a blue header and footer. The header contains the text "UNIVERSITY of CALIFORNIA cal fresh Nutrition Education". Below the header, the title "Physical Activity" is centered. Underneath the title, there is a bullet point: "Physical Activity" followed by two sub-bullets: "What are you already doing?" (with a sub-bullet "Events, curriculum, material, etc.") and "What are your needs?". To the right of the text is a yellow-bordered box with the text: "Questions/Suggestions? Please contact Michele Byrnes at (530) 752-0711 or [mnbyrnes@ucdavis.edu](mailto:mnbyrnes@ucdavis.edu)". At the bottom left of the slide is an illustration of five diverse children playing outdoors. At the bottom right is the "UNIVERSITY of CALIFORNIA cal fresh Nutrition Education" logo. At the very bottom, in small text, it says: "Funded through a joint agreement among the U.S. Department of Agriculture/Food & Nutrition Services (USDA/FNS), the California Department of Social Services (CDSS) CalFresh Branch, and the University of California Cooperative Extension (UCCE)." 

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## Physical Activity

- Physical Activity
  - What are you already doing?
    - Events, curriculum, material, etc.
  - What are your needs?

**Questions/Suggestions?**  
Please contact Michele Byrnes at  
(530) 752-0711 or [mnbyrnes@ucdavis.edu](mailto:mnbyrnes@ucdavis.edu)

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✚ Good job highlighting some activities you have done with PA in your Annual Reports. I would like to know what resources have worked well to incorporate PA into your lessons, as well as what your current needs are in order to better implement PA throughout your nutrition ed. lessons.

33.

**Smarter Lunchrooms Movement**

- Smarter Lunchrooms Movement
  - March/April two-part trainings
    - Registration info on UCCF [SLM webpage](#) and in The Monthly Nudge newsletter
  - The Monthly Nudge
    - [TAPs Monthly Nudge](#)
    - [School Monthly Nudge](#)

**Questions/Suggestions?**  
Please contact Michele Byrnes at (530) 752-0711 or [mbyrnes@ucdavis.edu](mailto:mbyrnes@ucdavis.edu)

**Training Dates**

<b>Stockton, CA</b> March 17th (A) April 28th (B)	<b>Santa Rosa, CA</b> March 19th (A) April 27th (B)
<b>Riverside, CA</b> March 23rd (A) April 27th (B)	<b>Ventura, CA</b> March 24th (A) April 28th (B)
<b>San Diego, CA</b> March 26th (A) April 30th (B)	

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- Smarter Lunchrooms of California: Principles and Practices Workshops Presented by Cornell University's Expert, Kathryn Hoy, MFN, RD, CDN
  - Part 1 : intro to SLM theory, principles, and best practices**
  - Part 2: how to conduct site visits, giving feedback, evaluating change.**
- If you have attended one but not the other, now is the time to complete BOTH!
- TAPs = technical advising professionals.
- Influencing Meal and Beverage Choices to Reduce Food Waste and Improve Meal Participation**
  - A smartly run lunchroom nudges students toward making better choices on their own by changing the way the food choices are presented. Join us to discover low or no cost ways to promote the consumption of healthy school lunch options and reduce plate waste, using the evidence-based principles and practices of the Smarter Lunchrooms Movement. Don't miss this opportunity to become a part of the Smarter Lunchrooms Movement (SLM) in California!
- Training Information:**
- A Two-Part SLM Workshop Series: Be Sure to Attend Both!**
  - SLM: An Introduction** provides a solid foundation in the theory behind the Smarter Lunchrooms Movement (SLM) principles and practices. In this introductory workshop, you will identify and diagnose school lunchroom challenges and develop a plan to implement one to three changes in the lunchroom.
  - SLM: Moving Forward!** is the follow-up workshop to support efforts in moving forward with SLM implementation. In this workshop, you will share implementation experiences, problem-solve how to engage internal and external stakeholders, and learn about front line training, implementation resources and ways to measure success.

34.

## Unmet Needs

**Training Needs:**


- RE-AIM training
- Best practices for recruiting participation in the UC CalFresh program at the classroom level

**Programmatic Needs:**

- Garden based nutrition education
- Curriculum based reinforcement items
- Tastings

**Staffing Needs:**

- Bilingual educator(s)
- Staff devoted to Smarter Lunchrooms Movement of California



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## CDPH NEOP Training Resources Webpage

<http://www.cdph.ca.gov/programs/cpns/Pages/TrainingTechnicalAssistance.aspx>

Home > Programs > Cancer Prevention and Notices Section > NEOP Training Resources

**NEOP Training Resources**

<p><b>News, Hot Topics, &amp; Updates</b></p> <p>8th Biennial Childhood Obesity Conference - June 2015</p> <p><b>Calendars</b></p> <p>NEOP Calendar of Events</p> <p><b>TRC Training Calendar (Jan-May, 2015)</b></p>	<p><b>CA SNAP Ed Training Resources</b></p> <p>SNAP-Ed Civil Rights Training</p> <p><b>Post Training Events</b></p> <p>TRC Training Calendar (Oct-Dec, 2014)</p> <p>PSE Teleconferencing Recordings (PPY 2014)</p> <p>PSE Webinar Recordings (PPY 2013)</p>
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## Polling Question

Have you received information about trainings offered by CDPH's Training and Resource Centers (TRCs)?

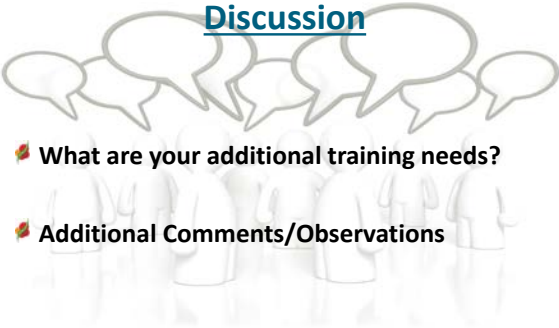


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**Discussion**



- What are your additional training needs?
- Additional Comments/Observations

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**Upcoming Meetings**

Calendar of Events



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**February Program Supervisors Meeting**

**WHEN & WHERE:**

- February 25-26, 2015
  - Wednesday, February 25:  
Training Sessions
    - 8:30 AM to 5:30 PM
    - Dinner at ANR: 5:30 PM to 5:00 PM
  - Thursday, February 26:  
Training Sessions
    - 8:30 AM to 3:30 PM

UC ANR Building, Davis, CA

**WHO SHOULD ATTEND:**

- Program Supervisors and new Advisors

**QUESTIONS?**

- Please contact **Lyn Brock** (209) 953-6116 [rlbrock@ucanr.edu](mailto:rlbrock@ucanr.edu)





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40.



**Save the Date:**  
**SNAP-Ed Local Implementing Agency Forum**


-  The 2015 SNAP-Ed LIA Forum includes a two-day, in-person meeting, as well as three required pre-forum webinars.
-  The forum website and registration information will be made available soon.

**WHEN & WHERE:**

-  March 17-18, 2015
-  Sacramento, CA

**WHO SHOULD ATTEND:**


-  State Implementing Agency staff
-  Local Implementing Agencies and their subcontractors




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41.

**Polling Question**



-  Did you receive a copy of the “Save the Date” e-mail regarding the SNAP-Ed Local Implementing Agency Forum from CSUS?




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42.

**February Pre-Forum Webinars**

-  The Pre-Forum webinars will address LIA feedback pertaining to last year’s forum, the work plan planning and review processes, and the specific content essential to a successful working forum.
-  All webinars will be recorded and made available on the Forum website.




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43.

**Save the Dates:**  
**February Pre-Forum Webinars**

<p><b>Pre-Forum Webinar #1:</b></p> <ul style="list-style-type: none"> <li>📌 <b>Step 1: Partners &amp; Planning</b> Friday, February 13, 2015 10:00-11:30 AM</li> </ul> <p><b>Pre-Forum Webinar #2:</b></p> <ul style="list-style-type: none"> <li>📌 <b>Step 2: The Work Plan</b> Friday, February 20, 2015 10:00-11:30 AM</li> </ul>	<p><b>Pre-Forum Webinar #3:</b></p> <ul style="list-style-type: none"> <li>📌 <b>Step 3: Putting It All Together with PSE Strategies</b> Friday, February 27, 2015 10:00-11:30 AM</li> </ul>
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SNAP-Ed Local Implementing Agency Forum  
Join the Movement!

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44.

**Questions?**






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45.

**Save the Dates:**  
**Future UC CalFresh Town Hall Webinars**  
**12:30-2:00 PM**

<ul style="list-style-type: none"> <li>📌 February 17, 2015 TBD</li> <li>📌 April 21, 2015</li> <li>📌 May 19, 2015</li> <li>📌 June 16, 2015</li> <li>📌 July 21, 2015</li> <li>📌 August 18, 2015</li> <li>📌 September 15, 2015</li> </ul>	<p>Please send suggested webinar topics for future UC CalFresh Town Hall webinars to Rolando Pinedo at <a href="mailto:rgpinedo@ucdavis.edu">rgpinedo@ucdavis.edu</a>.</p>
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**UPcoming  
EVENTS**



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Additional information available on the UC CalFresh Town Hall webpage:  
<http://www.uccalrfresh.org/trainings/town-halls>

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46.

**UC CalFresh State Team**



**Here to assist you!**  
Questions? Contact the State Office (530) 754-7794

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