

UC CalFresh Weekly Update August 10, 2015



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Upcoming Events & Deadlines



AUGUST 2015

SUN	MON	TUE	WED	THU	FRI	SAT
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
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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:

- * Good for Me and You
- * UC CalFresh Nutrition Corners
- * Eating Smart, Being Active (ESBA) Cookbooks (English/Spanish)
- * My Healthy Plate Educator Poster Sets
- * UC CalFresh & MyPlate Magnets (English/Spanish)
- * My Amazing Body
- * It's My Choice...Eat Right! Be Active!
- * Veggie Brushes

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.

8/18/15 UC CalFresh Town Hall Webinar, 12:30-2:00 PM

The August UC CalFresh Town Hall Webinar is scheduled for **Tuesday, August 18th from 12:30-2:00 PM**. This month's Town Hall will host presentations on the topic of Youth Engagement accompanied by an overview of initial UC CalFresh FFY16 plans for work in this area.

ReadyTalk Information:

Webinar Link: <https://cc.readytalk.com/r/xiwoysnj5sn6&eom>
Event Password: apple1
Call-In Toll-Free Number: 1-866-740-1260
Access Code: 7544137

8/25-8/27/15 CATCH PE (K-5th Grade) Training, UC ANR Building, Davis, CA

UC CalFresh Weekly Update: August 10, 2015

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 2015 can be shared through the online data entry portal: <http://ucanr.edu/survey/survey.cfm?surveynumber=13883>.

"Ever since I've started this class, I learned what's healthy for me and my family and what's not. Also planning your meals and having an idea of what you're going to eat through the week saves a lot of time and money."

—Plan, Shop, Save & Cook Participant, Alameda County

"I've learned about planning for meals, making shopping lists, and buying groceries (using/comparing units). I liked trying new recipes and getting various supplies to help with cooking."

—Plan, Shop, Save & Cook Participant, San Mateo County

Items Available for UC CalFresh Programs

As mentioned during the June UC CalFresh Town Hall webinar, the following items are available to UC CalFresh county programs for use in their nutrition education programming. These items are available on a **first come, first serve basis**:

- * (23) 2015 Healthy & Homemade Calendars in **Spanish**
- * (22) 2015 Healthy & Homemade Calendars in **English**

If you are a UC CalFresh county program, please contact **Rolando Pinedo** at rgpinedo@ucdavis.edu if you are interested in receiving any of these items.



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.



Mariely Renteria, Community Education Specialist 1, UCCE San Luis Obispo/Santa Barbara Counties

UC CalFresh of San Luis Obispo & Santa Barbara counties is excited to welcome Mariely Renteria to their team. Her family & friends call her "Lely" and she loves working with children and the community. Since becoming a mother, she has become very passionate about educating the community on what she has learned related to healthy eating and nutrition. Her goal is to help people so that in the future they can make healthier lifestyle choices. Mariely went to school at one of the sites where UC CalFresh is currently providing services. She is bilingual in English and Spanish and enjoys scrapbooking. Mariely can be contacted at: mhrenteria@ucdavis.edu.

Miguel Diaz, Community Education Specialist 1, UCCE San Luis Obispo/Santa Barbara Counties

Please help UC CalFresh of San Luis Obispo and Santa Barbara counties welcome Miguel Diaz to the team. Miguel is originally from Santa Maria, CA. His interest and passion related to physical education and nutrition were what motivated him to pursue a Bachelor of Science in Exercise Science from CSU Fresno. After graduating, he decided to return to Santa Maria to help and serve his community. He has been working closely with and serving families from diverse backgrounds to help them achieve their fitness goals and to promote healthier lifestyles. Miguel is excited to join UC CalFresh to educate and advise diverse groups of people on general nutrition and physical activity. Miguel can be reached at midiaz@ucdavis.edu.



Juliana Rodriguez, Community Education Specialist 1, UCCE Tulare/Kings Counties

Juliana Rodriguez started as a nutrition educator for Kings County on August 3, 2015. Her family and friends call her "Julie". She is the second of three and the first in her family to graduate college. She earned a Bachelor's in Public Health from California State University, Fresno. She enjoys interacting with children and helping them overcome obstacles. She is very passionate when it comes to helping her community in any way possible. She is excited about helping families make healthier lifestyle choices. Julie is bilingual in English and Spanish and on her spare time, she enjoys spending quality time with her six year old nephew, Jose, and her eight month old niece, Emma. She also enjoys playing sports. Juliana can be contacted at: Juliana.Rodriguez@co.kings.ca.us.

Matthew Do, Community Education Specialist 1, UCCE Alameda County

Matthew Do is the new Community Education Specialist 1 in Alameda County. His friends and family often call him "Matt Do". Matthew recently graduated from the University of California, Davis as a Nutrition Science major. In his spare time, Matthew enjoys playing volleyball and running and he enjoys spending a nice Saturday watching Netflix. Matthew can be reached at: mkdo@ucdavis.edu.





UC CalFresh in Action!

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

Encouraging Students to Eat Their Vegetables, UCCE San Luis Obispo/Santa Barbara

"Which end of an asparagus do you eat?" "I am not going to eat that, it's too spicy!" "Pink milk cartons (non-fat) are only for girls." These and many other questions and comments came from students and staff at schools in the Santa Maria-Bonita School District (SMBSD) during recent efforts to expose students to a wider variety of fruits and vegetables. A collaboration between SMBSD staff and UC Agriculture and Natural Resources' UC CalFresh Nutrition Education Program of San Luis Obispo and Santa Barbara Counties (UC CalFresh) was initiated in the 2014/2015 school year to work on increasing the likelihood that students will select and consume vegetables offered through the school meal program. The collaboration included three components: monthly, school-wide seasonal produce tastings facilitated by UC CalFresh and supported by the school district; Smarter Lunchroom Movement strategies implemented by district food service staff with support from UC CalFresh; and classroom nutrition education with curricula provided by UC CalFresh and implemented by participating classroom teachers. The monthly produce tastings were a coordinated effort between UC CalFresh Nutrition Educators, student leaders from the Student Advisory Council, and Cafeteria staff. [Read full article.](#)

UC CalFresh gets moving @ the SPARK Early Childhood Training, UCCE Fresno County

The UC CalFresh team participated in the SPARK Early Childhood Training at the Merced County Department of Public Health on Thursday, July 30, 2015, and it was a hit! What is SPARK? "SPARK is a research-based, public organization dedicated to creating, implementing, and evaluating programs that promote lifelong wellness. The program strives to improve the health of children, adolescents, and adults by disseminating evidence-based Physical Education, After School, Early Childhood, and Coordinated School Healthy programs to teachers and recreation leaders serving Pre-K through 12th grade students." Participants who attended the interactive training engaged in many different physical activities such as dancing, moving like animals and tossing the parachute. Most activities included music and encouraged teachers to always involve every student in the classroom. SPARK's enthusiastic trainer, Ken McFadden, has been an educator for 49 years. His expertise plays an instrumental role in training teachers on how to implement fun physical activities through the school day. He did a great job suggesting different classroom management skills that could be used. [Read full blog article.](#)

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 Website Updates

7/21/15 UC CalFresh Town Hall Webinar Recording & PowerPoint Presentation Now Available!

The PowerPoint presentation, resources and recording for the July UC CalFresh Town Hall webinar, "Introduction to RE-AIM Evaluation Framework for Planning and Evaluating Policy, Systems, and Environmental (PSE) Change," presented by **Barbara Mknelly**, are now available on the UC CalFresh website. For additional information, please visit: <http://www.uccalfresh.com/trainings/town-halls>.

Teacher Enrollment Forms for Fall 2015/Spring 2016 School Year Now Available!

The Teacher Enrollment Forms for the Fall 2015/Spring 2016 School Year have been updated and are now available for download from the UC CalFresh website. Please visit: <http://uccalfresh.org/administrative/reporting-tools-workbook-1> to access the updated forms.

Nutrition Activity Reporting Forms (NARFs) for FFY 2016 Now Available!

The Nutrition Activity Reporting Forms (NARFs) for FFY 2016 are now available for download from the UC CalFresh website. Please visit: <http://www.uccalfresh.org/administrative/reporting-tools-workbook-1> to access the NARFs for FFY 2016.

FFY 2016 UC CalFresh Town Hall Meeting Schedule Now Available!

The schedule for FFY 2016 UC CalFresh Town Hall Meetings is now available on the UC CalFresh website. The monthly Town Hall meetings are scheduled for the third Tuesday of each month from 12:30-2:00 PM. Please visit: <http://www.uccalfresh.org/trainings/town-halls> to download a copy of the new schedule.



Farmers Markets and SNAP—A Win-Win for All

Farmers markets create the ultimate win-win scenario. They provide consumers access to locally grown fruits, vegetables, and other foods, while also giving farmers the opportunity to develop a personal relationship with their customers. Just ask executive director Jerry Lami who manages the West Coast Farmers Market Association. Mr. Lami knows firsthand the positive developments that farmers markets can spark. “They create a fantastic relationship between communities and farmers,” he shares. “Neighbors meet neighbors. It’s a social gathering and an opportunity for customers to meet new growers; then new relationships begins.” The end result, he adds, is that the farmer becomes a trusted food provider. When asked how he first got involved with farmers markets, Lami says he has been around fruits and vegetables all his life. His grandfather owned a produce stand, which his father helped to run. Lami continued the family tradition by working as a produce manager for grocery stores and then in the restaurant business. He made the move into farmers markets after realizing the great opportunities available for small businesses and for farmers. Based in Northern California, he opened his first market four years ago and has since expanded his business to include thirteen of them. Lami is now creating even more positive changes. He has joined more than 6,400 farmers, roadside farm stands, and farmers markets across the nation that accepts [Supplemental Nutrition Assistance Program \(SNAP\)](#) benefits. Becoming authorized to accept SNAP benefits helps farmers increase their customer base, gives SNAP recipients access to healthy food, and encourages consumption of locally grown produce. Jerry signed up to have each of his thirteen markets become SNAP-authorized during an event that [USDA’s Food and Nutrition Service](#) held in Oakland, CA this past May. “SNAP is very beneficial. It’s really needed, especially in low-income areas,” he emphasizes. Across the country, farmers, roadside farm stands, and farmers markets are experiencing the same positive change that Lami has seen. National SNAP redemptions at those outlets totaled [\\$18.8 million during fiscal year 2014](#), a nearly six-fold increase since 2008. When asked what he would say to a farmer or farmer market manager who is considering signing up to be SNAP-authorized, Lami replied, “What are you waiting for?” Visit the [SNAP EBT page](#) to learn more about benefits at Farmers Markets and how to sign up. [Read full blog article.](#)

Secretary Vilsack and USDA and New Mexico Officials Launch National Farmers Market Week

U.S. Department of Agriculture Secretary Tom Vilsack announced the start of the 16th annual Farmers’ Market Week, which began on Sunday, August 2, and ran through August 8. Vilsack made the announcement as Agricultural Marketing Service Administrator Anne L. Alonzo and local officials launched the annual observance of National Farmers Market Week at the Santa Fe Farmers Market. New Mexico Department of Agriculture Secretary Jeff M. Witte, Santa Fe Mayor Javier M. Gonzales, and Santa Fe Farmers Market Director Paolo Speirn joined the celebration. “Farmers Markets benefit communities by offering healthy, wholesome food while local farmers and ranchers benefit from new ways to present their products to customers,” said USDA Secretary Tom Vilsack in Washington, DC. “People are changing how they think about farmers markets as they become community gathering points, and we have seen a [64 percent increase](#) in customer traffic in markets open for at least two years.” AMS supports Farmers Markets through grants, research, and technical assistance. Last year, AMS awarded \$26.6 million in competitive grants through the Farmers Market and Local Food Promotion Program, including more than \$500,000 in grants awarded in New Mexico. AMS also manages the National Farmers Market Director, one of four [USDA Local Food Directories](#) that provide customers with easy, one-stop access to locations, hours, and other information about farmers markets, community supported agriculture enterprises, food hubs, and on-farm markets. [Read full Press Release.](#)

Building a Better Future for our Children

We know that making sure our children have access to a good education and nutritious food helps put them on a path to success. Building a strong foundation for our nation’s youth means ensuring they have all the tools in place to grow up healthy and strong. However, too many American children live in households where healthy food is not always available. In remote areas especially, families still often face barriers to getting the education and healthcare that they need. That’s why USDA invests in initiatives that boost nutrition, invest in important rural infrastructure, like schools, hospitals and farmers markets, and help our nation’s rural families access crucial resources they need to give their kids a strong start to life. Because the importance of a healthy start cannot be overstated, we begin August by celebrating National Women, Infants, and Children (WIC) Program Breastfeeding Week in conjunction with Farmers Market Week. Breastfeeding provides health, nutritional, economic and emotional benefits to both mother and baby, which is why WIC provides support for breastfeeding mothers. WIC has a significant, positive impact on the overall health of children and over half of the infants in the United States participate in the program. The WIC program also supports families when they go to their local farmers markets, giving them access to fresh, locally grown fruits and vegetables. Farmers markets serve as an integral part of many communities across the country and enable consumers to purchase healthier foods to better nourish themselves and their families. Both of these programs provide our children and families with greater opportunities to lead healthier lives. Throughout August, USDA is making sure that kids have the tools they need to prepare for the school year and be ready to learn. Healthier children go to the doctor less, miss fewer days of school, have more energy and greater focus, and are more successful in the long run. [Read full blog article.](#)

Celebrating National Farmers Market Week with the WIC Farmers Market Nutrition Program

Fighting hunger and improving the health of those who receive nutrition assistance can require creative measures. So as we celebrate USDA’s 16th annual National Farmers Market Week (August 2-8), it’s important to remember the multitude of benefits farmers markets can offer our nation’s struggling families. These days, low-income mothers can more easily access fresh fruits and vegetables thanks to farmers markets. And the concentration of fresh and nutritious foods found at these healthy hubs helps introduce more of our nation’s households to a variety of foods that are both good for you and taste great! Through the [USDA’s WIC Farmers Market Nutrition Program \(FMNP\)](#), WIC participants are able to access locally grown fruits, vegetables, and herbs that promote the wellbeing and health of themselves and their children. Just last year, 1.6 million WIC participants received FMNP benefits which, when redeemed, surpassed \$14.1 million in total revenue for participating farmers and farmers markets. Women, infants over 4 months old, and children who are certified to receive WIC benefits are eligible to participate in the FMNP. It’s well known that farmers markets play an instrumental role in helping Americans to consume healthier foods. In fact, a recent USDA study found that almost 80 percent of farmers market shoppers mentioned access to high-quality fruits and vegetables as the reason for shopping at one. Whereas, another 65 percent of market shoppers held the perception that fruits and vegetables were fresher at farmers markets than in other stores. FMNP recipients also receive nutrition education including how to best select, store and prepare the fresh fruits and vegetables purchased with FMNP benefits as well as encouragement to improve and expand their diets by adding fresh fruits and vegetables. [Read full blog article.](#)

Assessing Child Obesity and Physical Activity in a Hard-to-Reach Population in California’s Central Valley, 2012-2013

In California’s agricultural Central Valley, the rate of childhood obesity is higher than the national average. Adequate physical activity contributes to obesity prevention and its assessment is useful to evaluate the impact of interventions. [Niños Sanos, Familia Sana \(Healthy Children, Healthy Family \[NSFS\]\)](#) uses community-based participatory research to implement an intervention program to reduce childhood obesity among people of Mexican origin in the Central Valley. Anthropometric measurements were conducted on more than 650 children enrolled in NSFS. Physical activity data from subgroup of children aged 4 to 7 years (n=134) were collected via a wearable accelerometer. Children were classified on the basis of age and sex-adjusted body mass index as healthy weight (57.7%), overweight (19.3%), or obese (23%). Logistic regression showed that moderate to vigorous physical activity (MVPA) was associated with a child’s likelihood of having a healthy BMI (odds ratio: 1.03; 95% CI, 1.01-1.05; P=.017). NSFS’s community-based participatory approach resulted in successful use of a commercial electronic BMI device to measure physical activity quantity and quality in this hard-to-reach population. Promotion of adequate daily MVPA is an appropriate and necessary component of NSFS’s childhood obesity prevention strategy. [Read full article.](#)

Articles & Research (continued)

Bonus Bucks program to fight Yolo County food insecurity

Low income families in Yolo County will soon have the opportunity to buy fresh fruits and vegetables at a lower rate. The Board of Supervisors voted last week to authorize \$100,000 in federal grant funds for the implementation [of] the Yolo County Bonus Bucks program. "Despite the vast agriculture in Yolo County, the county suffers from high food insecurity," stated the grant application, authorized by Director of the Yolo County Health and Human Services Agency Joan Planell. The Yolo County Department of Employment and Social Services will be the main organization participating in the program. Participants in the Supplemental Nutrition Assistance Program, which offers nutrition assistance and economic benefits to low-income individuals and families, will be the primary organization receiving Bonus Bucks. This year-long grant would provide funds for the program to implement a 30 to 50 percent discount in fruits and vegetables to food insecure families from participating retailers. The three goals of the Bonus Bucks program include incentivizing SNAP participants to buy more fruits and vegetables, providing retailers the "technological capacity" and training to implement the Yolo Bonus Bucks program and marketing the Yolo Bonus Bucks program to SNAP participants. For every dollar spent on "identified" fruits and vegetables at SNAP retailers, 30 to 50 cents will be instantly deposited on EBT cards. "The financial incentive will encourage SNAP recipients to purchase more fruits and vegetables as they begin to recognize the financial benefit of such actions," according to the grant application. "SNAP participants will benefit both financially and nutritionally." A Mobile Farm Stand will also be sent out to rural areas of Yolo County, where the report said fresh produce is hard to come by. According to the Yolo County Food Bank, more than 35,000 people in Yolo County are food insecure including more than 13,000 children who participate in free and reduced meal programs. That means 17 percent of the population in Yolo County is considered food insecure, which ranged in California from more than 10 percent to more than 20 percent in 2013, according to the Feeding America website. [Read full article.](#)

Obese Kids a Universal Target for Bullies

"Being fat" is seen as the most common reason why children are bullied, a new study reveals. Researchers who surveyed more than 2,800 adults in the United States, Canada, Iceland and Australia said at least 70 percent of respondents believed that weight was a common reason for bullying. A similar number regarded weight-related bullying as a serious or very serious problem. Weight-related bullying was considered to be more common than bullying for reasons such as race/ethnicity, sexual orientation or religion. "Given high rates of childhood obesity in these and many other countries, both school-level and policy-level remedies may be needed to address weight-based bullying on a broad level to improve quality of life for youth with obesity," said study author Rebecca Puhl, deputy director of the Rudd Center for Food Policy & Obesity at the University of Connecticut. Schools should raise awareness about, and take more action to reduce, weight-related bullying, according to 75 percent to 87 percent of the adults. About three-quarters of the respondents said governments should strengthen existing anti-bullying laws to include measures to combat weight-related bullying. At least 60 percent of the adults in the different countries said schools, teachers, parents, health care providers and governments have an important role in preventing weight-related bullying, according to the study published recently in the journal *Pediatric Obesity*. [Read full article.](#)

Majority of Americans Say They Try to Avoid Drinking Soda

Americans are more likely to say they actively try to avoid including soda or pop in their diet than 14 other foods, including sugar and fat. At least six in 10 U.S. adults say they are trying to steer clear of these drinks—regardless of whether they are diet or regular. Americans are most likely to say they actively try to include fruits and vegetables in their diet. Gallup asked 1,009 Americans about the foods they try to include or avoid in their diet as part of its annual Consumption Habits poll in July. Previous Gallup reports have focused on Americans' avoidance or inclusion of gluten-free foods and salt or fat. Americans appear to be aware of the health benefits of fruits and vegetables, with at least nine in 10 saying they actively try to include each in their diet. At least three in four Americans also say they try to include chicken and fish in their diet, meats that nutrition experts often recommend to help with heart health, in lieu of beef and other red meat—which nevertheless, 63% of Americans still actively try to include in their diet. Americans have also become more likely to report avoiding sugar, from 43% in 2002 to 50% in 2015—although this change is less pronounced than the change in attitudes about soda. Americans' likelihood to either include or avoid fruits, vegetables, chicken, fish or red meat has been largely stable since 2002. Americans appear to be aware of the health benefits of eating fruits, vegetables and lean meats such as chicken and fish, with the vast majority of Americans reporting they try to include them in their diet. However, Americans do not always achieve this goal, with 57.7% reporting they had five or more servings of fruits and vegetables at least four days of the last week in 2013. [Read full article.](#)



Education & Resources

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



EatFresh.org Featured in August SNAP-Ed Connection eBulletin!

[EatFresh.org](#) is a USDA-approved recipe and healthy living website available in English, Spanish, and Chinese. It features 400+ culturally-competent, low cost recipes; food discovery pages; healthy messaging pages; Ask a Dietitian; and county resources. There have been 65,464 unique visitors since launch on 9/30/2013. Eighty percent (53,894) of those visitors are from California. An impact evaluation on knowledge, attitude, and behavior (KAB) change was conducted from 11/2013-10/2014. No dose-response relationship was found but it did show significant differences in KAB between users and nonusers. 71% of EatFresh.org users who are enrolled in CalFresh or another means-tested program have not attended in-person nutrition education classes. This suggests that EatFresh.org is reaching people who would not have access to SNAP-Ed programming otherwise. EatFresh.org has been integrated into county offices, community-based organizations, food banks, and other agencies across California as a way to support clients in making healthy choices outside of in-person programming. For additional information, please visit: <http://snap.nal.usda.gov/e-bulletin#eatfresh>.

USDA Farm to School Celebrates Farmers Market Week

In honor of National Farmers Market Week, USDA's Farm to School Program is reflecting on all of the ways that farmers markets can help get more local, healthful foods into child nutrition programs; here are just a few:

- * Farmers markets are great places for school food service professionals to make initial connections with farmers and get a sense of what grows locally. Schools can shop at farmers markets when making informal purchases or micro-purchases. [Click here](#) to watch a webinar about informal purchasing of local foods.
- * Farmers markets can be held right on school grounds, so that families have a chance to purchase fresh fruits, vegetables, and other local products when picking up their children from school. On-site markets are also a great benefit for school staff!
- * Farmers markets make for incredibly fun school field trips. Kids can try new foods, talk with farmers, and participate in activities like farmers market scavenger hunts!
- * Farmers markets make excellent sites for promoting and hosting summer food service programs. Oftentimes, a range of fun "edible" activities already take place at the market, enriching the experience for children and their families. [Click here](#) to learn more about summer food and farmers markets.

To find a farmers market near you, check out [USDA's Farmers Markets Directory](#).

Education & Resources (continued)

Learn about the Dietary Guidelines on health.gov

The Dietary Guidelines for Americans, 2015 is on track to be released later this year! The Dietary Guidelines for Americans encourages individuals to eat a healthful diet—one that focuses on food and beverages that help achieve and maintain a healthy weight, promote health, and prevent chronic disease. The U.S. Department of Health and Human Services (HHS) and the U.S. Department of Agriculture (USDA) jointly publish the Dietary Guidelines every 5 years. At health.gov/DietaryGuidelines, you can learn about:

- * 2015 Dietary Guidelines Advisory Committee
- * Eat Healthy, Be Active Community Workshop series
- * Dietary Guidelines for Americans, 2010
- * Frequently asked questions
- * And more!

For additional information and resources, please visit: <http://health.gov/DietaryGuidelines/>.

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!

Save the Date! The 2015 Champion Alliance Workshop, Various Dates, 10:00 AM to 3:30 PM

Runyon Saltzman Einhorn and NEOPB State Media and Public Relations will host a one-day Champion Alliance Workshop near you during July and August. The workshops are intended for local health departments (LHDs), training and resource centers (TRCs), local Champions for Change and other local NEOPB partners. The dates and locations are listed below:

- * **August 11** in Orange at the Brookhurst Community Center, 2271 W Crescent Ave., Anaheim, CA 92801
- * **August 25** in San Jose/Santa Clara at Sobrato Community Center, 600 Valley Way, Milpitas, CA 95035

Dress comfortably. All of the sessions are hands-on and participants will be physically active. Each workshop will accommodate 30-50 participants in a day of guided conversations around existing local efforts to promote Champions for Change, the growing movement, and available campaign resources to attract, recruit and engage local Champions. Ample time will be provided for capacity-building and networking. The workshops will also serve as an official introduction and immersion to the Champions for Change campaign for the Champion Alliance Program (CAP) partners. Registration information is available at the following location: <http://www.cvent.com/d/1rqd9j> or you can check the NEOPB Events calendar for more details at: <http://www.cdph.ca.gov/programs/cpns/Pages/CalendarofEvents-FFY2015.aspx>.

Healthy Eating Research, 2015 Call for Proposals, Deadline: August 12, 2015 (3:00 PM ET)

Healthy Eating Research has released its 2015 Call for Proposals (CFP). This CFP is for two types of awards aimed at providing advocates, decision-makers, and policymakers with evidence to reverse the childhood obesity epidemic. The award types are Round 9 grants and RWJF *New Connections* grants awarded through the *Healthy Eating Research* program. Approximately \$2.75 million will be awarded under this CFP for the two award types. The majority of grant funds will be awarded through the Healthy Eating Research 2015 CFP (approximately 90%) will be allocated to studies focused on some aspect related to one or more of the following four RWJF childhood obesity priority areas related to food and nutrition:

1. Ensure that all children enter kindergarten at a healthy weight.
2. Make a healthy school environment the norm and not the exception across the United States.
3. Make healthy foods and beverages the affordable, available, and desired choice in all neighborhoods and communities.
4. Eliminate the consumption of sugar-sweetened beverages among 0-5 year olds.

The remaining grant funds will support other topics of established or emerging importance. Research studies must focus on environmental or policy strategies with strong potential to promote healthy eating and reduce excess calorie intake to support children in achieving a healthy weight. Target population includes children and adolescents ages 0 to 18 and their families, including pregnant women and soon-to-be parents, who are members of lower-income and racial and ethnic populations at highest risk for obesity. [Click here](#) to download the CFP for more information, including eligibility and selection criteria and descriptions of the types of studies that could be funded. For additional information, please visit: <http://healthyeatingresearch.org/funding/current-call-for-proposals/>.

RNECE-South Training Webinar: Policy, Systems, and Environmental (PSE) Change in SNAP-Ed and EFNEP Programs, August 17, 3:00-4:30 PM EST

Through the Regional Nutrition Education and Obesity Prevention Centers of Excellence (RNECE) Initiative, the USDA's NIFA and FNS hope to assess and improve the long-term quality and success of policy, systems, and environmental (PSE) change strategies used by SNAP-Ed and EFNEP programs across the country. In the first of a series of PSE training opportunities, RNECE-South will provide an overview of PSE and how it relates to guidance, policy, and toolkits for SNAP-Ed and EFNEP implementers, specific examples of PSE strategies from across the RNECE-South region/network in both SNAP-Ed and EFNEP programs, and guidance on the evaluation of PSE implementation and effectiveness. The "Policy, Systems, and Environmental (PSE) Change in SNAP-Ed and EFNEP Programs" webinar was developed by RNECE-South for implementers, evaluators, researchers, and partners of SNAP-Ed and EFNEP programs nationwide to provide a broad introduction to the guidance and training opportunities available to help programs get started with new PSE initiatives, improve current PSE implementation and evaluation efforts and/or learn how current activities may already fit with PSE strategies. For additional information on this webinar, please visit: <http://www.rnece-south.org/#/training/webinars>.



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>.

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