

UC CalFresh Weekly Update

September 14, 2015



Contents

Upcoming Events & Deadlines

- * Curriculum & NERI Items from the UC CalFresh State Office
- * 9/15/15 UC CalFresh Town Hall Webinar

UC CalFresh Success Stories

- * Plan, Shop, Save & Cook Participant, Santa Barbara County
- * Eating Smart, Being Active Participant, El Dorado County

UC Welcome New UC CalFresh Staff!

UC CalFresh in Action!

- * UC CalFresh Nutrition Corners
- * The Smarter Lunchroom Movement of California
- * The Smarter Lunchrooms Movement of California Monthly Nudge
- * UC Delivers

UC CalFresh, UC ANR and UC Davis in the News!

- * Congressman eats a healthy lunch with first-graders, UCCE Contra Costa County

Articles & Research

- * Presidential Proclamation—National Childhood Obesity Awareness Month, 2015
- * USDA Awards \$8 Million to Support Healthier Foods in Schools and Child Care Centers
- * Creating places that promote physical activity: Perceiving is believing
- * Food Insecurity in U.S. Households Essentially Unchanged from 2013, but Down from 2011 High
- * FNV Launches New Ads Urging Celebrities and Athletes to #SellMeFNV
- * New Report Shows Farm to School Grants Have Increased Likelihood that 6.9 Million Kids Will Eat More Healthy Food at School, Created New Local Market Opportunities for Farmers
- * Food and Nutrition Extension Programs: Next Generation Impact Evaluation

Education & Resources

- * Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities
- * RNECE-South Training Webinar Recording: Policy, Systems, and Environmental (PSE) Change in SNAP-Ed and EFNEP Programs
- * Celebrating Active Aging with Go4Life!
- * Commit2Ten, New Website from the Alliance for a Healthier Generation Launches in September 2015!
- * Webinar: Nutrition Education in the Classroom and Beyond
- * Webinar: New Spanish Language Nutrition and Wellness Resources for Child Care
- * Funding Opportunity: Garden Grant Program
- * International Walk to School Day is on October 7, 2015!
- * Funding Opportunity: Fuel Up to Play 60

Upcoming Events & Deadlines



SEPTEMBER 2015

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			

Curriculum & NERI Items from the UC CalFresh State Office

The UC CalFresh State Office has begun ordering items requested through the survey distributed to UC CalFresh Programs in April 2015. These items will be sent on a rolling basis. E-mail notifications will be sent to each county providing the quantity of each item to be expected. Please e-mail **Rolando Pinedo** (rgpinedo@ucdavis.edu) and/or **Erin Moore-Miner** (emooreminer@ucdavis.edu) if you have any questions related to the items being sent to your program. Items include:

- * UC CalFresh Table Throws
- * UC CalFresh County Contact Labels

The State Office will monitor the status of deliveries using the tracking information, but will continue to send email notifications of upcoming deliveries. Please contact the State Office if the shipment does not arrive within 2 weeks. If your items arrive damaged, contact the State Office within 10 days after receipt of package.

9/15/15 UC CalFresh Town Hall Webinar, 12:30-2:00 PM

The September UC CalFresh Town Hall Webinar is scheduled for **Tuesday, September 15th from 12:30-2:00 PM**. This month's Town Hall will focus on the 2015 Annual Report. Please also refer to the attached flyer.

ReadyTalk Information:

Webinar Link: <https://cc.readytalk.com/cc/s/registrations/new?cid=3uv5vq9z14yp>

Dial-in number: 1-866-740-1260

Access Code: 7544137

Security Passcode: apple1

UC CalFresh Weekly Update: September 14, 2015

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UC CalFresh Success Stories

The State Office will begin sharing successes through this new feature in the Weekly Updates. Successes for FFY 2015 can be shared through the online data entry portal: <http://ucanr.edu/survey/survey.cfm?surveynumber=13883>.

"I have learned to look at labels more, look at ingredients, and make sure that I have all ingredients to make my meals that morning. I plan to start eating foods with less sugar and salt."

—Plan, Shop, Save & Cook Participant, Santa Barbara County

"I liked this class because I didn't realize how much salt and sugar I was eating, but now I know how to eat healthier and how to look for the nutrition facts [label]."

—Eating Smart, Being Active Participant, El Dorado County

Welcome New UC CalFresh Staff!

This new feature is to introduce and welcome new staff to UC CalFresh. If you have new staff, please send a short paragraph and photo to Lindsay Hamasaki at lmhamasaki@ucdavis.edu.



UC CalFresh in Action!

Share your UC CalFresh success stories with the State Office: <http://ucanr.edu/survey/survey.cfm?surveynumber=13883>

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 lmhamasaki@ucdavis.edu.

The Smarter Lunchrooms Movement of California

The UC CalFresh State Office would like to see how the Smarter Lunchroom Movement of California has been implemented in your county! Please share your success stories and photos with Lindsay Hamasaki via e-mail: lmhamasaki@ucdavis.edu.

The Smarter Lunchrooms Movement of California *Monthly Nudge*

The Smarter Lunchrooms Movement of California *Monthly Nudge* is a monthly newsletter which provides updates on how the Smarter Lunchrooms Movement is moving throughout California and is brought to you by the SLM of CA Collaborative. The newsletter provides updates, upcoming trainings and events, and more! If you are interested in signing up to receive the *Monthly Nudge*, please contact Mary Ann Mills at mamills@ucdavis.edu.

UC Delivers

This is a friendly reminder that counties should contact **Andra Nicoli** (amnicoli@ucdavis.edu) at the State Office if you are interested in developing a UC Delivers or have recently submitted a UC Delivers without State Office involvement. For those developing a UC Delivers, Andra can assist you in writing/editing/submitting a UC Delivers story. The State Office is also interested in keeping track of UC Delivers that are being submitted directly from counties. For those not requiring writing/editing services from the State Office, please share a copy of your submission to Andra. In this way, we can track the type of stories UC CalFresh is submitting and advocate for your story!



UC CalFresh, UC ANR and UC Davis in the News!

Congressman eats a healthy lunch with first-graders, UCCE Contra Costa County

Kids are eating better in Contra Costa County schools and it improves their long term health, said Congressman Mark DeSaulnier in an interview broadcast by [KTVU News](#) in San Francisco. The congressman was at Ygnacio Valley Elementary School to eat a healthy lunch with students yesterday. The school received a USDA grant to purchase new kitchen equipment. The [UC Division of Agriculture and Natural Resources Nutrition Policy Institute \(NPI\)](#) has a contract with Pew Charitable Trusts to do case studies of selected schools around California and the nation to show the benefits of the USDA grant program, and to promote its continuation in Congress for future years. "Many schools are making do with obsolete equipment that cannot readily meet the new, tougher federal meal standards," said Kenneth Hecht, NPI director of policy. "With new equipment, schools can prepare healthier, fresher, more appealing meals that are often the best meal kids get all day." In the media report, DeSaulnier walked through the new serving line with Ygnacio first-graders and sat down to enjoy a healthy lunch with them. According to KTVU news, the congressman said he has heard a lot of arguments in Washington, DC, against changing food in schools, but he believes it makes a long term difference for children. [Read full blog article.](#)



Presidential Proclamation—National Childhood Obesity Awareness Month, 2015

President Barack Obama signed a proclamation designating September 2015 as National Childhood Obesity Awareness Month. The proclamation notes a recent plateauing of childhood obesity rates and a recent drop in obesity among children ages 2 to 5; it also calls for ongoing action to improve children's health, including upholding federal nutrition standards for school meals. To read the full Presidential Proclamation, please [click here](#).

USDA Awards \$8 Million to Support Healthier Foods in Schools and Child Care Centers

Agriculture Secretary Tom Vilsack announced that the U.S. Department of Agriculture (USDA) will be awarding over \$8 million in grants to help school nutrition professionals better prepare healthy meals for their students. Approximately \$2.6 million dollars in grants will support implementation of new national professional standards for all school nutrition employees who manage and operate the [National School Lunch](#) and [School Breakfast Programs](#), and \$5.6 million will go to help states expand and enhance food service training programs and provide nutrition education in school, child care, and summer meal settings. "For the past three years, kids have eaten healthier breakfasts, lunches and snacks at school thanks to the bipartisan Healthy, Hunger-Free Kids Act, which made the first meaningful improvements to the nutrition of foods and beverages served in cafeterias and sold in vending machines in 30 years. Nearly all schools are successfully meeting the standards, and these grants part of our ongoing commitment to give states and schools the additional resources they need," said Vilsack. "Parents, teachers, principals, and school nutrition professionals want the best for their children. Together we can make sure we're giving our kids the healthy start in life they deserve." The grants announced add to the large number of resources that USDA provides to help schools serve healthier food options that meet updated nutrition standards, including technical assistance, educational materials, and additional reimbursements. More than 95 percent of schools report that they are successfully meeting those nutrition standards, which were based on recommendations from pediatricians and other child health experts at the Institute of Medicine. [Read full news release.](#)

Creating places that promote physical activity: Perceiving is believing

We face an obesity epidemic that affects all demographic groups, and is especially severe among certain racial and ethnic groups and low-income populations. The Institute of Medicine recommends moderate-intensity physical activity, such as walking, as a way to prevent obesity. Moderate physical activity can improve health and reduce obesity risk, and lowered obesity rates could save billions of dollars in medical costs and lost productivity. Walking is convenient, easy for most people to do, and requires no special equipment. The built environment can influence how much people walk. Youth and adults who live in walkable neighborhoods are more likely to be physically active. For leisure walking in particular, the perceived aesthetics and safety from crime and traffic can affect walking. Although individual and social factors affect physical activity, research shows that a well-designed physical environment matters. People notice visual qualities, and appealing aesthetics are essential to creating places desirable for youth physical activity. Children and adults prefer to be physically active in places they perceive as appealing, and parents also prefer to have their children walk in such places. Physical measures of the environment, though important, may not account for the other perceived aspects of places that affect aesthetics and, consequently, physical activity. For example, a physical count of the number of trees and shrubs on a street provides a less complete picture than assessing people's perceptions of "naturalness," which integrates the number, size, location and other qualities of the natural elements as they relate to the built elements. In this example, it is the perceived naturalness, rather than the actual number of trees, that would affect walking. If communities want to design places where people are active, they need to consider evidence that links physical activity to environments' actual characteristics, perceived characteristics, and aesthetic appeal. The research review, "Creating places that promote physical activity: Perceiving is believing," released by Active Living Research examines the evidence on the relationship of rates of physical activity to the perceived aesthetics, safety, and comfort of public places. It also provides research that improving appearances can make a place more appealing, both in general, and specifically as a place for physical activity for adults and youth. [Read full research review.](#)

Food Insecurity in U.S. Households Essentially Unchanged from 2013, but Down from 2011 High

USDA's recently released annual report on the incidence and severity of food insecurity in American households marks 20 years of Federal statistics measuring U.S. food insecurity. This year's report, presenting 2014 data, shows that 86.0 percent of American households were food secure throughout the entire year, meaning that all household members had access at all times to enough food for an active, healthy life. In 2014, 14.0 percent of U.S. households (17.4 million households) had difficulty at some time during the year providing enough food for all their members because of a lack of financial or other resources. Food insecurity, essentially unchanged from 2013, is down from a high of 14.9 percent measured in 2011. Looking back over the last years, the food insecurity rate, as expected, rose in 2008 with the recession. But the food insecurity rate has not returned to pre-recession levels. Research shows that while modest improvements in food security have accompanied declining unemployment, other changes in the economy, including higher food prices, appear to offset the effect of unemployment declines. These higher food prices, along with an increase in overall inflation, are key factors preventing food insecurity rates from any substantial decline. [Another Economic Research Service \(ERS\) study](#) found that, particularly for households receiving benefits from USDA's Supplemental Nutrition Assistance Program (SNAP), higher local food prices were related to higher food insecurity. The latest food security statistics may also reflect changes to SNAP benefits—changes stemming from the American Recovery and Reinvestment Act (ARRA, the stimulus bill). In 2009, the ARRA increased maximum SNAP benefits by about 13 percent. From April 2009 to October 2013, maximum SNAP benefits were unchanged. But because allotments were not adjusted for inflation, the real value of those benefits decreased over time as food prices increased. ERS researchers examined the impacts on food insecurity levels, finding that the larger benefits at first helped to ameliorate food insecurity, but that in 2010 and 2011, the food security of SNAP households worsened as inflation reduced the buying power of the ARRA benefit. In November 2013, the temporary increase in SNAP benefits from the stimulus bill ended, and maximum SNAP allotments fell by about 5 percent. For a family of four receiving the maximum SNAP allotment, monthly benefits fell by \$36 from \$668 to \$632. This decrease may have resulted in a worsening of food security for families that rely on SNAP. These ERS studies demonstrate how economic conditions and policies, as well as household circumstances, affect the incidence of food insecurity. For more information about food insecurity in 2014, including by demographic characteristics, across States, and changes over time, take a look at [Household Food Security in the United States in 2014](#). The following statement was issued by Agriculture Secretary Tom Vilsack on the release of the USDA Economic Research Service analysis:

"Today's report is a positive signal that reflects a recovering and growing economy. Food security for households with children, and households overall, is the strongest it's been since before the Recession. Two million fewer people live in a state of food insecurity today compared to 2011. This report also reflects the continued importance of anti-poverty and nutrition programs, including SNAP and healthier school meals, which help to keep food insecurity from rising, and efforts to improve employment and training programs that help low-income people obtain the skills they need to find good paying jobs so they can provide enough healthy food for their families."

For additional information on the USDA ERS report, [read full blog article](#).

FNV Launches New Ads Urging Celebrities and Athletes to #SellMeFNV

FNV, a brand focused on increasing fruit and vegetable consumption and sales, has launched its first round of television ads, which urge celebrities and athletes to use their influence to sell teens fruits and vegetables. The ads appear in FNV's two lead markets—Fresno, CA and Hampton Roads, VA—and are accompanied by a digital campaign across FNV's social media channels. FNV is led by the Partnership for a Healthier America (PHA) and a collaboration of companies, celebrities, athletes and foundations. The ads, which are the first television spots used in the campaign, were created by award-winning advertising agency Victors & Spoils. The TV spots intend to fuel a conversation on social media among teens about which celebrities would get them to eat more fruits and veggies, and in the process, persuade more stars to join FNV's current roster of more than 50 celebrities and athletes. The ads will run in the Hampton Roads and Fresno markets through the fall, and can also be viewed on [FNV's YouTube channel](#). [Read full article.](#)

Articles & Research (continued)

New Report Shows Farm to School Grants Have Increased Likelihood that 6.9 Million Kids Will Eat More Healthy Food at School, Created New Local Market Opportunities for Farmers

Agriculture Secretary Tom Vilsack announced the release of a [new report](#) that shows that USDA's Farm to School Grant Program, established and funded through the Healthy, Hunger-Free Kids Act, has helped 12,300 schools improve nutritious meal options made with local ingredients for 6.9 million students, while expanding market opportunities for family farmers and ranchers in their communities. Recent studies published in [Childhood Obesity and Journal of Nutrition Education and Behavior](#) indicate that strong farm to school programs can impact consumption of fruits and vegetables, leading to reductions in plate waste. "Farm to school partnerships have a proven track record of encouraging kids to eat more healthy foods and creating new market opportunities for the farmers that grow them," said Vilsack. "Congress should act quickly to reauthorize the Healthy, Hunger-Free Kids Act to build on the success of farm to school and the healthier school meals and continue our momentum towards a healthier next generation of Americans." Through its [Farm to School Grant Program](#), USDA has awarded 221 grants in 49 States, the District of Columbia and the U.S. Virgin Islands over the past three years. Fifty percent of funded projects including expanding healthy menu options offered in the cafeteria; 46 percent included training for food service staff about menu planning, meal preparation and cooking with local and regional foods; and 65 percent included nutrition education activities. Forty percent of farm to school grants were awarded to rural schools or districts, and 38 percent of grants were distributed in [StrikeForce states and territories](#) to address challenges associated with rural poverty. [Read full News Release.](#)

Food and Nutrition Extension Programs: Next Generation Impact Evaluation

Grassroots stakeholder input results in relevant and timely Extension programs, but presents a challenge for performance measurement using common indicators. A balanced approach to program evaluation and reporting that is adequately valid and reliable while honoring the Extension culture of service is most likely to be successful. This article reviews recent advances in evaluation methodology of food and nutrition programs. It further describes how this evidence base informs the current set of national Extension program outcomes and indicators. Evaluation work is an essential step in documenting the public value of Extension programs. [Read full article.](#)



Education & Resources

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



Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities

One out of every two U.S. adults is living with a chronic disease, such as heart disease, cancer, or diabetes. These diseases contribute to disability, premature death, and health care costs. Increasing people's physical activity levels will significantly reduce their risk of chronic diseases and related risk factors. Because physical activity has numerous other health benefits—such as supporting positive mental health and healthy aging—it is one of the most important actions people can take to improve their overall health. *Step it Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities* recognizes the importance of physical activity for people of all ages and abilities. It calls on Americans to be more physically active through walking and calls on the nation to better support walking and walkability. Improving walkability means that communities are created or enhanced to make it safe and easy to walk and that pedestrian activity is encouraged for all people. The purpose of the *Call to Action* is to increase walking across the United States by calling for improved access to safe and convenient places to walk and wheelchair roll and by creating a culture that supports these activities for people of all ages and abilities. The *Call to Action* includes five strategic goals to promote walking and walkable communities in the United States: make walking a national priority; design communities that make it safe and easy to talk for people of all ages and abilities; promote programs and policies to support walking where people live, learn, work and play; provide information to encourage walking and improve walkability; and fill surveillance, research, and evaluation gaps related to walking and walkability. Action by multiple sectors of society, as well as by families and individuals, will be needed to achieve these goals. For additional information on the Surgeon General's Call to Action, please visit: <http://www.surgeongeneral.gov/library/calls/walking-and-walkable-communities/index.html>.

RNECE-South Training Webinar Recording: Policy, Systems, and Environmental (PSE) Change in SNAP-Ed and EFNEP Programs

The SNAP-Ed/EFNEP South Regional Center of Excellence in Nutrition Education and Obesity Prevention (RNECE-South) hosted the first of an ongoing series of training opportunities addressing Policy, Systems, and Environmental (PSE) Change in SNAP-Ed and EFNEP Programming on August 17, 2015. The 90-minute webinar featured an overview of PSE as it relates to SNAP-Ed and EFNEP guidance, specific examples of PSE strategies being used by programs in the RNECE-South region, and evaluation techniques and guidance from an expert in PSE implementation and evaluation. For those who were unable to attend the online training or are interested in looking back at the information that was covered, the archived webinar (recording) and presentation slides (PDF) are available on the RNECE-South website: <http://www.rnece-south.org/#/training/archived>.

Celebrating Active Aging with Go4Life!

In collaboration with the White House Conference on Aging, the National Institute on Aging at NIH and more than 230 Federal, State, and local partners nationwide will celebrate the first annual **Go4Life Month** this September. **Go4Life**®—based on research showing that exercise reduces the risk of many of the chronic conditions and disability associated with aging—is a national health campaign designed to help adults 50+ fit exercise and physical activity into their daily life. **Go4Life Month** seeks to introduce the campaign and its award-winning resources to a wider audience to encourage growing numbers of older adults to "Be Active Every Day!" All across the country, campaign partners will increase awareness and sponsor activities that engage community members, of all ages, in exercise and physical activities they enjoy. For additional information, please visit: <http://odphp.tumblr.com/post/128180802246/celebrate-active-aging-with-go4life>.

Commit2Ten, New Website from the Alliance for a Healthier Generation Launches in September 2015!

Commit2Ten.org is a new website from the Alliance for a Healthier Generation, in partnership with the American Heart Association and the Clinton Foundation. The website will feature fitness experts, celebrities, and partners in a nationwide campaign to change the way we move. Visit commit2ten.org to join the #Commit2Ten campaign. The website will officially launch in September 2015. This website will feature information and inspiration to move as well as exciting ways to add an additional 10 minutes of physical activity every day. Stay tuned to commit2ten.org for additional information and for the official website launch!

Webinar: Nutrition Education in the Classroom and Beyond, September 16, 2015, 3:00-4:00 PM EST

Go back to school with tools and resources that support healthy learning! For 20 years, the U.S. Department of Agriculture's (USDA) Team Nutrition initiative has provided free nutrition education resources for schools. This webinar will discuss innovative ways elementary and middle school educators can integrate nutrition education into core subjects like math, language arts, and science. New teaching resources available from Team Nutrition for the 2015-2016 School Year will be shared. To participate in this webinar, please visit: <https://usdafnsocco.wufoo.com/forms/w1icf4q19hlv5x/>.

Evaluation & Resources (continued)

Webinar: New Spanish Language Nutrition and Wellness Resources for Child Care, September 18, 2015, 1:00-2:30 EDT

Join the Food Research & Action Center (FRAC) to learn how you can create healthier child care environments with the newly released Spanish language version of "Nutrition and Wellness Tips for Young Children: Provider Handbook for the Child and Adult Care Food Program" and other Spanish language resources. This webinar will be presented in English and Spanish. The topics covered in this webinar include:

- * Building a healthy plate with fruits, vegetables, whole grains, and beans
- * Encouraging physical activity and active play,
- * Food safety and more!

For additional information, including how to register for this webinar, please visit: <https://frac.peachnewmedia.com/store/seminar/seminar.php?seminar=47397>.

Funding Opportunity: Garden Grant Program, Deadline: October 2, 2015

The Jamba Juice "It's All About the Fruits and Veggies" garden grant program will offer 30 awards to school and youth garden programs. Programs will receive gardening equipment, curriculum, soil amendments, seeds, and plants to help create engaging nutrition and gardening experiences. Recipients will be selected based on plans to promote nutrition education, ideas for incorporating fruit and vegetable activities into the curriculum, and the ability to sustain the program over multiple years. For additional information, please visit: <http://grants.kidsgardening.org/fall-2015-jamba-juice-its-all-about-fruits-and-veggies-garden-grant>.

International Walk to School Day is on October 7, 2015!

International Walk to School Day is on October 7, 2015 this year! With over 1,200 California schools planning to participate, there are many opportunities for local health departments to support and to get involved! Often times schools will celebrate for the entire week or month (e.g., "Walktober"); these celebrations can lead to the adoption of ongoing activities throughout the school year (e.g., "Walking Wednesdays"). Some of the many reasons why this event is important to promote include:

- * In 2009, only 13% of children walked and biked to school, compared to 48% thirty years ago. During this same time span, California's childhood obesity rates have increased to 38%.
- * Schools adopting Safe Routes to Schools (SRTS) activities, such as Walk to School Day, have shown a significant increase in students walking and biking to school (35%-45%) along with a decrease in pedestrian injuries near school (45%-75%).

Schools are encouraged to register their Walk to School Day events at the National Center for Safe Routes to School's Walk to School Headquarters at www.walkbiketoschool.org in order to be counted and included in a nationwide database. Additionally, this site provides resources, tools, and free downloadable materials along with local contacts of other schools and organizations planning events. For additional information, please visit: <http://www.walkbiketoschool.org/>.

Funding Opportunity: Fuel Up to Play 60, Deadline: November 4, 2015

Funding opportunities are available to any qualified K-12 school enrolled in Fuel Up to Play 60. Sponsored by the National Dairy Council, state and regional Dairy Councils and other supporting organizations, the competitive, nationwide funding program provides seed money—up to \$4,000 per year, per school—to help your school implement one Healthy Eating Play and one Physical Activity Play from the 2015-16 edition of the Fuel Up to Play 60 Playbook. For additional information, please visit: https://school.fueluptoplay60.com/funds/funds_for_futp60.php.



We want to hear from you!

The UC CalFresh State Office would love to hear from you! Please e-mail Lindsay Hamasaki at lmhamasaki@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.