



FFY2024 UCCE Fresno and Madera

Successes

"I love having you out to speak and demonstrate to the Career Club class. After you leave, the group typically talks about the food in their home and the food they typically buy. They also discuss what kind of meals they like to make and what their kid's favorite meals are. I feel that the CalFresh presentation adds a nice family and community touch to the workshop. I think the sugar demonstration is really eye opening as well. Sometimes one will make a comment about how they didn't realize how much sugar was in a drink they normally drink. I also like that you go out for a walk with them. So far, the participants have all enjoyed the presentation."

-Community Site Facilitator

Results

Youth

- 98% of teachers surveyed in participating sites in Fresno County agree/strongly agree that more students can now identify healthy food choices.

Adult

- 74% of adults surveyed (N=31) ate more cups of fruits and vegetables post program participation.

Organizational

- 36 policy, systems, and environmental (PSE) sites adopted one or more PSE change and reached 12,184 in Fresno and Madera Counties.



Improving California's Health Through CalFresh Healthy Living

County Statement:

Fresno and Madera counties are among the top producing agricultural counties in California and the nation. However, both counties have some of the highest rates of poverty, food insecurity, and hunger, particularly among children in the state. The CalFresh Healthy Living, UCCE (CFHL, UCCE) program in Fresno and Madera, in a cooperative effort, partners with community agencies to respond to the health needs of the communities we serve through implementation of evidence-based nutrition, gardening, and physical education, and policy, systems and environmental change strategies.

Serving Individuals and Communities

- 15,740 participants were reached with direct nutrition education
- 33,895 participants were reached with indirect nutrition education
- 12,184 participants were reached through policy, systems and environmental strategies

Providing Education

- CalFresh Healthy Living, UCCE provides series-based adult nutrition and physical activity education to teach them how to make healthy lifestyle choices for their families. These skills help families eat well and be physically active, despite limited resources. Youth curriculum teaches children how to identify healthy foods, increase physical activity and apply what they have learned to make healthy choices at school and home.

Helping to Make Organizational and Environmental Changes

- CalFresh Healthy Living, UCCE utilizes a variety of Policy, Systems and Environmental (PSE) change strategies to enhance the delivery of direct nutrition education and create opportunities for lasting improvements in the schools. Strategies include the Smarter Lunchrooms Movement, school and community gardens, school wellness policy and structured physical activity.

Serving California Agriculture

- CalFresh Healthy Living, UCCE teaches families to make the connection between nutrition and agriculture, helping them develop the knowledge and skills needed to grow healthy food. CFHL, UCCE partners with the UCCE Master Gardeners and Master Food Preservers programs to enhance program curricula delivery of our garden-based nutrition education at schools and community sites. Support from these partnerships includes garden technical assistance and food preservation education workshops.

Building Partnerships

- CalFresh Healthy Living, UCCE is committed to providing comprehensive approaches to address the nutrition and physical activity needs of families in Fresno and Madera Counties. In FFY 2023-2024, the programs in both counties maintained strong partnerships through active collaboration with 94 community partners. CFHL, UCCE established a key partnership with the Fresno County Superintendent of Schools and Madera County Superintendent of Schools, which oversee grantees across the central valley that include school sites in Fresno, Clovis and Madera Unified School Districts. These partnerships are key in shaping community-wide changes and accomplishing overarching programmatic goals.

550 E Shaw Ave, Suite 100, Fresno, CA 93710 (559) 241-7515