

UC CalFresh Weekly Update April 21, 2014



Contents

Upcoming Events & Deadlines

- * 4/25/14: Q2 Reporting Tools Workbooks Due
- * 4/28-4/29/14: 2014 California Conference of Local Health Department Nutritionists (CCLHDN)
- * 5/9/14: Draft FFY 2015 SNAP-Ed One-Year Work Plans & Budgets Due
- * 5/20/14: UC CalFresh Town Hall Webinar
- * 6/6/14: Final FFY 2015 SNAP-Ed One-Year Work Plans & Budgets Due

Fix50: April 22—June 25, 2014

UC CalFresh Success Stories

- * Eating Smart, Being Active Participants, Fresno County

UC CalFresh Website Updates!

- * 4/15/14 UC CalFresh Town Hall Recording & Handouts Now Available
- * FAQs from the 4/1/14 FFY 2015 SNAP-Ed Statewide Work Plan Technical Assistance Conference Call

UC CalFresh in Action!

- * UC CalFresh Nutrition Corners

Save the Date!

- * UC CalFresh & EFNEP Skills-Based Training Institute

Articles & Research

- * USDA Awards Grants for Nutrition Education Programs in Tribal Communities
- * USDA Awards Grants for New School Food Service Equipment to Help Schools Dish Up Healthy Meals
- * Parents Feel Limited in Ability to Prevent Child Obesity
- * Salmonella Cases Dip in U.S., But Food Poisoning Rates Remain High
- * Hunger is a 'silent crisis' in the USA

Education & Resources

- * Celebrate Every Kid Healthy™ Week: April 21-25, 2014
- * UC Davis Center for Nutrition in Schools Website Now Available!
- * Funding Opportunity: 2014 Regional Grants Program—GoLocal: Cultivating Healthy Communities
- * Nutrition Education and Obesity Prevention Branch (NEOPB) Policy, Systems, and Environmental (PSE) Change Teleconferences
- * Finding, Buying and Serving Local Foods Webinar Series
- * Webinar: Ask USDA—Summer Meals Question and Answer Session
- * 2014 Bakersfield Child Nutrition Programs Summit, Summer Nutrition Program Expansion and Opportunities for Serving Children Year-Round
- * USDA Fiscal Year 2015 Farm to School Grants to Continue Efforts to Increase Local Foods in Eligible Schools
- * Free Webinar Series: 4th Annual 21st Century New Media Training Series
- * 2014 California Conference of Local Health Department Nutritionists (CCLHDN) Conference
- * Funding Opportunity: Demonstration Projects to End Childhood Hunger
- * Funding Opportunity: School Grants for Healthy Kids
- * Webinar: Summer Meals Awareness Week and Reaching Underserved Communities
- * Healthy Generations Program, WellPoint Foundation
- * Funding Opportunity: USDA's Team Nutrition 2014 Training Grant Application
- * Competitive Food and Beverage Webinar Trainings
- * Active Transportation Programs (ATP) including Safe Routes to School (SRTS)
- * ENACT Nutrition and Physical Activity Day is May 29th in Sacramento, CA!
- * Funding Opportunity: Beginning Farmer and Rancher Development Program (BFRDP)



Upcoming Events & Deadlines

APRIL 2014

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

4/25/14: Q2 Reporting Tools Workbooks Due

FFY 2014 Q2 Reporting Tools Workbooks for UC CalFresh are due by **5:00 PM on Friday, April 25, 2014**. Please contact the UC CalFresh State Office at (530) 754-7794 if you have any questions related to your workbooks or the submission date. When sending your workbooks to the State Office, please be sure to copy **Jennifer Quigley** (jquigley@ucdavis.edu), **Lindsay Hamasaki** (hamasaki@caes.ucdavis.edu), and **David Ginsburg** (dcginsburg@ucdavis.edu) to ensure your documentation is received.

4/28-4/29/14: 2014 California Conference of Local Health Department Nutritionists (CCLHDN)

The 2014 Conference will be held in San Jose, CA and will feature the following and more! Visit <http://cclhdn.org> for more information.

5/9/14: Draft FFY 2015 SNAP-Ed One-Year Work Plans & Budgets Due

Draft FFY 2015 SNAP-Ed One-Year Work Plans and Budgets are due by **12:00 PM (noon) on Friday, May 9, 2014**.

- * The County Work Plan Coordinators (CWCs) will submit the Work Plans to CDPH using the e-mail template posted on the [CDPH FFY15 SNAP-Ed Resources Page](#).
- * Each LIA will submit a copy of their FFY 2015 Budgets will be submitted to their State Implementing Agency (SIA).

Please see the attached "Important Dates" handout for additional information and refer to the [FFY15 SNAP-Ed Resources page](#) and the [UC CalFresh FFY 2015 Call for Participation page](#). If you have any questions, please contact the UC CalFresh State Office at (530) 754-7794.

5/20/14: UC CalFresh Town Hall Webinar, 12:30-2:00 PM

The May UC CalFresh Town Hall Webinar has been scheduled for Tuesday, May 20, 2014 from 12:30-2:00 PM. The topic of the Town Hall will be **SNAP-Ed Connection & eXtension, An Overview & Presentation on the Resources & Information Available**, presented by Laryessa Worthington, EatSmart Coordinator, University of Maryland Extension and Jennifer Anderson, Nutrition Information Specialist, USDA Food and Nutrition Information Center.

***Note: There are a limited number of seats for this webinar; therefore pre-registration is required. [Click here](#) to register or see the attached flyer for additional information.**

6/6/14: Final FFY 2015 SNAP-Ed One-Year Work Plans & Budgets Due

Final FFY 2015 SNAP-Ed One-Year Work Plans and Budgets are due by **5:00 PM on Friday, June 6, 2014**. Please see the attached "Important Dates" handout for additional information and refer to the [FFY15 SNAP-Ed Resources page](#) and the [UC CalFresh FFY 2015 Call for Participation page](#). If you have any questions, please contact the UC CalFresh State Office at (530) 754-7794.

Fix50: April 22—June 25, 2014



Construction on U.S. Highway 50, known as the W/X Viaduct, in Sacramento will begin on **Tuesday, April 22** and will continue through **Wednesday, June 25, 2014**. It is anticipated that the construction will cause huge traffic delays. Four staff in the UC CalFresh State Office will be impacted by this construction; therefore, if we do not respond immediately, please bear with us as we will do our best to get back to you "as traffic allows." For those who may be attending meetings in Davis, please be aware the construction may impact your travel time. We appreciate your patience through this period of time! For additional information on the Fix50 project, including alternate routes, please visit: <http://www.fix50.com>.

UC CalFresh Weekly Update: April 21, 2014

One Shields Avenue, 1103 Meyer Hall • Davis, CA 95616 • (530) 754-7794

UNIVERSITY of CALIFORNIA
cal fresh Nutrition Education

<http://www.uccalfresh.org>



UC CalFresh Success Stories

The State Office will begin sharing successes through this new feature in the Weekly Updates. Successes for FFY 2014 can be shared through the online data entry portal: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=11480>

"What I'm doing that I've never done before is using measuring cups to make the right amount of food portions. I learned how to cook healthier food. Thanks so much!"

—Eating Smart, Being Active Participant, Fresno County

"Something I learned, how much fat and unhealthy some foods are. Making small changes makes all the difference. One change I did was go from 2% milk to fat free and white bread to whole wheat. Something I also changed was from white rice to brown."

—Eating Smart, Being Active Participant, Fresno County



UC CalFresh Website Updates

4/15/14 UC CalFresh Town Hall Recording & Handouts Now Available

The ReadyTalk recording and handouts for the 4/15/14 UC CalFresh Town Hall, "Introduction to the UC CalFresh & EFNEP Skills-Based Training Institute," presented by Lyn Brock and Tammy McMurdo, have been posted to the UC CalFresh website: <http://www.uccalfresh.org/trainings/town-halls>.

FAQs from the 4/1/14 FFY 2015 SNAP-Ed Statewide Work Plan Technical Assistance Conference Call

The FAQs from the 4/1/14 FFY 2015 SNAP-Ed Statewide Work Plan Technical Assistance Conference Call have been posted online on the UC CalFresh website. To view the FAQs, please visit: <http://www.uccalfresh.org/administrative/ffy15-call-for-participation/ffy15-call-for-participation/ffy-2015-frequently-asked-questions-faqs>.



UC CalFresh in Action!

Share your UC CalFresh success stories with the State Office: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=11480>

UC CalFresh Nutrition Corners

The UC CalFresh State Office would like to see the creative ways your program and partners have used the Nutrition Corners in your county. Please send photos and a brief description to Lindsay Hamasaki at Hamasaki@caes.ucdavis.edu.



Save the Date!

UC CalFresh & EFNEP Skills-Based Training Institute, June 24-26, 2014

Please save the date for the UC CalFresh/EFNEP Skills-Based Training Institute at the San Joaquin County Ag Center from **June 24-26, 2014**. The UC CalFresh April Town Hall will provide an introduction to the UC CalFresh & EFNEP Skills-Based Training Institute. Additional details on this training will also be shared through the UC CalFresh Weekly Update.

UNIVERSITY of CALIFORNIA
cal fresh Nutrition Education

Expanded Food and Nutrition Education Program
University of California
Agriculture and Natural Resources



Articles & Research

USDA Awards Grants for Nutrition Education Programs in Tribal Communities

Agriculture Deputy Secretary Krysta Harden announced that the U.S. Department of Agriculture (USDA) has awarded over \$700,000 in grants to support nutrition education programs for participants of USDA's Food Distribution Program on Indian Reservations (FDPIR). In total, 15 nutrition education projects in 11 states were selected through a competitive award process that was open to Indian tribal organizations and state agencies that administer FDPIR. "The Food Distribution Program on Indian Reservations provides a vital source of healthy foods for households, many of which have limited access to SNAP-authorized food stores," Deputy Secretary Harden said. "This year's awardees have developed creative, self-initiated projects designed to assist participants with incorporating healthy foods and physical activity as daily lifestyle habits." Projects selected include a summer camp program for youth to teach healthy cooking techniques; nutrition education sessions held during scheduled food deliveries for participants in remote reservation areas; community gardens to promote fruit and vegetable consumption; and nutrition activities combined with physical education based on [Let's Move! in Indian Country](#) guidelines. For additional information on USDA's Food Distribution Program on Indian Reservations (FDPIR), please visit: <http://www.fns.usda.gov/fdpir/food-distribution-program-indian-reservations-fdpir>. To view the full list of awardees, [read full Press Release](#).

USDA Awards Grants for New School Food Service Equipment to Help Schools Dish Up Healthy Meals

Agriculture Secretary Tom Vilsack today announced that the U.S. Department of Agriculture (USDA) is awarding \$25 million in grants to help schools purchase needed kitchen equipment as they continue to provide school lunches and breakfasts that give children the nutrition they need to learn and grow. Over 90 percent of schools report that they are successfully meeting the updated nutrition standards, serving meals with more whole grains, fruits, vegetables, lean protein and low-fat dairy, and less sodium and fat. These new grants provide additional support to schools to help them prepare meals that meet those standards. "We know that there is still a significant unmet need for kitchen equipment in schools, and outdated equipment can make it more difficult to prepare healthy meals," said Vilsack. "With these grants, schools will be able to get the tools they need to make the healthy choice the easy choice for America's youngsters." In December, USDA awarded \$11 million in grants to the District of Columbia, Guam and 14 states. For the latest round of funding, USDA will ensure all State agencies receive a proportional share of the funding. States will competitively award the funds to school districts to purchase needed equipment, giving priority to high-need schools where 50 percent or more of the enrolled students are eligible for free or reduced price meals. To download the list of funding by state for FFY 13 and FFY 14, please visit: <http://www.fns.usda.gov/sites/default/files/NSLP-Equip-Grant-Allocations-Attachment-A.docx>. [Read full Press Release](#).

Parents Feel Limited in Ability to Prevent Child Obesity

Parents want to help their children avoid obesity but feel limited in their ability to take action, according to a study published online April 3 in the U.S. Centers for Disease Control and Prevention's *Preventing Chronic Disease*. Burton O. Cowgill, Ph.D., from the University of California Los Angeles Fielding School of Public Health, and colleagues conducted a qualitative study involving 38 parents whose children attended Los Angeles middle schools. Parents participated in focus groups from 2010 through 2011 to examine how best to engage children in obesity prevention and control efforts. Focus groups were conducted in English (two groups with 14 parents from different racial/ethnic backgrounds) and Spanish (two groups with 24 Latino parents). Based on findings from the focus groups, the researchers found that parents sought to help their children avoid obesity, but felt limited in their capacity to take action. The overarching desire to become better parents was identified as a potential incentive for pursuing obesity prevention efforts. Parents supported family-focused approaches to obesity prevention programs, such as parent-child cooking classes and family-focused sports leagues and clubs. Consistent findings were seen between language groups, but language-related barriers were cited by the Spanish-language group. "Our findings confirm the notion that parents want to help their children avoid obesity but feel constrained in their ability to take action," the authors write. "Increasing the development and testing of simple programs that are sustainable, community-based, and family-focused may lead to innovations that can empower families to live healthier lives in their communities." [Read full article](#).

Salmonella Cases Dip in U.S., But Food Poisoning Rates Remain High

While the United States has seen a decline in the number of Salmonella illnesses in recent years, there's been little progress overall in reducing food poisoning outbreaks, health officials say. "The news is mixed," Dr. Robert Tauxe, deputy director of the U.S. Centers for Disease Control and Prevention's Division of Foodborne, Waterborne and Environmental Diseases, said during a noon press briefing. "Some improvements were made, but substantial more work is needed." Rates of illnesses due to *Vibrio*, a bacterial toxin found in shellfish, have actually spiked recently, the CDC noted. The new report tracked patterns of foodborne illness outbreaks for 10 states. In 2013, the CDC's food poisoning reporting system identified 19,000 related infections, 4,200 hospitalizations, and 80 deaths among the 48 million residents of these states. Salmonella remains the most frequent cause of food poisoning, accounting for 39 percent of all cases, Tauxe said. Second was the *Campylobacter* bacterium, which accounted for 35 percent of foodborne infections. Both Salmonella and *Campylobacter* can contaminate meat, chicken and vegetables, Tauxe said. But there was some good news: In 2013, the rate of Salmonella infections fell by 9 percent, compared with the rate in 2010-2012, the CDC report found. "This drop brings Salmonella down to the rate we saw back in 2006-2008," Tauxe said. The report was published April 18 in the CDC's *Morbidity and Mortality Weekly Report*. For more information on avoiding food poisoning, please visit: <http://www.foodsafety.gov>. [Read full article](#).

Hunger is a 'silent crisis' in the USA

The recession is officially over, but not for millions of working poor, who do not always have enough money to buy food for their families, according to a new report by Feeding America, a hunger-relief charity. The report, based on 2012 federal survey data on 44,000 households, says 49 million Americans are "food insecure"—people who sometimes eat less, go hungry or eat less nutritious meals because they can't afford to eat better. Almost a third of them are children. The report, called "[Map the Meal Gap](#)," found:

- * In 324 counties, mostly in the South, one in five residents are food insecure. Nationally, the figure is one in seven people. Those rates haven't changed since Feeding America began issuing the annual report in 2011, when 318 counties had high food insecurity rates.
- * Families say they needed on average an additional \$15.82 per person per week in 2012 to buy enough groceries, up from \$14.35 in 2011.
- * More counties with a high number of people who are food insecure are seeing food costs go up. The report says 23 counties with high rates of people at risk of hunger also had high food costs. In those counties, the average meal costs \$3 or more, higher than the national average of \$2.74. In 2011, just eight counties had high food insecurity rates and high meal costs.

"Despite the end of the Great Recession, food insecurity rates are high," says Craig Gundersen, an economist and executive director of the National Soybean Research Laboratory at the University of Illinois, who studies hunger and compiled the research in the Feeding America report. Poverty, which contributes to hunger, has remained stubbornly high, he says. The poverty rate—defined by the federal government as annual income of \$23,550 for a family of four—is 15%. [Read full article](#).



Education & Resources

For additional resources, please visit the UC CalFresh website: <http://www.uccalfresh.com/resources>



Celebrate Every Kid Healthy™ Week: April 21-25, 2014

Every Kid Healthy Week is an annual observance shared by a network of schools, partner organizations and volunteers to create healthier school environments for kids. Observed the last week of April, this special week—which is recognized on the calendar of [National Health Observances](#)—shines a spotlight on the obesity epidemic affecting the nation's children and provides an opportunity for schools to celebrate their contributions to students' health and wellness. For additional information and resources on Every Kid Healthy Week, please visit: <http://www.actionforhealthykids.org/what-we-do/every-kid-healthy-week>.

UC Davis Center for Nutrition in Schools Website Now Available!

UC Davis established the Center for Nutrition in Schools (CNS) in response to the needs of teachers and administrators for nutrition education resources and professional development opportunities. Their goal is to provide resources relevant to child nutrition programs, district wellness policies, community partnerships, student education, professional education, and parent education. For additional information on the UC Davis Center for Nutrition in Schools, please visit: <http://cns.ucdavis.edu/index.html>.



CENTER for NUTRITION in SCHOOLS
CONNECTING FOOD, HEALTH, AND LEARNING

Nutrition Education and Obesity Prevention Branch (NEOPB) Policy, Systems, and Environmental (PSE) Change Teleconferences

These calls are designed for Local Health Departments (LHDs) and their partners to have an opportunity to share best practices related to Policy, System, and Environmental (PSE) in their jurisdictions. Call participants will be able to ask questions of their peers and state content experts in each of the NEOPB Top 13 PSE strategies. **Please see the attached flyer for teleconference dates, topics and registration information.** Call-in information will be provided at the time of registration. Questions regarding these teleconferences can be directed to Lisa Tadlock at: Lisa.Tadlock@cdph.ca.gov.

Funding Opportunity: 2014 Regional Grants Program—GoLocal: Cultivating Healthy Communities

The Aetna Foundation is pleased to announce the opening of its 2014 Regional Grants Program—*GoLocal: Cultivating Healthy Communities*. This grant program will help support initiatives that encourage healthy eating and active living, particularly with low-income, underserved and minority communities. Proposals are encouraged to offer creative ways to:

- * Provide nutrition education and build skills for preparing healthy foods
- * Increase the availability and affordability of fresh fruits and vegetables
- * Help families select and prepare healthy foods on a limited budget
- * Support community gardening and urban farming
- * Make physical activity accessible, affordable and fun

Applications will be accepted during two cycles: **April 10 to June 5, and June 16 to July 30**. Grants will be awarded at one of two levels: \$25,000 or \$50,000 for up to a one-year project period. For additional information, please visit: <http://www.aetna-foundation.org/foundation/apply-for-a-grant/regional-grants/index.html>.

Finding, Buying and Serving Local Foods Webinar Series

The USDA Farm to School Program will host two webinars each month to showcase the variety of ways school districts can purchase local foods. **The webinars will be held at 2:00 PM EST on the second and fourth Thursdays of the month.** Topics will include everything from procurement basics to using geographic preference, to finding local producers, to buying local through DoD Fresh. See the schedule below for more information.

- * **April 24:** Introduction to Geographic Preference
- * **June 12:** Using DoD Fresh to Purchase Local
- * **May 8:** Using Geographic Preference
- * **June 26:** Tying it All Together and Digging In.
- * **May 22:** Using USDA Foods as Resource to Purchase Local

To register for any of the future sessions listed above, please visit: <https://www.surveymonkey.com/s/WT8ZWYS>. All webinars will be recorded and available on the [USDA Farm to School website](#) within 1-2 weeks of initial viewing.

Webinar: Ask USDA—Summer Meals Question and Answer Session, April 24, 2014, 2:00-3:00 PM EST

Now that the 2014 Summer Food Service Program Webinar Series has wrapped up, USDA would like to make sure that all of your questions pertaining to the Summer Food Service Program have been answered! During this question and answer session, you will have the opportunity to talk with the USDA Food and Nutrition Service Summer Food Service Program experts and ask them any questions you have! To ensure your questions are answered, please submit your questions by registering at the following link: <https://www.surveymonkey.com/s/AskUSDA>. Questions regarding this webinar can be directed to Kristin Caulley at Kristin.Caulley@fns.usda.gov or (703) 305-2295.

2014 Bakersfield Child Nutrition Programs Summit, Summer Nutrition Program Expansion and Opportunities for Serving Children Year-Round, April 24, 2014, 10:00-4:00 PM

Join Food Research and Action Center (FRAC) to discuss ways to eliminate hunger and increase the availability of healthy meals for children in Bakersfield through the Summer and Afterschool Meals Programs. This event will bring together child nutrition program experts, program providers, potential partners and community members to share strategies and best practices for strengthening the child nutrition programs. The summit will offer information on how to grow summer programs, increase awareness, and share resources on providing programming and healthy meals year-round. There will be opportunities to network and discover potential partners who can collaborate with you to support the health and well-being of children in Kern County. Guest speakers will highlight existing child nutrition work and successful strategies used to increase access to healthy meals and programming for children. To register for the event, please visit: http://org2.salsalabs.com/o/5118/p/salsa/event/common/public/?event_KEY=70522. For additional information, please visit the California Summer Meal Coalition website: <http://www.summermealcoalition.org/>.

Education & Resources (continued)

USDA Fiscal Year 2015 Farm to School Grants to Continue Efforts to Increase Local Foods in Eligible Schools, Deadline: April 30, 2014

Agriculture Secretary Tom Vilsack announced the release of a request for applications for the third round of USDA's Farm to School grants, including the addition of a new funding track. These grants help eligible schools improve the health and wellbeing of their students and connect with local agricultural producers. "Connecting American farmers and ranchers with the National School Lunch Program provides schoolchildren with daily access to locally sourced, healthy foods," said Vilsack. "These [Farm to School](#) grants will help schools respond to the growing demand for local foods and increase market opportunities for many types of food producers." Three different kinds of grants will be available, as well as a separate funding track to support trainings and events.

- * **Planning grants** are intended for schools just getting started on farm to school activities.
- * **Implementation grants** are available for schools seeking to augment or expand existing efforts.

Additionally, eligible non-profit entities, Indian tribal organizations, state and local agencies, and agriculture producers or groups of producers may apply for support service grants in order to conduct trainings, create complementary curriculum, or further develop supply chains, among other activities. Proposals are due at 11:59 PM EST on April 30, 2014. For additional information on the Farm to School grants, please visit: <http://www.fns.usda.gov/farmtoschool/fy-2015-farm-school-grant-program-funds-available>. [Read full Press Release.](#)

Free Webinar Series: 4th Annual 21st Century New Media Training Series, February 2014—July 2014

New media tools are increasingly used in public health education, advocacy, and promotion. But how can we tell if what we're doing is having an impact? How do we measure what we do? How do we build upon what's working and stop doing what's not? Join the California Pacific Public Health Training Center (CALPACT) and the Center for Health Leadership at the UC Berkeley School of Public Health for the 4th Annual 21st Century New Media Training Series, as guest speakers from various public health, advocacy, and community-based organizations present their best practices and strategies for creating and measuring impact, telling compelling and shareable stories with images and video, overcoming challenges, and growing from the valuable lessons they've learned along the way.

- * **May 2014 (Date TBD), 11:00 AM—12:30 PM PST:** New Media Best Practices: Using Infographics and Data Visualization Webinar
- * **July 2014 (Date TBD), 11:00 AM—12:30 PM PST:** Visualizing Social Media for Public Health: Pinterest and Instagram Webinar
- * **June 11, 2014, 11:00 AM—12:30 PM PST:** New Media Best Practices: Telling Stories with Images and Video Webinar

For additional information and registration details about this free webinar series, please visit: <http://chl.berkeley.edu/events/newmedia/2014-new-media-trainings/sessions.html>.

2014 California Conference of Local Health Department Nutritionists (CCLHDN) Conference, San Jose, CA, April 28-29, 2014

The 2014 Conference will be held in San Jose, CA and will feature the following and more! Visit <http://cclhdn.org> for more information.

- * Peer-to-peer roundtable discussions for CCLHDN members and staff to surface challenges in various public health arenas and support one another through brainstorming and dialogue
- * A new, dynamic format called "Ignite Talks" where members can present updates on their programs in 5 minutes and 20 slides
- * A review of current nutrition science
- * Attendance at a half-day, skill building session
- * Discussion of the California Wellness Plan in an interactive format
- * Take home huddles

Funding Opportunity: Demonstration Projects to End Childhood Hunger, Letter of Intent: May 1, 2014, Deadline: July 7, 2014

The purpose of the demonstration project is to test innovative strategies to end childhood hunger, including alternative models for service delivery and benefit levels that promote the reduction or elimination of childhood hunger and food insecurity. USDA is interested in targeting areas or populations where there are currently elevated levels of food insecurity or gaps in nutrition assistance program coverage. The Healthy, Hunger-Free Kids Act (HHFKA) of 2010 requires that at least one demonstration project be carried out on an Indian reservation in a rural area with a service population having a prevalence of diabetes that exceeds 15 percent. The primary outcome measure for the evaluation will be the change in the prevalence of food insecurity among children as measured by the USDA food security measure. Other site-specific outcomes related to particular interventions may be considered for the evaluation, but will be secondary to food insecurity among children. Approximately \$30 million will be awarded for up to five demonstration projects in the form of cooperative agreements between USDA-FNS and grantees. For additional information, please visit: <http://www.fns.usda.gov/demonstration-projects-end-childhood-hunger>.

Funding Opportunity: School Grants for Healthy Kids, Deadline: May 2, 2014

Action for Healthy Kids welcomes schools to apply for 2014-2015 School Grants for Healthy Kids. The grants are funded by CSX Transportation, Kellogg Company, Kellogg's Corporate Citizenship Fund (and more!) and will range from \$500 to \$5,000. The funding is designed to help schools create or expand school breakfast programs, pilot universal breakfast programs or enhance their physical activity programs. In addition to financial support, AFHK will provide roughly 1,000 chosen schools with significant in-kind contributions in the form of programs, school breakfast and physical activity expertise and support to develop strong alternative and universal breakfast or physical activity programs. If you are interested for your school, attend an hour-long introductory webinar on **Thursday, March 20, 2014 at 12:00 PM PST** to get tips for applying. Visit <http://www.actionforhealthykids.org/webinar-registration-school-grant-opportunities-introduction-for-2014-2015> to register. For additional information on the grant and application process, please visit: <http://www.actionforhealthykids.org/resources/school-grants>.

Webinar: Summer Meals Awareness Week and Reaching Underserved Communities, May 6, 2014, 1:00 PM EST

USDA's Summer Meals Awareness Week is scheduled for **June 2nd-8th**. Plan a summer food kick-off event in coordination with this week, participate in national social media events—such as Twitter town halls (#summermeals)—to help raise awareness about summer meals, and invite the media to report on FRAC's Annual Summer Food Report: Hunger Doesn't Take a Vacation. Released during this week, FRAC's report can help you highlight the nutrition gap experienced by children in your state when they no longer have access to school meals during the school year. To register for this webinar, please visit: http://org2.salsalabs.com/o/5118/p/salsa/event/common/public/?event_KEY=70393.

Healthy Generations Program, WellPoint Foundation, Deadline: May 9, 2014

The WellPoint Foundation invests in domestic initiatives that help improve the lives of people and the health of local communities. The Foundation promotes healthy behaviors, health-risk prevention, and healthy environments. Focus areas include Healthy Active Lifestyles. Grants open to nonprofit organizations in the 25 states in which WellPoint, Inc. does business. Award amounts vary. For additional information, please visit: <http://www.sparkpe.org/grants/featured-grants/wellpoint-foundation-healthy-generations/>.

Education & Resources (continued)

Funding Opportunity: USDA's Team Nutrition 2014 Training Grant Application, Deadline: May 9, 2014

The purpose of this grant is for State agencies to expand and enhance their training programs that incorporate and implement the *2010 Dietary Guidelines for Americans* and USDA Foods in meals served under the National School Lunch Program (NSLP) or the Child and Adult Care Food Program (CACFP). States must apply Team Nutrition's three behavior-focused strategies in their proposals:

- * Provide **training and technical assistance** to school nutrition foodservice professionals to enable them to prepare and serve nutritious meals that appeal to students.
- * Provide **fun and interactive nutrition education** for children, teachers, parents, and other caregivers.
- * Build **school and community support** for creating healthy school environments that are conducive to healthy eating and physical activity.

Approximately \$2.5 million will be set aside to provide non-competitive grants (up to \$50,000) to State agencies that commit to specific strategies to increase the number of schools implementing Smarter Lunchroom strategies. Up to \$350,000 may be requested through a competitive grant process. Please visit: <http://www.fns.usda.gov/tn/2014-training-grant-application> for additional information.

Competitive Food and Beverage Webinar Trainings

The California Department of Education, Nutrition Services Division, will offer one-hour **Competitive Foods: Integrating the New Federal Requirements** Webinar trainings from February through May 2014. These webinars are designed to provide an overview of the upcoming changes to food and beverage sales outside of the school meal program, including, but not limited to fundraisers, student stores, PTA sales, and individual items sold through the Food Service Department.

SCHOOL FOOD SERVICE DIRECTORS / STAFF	FOOD AND BEVERAGE INDUSTRY MEMBERS
Tuesday, May 13: 2-3 PM Registration: https://cdeevents.webex.com/cdeevents/onstage/g.php?t=a&d=298755398 Event password for registration: 83551 Call-in toll number: 650-479-3207 Event number for call-in: 298 755 398	Tuesday, May 13: 10-11 AM Registration: https://cdeevents.webex.com/cdeevents/onstage/g.php?t=a&d=660144204 Event password for registration: 84131 Call-in toll number: 650-479-3207 Event number for call-in: 660 144 204

Participants may repeat any Webinar and/or participate in a Webinar tailored to another audience.

Please test your computer's compatibility to make sure it is ready to use WebEx prior to attending a Webinar session. [Click here](#) to test the WebEx Test Meeting Page.

For questions regarding the Webinar content, please contact Michael Danzik, Nutrition Education Consultant, by phone at (916) 445-7346 or by e-mail at mdanzik@cde.ca.gov or Rema El-Mahmoud, Child Nutrition Assistant, by phone at (916) 323-5757 or by e-mail at rel-mahmoud@cde.ca.gov.

Active Transportation Programs (ATP) including Safe Routes to School (SRTS), Deadline: May 21, 2014

The *Safe Routes to School National Partnership* has partnered with California Convergence and others to bring you valuable resources to help your community prepare strong, competitive project applications. Since California does not have a separate SRTS program any longer, ATP is now our main funding source for SRTS projects. Applications will be available beginning March 21, 2014. For additional information, please visit: <http://saferoutescalifornia.org/funding-workshops-and-webinars/>.

ENACT Nutrition and Physical Activity Day is May 29th in Sacramento, CA!

ENACT Nutrition and Activity Day is an opportunity for Californians from every corner of the state to gather at the State Capitol and send the message: We want a state that better supports access to nutritious food and safe places to be physically active, and we want it now! ENACT Day is a great opportunity for community members, grassroots organizers, and advocates to further develop their advocacy skills. For additional information on ENACT Day 2014, including registration information, please visit: <https://www.eventbrite.com/e/enact-day-2014-registration-1193992533>. If you are unable to attend the event in person, but would still like to participate, you can use the link provided to register for "Virtual ENACT Day."

Funding Opportunity: Beginning Farmer and Rancher Development Program (BFRDP), Deadline: June 12, 2014

The National Institute of Food and Agriculture of USDA has released the 2014 Request for Applications for the Beginning Farmer and Rancher Development Program (BFRDP). Applications are due June 12. Organizations can apply for BFRDP for grants to provide education, training, technical assistance and outreach for U.S. farmers, ranchers, and managers of non-industrial private forest land who have been farming or ranching for 10 years or less and those who aim to start. NIFA is hosting two [webinars](#) for interested applications, on April 30 and May 6 at 2:00 PM EST. The first webinar will focus on general guidelines for the program, while the second webinar will focus on the funding set-aside for projects that serve special audiences: beginning farmers who are military veterans, and those who are socially disadvantaged, limited resource, or farmworkers. For additional information, please visit the BFRDP Funding Opportunity page: <http://www.nifa.usda.gov/fo/beginningfarmersandranchers.cfm>. Additional information on the webinars is available from the BFRDP "more information" page at: <http://www.nifa.usda.gov/funding/bfrdp/bfrdp.html>. [Read full news release.](#)



We want to hear from you!

The UC CalFresh State Office would love to hear from you! Please e-mail Lindsay Hamasaki at Hamasaki@caes.ucdavis.edu to share your comments on the new format of the Weekly Update, stories, photos, or other items you would like to see featured in future Weekly Updates.

The UC CalFresh Weekly Updates are sent by the UC CalFresh State Office on behalf of David Ginsburg, Director of the UC CalFresh Nutrition Education Program. Electronic versions of the Weekly Updates are also posted on the UC CalFresh website: <http://www.uccalfresh.com/weekly-updates>.

The University of California CalFresh Nutrition Education Program (UC CalFresh) is funded through a joint agreement among the U.S. Department of Agriculture/Food & Nutrition Service (USDA/FNS), the California Department of Social Services (CDSS) CalFresh Branch, and the University of California Cooperative Extension (UCCE). This material was produced by the University of California CalFresh Nutrition Education Program with funding from USDA SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663.