

1.

UNIVERSITY of CALIFORNIA
calFresh Nutrition Education

UC CalFresh Town Hall
Featuring **eatFresh.org**
How to Engage the SNAP-Ed Eligible Audience with Online Interventions
June 16, 2015

The University of California CalFresh Nutrition Education Program is funded through a joint agreement among the U.S. Department of Agriculture/Food and Nutrition Service (USDA/FNS), the California Department of Social Services (CDSS) CalFresh Branch, and the University of California Cooperative Extension (UCCE). These institutions are equal opportunity providers and employers.

2.

Call-in Information

- Step 1: Dial In
 - 866-740-1267
 - Access Code: 7544137
- Step 2: Web Login
 - <https://cc.readytalk.com/r/17ladk9scmmn&eom>
 - Security Passcode: apple1
- Step 3: Mute your Phone
 - Please keep your phone on mute when not speaking.

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3.

Agenda

- Introduction and Welcome
- EatFresh.org
 - Presentation by Adrienne Markworth, Executive Director of Leah's Pantry
- CATCH Program Updates
- UC CalFresh Administrative Updates
- Q&A

This meeting is being recorded

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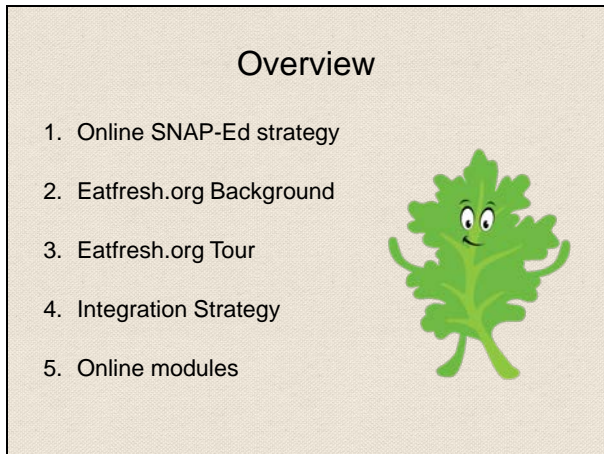
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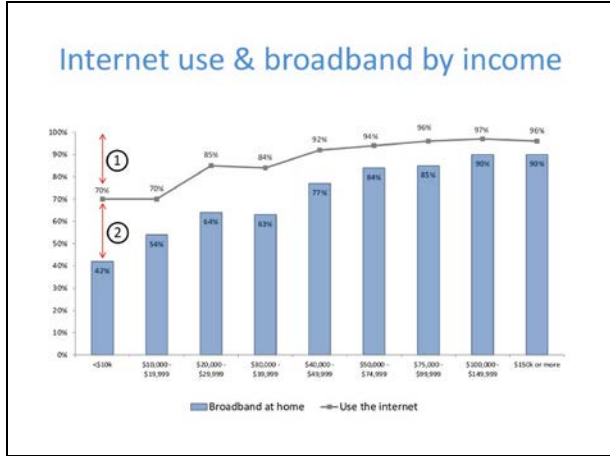
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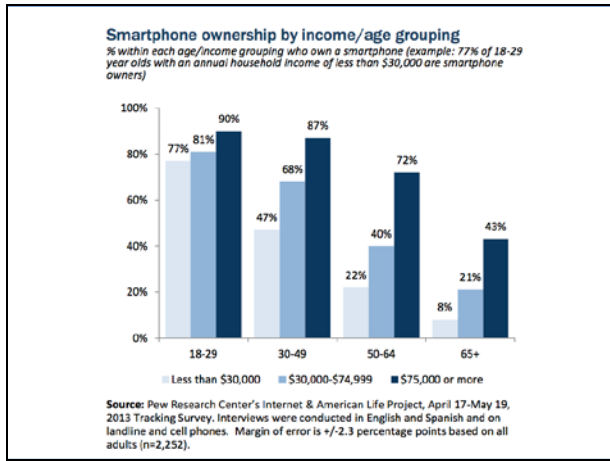
6.



7.



8.



9.

Web-based Considerations




- Relevancy
- Portability
- Sneak into environments where full-service nut ed is difficult
- Safe alternatives are essential

NOTHIN''!

She went through that new 14-day diet, but all she lost was two weeks.

10.

EatFresh.org Audience

-  Those not currently being reached by SNAP-Ed interventions
-  Those receiving interventions who seek reliable information online
-  Providers who will use a useful website for programs and clients

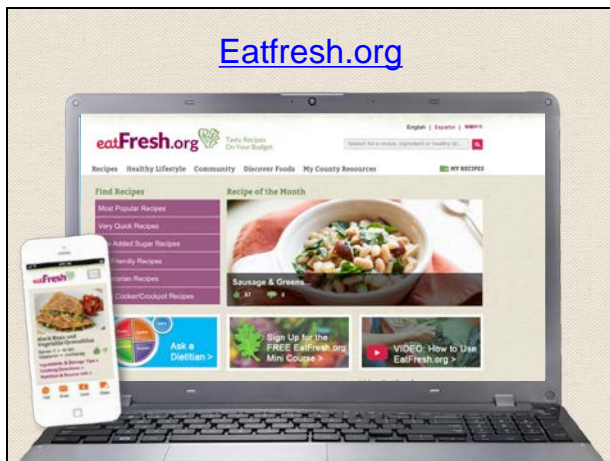
11.

Impact Evaluation Results

Funded by Aetna Foundation (November 2013 – October 2014)

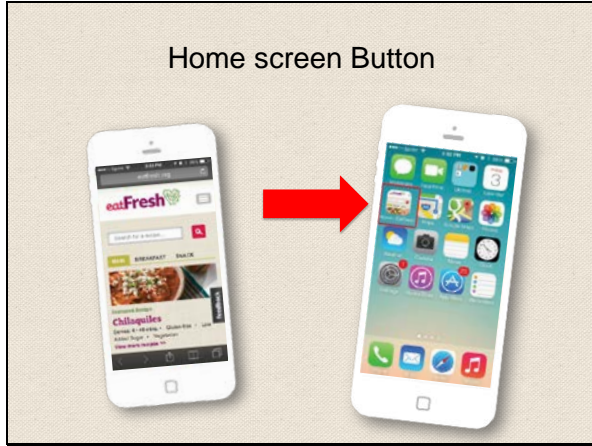
- 56%** of users are or were enrolled in SNAP (70% enrolled in other means tested program)
- 70%** of users have made at least 1 recipe from the website (40% have made 2 or more)
- 71%** of users enrolled in SNAP have never attended a community nutrition class

12.



- Launched in 2013, Eatfresh.org is a SNAP-Ed website that primarily functions as a recipe search engine for the Calfresh population.
- Other functionality exists as well, such as detailed information about purchasing and storing foods, **“Ask a Dietitian”** feature, nutrition messaging, and county specific information such as farmers’ market locations.
- We have recently added a meal plan feature designed for users who are seeking for groups of related recipes such as easy dinners, healthy snacks, or quick breakfasts.


13.



14.

Integration Ideas

- Learn about how your participants use the internet
- Reference Eatfresh.org during class
- Distribute recipe cards
- Use Eatfresh.org with clients to locate specific information (storage, FMs)
- Refer partner sites to Eatfresh.org

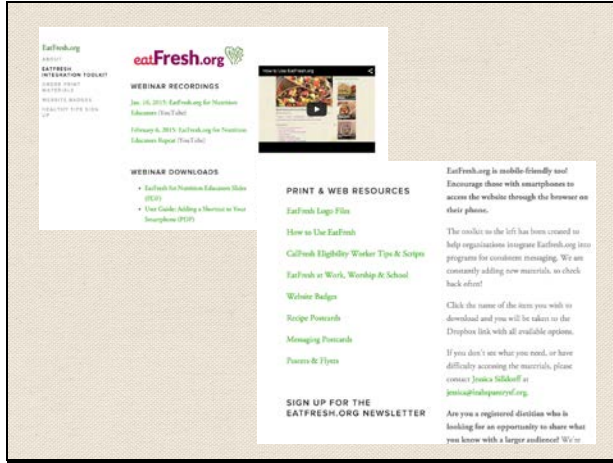


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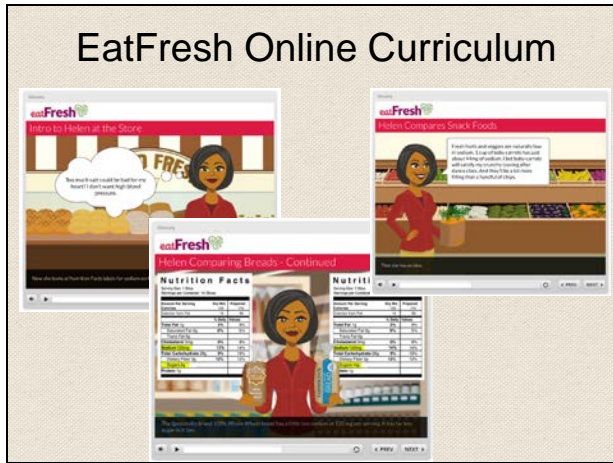
Helpful Print Materials

<http://leahspantrysf.org/eatfresh-toolkit>

16.



17.



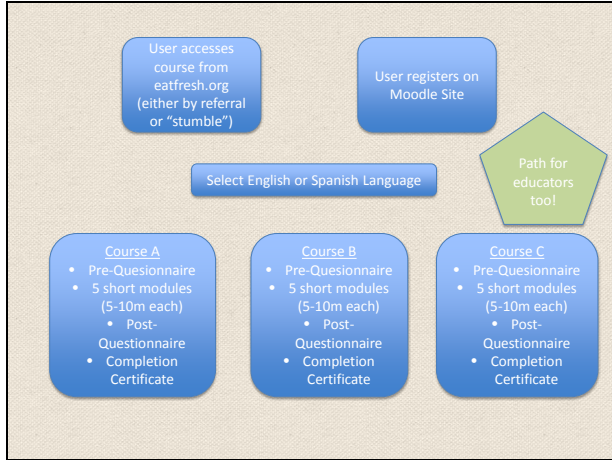
- Screenshots from our first module on choose low-sodium foods.

18.

Examples of Modules

- Choosing low-sodium snacks by using nutrition labels.
- Do you eat the Rainbow?
- Easy Meatless Meals Using Eatfresh.org
- How Much Sugar is in Your Favorite Drink?
- Keeping Food Fresh Longer with Eatfresh.org
- What's Your Portion IQ?

19.



20.

Contact Info

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Southern California
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Program Coordinator, EatFresh.org
Northern California
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503-816-4593



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21.

CATCH[®] Program Updates

COORDINATED APPROACH TO CHILD HEALTH

- CATCH PE activity box (blue) and booklet
- CATCH Overview – May Town Hall
- CATCH Early Childhood Training
 - Fresno, Amador, San Joaquin
 - Wendy West – UC CalFresh Nutrition Education Program Manager in Central Sierra
 - » brief overview and highlights




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22.

CATCH[®] Next Steps
COORDINATED APPROACH TO CHILD HEALTH



- 📌 Pilot your CATCH PE activity boxes (K-5th grade)
- 📌 CATCH Introductory Session
 - 3-hour overview of program
 - Engage in activities from the curriculum
 - Learn strategies to implement PA during and after school
 - **NOT** a full training
- 📌 FFY 16 will conduct CATCH PE trainings
 - 1 day (all counties)
 - 3 day Train-The-Trainer (PA Leads)

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23.



ADMINISTRATIVE UPDATES

UC CALFRESH STATE OFFICE

NEWS


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24.

Nutrition Reinforcement Items & Curriculum Ordering

- 📌 These items have been sent out to county programs:
 - Spriggles Health & Nutrition Books
 - Spriggles Activity & Exercise Books



- 📌 Youth curricula is being ordered. Additional updates will be provided as they become available.
- 📌 State Office will send tracking information when orders are being sent out for delivery.

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- Counties were asked to identify how many preschool, kindergarten and 1st grade classrooms that they are currently working in and that number determined the amount of Spriggles book sets (1 nutrition and 1 physical activity book = 1 set) that you received.
- These books are great for preschool, kindergarten and 1st graders. Please provide teachers with these resources as a supplemental material when you loan or give out the main curriculum you are using (i.e. Go, Glow, Grow). The teachers are encouraged to have children act out the story to increase physical activity during story time. If you have any questions regarding these materials please email Michele Byrnes (mnbyrnes@ucdavis.edu) or Tammy McMurdo (tjmcmurdo@ucdavis.edu) at the state office.

25.

Items Available

The following items are available to county programs on a first come, first serve basis:

- Toaster ovens (5)
- Bread makers (2)
- Germ kits (4)



Contact Rolando Pinedo at rgpinedo@ucdavis.edu if you are interested.

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26.

Important Dates

June 10 – 25, 2015

- **Incorporate Comments and Feedback**
 - LIAs work collaboratively to incorporate SIA feedback into document

June 26, 2015

- **County FFY 2016 FINAL Work Plans Due**
 - WPC to submit final County Work Plan to CDSS

June 29- July 2, 2015

- **Biennial Childhood Obesity Conference**

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27.

NEOPB’s Statewide Media & Public Relations

Champion Alliance Program Webinar Overview, June 24, 2015, 11:00-12:30 PM

To register for this webinar, please visit:
<https://attendee.gototraining.com/r/9049525321634880002>

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- NEOPB’s Statewide Media and Public Relations Unit invite you to join the Champion Alliance Program (CAP) Webinar on Wednesday, June 24. Hosted by Runyon Saltzman Einhorn and its partner agencies, the webinar will provide both an overview of the CAP program and the upcoming Champion Alliance Workshops (formerly known as Champion Summits).
- The Champion Alliance Program will launch in FFY 2016 and is designed to promote the California Department of Public Health’s SNAP-Ed messages.
- The 2015 Champion Alliance Workshops scheduled in July and August are intended for LHDs, Champions and other NEOPB partners to come together for a day of networking and capacity building. The workshops will also highlight available tools and resources to help increase Champion participation, recruitment and engagement.

28.

Summer Meal Program



- Additional Information and resources available on:
- <http://www.fns.usda.gov/sfsp/summer-food-service-program-sfsp>

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- **Now** is the time to begin your promotion of the Summer Meals Program through SNAP Offices and consumer websites to ensure no child goes hungry this summer. It can be as easy as sharing a Facebook message or Tweet! We also encourage you to include the badge (see right) in your e-mail signature
- Additional information and resources regarding the Summer Meals Program is available on the
- Resources include a link to the Summer Meal Site Finder; Summer Meals Toolkit; webinar recordings and more! For additional information regarding the USDA's Summer Food Service Program (SFSP), please visit: <http://www.fns.usda.gov/sfsp/summer-food-service-program-sfsp>.

29.

Save the Dates

UC CalFresh Town Hall Dates

- July 21, 2015
- August 18, 2015
- September 15, 2015

• Additional information:
<http://www.uccalfresh.org/trainings/town-halls>

Suggestions

- Please send suggested webinar topics for future UC CalFresh Town Hall webinars to Rolando Pinedo at rgpinedo@ucdavis.edu.



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