

UC CalFresh Weekly Update April 16, 2018

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Upcoming Events & Deadlines

APRIL 2018

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					

Rethink Your Drink Day Registration is Open!

On May 16, 2018 health advocates across the state will come together to continue changing the way Californians think about their drinks for the **FIRST** Rethink Your Drink Day—a Statewide Day of Action to raise awareness about the health effects of sugary drinks and the benefits of replacing these drinks with water.

- * **Step 1:** Register to host an event at www.RethinkYourDrinkDay.com by 9:00pm, Pacific Standard Time on April 22 to be eligible for a **FREE** event kit, which includes everything you need to build a successful Rethink Your Drink Day event, like posters, surveys, an activity, and more!
- * **Step 2:** Sign up for the webinar: Complete Guide to Hosting 'Rethink Your Drink Day with Event-In-A-Box (Logistics for Registered Organizations)' on May 2, 2018 ([click here to register](#)).

For any questions or for assistance navigating the RethinkYourDrinkDay.com site, please contact C4C_PR@RescueAgency.com.

Canceled: 4/17/18 UC CalFresh Town Hall Webinar

Please note that the Town Hall Meeting originally scheduled for April 17, 2018 has been canceled. This update has been noted on the [FFY 2018 Town Hall Webinars Schedule](#) and the [UC CalFresh Trainings and Meetings Calendar](#). The next Town Hall webinar will be on May 15, 2018.

Webinar: Youth Behavior Guidance and Classroom Management: What We Learned—How We Used It—What Comes Next?, April 24, 2018, 2:30-4:00pm

Please mark your calendar for a webinar, "Youth Behavior Guidance and Classroom Management: What We Learned—How We Used It—What Comes Next?" This webinar is designed to follow-up and continue the learning from the regional youth education trainings conducted in July 2017. In this webinar, you will have the opportunity to:

- * Hear from your fellow educators how they have implemented behavior guidance and classroom management strategies
- * Hear how these strategies have made a difference
- * Reflect on and discuss how you have used what you learned
- * Hear about continuing learning opportunities

[Click here](#) to join the webinar or visit the [UC CalFresh Training Calendar](#). (Call-in Number: (646) 558-8656 or (669) 900-6833; Meeting ID: 730 835 336). Please plan to attend! If the time doesn't work for you, the webinar will be recorded, and depending on interest, may be offered live at an alternate time. Please contact [Lyn Brock](mailto:lynbrock@ucanr.edu) (lynbrock@ucanr.edu) if you have any questions.

UC CalFresh Success Stories

Success stories from your FFY 2018 UC CalFresh participants can be shared through the online data entry portal: <https://ucanr.edu/survey/survey.cfm?surveynumber=22089>.

“Today I learned that measuring foods are very important. To help my family, I’m going to make sure we cut down on the sugars and portion out our foods.”
—**EatFit Participant, Fresno County**

“This class is very helpful and has made me see how wrong we were eating and drinking. The class offers very important information for our wellbeing. Thank you for making it available to us.”
—**Plan, Shop, Save, and Cook Participant, Imperial County**

Welcome New UC CalFresh Staff!

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



Kelly Hong, Community Education Specialist 1, UCCE San Luis Obispo/Santa Barbara Counties

San Luis Obispo & Santa Barbara Counties welcomes Kelly Hong to their team. Kelly grew up in Salinas and moved to San Luis Obispo (SLO) to attend Cal Poly. Kelly graduated with a degree in Nutrition in the Spring of 2017. In her free time she enjoys trying new recipes, and is currently experimenting with Korean cuisine. She also volunteers at her local church which is made up of an English and Korean congregation—hence the recent interest in Korean food. After graduating from Cal Poly, Kelly worked at a local hospital. Being able to work closely with the patients helped her realize not everyone has a strong understanding of nutrition. She felt the best way to bridge that gap was to educate individuals, especially youth, so that they might have better odds of growing up with the tools they need to maintain their personal health and wellbeing. Kelly is very excited to become a Nutrition Educator because she gets to live out her passion by sharing her knowledge of nutrition and equipping individuals with appropriate skills to live out a healthy lifestyle. Kelly can be reached at kghong@ucanr.edu.

Deanna Cruz-Ortiz, Community Education Specialist 2, UCCE San Joaquin County

UCCE San Joaquin County welcomes Deanna Cruz-Ortiz, Community Education Specialist 2. Deanna Cruz-Ortiz earned her Bachelors of Science Degree in Family and Consumer Sciences, Nutrition and Food from California State University Sacramento. Prior to her position, Deanna worked as the San Joaquin County Nutrition Action Partnership Coordinator (CNAP), with the San Joaquin County Public Health Services and UC Cooperative Extension. Working as CNAP gave her the experience of working closely with community partner agencies and indirectly with participants during various County community events. Deanna’s passion for overall health and wellness influenced her decision to pursue her degree and her job as a nutrition educator. Deanna enjoys living an active lifestyle. During her spare time, she participates in recreational softball, soccer, and CrossFit. Deanna Cruz-Ortiz can be reached at: dcruzortiz@ucdavis.edu.

Upcoming UC CalFresh Trainings

UC CalFresh PEARS Office Hours, Various Dates

Please join UC CalFresh for monthly PEARS Office Hours if you have any pressing questions related to reporting your program activities, FBC/PSSC surveys, and PSE efforts in PEARS. We look forward to hearing about the great work you are doing and working together to clarify the best reporting approaches using PEARS.

Tuesday, May 1, 2018

Time: 1:00pm PST
Audio Dial-In Information: U.S. Toll: 303.248.0285
Access Code: 7544137
Link: <https://cc.readytalk.com/r/miorx00fmuli&eom>

Tuesday, June 5, 2018

Time: 1:00pm PST
Audio Dial-In Information: U.S. Toll: 303.248.0285
Access Code: 7544137
Link: <https://cc.readytalk.com/r/gceocy6o7xo7&eom>

You may also visit the [UC CalFresh Training Calendar](#) for additional information.

Items Available for UC CalFresh County Programs

Potter the Otter Loves to Drink Water Materials

The State Office has a limited quantity of “Potter the Otter Loves to Drink Water” materials available for UC CalFresh county programs. You may consider using these as part of the Rethink Your Drink Day (May 16th) or other program delivery.

Quantity	Item
12	“Potter the Otter Loves to Drink Water” Postcards
11	“Potter the Otter Loves to Drink Water” Handouts
4	“Potter the Otter Loves to Drink Water” Stand up Display Packs
4	“Potter the Otter Loves to Drink Water” Stick Puppets
4	“Potter the Otter Loves to Drink Water” Posters
2	“Potter the Otter Loves to Drink Water” Connect the Dots Pads
2	“Potter the Otter Loves to Drink Water” Maze Pads
2	“Potter the Otter Loves to Drink Water” Coloring Pads
1	“Potter the Otter Loves to Drink Water” Drink Label Cards Pack

If you are interested in any or all of these items, please coordinate with your Program Manager/Supervisor or Advisor to submit your request to **Rolando Pinedo** (rgpinedo@ucdavis.edu). Please be sure to note the shipping address. Requests will be honored on a first-come-first-serve basis.

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 MaryAnn Mills via e-mail: mamills@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 [click here!](#)

School Food: Too Good to Waste Webinar Resources

Thank you for attending the SLM of CA Webinar—School Food: Too Good to Waste. The [webinar recording](#) and [PowerPoint slides](#) are now posted to the TAP Resource Page for your review. Please feel free to share these links with those who were unable to attend. In addition, below are links to some of the resources discussed on the webinar:

- * **Share Table Resources:**
 - * [Stopwaste.org](#)— Food Share Table Guide: A step-by-step guide to implementing share tables, including guidance on proper food safety.
 - * [The Use of Share Tables](#): California Department of Nutrition Services Division Management Bulletin
- * **School Food Donation Resource:**
 - * [School Food Donation Guide](#): Oakland Unified School District guide to creating a school food donation program.
- * **Food Rescue Organizations in California:**
 - * [CA Food Banks and Food Recovery Organizations](#): CalRecycle list of food banks and food rescue organizations in California organized by county.
 - * [Food Rescue Locator](#): A directory of organizations across the United States that rescue, glean, transport, prepare, and distribute food to the needy in their communities.
- * **Policy Resources:**
 - * [Los Angeles Unified School District Food Donation Policy](#)
 - * [School Wellness Policy Language for the Smarter Lunchrooms Movement](#)
- * **SLM Resources:**
 - * [Smarter Lunchrooms Movement of CA Webpage](#)
 - * [SLM of CA The Price is Right](#): List of low and no-cost items to implement SLM.

If you have additional questions, please feel free to contact us:

- * MaryAnn Mills, UC CalFresh Nutrition Education Program— mamills@ucdavis.edu
- * Christopher Wong, Food Finders— cwong@foodfinders.org
- * Candice Sainz, Dairy Council of California— csainz@dairycouncilofca.org

UC CalFresh in Action!

CATCH Us If You Can

The momentum of physical activity programming among UC CalFresh counties has reached a new level! Everywhere you turn, counties are sharing how they are using the CATCH Program to get youth active before, during and after school. Many counties have found innovative ways to reach the parents of these youth by incorporating the fourth CATCH objective called “bringing it home”. The excitement to keep this momentum going was evident during the CATCH Early Childhood Education (ECE) Training Academy facilitated on April 3-5, 2018. A total of 16 UC CalFresh staff and 1 LHD staff completed the 3-day training academy and are already planning how they will extend the evidence-based physical activity curriculum within their ECE settings.

We had the privilege of hosting a new CATCH Trainer, [Chad Misner](#), during this training. Chad’s strong background in teaching youth and current experiencing raising his own daughter gave the training a personal touch and reinforced the message that we all have a role to play in the creation of healthy environments. He did a great job encouraging participants throughout the training and highlighting the individual training styles each person displayed on the third day.

Over the last three years (2016-2018), UC CalFresh State Office has trained approximately 130 UC CalFresh staff in CATCH including over 50 CATCH ECE Trainers and over 60 CATCH PE Trainers. It is evident that over those three years, we not only caught on to the movement but the momentum is at its greatest! CATCH us if you can!

To watch a short 5 minute video about the CATCH Promise, [click here](#). Check out some photos from the training (below).



Yolanda Silva, Alameda County Community Education Specialist, as she led an activity called Automobile.



(Left) Jan Gillespie, Kern County Program Supervisor, making nutrition education personal and real as she shares her own story!



(Right) The newest UC CalFresh CATCH ECE Trainers!

Nutrition and Food Questions Web Page

Do your participants ask questions about nutrition or needs that you find difficult to respond to? Check the [Nutrition and Food Questions](#) web page for a response. If your question is not answered there you can submit a new question. You can find the link on the UC CalFresh website under [Resources > Resources for Educators](#). Please contact [Lyn Brock \(rlbrock@ucanr.edu\)](mailto:rlbrock@ucanr.edu) if you have any questions.

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UC CalFresh in Action! *(continued)*

Healthiest Run on the Planet!, UCCE Tulare/Kings Counties

UCCE Tulare/Kings participated in two MyPlate Color Runs, which took place at Rocky Hill Elementary School in Woodlake and at Hanford School District READY After School Program. The purpose of this event is to encourage students and parents to engage in physical activity and healthy eating. Participants had the opportunity to enjoy MyPlate food samples from all five food groups which engaging in fun exercise.

UCCE Tulare County supported Woodlake's third annual MyPlate Color Run. Over 200 students and parents participated in the event! UC CalFresh educators taught students and parents to rethink their drink and consume more water. Participants were provided with refreshing infused water containing orange lime and cucumber mint. Students learned the importance of drinking more water instead of sugary beverages and how infused waters can provide additional vitamins and minerals. Many of the students expressed how they loved the orange and cucumber mix infused waters and continued to come back for more! The event provided participants with an opportunity to learn from each MyPlate food group as well as enjoy a tasty food sample. As participants ran to their food group stations, they were splashed with a color representing a food group.

Hanford School District READY Program had approximately 100 students from Roosevelt and Martin Luther King Elementary Schools participant in the 5K MyPlate Run. Students joined Nutrition Educators for a MyPlate obstacle course as they completed their run. Students ran through the fruit group hoop run, grains poly spots, protein jump hurdles, vegetable javelin throw, and dairy ball weave. Each student was given a goodie bag that contained all five food groups; such as cheese, sunflower seeds, mandarins, cheerios, and carrots. UCCE staff donated with their personal funds, items for a raffle to promote physical activity; students had the opportunity to win jump ropes, footballs, and basketball hoops. Students expressed their enjoyment of the MyPlate obstacle course and would continuously run through it. This was their second annual MyPlate run with READY after school program and will continue to support students to pursue a healthy and active lifestyle!

Check out the photos from both events below! *(left: Tulare County MyPlate Color Run; right: Kings County 5K MyPlate Run)*



Articles & Research

California's Child Poverty Rate Highest in Country

Poverty is high in California, and it has not improved as much as the growing economy might suggest it should. In fact, California's poverty rate and child poverty rate are both the highest in the country, according to Census Bureau estimates from the Supplemental Poverty Measure (SPM). The California Poverty Measure (CPM), an ongoing collaboration between the Public Policy Institute of California and the Standard Center on Poverty and Inequality, is a state-specific, updated measure of the adequacy of the resources families have on hand to meet their basic needs. The CPM improves on official poverty statistics by accounting for sharply differing housing costs across counties and by incorporating major social safety net programs like the federal and state Earned Income Tax Credits (EITC), CalFresh food assistance, and CalWORKs cash assistance for low-income families with children. According to the CPM, 19.5% of Californians were poor as of 2015—that means 7.5 million people living below a basic needs threshold (on average less than \$30,000 in total resources for a family of four). The poverty rate is higher for children at 22.8%, or over 2 million children in 2013-2015. Among counties with data, CPM poverty rates ranged from 11.8% in Placer County to over 28% in Los Angeles and Santa Barbara. [Click here](#) to review the data by county.

Summer Food Assistance Program Cuts Families' Food Insecurity

A summer food assistance program that provides electronic benefits transfer cards to low-income households with school-age children improves food security and diet quality during the summer months, according to a study published in the April issue of *Pediatrics*. Ann M. Collins, an independent consultant based in Somerville, Mass., and colleagues evaluated the Summer Electronic Benefits Transfer for Children (SEBTC) Demonstrations (2011 to 2013). Over the study period, researchers surveyed approximately 52,000 households that had been randomly assigned to receive a monthly benefit of either \$60 per child, \$30 per child, or no benefit, based on study year. The researchers found that SEBTC reduced the prevalence of very low food security among children by one-third. Positive impacts were also seen in six of the eight child nutrition outcomes measured, including amounts of fruits and vegetables, whole grains, dairy foods, and added sugars. "SEBTC is a promising model to improve food security and the dietary quality of low-income school-aged children in the summer months," the authors write. [Read full article.](#)

Education & Resources

Training Opportunities for SNAP-Ed Local Implementing Agencies

On behalf of the California Department of Social Services, the California Department of Public Health Nutrition Education and Obesity Prevention Branch, UC CalFresh, California Department of Aging, and Catholic Charities of California, we are pleased to announce upcoming SNAP-Ed trainings available to appropriate staff from SNAP-Ed state and local implementing agencies in California. Please visit the [Training and Events Calendar](#) for additional information and opportunities.

New! Early Care and Education Physical Activity Toolkit for Preschool-Aged Children Now Available

Created by the California Department of Public Health (CDPH) in partnership with the California State University Chico's Center for Healthy Communities, the Early Care and Education Physical Activity Toolkit for Preschool-Aged Children provides easy-to-use activities, skills cards, and planning suggestions for use with young children ages 3 to 5 years old. The Toolkit will assist childcare providers, teachers and aids with adding physical activity throughout each day; it is providing programming that helps children meet age-level physical activity recommendations. Download the Toolkit [here](#) or learn more about it in [this training webinar](#). The Toolkit will also be available on the UC CalFresh PA Resource page under SNAP-Ed Resources soon!

2018 USDA Summer Meals Webinars

Wholesome summer meals are critical to the health and well-being of our children. Join USDA for their 2018 Summer Meals Webinars to learn more about this important USDA program. Click on the title of the webinar below to register for the specific webinar that interests you.

Tuesday, March 20, 10:00am PT	Tuesday, April 17, 10:00am PT	Tuesday, May 15, 10:00am	Thursday, June 14, 10:00am
Tribal and Rural Summer Meals	What Cities Can Teach Us About Summer	Boosting Your Budget— Summer Meals	Middle of Summer Strategies

For additional information and resources related to USDA's Summer Food Service Program, please visit: <https://www.fns.usda.gov/sfsp/summer-food-service-program>.

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Education & Resources *(continued)*

Save the Date: School and Community Garden Workshops: Light Bulbs to Garlic Bulbs, Various Dates and Locations

This two-day workshop is designed to provide participants with the knowledge, skills, and resources to plan, develop, and sustain an edible school or community garden. Day 1 is an all-day garden skills workshop at a SNAP-Ed garden site. In a train-the-trainer model, you will learn the skills you need to successfully grow food and pass that knowledge back to your own staff or communities. Day 2 is an all-day garden programming workshop, where you will learn how to develop and implement a sustainable garden program and how to incorporate it into other healthy community change efforts.

Region	City	Date
Central Valley	Foodlink for Tulare County 611 2nd Street Exeter, CA 93221	April 17-18, 2018
Southern California	May 1st: Mark Twain Elementary School 3728 W. 154th Street Lawndale, CA 90260 May 2nd: Kit Carson Elementary School 3530 W 147th Street Hawthorne, CA 90250	May 1-2, 2018

[Click here](#) to register or visit the [CA SNAP-Ed Trainings and Events Calendar](#) for additional information. UC CalFresh counties may contact [MaryAnn Mills](mailto:mamills@ucdavis.edu) (mamills@ucdavis.edu) if you have any questions.

Sixth Annual Every Kid Healthy™ Week: April 23-27, 2018

Every Kid Healthy™ Week is an annual observance created to celebrate school health and wellness achievements and recognized on the calendar of National Health Observances. Observed the last week of April each year, this special week shines a spotlight on the great efforts schools are making to improve the health and wellness of their students and the link between nutrition, physical activity, and learning—because healthy kids are better prepared to learn! Anyone can get involved and be part of the celebration to help support sound nutrition, regular physical activity and health-promoting programs in schools with a school health event. Schools are invited to host an event during Every Kid Healthy Week or anytime in April. Consider making your field day or other school-wide event health-focused. For additional information and resources, please visit: <http://everykidhealthyweek.org/>.

Refresh Better Advertising & Webinar Information, April 25, 2018, 10:30-11:45am

The following information was previously shared in the 4/4/18 LHD News Bulletin.

Starting in April and continuing through September 30, the [Champions for Change Program](#) will release the updated “Refresh Better” TV, Radio, Billboards, and Digital advertisements. To highlight the updated advertisements and the new radio remote process, CDPH will host a webinar on Wednesday, April 25, 2018, from 10:30am-11:45am PDT. To register for the webinar, click on this link: <https://attendee.gototraining.com/r/2126200790966825729>.



According to the California Supplemental Nutrition Assistance Program Education (SNAP-Ed) Media and Communications Plan, CDPH will place advertisements highlighting the following focus areas:

- * Refresh Better, April-May
- * Play Better, June-July
- * Eat Better, August-September

For further information, please contact Ignacio Romero at Ignacio.Romero@cdph.ca.gov or call (916) 552-9883.

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Education & Resources *(continued)*

Regional Physical Activity Trainings: April-June, In-Person Trainings

The following information was previously shared in the 4/4/18 LHD News Bulletin.

Register for the In-Person Physical Activity (PA) Training: “Social Determinants of Health: How They Impact Choices for PA in the SNAP-Ed Population.” During the past two decades, the public health community’s attention has been drawn to the social determinants of health. The term “social determinants” often evokes issues such as health-related features of neighborhoods (e.g., walkability, recreational areas, and accessibility of healthful foods), which can influence health-related behaviors. Evidence has also accumulated pointing to socioeconomic factors such as income, wealth, and education as the fundamental causes of a wide range of health outcomes. Training participants will explore the social determinants of health, and apply the individual, environmental, and cultural health-related factors when planning and implementing SNAP-Ed physical activity programs. Upcoming dates and locations of the trainings are:

- * April 26, 2018 in San Diego
- * May 2, 2018 in Salinas
- * May 8, 2018 in Fresno
- * June 21, 2018 in Redding

Please visit the [CA SNAP-Ed Training and Events Calendar](#) for more information and to register for a training near you.

Upcoming Webinar: EatFresh.org for County Welfare Departments, April 27, 2018, 10:00-10:45am

Join EatFresh.org for a webinar on Friday, April 27th from 10-10:45am to learn how County Welfare Departments (CWDs) can utilize EatFresh.org and the Mini Course to support the health of their clients. Participants will learn 5 strategies for incorporating nutrition education into the CWD setting, including: building staff knowledge of core nutrition messages, environmental changes to support the use of EatFresh.org, worksite wellness and community events, indirect education activities such as recipe tastings, and more! This webinar is specifically designed for CWDs participating in the Healthy CalFresh Initiative, but all CWDs are welcome to attend! [Click here](#) to register.

NCCOR Connect & Explore Webinar: Examining Declines in Childhood Obesity in Four Communities: Highlights from Six Papers Published in *Childhood Obesity*, April 30, 2018, 10:00am PT

The National Collaborative on Childhood Obesity Research (NCCOR) published six papers in *Childhood Obesity* highlighting the findings from the Childhood Obesity Declines project. The supplement details the strategies and policies implemented in four diverse communities—Anchorage, AK; Granville County, NC; New York City, NY; and Philadelphia, PA—that experienced declines in childhood obesity prevalence from 2003 to 2011. The supplement details the rationale, aims, and overall study design of a 2-year project that systematically studied and documented the community-based obesity strategies applied in four distinct communities across the nation. Findings suggest simultaneous public health messaging and multi-layered initiatives—including cross-sector partnerships and active, high-level champions—were likely important contributors to success in attaining declines in the prevalence of childhood obesity. To learn more about the Childhood Obesity Declines Project and to read the supplement, visit: nccor.org/projects/obesity-declines. To register for the webinar, [click here](#).

Funding Opportunity: Agriculture in the Classroom (AITC) Program, May 1, 2018

NIFA’s Agriculture in the Classroom Program (AITC) serves nearly 5 million students and 60,000 teachers annually through workshops, conferences, field trips, farm tours, and other educational activities. AITC programs include working with state AITC activities engaged in a variety of issues relating to agricultural literacy. Other programs emphasized by the USDA National Institute of Food and Agriculture (NIFA) office include: science literacy; agricultural careers; nutrition; pre-service and professional development opportunities for teachers. Applications may be submitted by State agricultural experiment stations, State cooperative extension services, all colleges and universities, other research or educational institutions or organizations, Federal and private agencies and organization and individuals. [Click here](#) for additional information.

2018 Walk & Bike to School Day, May 9, 2018

Strap on your helmets, raise your kickstands, and join the thousands of students, families, community partners, and elected officials all around the country who will be participating in this year’s Walk & Bike to School Day on May 9. To find resources such as how to sign-up/plan an event, flyers, and how to go beyond a one-day event and sustain a program, please visit: <http://www.walkbiketoschool.org/>. [California Active Transport Resource Center](#) also has great resources and webinars to support these efforts here in California. Don’t forget to share with the UC CalFresh State Office what you are planning for Walk & Bike to School Day!

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Education & Resources *(continued)*

Statewide Day of Action: Rethink Your Drink Day, May 16, 2018

On May 16, 2018, health advocates across the state will come together for the **first** annual **Statewide Day of Action-Rethink Your Drink (RYD) Day** to raise awareness about the health effects of sugary drinks and the benefits of replacing these drinks with water. RYD Day is a collaborative effort across the state of SNAP-Ed agencies and community based organizations. The following are key dates and links to webinar recordings and future webinars or resources related to RYD Day:

- * Rethink Your Drink Day one-pager (attached) with information and critical dates you need to help you prepare to host the RYD Day event.
- * Webinar: Rethink Your Drink Statewide Day of Action—Event-in-a-Box Toolkit, February 28, 2018—[Click here](#) to view recording
- * Webinar: Complete Guide to Hosting a Statewide Day of Action: Rethink Your Drink Day-May 16, 2018 (Logistics for Registered Organizations), May 2, 2018, 10:00am—[Click here](#) to register
- * Registration for RYD Day on (or after) April 4 at RethinkYourDrinkDay.com.

Rethink Your Drink Day FAQs

1. I tried to register for the Toolkit, but when I go to the site, it says coming soon. Am I doing something wrong?

If you are having trouble, please try copying the link www.RethinkYourDrinkDay.com and use another browser such as Firefox or Chrome. Also, you can try accessing the site on your mobile phone. Internet Explorer has had a few glitches. CDPH is working on resolving the Internet Explorer issues.

2. One thing that has not really been mentioned in the campaign is whether or not the sites need to be SNAP-Ed eligible in order to register. Can you please clarify?

SNAP-Ed funded projects must follow site qualifying rules per USDA Guidance as they have in the past. Only registered participants hosting an event will receive a kit. Non-funded community partners who serve the SNAP-Ed population will also receive a kit if they host an event and register. Kits will be mailed to registered participants.

Please contact Asbury Jones, CDPH Media and Public Relations Lead on RYD Day (Asbury.Jones@cdph.ca.gov) or Andra Nicoli (amnicoli@ucdavis.edu) if you have any questions.

Plan for the Rethink Your Drink Day of Action on May 16

The following information was previously shared in the 4/4/18 LHD News Bulletin.

An event is a good way to raise awareness about the amount of sugar in sugary drinks. Be sure to have an eye-catching display that offers information on healthy drink options, especially water. *Rethink Your Drink* displays engage people in a fun and interactive way, and get them thinking about healthy drink options. Below is an excerpt from the *Rethink Your Drink Fairs and Festivals Guide* that can help you begin your planning.

Prior to the Event

Prior to the event, create a materials checklist for the size and location of the event. Make sure you have enough materials that are culturally appropriate and in the languages needed to reach your audience. Review your messaging and materials with all involved staff, promoters, and volunteers to ensure mastery of event activities and speaking points.

Setting the Stage

Use as many *Rethink Your Drink* branded display materials as possible (e.g., banners, tablecloths, signage, tent panels). Have staff working a booth or display coordinate what they are wearing so you have a uniform appearance. Design the booth to facilitate traffic flow. For example, stage the flavored water tasting and other participatory activity at opposite ends of the booth space.

Be GREAT!

By following the **G**reet, **R**elay Message, **E**ngage, **A**ctivate & **T**hank approach, you will make your event or booth the most effective. When greeting people, staff should draw attention to themselves and the materials using a friendly and inviting approach.

Relay realistic behavioral change messages. Examples include: “What you drink is as important as what you eat. Being healthy means drinking healthy beverages. Healthy smoothie recipes for you and your family found here! Stop by and taste our flavored water—a healthy way to feel refreshed!”

(continued on next page)

Education & Resources *(continued)*

Plan for the Rethink Your Drink Day of Action on May 16 *(continued from previous page)*

Engage and entertain those that stop by providing a memorable experience for families (including kids). You can share some of these interesting facts:

- * Did you know there could be 15 teaspoons of sugar in just one 20-ounce bottle of soda (point to display, or hand them unlabeled 20-ounce soda bottle prefilled with 15 teaspoons of sugar).
- * Once children are over age two, make the switch to fat-free and one percent low-fat milk.
- * Did you know that more than half of California teens drink one or more sodas daily?¹ *That's a lot of added calories and sugar!*
- * Sugary drink intake by adults has more than doubled in the last 30 years, translating to an extra 77 calories from sugary drinks per day.²
- * Did you know that half of the added sugar in American diets comes from sugary drinks.³ *Stop by our booth to learn how much sugar is in your drink.*

Make space for learning by setting up a children's activity to keep children engaged so that parents can focus their attention on learning about healthy drinks.

Activate and highlight simple ways people can enjoy alternatives to sugary drinks while conveying the *Rethink Your Drink* healthy beverage messaging. Be supportive. Be engaging. Offer these behavior change goals: Drink water instead of sugary drinks; Drink *(insert category of sugary drink)* less often; Drink a smaller size or add extra ice within drinking *(insert sugary drink)*; and, use the nutrition facts label to see how much sugar is in your drink.

Finally, thank and encourage consumers to return for more.

¹ California Health Interview Survey. CHIS 2011-2012 Adolescent Survey. UCLA Center for Health Policy Research. Los Angeles, CA: June 2014.

² Popkin, BM. Patterns of beverage use across the lifecycle. *Physiol Behav.* Apr 2010;100(1):4-9.

³ Rosinger A, Herrick K, Gahche J, Park S. Sugar-sweetened beverage consumption among U.S. adults, 2011-2014. DCHS Data Brief. No 270. Hyattsville, MD: National Center for Health Statistics. 2017.

Save the Date: Nutrition Updates Webinar, June 5, 2018, 11:00am-12:30pm

Please save the date for the next Nutrition Updates Webinar, scheduled for June 5, 2018 from 11:00-am-12:30pm. The webinar will be presented by Dr. Rachel Scherr from the UC Davis Nutrition Department. Topics will be announced in the near-future and will be announced through the UC CalFresh Weekly Update. Pre-registration for the webinar is required. To register, please visit: <https://cc.readytalk.com/r/1fk9xm3jehgg&eom>.

We want to hear from you!

The UC CalFresh State Office would love to hear from you! Please email Lindsay Hamasaki at lmhamasaki@ucdavis.edu to share your comments, 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.org/weekly-updates>.

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