

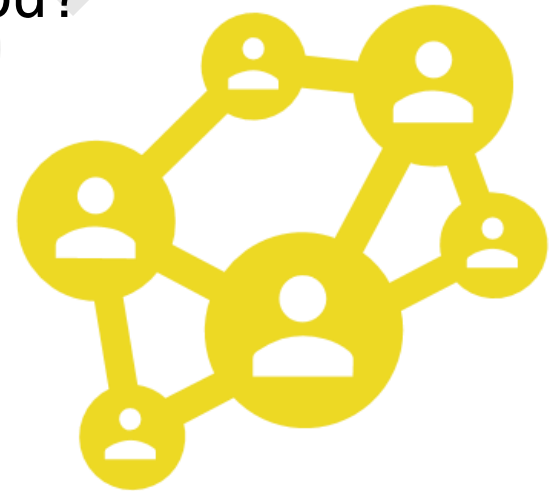
CalFresh Healthy Living, UC Town Hall: Agenda

- **Social Media Workgroup: Providing an overview of work products and where they are located.**
(00:01:16)
- **Exploring Lesson Kit adaptation for use during COVID-19**
(01:02:05)
- **State Office Updates**
(01:15:37)

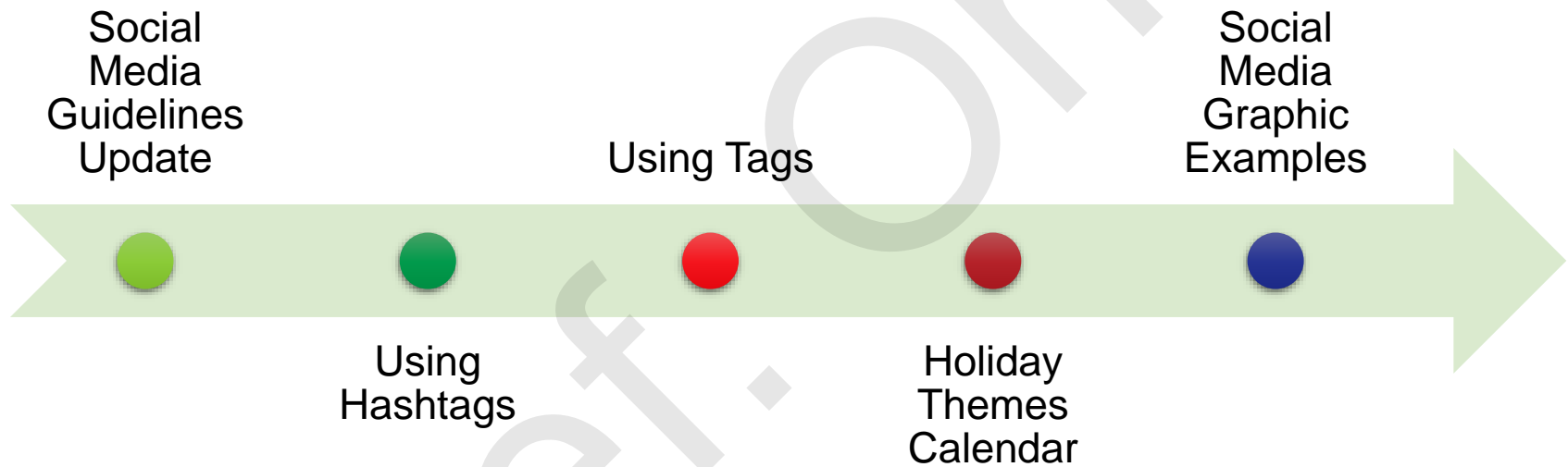
Go to www.menti.com and use the code in the Chat

- What does social media mean to you?

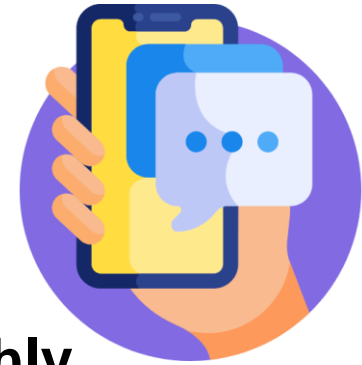
Let's get
social!



Presentation Overview



Social Media and Messaging



Workgroup objectives/deliverables

1. Develop a Social Media Communications Plan: **monthly themes, social media key contacts**, developing key messages, **hashtag list**, attractive visuals, personalized county visuals.
2. Develop a more generic template for social media posts; can be tied with themes
3. Promote and **fortify guidelines** for other counties moving forward. Promote sustainability.

Zoom Poll

Have you used the social media guidelines?

Yes, they were helpful.

Yes, but not much.

No, I didn't know we had guidelines.

No, we aren't actively using social media.

CFHL, UCCE Social Media Guide

- Located on our CalFresh Healthy Living University of California Website

- **Click Administration**



- **Communication Resources**

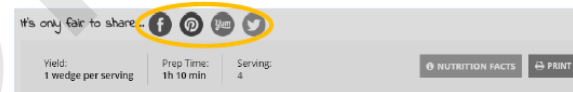


- **[CalFresh Healthy Living, UCCE Social Media Branding Toolkit](#)**

Best Practices

As a best practice, consider the following before sharing information:

- Is this consistent with the most current [Dietary Guidelines for Americans](#), [MyPlate](#), and the [Physical Activity Guidelines](#)?
- Is the language and terminology used appropriate for my audience? If not, what kind of adaptations can I make?
- Do I have permission to share this? If not, can I ask for permission? How should I provide attribution? Do they have a social media account that I can follow and “share” from to link back to the source?
 - Look at the “Terms and Conditions” or “Terms of Use” section of any website on which you find content you might want download and share electronically or in print. When possible share using available “Social Share” buttons such as these:



- When sharing content from other sources, it is paramount to not misrepresent the source. Be clear about the source of the content.
- Does the content have county sponsorship? If so, you may want to consult with your CFHL, UC State Office contact. Keep in mind the [SNAP-Ed guidance](#) does not allow “any material that endorses or promotes brand name products or retail stores.”
- Does the post or message contain subject matter that is beyond the scope of SNAP-Ed, including medical nutrition therapy, the screening for diseases, and the treatment and management of diseases? These are not SNAP-Ed allowable and should be avoided. It is acceptable to share information about accessing these services from appropriate external sources.

Resources

[CalFresh Healthy Living Social Media Toolkit](#) (located at the bottom of the blue box)

Rethink Your Drink Day [Sample Social Media Posts](#)

Healthy Snack Day [Toolkit and Resources](#)

[ANR Social Media Best practices](#) and [Toolkit](#)

[UC Davis Social Media Guidelines](#)

Eat Right PRO [Social Media Toolkit](#)

Social Media Branding Example

- [CalFresh Healthy Living, UCCE Santa Clara Facebook](#)



Social Media Review Appointments

If you are interested in scheduling an appointment to review your social media platforms, please email Miguel Galvan at miggalvan@ucdavis.edu



Zoom Poll

- **Which social media platform are you using most often for your team?**

Twitter, Instagram,
Facebook, Snapchat,
Tik-Tok, or Other?

Hashtags (#)

- # allows users to find your post when searching for that specific word or phrase



***Hashtag:** a word or phrase preceded by a hash sign (#), used on social media websites and applications, to identify messages on a specific topic. A hashtag (#) allows users to find your post when searching for that specific word or phrase. These hashtags are suggestions.

Note: [UCANR Guidelines](#) should always be followed when creating or sharing social media content.

Weekday	Popular/trending hashtags
Monday	#MondayMoves (PA) #MotivationMonday (PA/healthy recipes/success story) #MakeItMonday (recipe/gardening) #MyPlateMonday #MovementMondays #MindfulMonday #YummyMonday
Tuesday	#TacoTuesday #TuesdayTip #TuesdayTrivia #TuesdayTreat #TastyTuesday #TrueOrFalseTuesday (food facts) #TriviaTuesday (food facts)
Wednesday	#WhatsUpWednesday #WorkItWednesday (PA/gardening) #WednesdayWisdom #WorkoutWednesdays #WisdomWednesday
Thursday	#ThrowbackThursday #ThursdayThoughts #ThursdayTips #ThankfulThursday
Friday	#FreshFriday #FollowFriday (share a partner's post and ask our audience to follow them or ask them to share our post and have their friends follow us) #FridayFun #TGIF #FridayFact #FoodieFriday #FitnessFriday

Saturday	#SocialSaturday (recipes/activities/info for social gatherings) #StorySaturday (share about a book to read to kids, tell them our story) #SaturdaySpotlight (spotlight staff or partners)
Sunday	#SundayFunday #SundaySpecial
Other Hashtags	#CalFreshHealthyLivingUCCE #MyPlate #Make1/2YourPlateFruits&Veggies #InsertCountyName #HealthyEating #ActiveLifestyles #UCCE #UCANR #Healthy[County Name] #SelfCareIsEatingHealthy #SelfCareIsBeingActive #SelfCareIsSleepingEnough #GoodFood4All #CFHL #CFHLGardens #PAR #YouthGarden

Hashtags (#)



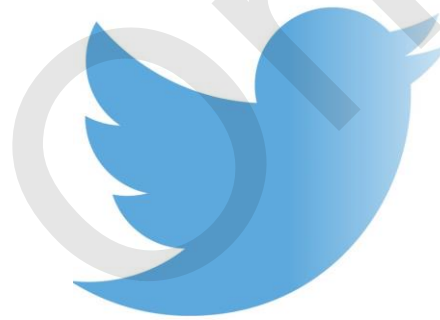
“A **#hashtag** will make your content viewable by anyone with an interest in that **#hashtag**...”

“...expands the reach of your post beyond those who follow you; reaching anyone interested in that **#hashtag** phrase or **#keyword**.”

Can be used “as an organization system for your social media campaigns”.

How do I use #hashtags on social media?

Hashtags (#)



Twitter

Hashtags (#)



“Tweets **with** #hashtags get 2x more engagement...”

“Tweets with **one or more** #hashtags are 55% more **likely to be retweeted.**”

“One or two #hashtags max; more than 2 hashtags, your engagement drops...”

Instagram

Hashtags (#)



“#Hashtags could be your **best bet for growing a fast following...**”

“you can include **up to 30 hashtags on a regular post**, and up to 10 hashtags on a Story”

“The **consensus** is that about 11 hashtags is a good number to start with. But the most common number of hashtags to use on Instagram is **between 1 and 3.**”

Facebook

Hashtags (#)



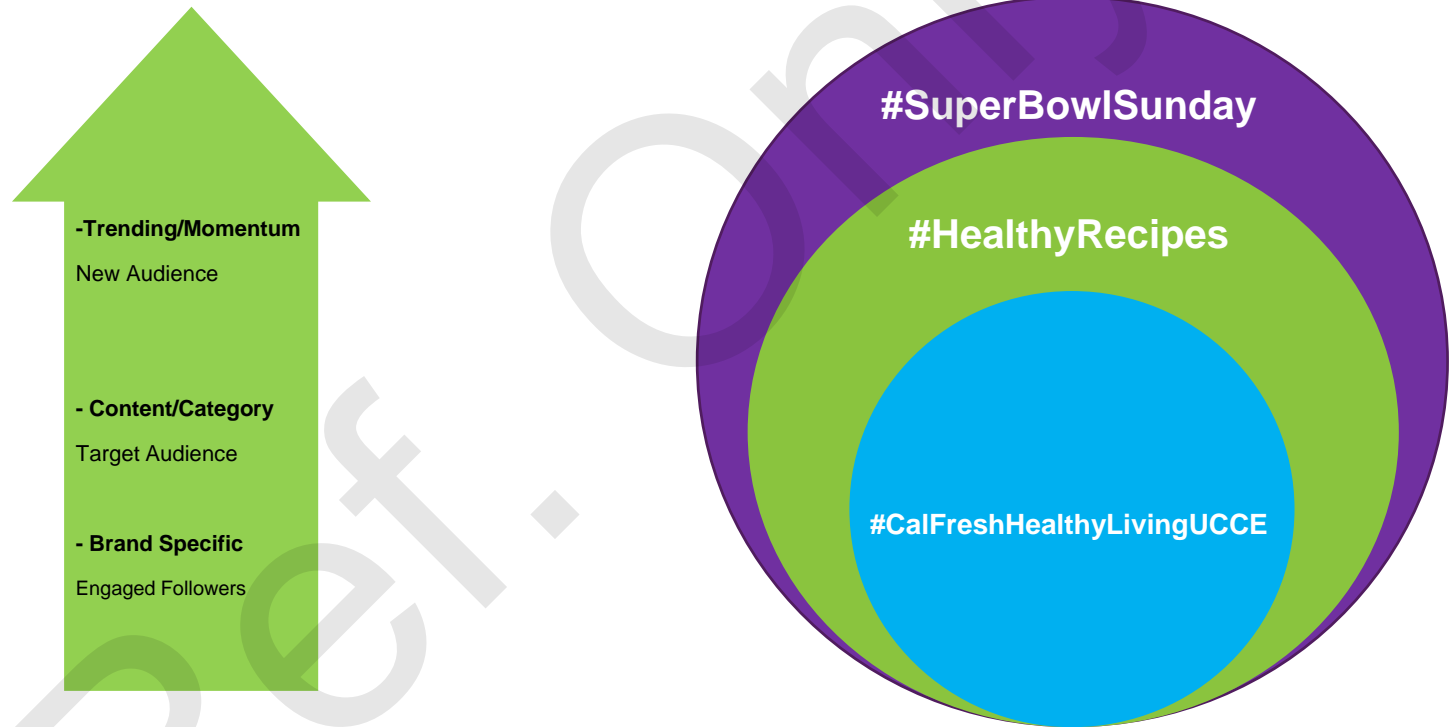
“Using #hashtags has **zero positive effect** on reach.”

Posts ***without*** hashtags fare better and ***outperform*** those with #hashtags.

Go to www.menti.com and use the code in the Chat

- How are you promoting your social media account?

3 Levels of Hashtags



Trending/Momentum #Hashtags

#ValentinesDay

#Cupcakes

#Spring

#GroundHogDay

#SuperBowlSunday

#COVID19

Content/Category #Hashtags

#Fruit

#Vegetables

#Gardening

#Fresh

#Exercise

#Hydration

Brand or Local Programing #Hashtags

#HealthyRiverside

#CalFreshUCRiversideCounty

#CalFreshHealthyLivingUCCE

Brand and Cross Program #Hashtags

#FruitRecipes **#HarvestOfTheMonth**

#MasterGardener

#CalFresh

#HealthySnackDay **#ReThinkYourDrink**

Tagging on Social Media Pages

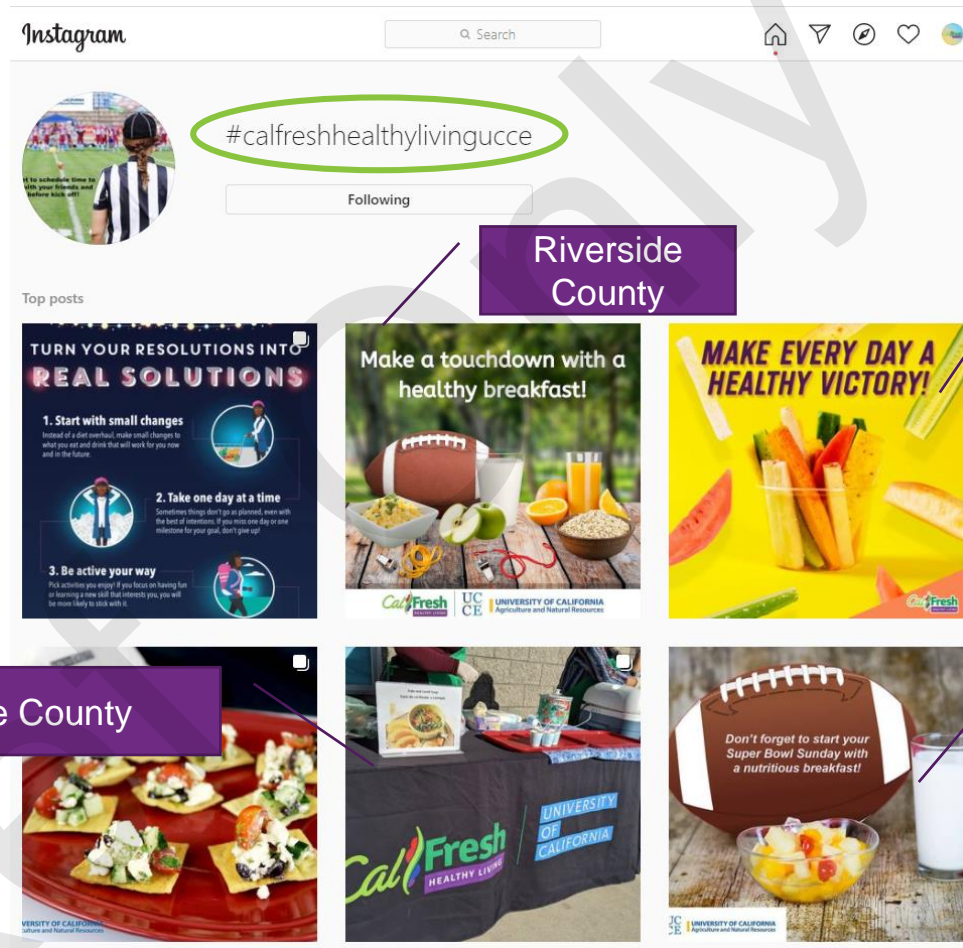
- Schools
- Community Partners
- Local organizations (ie. Public Health Departments)
- Other CalFresh Implementing Agencies (ie. DPSS)



Examples

The image shows an Instagram post from the account **cfhl_ucce_riversideco**. The profile header shows 62 posts, 168 followers, and 134 following. The main image is a promotional graphic for Super Bowl Sunday with the text "Make a touchdown with a healthy breakfast!". The graphic features a football, a bowl of oatmeal, a glass of orange juice, a bowl of fruit, and a bowl of cereal. Several university names are overlaid on the image in black boxes: htrojans, lasierraasb, banning_high, futp60, loveriverside, lvms_roar_choir, arizonaapaches, wellsms_ausd, and rivcodpss. The caption reads: "Make a touchdown this Super Bowl Sunday with a balance breakfast to kick off your day. Remember to also get your 60 minutes of physical activity in today. Can you name the food groups featured in this picture?". The post includes several hashtags: #SuperBowlSunday, #SuperBowlFood, #CalFreshHealthyLivingUCCE, #HealthyRiversideCounty, #HealthySuperBowlFood, #Superbowl2021, #Play60, #KickOff, #TouchDown, and #MyPlate. The post is liked by cfh.ucce.slo.sb and 7 others, and was posted 7 days ago. At the bottom of the post, there is a grid of images with logos for CalFresh Healthy Living and UCCE University of California Agriculture and Natural Resources, along with a "Try it today!" sticker and a "January 26th" date sticker.

Examples



Healthy Living Themes & Holidays

Month Holidays/Themes

Note: For each month, the text in red are themes and the text in black are holidays.







Month	Holidays/Themes
January	New Year celebration: messaging, recipes, physical activity (Jan. 1) National Folic Acid Awareness Week (Jan. 5–11) National Green Juice Day (Jan. 26*)
February	Valentine's Day: Healthy Treats & Activities American Heart Health Month National Children's Dental Health Month African Heritage and Health Week (first week of February) Super Bowl Sunday (Sunday in February) Children's Mental Health Awareness Week (Feb. 3–9) National "Wear Red" Day for women's heart health (Feb. 7) Give Kids a Smile Day (Feb. 7) St. Valentine's Day (Feb. 14)
March	Spring: spring games/activities and spring vegetables and recipes National Nutrition Month Save Your Vision Month National Sleep Awareness Week (March 1–7) National School Breakfast Week (March 2–6) Read Across America Day (March 2) Employee Appreciation Day (Mar 5) World Sleep Day (March 13) Daylight Saving Time Begins (Mar 14 or second Sunday of March) St. Patrick's Day (March 17) Spring Solstice (March 20th) American Diabetes Alert Day (March 24)
April	Spring/Easter: Healthy Easter recipes, food safety, gardening Women's Eye Health and Safety Month National Public Health Week (April 6–12) World Health Day (April 7) Every Kid Healthy Week (April 20–24) Administrative Professionals Day (April 21) Earth Day (April 22)
May	Clean Air Month Food Allergy Action Month Global Employee Health and Fitness Month Healthy Vision Month Mental Health Month National High Blood Pressure Education Month National Osteoporosis Awareness and Prevention Month National Physical Fitness and Sports Month National Physical Education and Sport Week (May 1–7) North American Occupational Safety and Health Week (May 3–9) Cinco de Mayo (May 5) World Hand Hygiene Day (May 5) Mother's Day: recipes (May 9) National Women's Health Week (May 10–16) Food Allergy Awareness Week (May 12–18) National Senior Health Fitness Day (May 27) Don't Fry Day (May 29)

Month Holidays/Themes

June	Summer fun: recipes and activities National Great Outdoors Month Men's Health Month National Safety Month Men's Health Week (June 10–16) Family Health and Fitness Day (June 13) Father's Day (Third Sunday of June) Summer Solstice (June 20)	
July	Summer fun: Recipes, activities, and hydration National Park and Recreation Month Juvenile Arthritis Awareness Month Hop-a-Park Day (First Saturday in July) National Eat Your Beans Day (July 3*) Independence Day (July 4*) National Caesar Salad Day (July 4) National Father Daughter Take a Walk Day (July 7) National Blueberry Muffin Day (July 11) National Peach Ice Cream Day (July 17) National Ice Cream Day (Third Sunday in July) National Avocado Day (July 31) National Raspberry Cake Day (July 31)	
August	Back to school messaging: Healthy quick recipes, breakfast, sleep Children's Eye Health and Safety Month National Breastfeeding Month Friendship Day (Aug 1) World Breastfeeding Week (Aug. 1–7) National Health Center Week (Aug. 9–15) Senior Citizens Day (August 21)	
September	National Yoga Awareness Month Fall Solstice (Sept 22) World Heart Day (Sept. 29) National Women's Health and Fitness Day (Sept. 30)	
October	Fall: Recipes, activities, and gardening Health Literacy Month Child Health Day (Oct 4) Malnutrition Awareness Week (Oct. 5–9) National School Lunch Week (Oct 10-16) Boss' Day (October 15) World Food Day (Oct. 16) National Health Education Week (Oct. 20–24) Halloween: healthy recipes (Oct 31)	
November	Emotional Wellness Month American Diabetes Month National Healthy Skin Month Daylight Saving Time Ends (First Sunday in November) Great American Smokeout (Third Thursday in November) Thanksgiving: healthy recipes and food safety physical activity (Fourth Thursday of November) National Family Health History Day (Nov. 26)	
December	Holiday: Recipes, food safety, physical activities Root Vegetables and Exotic Fruits Month Worldwide Food Service Safety Month National Pear Month National Handwashing Awareness Week (Dec. 6–12) Winter Solstice (Dec. 21)	

Calendar of Holidays and Events




- Holidays and events to post throughout the year.
- Save time figuring out what to post about.
- Plan content ahead.
- Post content that is trending.

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Calendar of Holidays and Events

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Infographic Examples

STRAWBERRIES

Quick Facts

- Great source of Vitamin C.
- Vitamin C helps your body absorb iron found in other foods. Try adding them to a spinach (rich in iron) salad!
- California farmers produce over 80% of strawberries in the US.



EAT A RAINBOW

FRUIT AND VEGETABLE BENEFITS BY COLOR

RED
 Helps reduce the risk of diabetes and heart disease, good for your heart and blood health, improves skin health, supports joint function

ORANGE
 Improves brain and immune function, promotes eye health, protects skin against the sun and pollution

YELLOW
 Good for skin and eyes, improves digestion and immune system, boosts heart health, lowers cholesterol

GREEN
 Strengthens immune system, helps detoxify the body, restores energy and vitality, improves digestion, good for your bones

BLUE+PURPLE
 Reduces inflammation, has anti-aging properties, boosts memory and brain function, helps with mineral absorption

WHITE+BROWN
 Helps keep bones strong, lowers cholesterol, supports immunity and a healthy heart, improves muscle function, maintains healthy digestion



LET US CELEBRATE ST. PATRICK DAY

GREEN SMOOTHIE

INGREDIENTS

- 1 CUP OF SPINACH
- 1/2 BANANA
- 1 CUP OF GREEN GRAPES
- 1 CUP OF PINEAPPLE CHUNKS

Directions

1. Place all ingredients in a blender in the order listed
2. Blend until smooth and creamy. Add a little water if desired for a thinner smoothie.

Visit:
 Eatfresh.org For Additional Recipes



Infographic Examples

November is National Diabetes Awareness Month



GENERAL INFORMATION

More than 34-million people in the U.S. have diabetes and 1 in 5 of them do not know they have it.

In the last 20 years, the number of adults diagnosed with diabetes has more than doubled as the American population has aged and become more overweight or obese.



TYPE 1 DIABETES

Type 1 diabetes (T1D) is an autoimmune disease that occurs when a person's pancreas stops producing insulin.

People managing T1D need to carefully balance insulin intake with eating, exercise and other activities.

Presently there is nothing to prevent T1D and there is no known cure.

TYPE 2 DIABETES

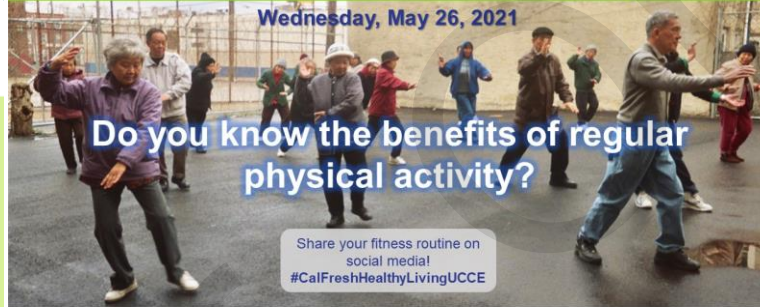
If you have type 2 diabetes, cells don't respond normally to insulin. You become "Insulin Resistant".

Type 2 diabetes accounts for approximately 90% to 95% of all diagnosed cases of diabetes.



National Senior Health & Fitness Day

Wednesday, May 26, 2021



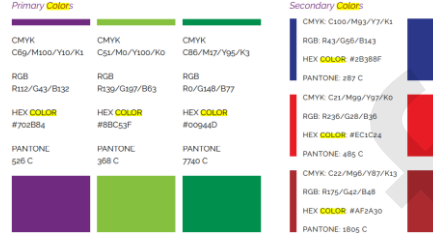
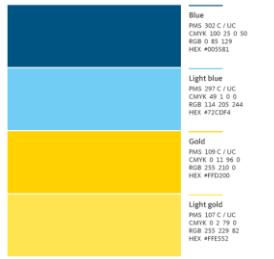
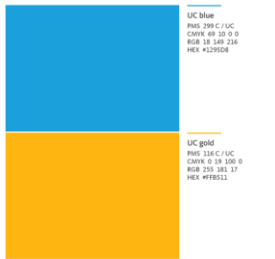
Do you know the benefits of regular physical activity?

Share your fitness routine on social media!
#CalFreshHealthyLivingUCCE



California's CalFresh Healthy Living, with funding from the United States Department of Agriculture's Supplemental Nutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit www.CalFreshHealthyLiving.org.

Design Guidelines



Fonts

- **Arial:** This contemporary font is designed to perform well on the screen and at small sizes.
- **Lucinda Sans:** As a secondary typeface this may be also be used.



Platforms For Creating Infographics

- Photoshop / Adobe Indesign
- Canva
- Google Slides
- Powerpoint
- Piktochart



Google Slides



PIKTOCHART
Picture the Difference

Canva Live Example



Resource Table

- Excel Spreadsheet
 - Social Media Monthly post for selective Holidays and Events

Includes

- Graphics
- Captions
- Hashtags



Look For Our Resources
In The Upcoming
Active News BEET !!!

Social Media and Messaging



Group Members:

State Office

- Andra M. Nicoli
- Miguel A. Galvan

County Representatives

- Rosalinda Ruiz - Stanislaus County
- Daisy Valdez - Riverside County
- Eldon Bueno – Kings/Tulare
- Aileen C. Trujillo - Santa Clara Cluster
- Max Fairbee – Alameda County



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

DE Lesson Packets

Shawnice Sellers
Shasta Cluster

DE Lesson Packet Options

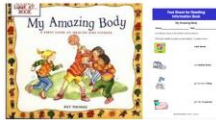
- Short Term Solution (K – 5th Grade)
- Coordinate with Healthy Living campaigns
- Provides teachers/extenders with supplies and materials

Health Awareness Packet: SPRING

Keeping My Amazing Body Healthy

My Amazing Body

Students learn about the amazing things their body can do through the reading of *My Amazing Body* by Pat Thomas. They explore the basic functions of their bones, muscles, heart, lungs, and brains and how they can keep their amazing bodies healthy through eating nutrient-rich foods, getting plenty of exercise and sleep, and practicing good hygiene.



Enroll today and receive a class set of MyPlate Pencils.



Sleep Awareness Month: MARCH

Keeping My Amazing Body Rested

My Amazing Body

Students learn that *Sleep is for Everyone* through reading of the book by Paul Showers, and that children their age need at least 10 hours of sleep each night. They explore how sleep allows the body to grow, heal, and fight infections and how the brain needs rest to remember, pay attention, and solve problems.



March is Sleep Awareness Month. Enroll today and teach your students about the importance of sleep!



Plant Lesson Packet: SPRING/Earth Day

Planting Seeds for Healthier Eating

Discover MyPlate

Students will discover that all fruits and vegetables start as seeds and grow into plants. They will also feel a sense of pride and accomplishment when they get a chance to grow something themselves.



Enroll today and plant away!



National Fitness Promotion Month: MAY

Keeping My Amazing Body Active

My Amazing Body

In this lesson read the book, *Exercise*, which shares an engaging story of a very physical active grandmother who comes to visit her two grandchildren and tells them not to be couch potatoes. She gets the whole family moving by doing things from household chores to organized sports. Students learn that children their age need at least 60 minutes of physical activity every day.



Enroll today and receive physical activity cards! A great way to get kids moving...no equipment necessary!



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Hello Teachers,

Health Promotion has never been more important. Teachers can create classrooms that fully support school wellness policies and state mandates, but also nurture the development of healthy habits.

While we have expanded our methods of lesson delivery to meet today's challenges, our quality, evidence-based programs remain the same.

We are offering lesson packets that compliment the upcoming months of Health Awareness Campaigns, such as Rethink Your Drink Day, National Breakfast Week, and National Physical Fitness and Sports Month. Don't let your students miss out on the fun and excitement!

All you need to do is enroll in our program, and pick your lesson packet. Enrollment is free, teachers that do enroll are require to report time spent on lesson activities to their CalFresh Healthy Living, UCCE Representative.

CalFresh Healthy Living, UCCE Representative Contact Information:

California's CalFresh Healthy Living, with funding from the United States Department of Agriculture's Supplemental Nutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit www.CalFreshHealthyLiving.org.



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Agriculture and Natural Resources

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Questions?



Contact:

Shawnice Sellers

snsellers@ucanr.edu



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

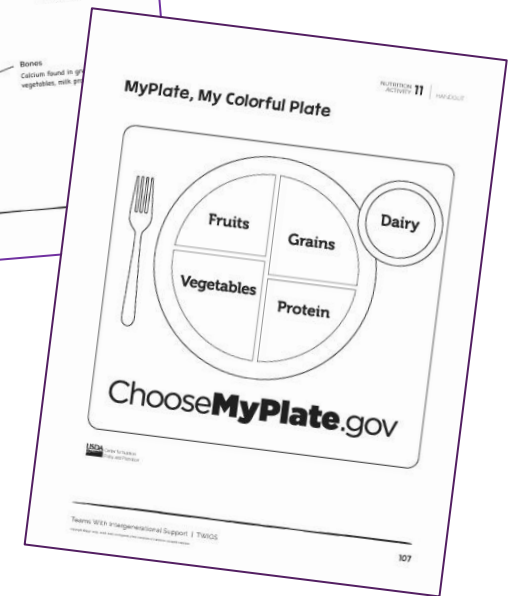
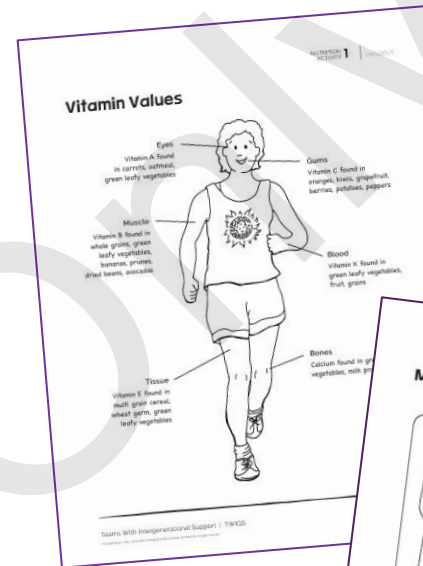
Kit and Materials Distributions

San Luis Obispo and Santa Barbara Counties

San Luis Obispo

Boys and Girls Club

- Weekly Distribution
 - Garden NERI Kit
 - Supplemental Worksheets
 - Recipes



Garden Harvest

- Kale distribution
- Packet (English and Spanish)
 - Information on Kale
 - Recipe
 - Food Safety



Santa Barbara

Ref. Only

Family Nutrition Nights

- Ingredient distribution in partnership with local Foodbank
- NERI: Produce brush, shopping list, shopping bag
- 2 cooking activities

K-3rd Grade Lessons

- Bean in a Bag activity materials
 - Bag, bean, cotton ball and sticker



Questions?



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Thank you!

Kelly Q. Hong

kqhong@ucanr.edu



State Office Updates



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Evaluation Updates: Unmatched Pre/Post Surveys

Online Data Collection

- Unmatched pre/post surveys
- Don't delete surveys from PEARS or you could lose participant demographics

In-Person Data Collection

- If hand entering pre/post surveys, please continue to only enter matched pre/post surveys

The State Office will remove unmatched surveys when cleaning the pre/post data at the end of the year

New - Youth Intent to Change (Y-ITC)

Designed for

- virtual administration – polls or emojis, etc
 - to assess behavioral intent
 - students in **grades 4th and higher**
 - **at least 4 DE sessions** - but ideally more
 - 6 retrospective questions - only chose what covered
-
- ❖ just approved – will post to website
 - ❖ send email
 - ❖ looking for programs with opportunity/interest to try



PEARS Reporting

- **Quarter 2** ends March 30, 2021
 - Q2 review will begin April 9, 2021
- **Social Media** Reporting FFY21
 - Facebook and YouTube Analytics & Guidance

Program and Indirect Activities

Jennifer Quigley

jaquigley@ucdavis.edu

Partnerships and Coalitions

Barbara MKNelly

bmknelly@ucdavis.edu

PSE Activities

Angie Keihner, MS

akeihner@ucdavis.edu

Updated version of Expectations document for **FFY2022**



- Document that outlines general expectations and deliverables for CalFresh Healthy Living funding for UC Cooperative Extension (UCCE) county and cluster programs for the 3- year FFY2020-2022 Integrated Work Plan (IWP) period
- On website [here](#)

FFY2022 - New all SIA & LIA statewide evaluation of adult nutrition education series

Beginning FFY2022, pre/post surveys will need to be collected at all sites with adult nutrition class series that consist of **four or more sessions** overall delivered over **at least four weeks**.

All UCCE county/cluster programs implementing adult series **nutrition education** meeting this criteria will need to plan to participate.

Note: focus nutrition not food resource management education so excludes the PSSC and MEDC adult series.

FFY2022 – adult nutrition education pre/post survey

University of California
Governmental Institutions

Food Behavior Checklist

These questions are about the ways you plan and fix food. Think about how you **usually** do things.

Date: _____

Every
 Often
 Sometimes
 Rarely
 Never

Choose one answer for each question.

1. Do you eat fruits or vegetables on sticks?
 no sometimes often every day

2. Do you drink fruit drinks, sport drinks or punch?
 no sometimes often every day

3. Did you have citrus fruit or citrus juice during the past week?
 yes no

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Adult Physical Activity Survey

Please mark the response that best describes how you usually do things.

17. In the past week, how many days did you exercise for at least 30 minutes?
This includes things like jogging, playing soccer, and doing fitness or dance classes, or exercise videos. This 30 minutes could be all at once or 10 minutes or more at a time. Do not count housework, taking care of your kids, or walking from place to place.

0 days 4 days
 1 day 5 days
 2 days 6 days
 3 days 7 days

18. In the past week, how many days did you do workouts to build and strengthen your muscles?
This includes things like lifting weights and doing push-ups, sit-ups or planks.

0 days 4 days
 1 day 5 days
 2 days 6 days
 3 days 7 days

19. How often do you make small changes on purpose to be more active?
This includes things like walking instead of driving, getting off the bus one stop early, doing a few minutes of exercise, or moving around instead of sitting while watching TV.

Never
 Rarely (about 20% of the time)
 Sometimes (about 40% of the time)
 Often (about 60% of the time)
 Usually (about 80% of the time)
 Always

Adult Curricula

- Eating Smart Being Active
- Eat Healthy, Be Active Community Workshops
- Eat Smart, Live Strong
- Food Smarts
- MyPlate for My Family

When delivered with 4 or more sessions over 4 weeks or longer

Updates to Expectation document for FFY2022 – indicated yellow highlight

- Reporting section (pg #8) success stories
- Evaluation section (pgs #10-11)
- IX. Deliverables section (pg #12)

Beginning in FFY2022 to meet the requirements of the all SIA adult direct education evaluation, pre/post surveys will need to be collected at all sites with adult nutrition class series that consist of a minimum of four sessions delivered over at least four weeks regardless of county/cluster funding level.

Attachment 1: UCCE County/Cluster Program Expectations by SNAP-Ed Funding Level⁹

	All UCCE County/Cluster Programs	\$60,000 or greater funding Tier 2	\$200,000 or greater funding Tier 3	\$500,000 or greater funding Tier 4
Direct Education (DE)	-	Implementing DE using approved curricula	Implementing both adult and youth DE	Implementing both adult and youth DE
Policy System and Environment (PSE) & Comprehensive Programs	In collaboration with partners implementing at least 1 PSE strategy (overarching or garden) each year	In collaboration with partners implementing at least 1 PSE strategy (overarching or garden) each year	at least 2 PSE strategies (overarching or garden) each year and working at level higher than single site ¹⁰ for at least 1 PSE ; encouraged at least 1 PSE strategy be PA related	at least 3 PSE strategies (overarching or garden) by the third year and working at level higher than single site 2 for at least 2 PSEs ; encouraged at least 1 PSE strategy be PA related
Youth Engagement	-	-	At least 1 youth engagement/develop project and group by third year	At least 1 youth engagement/develop project and group by third year
ANR collaboration	Description of collaboration plan	Description of collaboration plan	Description of collaboration plan	Description of collaboration plan
Indirect/Social Marketing Campaigns	CalFresh Healthy Living Rebranding & Participate in days of action as appropriate	CalFresh Healthy Living Rebranding & Participate in days of action as appropriate	CalFresh Healthy Living Rebranding & Participate in days of action as appropriate	CalFresh Healthy Living Rebranding & Participate in days of action as appropriate
Program Reporting		PEARS all modules and at least 1 Success Story annually, Annual Report, and County Profile per year	PEARS all modules and at least 1 Success Story annually, Annual Report, and County Profile per year	PEARS all modules and a minimum of 3 Success Stories annually, Annual Report, and County Profile per year
All SIA Adult DE Evaluation	Beginning FFY 2022, pre/post surveys will need to be collected at all sites with adult nutrition class series that consist of a minimum of four sessions overall delivered over at least four weeks regardless of county/cluster funding level.			
Evaluation – USDA priority individual level behaviors (MT)	At least one individual-level evaluation survey measuring either medium-term (MT) behavioral outcomes or short-term (ST) goals and intention	At least 1 pre/post survey with adults or youth collecting data on MT1, MT2 or MT3 behaviors with a minimum of 60 matched pre/post	At least 1 pre/post survey with adults or youth collecting data on MT1, MT2 or MT3 behaviors with a minimum of 60 matched pre/post	At least 2 pre/post survey with adults or youth collecting data on MT1, MT2 or MT3 behaviors with a minimum of 60 matched pre/post
Evaluation – individual level goals and intention¹¹ (ST)	See above	At least 1 survey with adults or youth collecting data on ST1, ST2 or ST3 with a minimum of 30 ITCs on a specific behavior or 10 TTT surveys	At least 1 survey with adults or youth collecting data on ST1, ST2 or ST3 with a minimum of 30 ITCs on a specific behavior or 10 TTT surveys	At least 1 survey with adults or youth collecting data on ST1, ST2 or ST3 with a minimum of 30 ITCs on a specific behavior or 10 TTT surveys
Environmental Assessment	-	-	At least 1 environmental assessment or scan (ST5 and LT5 & LT6)	At least 1 environmental assessment or scan (ST5 and LT5 & LT6)

FFY2022 Integrated Workplan (IWP)

- **Section B – Direct Education, Evaluation Type**
Pre/post surveys are categorized as Impact/Outcome

EVALUATION TYPE		
<u>Process</u> (PEARS)	<u>Formative</u>	<u>Impact/ Outcome</u>
	<input type="checkbox"/> AAA	<input type="checkbox"/> AAA
	<input type="checkbox"/> CCC	<input type="checkbox"/> CCC
	<input type="checkbox"/> LHD	<input type="checkbox"/> LHD
	<input checked="" type="checkbox"/> UCCE	<input checked="" type="checkbox"/> UCCE

- **Section B – Direct Education, Evaluation Tool Documentation** – include FBC pre/post surveys

EVALUATION TOOL DOCUMENTATION
<ul style="list-style-type: none">• Cooking Matters for Adults pre/post surveys• Food Behavior Checklist pre/post surveys

Questions?



- Barbara MKNelly bmknelly@ucdavis.edu

IWP Office Hours

- Overview of the FFY21 IWP Revision Process
 - COVID-19 related revisions
- Wednesday, February 17th, 10:00-11:00am

- Registration link:

<https://ucdavis.zoom.us/meeting/register/tJAlcOqrpjwuGNFOovULf0GV30snrqAJCNOL>



PA Break Videos

+14 PA break videos available for counties to use.



File path: COVID-19 Response > UCCE Online Education Resources > FINAL – Indirect Education Resources > Physical Activity > [Physical Activity List](#)

Email Michele Tabor (mnbyrnes@ucdavis.edu) if you have more to add to the list.



2021 Virtual Days of Action

MAKE EVERY DAY
**HEALTHY
SNACK** Day

MAKE EVERY DAY
rethink DAY
YOUR DRINK

- **March 18, 2021: *Hosting a Virtual Day of Action in 2021*** Zoom webinar from 10:30 a.m. to 12:00 p.m. Click [here](#) to sign-up.
- **March 18 - April 2, 2021:** Register to be a Virtual Day of Action Host and request an event box.
- **April 9, 2021:** Event box requests are confirmed.
- **First week of May 2021:** If a host requested an event box and received confirmation, event boxes are expected to deliver during the first week in May.
- Please click [here](#) to watch the *2020 Step-By-Step Guide to Hosting a Virtual Day of Action* webinar for the full background and basic information on virtual events.

CalFresh Healthy Living Forum Registration

2021 CalFresh Healthy Living Virtual Forum

Improving Health Equity
in a Virtual World

March 8–11, 2021



Registration for the [2021 CalFresh Healthy Living Virtual Forum](https://www.CalFreshHealthyLiving.org) is now open



California's CalFresh Healthy Living, with funding from the United States Department of Agriculture's Supplemental Nutrition Assistance Program (USDA SNAP), produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit www.CalFreshHealthyLiving.org.

Thank you!

Next Town Hall: April 20, 2021



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