

CalFresh Healthy Living, UC Town Hall: Agenda

- The Social Media Journey (00:04:20)
- UCCE Webpage Updates-San Mateo & SF (00:36:17)
- UC ANR hiring routing flow for CFHLUC, and more about the UCANR Vaccine education efforts (00:51:15)
- Parent Engagement Workgroup (01:07:00)
- SLM Workgroup: Harvest of the Month Resources (01:16:57)
- State Office Updates (01:32:00)

*Note: Today we will be using Active Applause after each presentation.

UC ANR

SOCIAL MEDIA BEST PRACTICES



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DORALICIA GARAY

Social Media Strategist

✉ dgaray@ucanr.edu



→ @ucanr

WHY INVEST IN SOCIAL MEDIA?

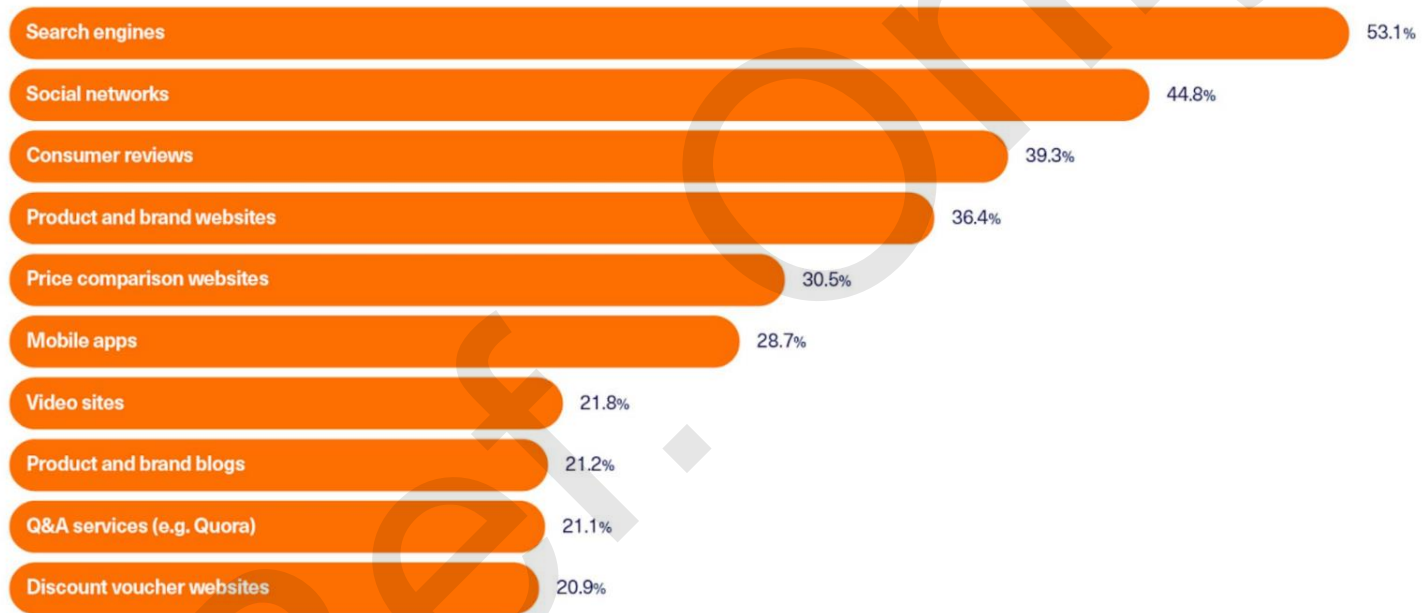
Social Media is here to stay:

- There's been **a billion** new social media users in the last 3 years.
- Social media users jumped by more than **13%** over the past year, bringing the global total to nearly 4.2 billion.
- The number of social media users is now equivalent to **53%** of the global population.

*Hootsuite

Primary channels for brand research

Percentage of internet users aged 16 to 64 who use each channel as a primary source of information when researching brands



Source: GWI (Q3 2020). Figures represent the findings of a broad survey of internet users aged 16 to 64. See [GlobalWebIndex.com](https://www.globalwebindex.com) for more details.

SOCIAL MEDIA LIFE CYCLE



MARKETING VS SOCIAL MEDIA





BEST PRACTICES

- Experiment with how many daily posts work for your audience
- Only 1/3 of your content should be self promotional
- Ask questions for increased engagement





BEST PRACTICES

FACEBOOK ALGORITHMS

- Don't use the word CLICK- FB algorithms will hide this content
- Shorter posts do better (120 characters)
- Large images do better
- Don't overuse hashtags





BEST PRACTICES

FACEBOOK

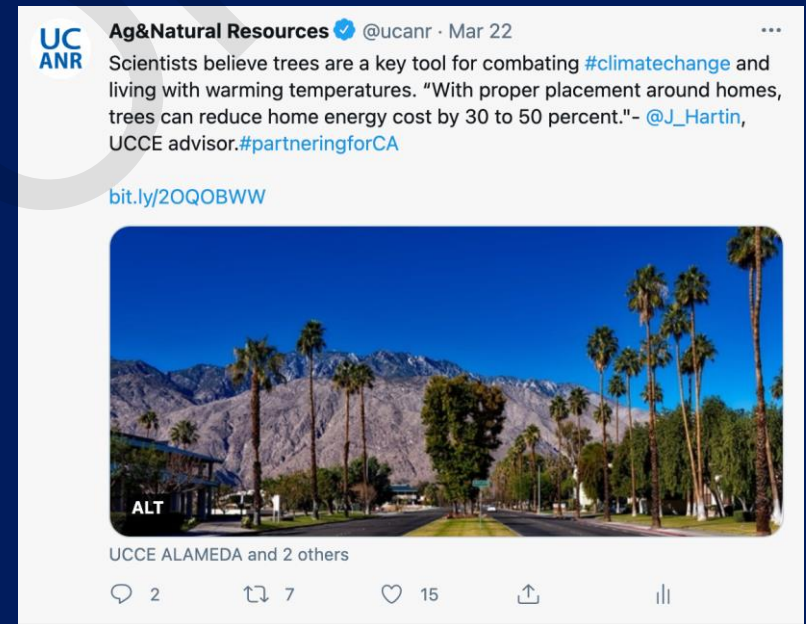
CROSSPOSTING

- Use videos across **multiple** Pages
- You can crosspost an **already-posted video** without having to upload it again



BEST PRACTICES

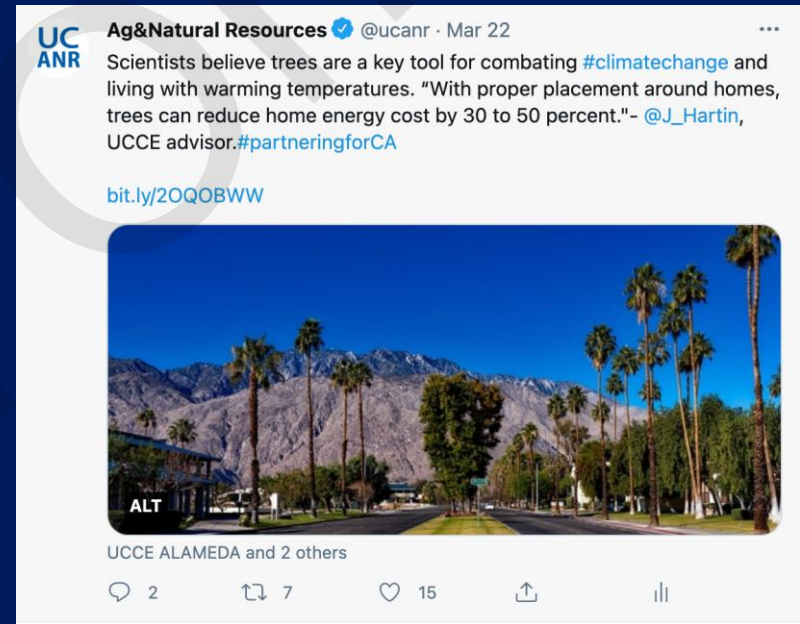
- Text should be clear and concise
- Take time to research your local and trending hashtags
- Shrink links
- Try to keep characters at less than 120 so other accounts can quote you better





BEST PRACTICES

- Tag authors/reporters
- Tag images
- ADA compliant
- Twitter polls





BEST PRACTICES

- 20% - promotional content, the rest should tell your story
- Use carousel feature especially during events
- Describe the picture and tag accounts





BEST PRACTICES

- Use line breaks for hashtags
- Use appropriate hashtags
- Research when your audience is online

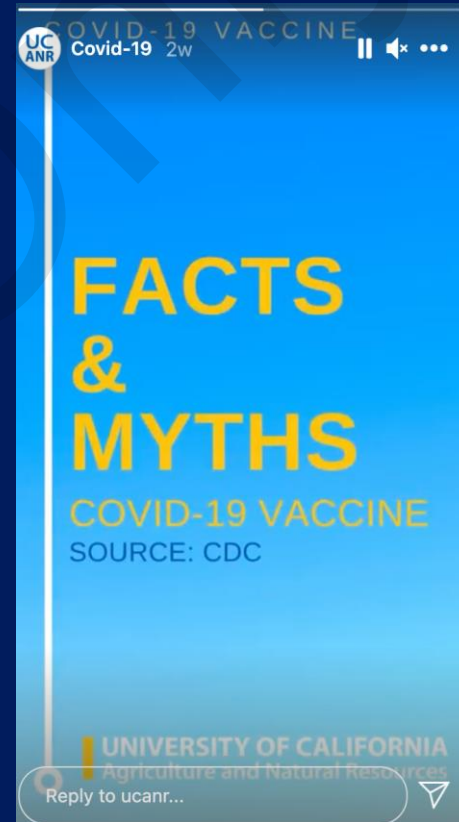




BEST PRACTICES

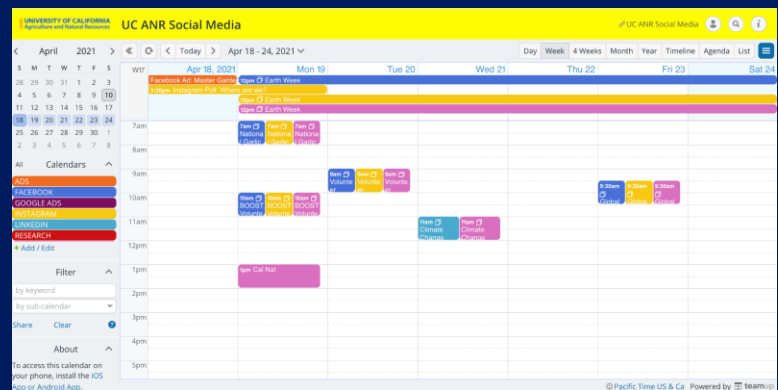
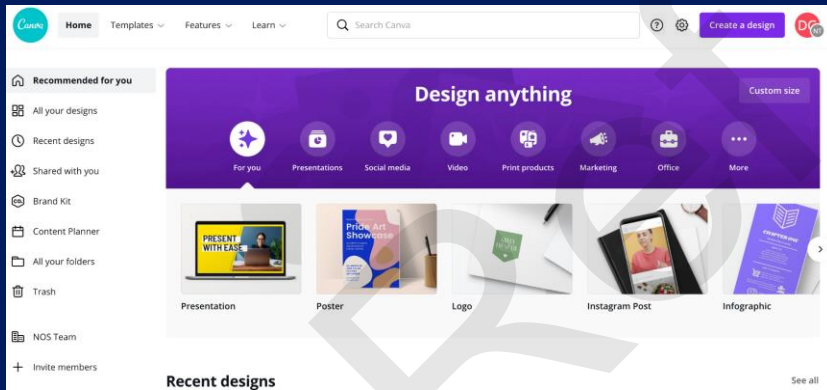
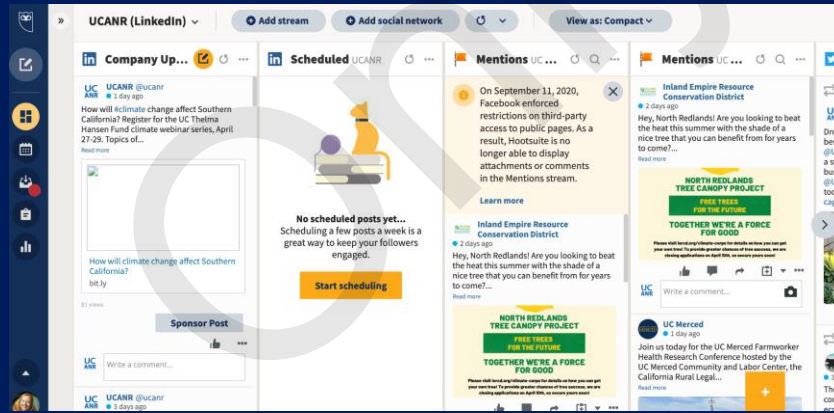
INSTAGRAM STORIES

- Best for behind-the-scenes, how-to content and announcements
- Use the mentions feature to connect with others
- Go live at least once a month



TIME MANAGEMENT TOOLS

- Hootsuite/Sprout
- Canva
- Teamup



Resources:

ANR Social Media Policies and Resources

University of California, Division of Agriculture and Natural Resources

Communication Services & Information Technology



Social Media Toolkit

Using social media for university purposes?

You've come to the right place. Online communication tools can be difficult to navigate. We've put together some resources to help you create a successful and robust social media campaign for your unit.

Before you begin, follow these helpful steps:

- 1. Change your thinking:** When you think of social media, do you think of wasted time? Losing control? Failure? Opening yourself up to negative comments and opinions? These are all common fears. While social media does require a good degree of transparency and openness, the benefits often outweigh the cons. Think of openness as a positive rather than a negative – there's no other platform for your clients to feel as engaged and connected to you. You have the perfect chance to make yourself welcoming and approachable. How will your unit prepare for this shift in thinking?
 - o Make sure everyone in your unit is on board with this new adventure. Seek help from co-workers in setting up policies and procedures. Know how to respond to negative comments and spam.



Ask CSIT a question

Home

Marketing

- Toolkit
- ▣ Social Media Toolkit
 - ▣ Best Practices
 - ▣ Blog Best Practices
 - ▣ Community Guidelines
 - ▣ Twitter
- Promotional Flyers
- Textbook Review

Thank You!

QUESTIONS?



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CalFresh Healthy Living, UCCE Webpage Updates

Aileen Trujillo, MPH

Supervisor 1

Santa Clara /San Mateo/ San Francisco Counties

What is UCCE Webpage?

UC Cooperative Extension County Website

- **Each county has a website**
 - Provides program description for all of the UCCE county programs
 - Highlights community work
 - Advertise community outreach events
 - Contact information for each UCCE county program



Best Practices



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Administration → Communication Resource → General Brandings

- [CalFresh Healthy Living, UC + UC ANR Branding Guidelines and Toolkit](#)
- [CalFresh Healthy Living, UCCE Social Media Branding Guidelines](#)



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Best Practices

- Include County Profiles
 - Publications -> [Success Stories and Profiles](#)
- Showcase Recent Projects
- Incorporate Social Media Webpages
- Update Quarterly



CalFresh Healthy Living , Santa Clara County UCCE Webpage

UC CE University of California Cooperative Extension
Santa Clara County

SHARE PRINT SITE MAP Enter Search Terms Q GIVE

Home Contact Us Programs

CalFresh Healthy Living, UCCE Santa Clara County

CalFresh HEALTHY LIVING | **UC CE** | **UNIVERSITY OF CALIFORNIA**
Agriculture and Natural Resources

CalFresh Healthy Living, UCCE provides nutrition education curricula and physical activity, youth leadership training, staff and parent training and technical support for qualifying pre-schools, schools and agencies.

2021 Integrated Web Platform Updates

- 1. [Register your web sites for conversion to the Integrated Web Platform](#) (Note: A site is what shows up in your portal. The sub pages are included automatically.)**

WHY do this? Registering helps know which sites are active and so makes sure they are included in the Integrated Web Platform. There are hundreds of sites with little or no activity that don't need to move.

- 2. On your sites, remove unwanted files and/or delete or hide pages not wanted.**

WHY do this? Let's include the "best" credible relevant educational content.

- 3. Update site administrators by using SiteBuilder administration**

WHY do this? This will help with communication to manage migration of sites or content

2021 Integrated Web Platform Updates

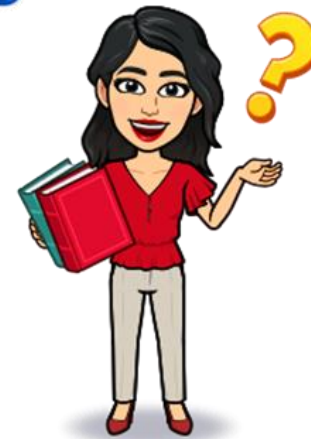
- Check the Integrated Web Platform [FAQS](#) and the [Integrated Web Platform project page](#).
- **Attend weekly office hours with Jon Wilson**
 - Tuesdays at 2 pm through June.

Join by Zoom at

[:https://ucanr.zoom.us/j/93160984594?pwd=bC9GTk1jOFBBVIYxS0RVcHdCa1B3QT09](https://ucanr.zoom.us/j/93160984594?pwd=bC9GTk1jOFBBVIYxS0RVcHdCa1B3QT09)

Aileen C. Trujillo
Santa Clara County Cluster
actrujillo@ucanr.edu

Any Questions?



NFCS Director Update

- *COVID-19 Vaccine Education Information*
- *BOC & HR Forms routing flow for CFHL, UCCE*

Presented by
Katie Panarella

Director, Nutrition, Family and Consumer Sciences
UC ANR

April 20, 2021

Vaccine Education

- National Cooperative Extension is entering into a new partnership with the Centers for Disease Control and Prevention **to promote the uptake of COVID-19 vaccinations through relevant messaging and innovative models for community action**
- This partnership will target rural and other hard-to-reach audiences including Black, Indigenous People of Color (BIPOC) and Latinx audiences
- County Directors have received resources; NFCS adapting resources
- Can be integrated as appropriate with **community orgs, volunteers and partners**
- Learn more at ucanr.edu/covid19
- UC ANR Staff Policy on COVID Vaccinations ~ *coming soon!*
 - <http://ucanr.edu/covid19vaccine>

Let's fight COVID-19!

COVID-19 vaccination will help protect you by building immunity without the risk of severe illness.

Find out when it's your turn. Sign up at myturn.ca.gov or call (833) 422-4255 and schedule your appointment.

**Protect yourself, your family
and your community!**



After Vaccination

Continue COVID-19 prevention measures:



Cover your nose and mouth with a mask.



Stay at least 6 feet from people who don't live with you.



Avoid crowds and poorly ventilated spaces.



Wash your hands.



Clean and disinfect frequently touched surfaces.

Join Us in Sharing the Message

Use CDC toolkits to share science-based information with your clients:

www.cdc.gov/vaccines/covid-19/toolkits/

Find more COVID-19 and Vaccination information at ucanr.edu/covid19

COVID Vaccine: Find out when it's your turn
<https://myturn.ca.gov/>



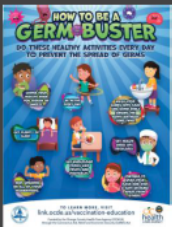
Ask me how to get other disease prevention resources!



JUNIOR DISEASE DETECTIVES CURRICULUM

Virtual and in-person curriculum for ages 12+ that teach the basics of epidemiology, immunology, vaccines, and public health prevention strategies. Developed by CDC and 4-H.

<https://ucanr.edu/sites/DiseaseDetectives/>



ORANGE COUNTY DEPARTMENT OF EDUCATION HANDOUTS AND LESSONS

These resources address actions that students can take to reduce their risk. There are four levels; early elementary, upper elementary, middle school, and high school.

<https://ocde.us/EducationalServices/StudentAchievementAndWellness/Health/VaccinationEducation/Pages/default.aspx>



CENTERS FOR DISEASE CONTROL RESOURCES

The CDC has a list of resources that address the benefits and concerns surrounding vaccines. These are meant to be shared with parents, co-workers, and other decision-makers.

<https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence.html>

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Join the fight against Covid-19 and other diseases!

Take the vaccine
when it is offered to you.

It will help prevent you
from getting sick.

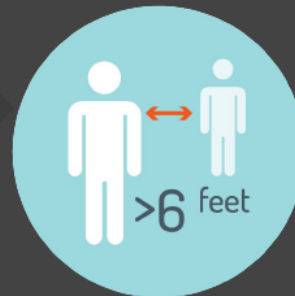


Wear a mask.

Germs travel in your breath,
and get trapped this way.

Wash your hands.

Soap kills germs.



Stay 6 feet away
from other people.

You breathe in fewer germs
farther away from people.

BOC and HR Forms Routing Flow Change

Key changes & reminders

- UCPath & BOC Consolidation
- BOC is the “traffic controller” for forms and approvals
- **Financial Control Point is BOC business partner team lead**
- Forms no longer sent to CFHLUC State Office

Recommendations

- Include in request or updated approved budget (if BAR req'd) or communication of approval (non-BAR) from the State Office
- Office managers are your resource

Staff Position Management Form

									TOTAL: 0.00

ROUTING INFORMATION
Select the applicable routing option to ensure you receive appropriate and timely approvals.

Select Routing Flow*: Statewide Program Research and Extension Center UCCE Administration Unit

Identify Financial Control Point: [UCPath Departments and Business Officer List](#)

SIGNATURES
Please sign the form electronically and send, by email, to the appropriate parties. Missing signatures could mean significant delays in approval and processing.

Supervisor (1)		Vice Provost (4b)
		RPM@ucanr

UCPath Access for Business Officers

DEPTID	UCPATH DEPT NAME	Business Officer
966001	UCCE ALAMEDA COUNTY	Katherine Hanke
966004	UCCE BUTTE	Regina Verreos
966006	UCCE COLUSA	Maureen Ramirez
966007	UCCE CONTRA COSTA COUNTY	Katherine Hanke
966011	UCCE GLENN COUNTY	Katherine Hanke
966012	UCCE HUMBOLDT	Regina Verreos
966013	UCCE IMPERIAL COUNTY	Regina Verreos
966014	UCCE INYO/MONO COUNTIES	Katherine Hanke
966015	UCCE KERN COUNTY	Katherine Hanke
966016	UCCE KINGS COUNTY	Maru Fernandez Terrasa
966017	UCCE LAKE COUNTY	Katherine Hanke
966018	UCCE LASSEN COUNTY	Regina Verreos
966019	UCCE LOS ANGELES COUNTY	Maureen Ramirez

Routing Information

- Select Statewide Program
- Click on link for UC Path and BO list
- Select UCCE Business Officer for County from dropdown
- Gather signatures of supervisor, county director and send to BOC Team Email

Business Partner Teams

Business Partner Team 1

boc-uccepartner1@ucanr.edu, Kathy

Hanke

- Alameda
- Contra Costa
- Kern
- Santa Clara/ San Mateo / San Francisco

Business Partner Team 2

boc-uccepartner2@ucanr.edu, Regina Verreos

- Butte
- Imperial
- Orange
- Placer/Nevada
- San Joaquin
- Shasta
- Stanislaus
- Tehama
- Trinity

Business Partner Team 3

boc-uccepartner3@ucanr.edu, Maureen

Ramirez

- Colusa
- Los Angeles
- Merced
- Riverside
- San Bernardino
- San Luis Obispo
- Santa Barbara
- Sutter/Yuba

Business Partner Team 4

boc-uccepartner4@ucanr.edu, Maru

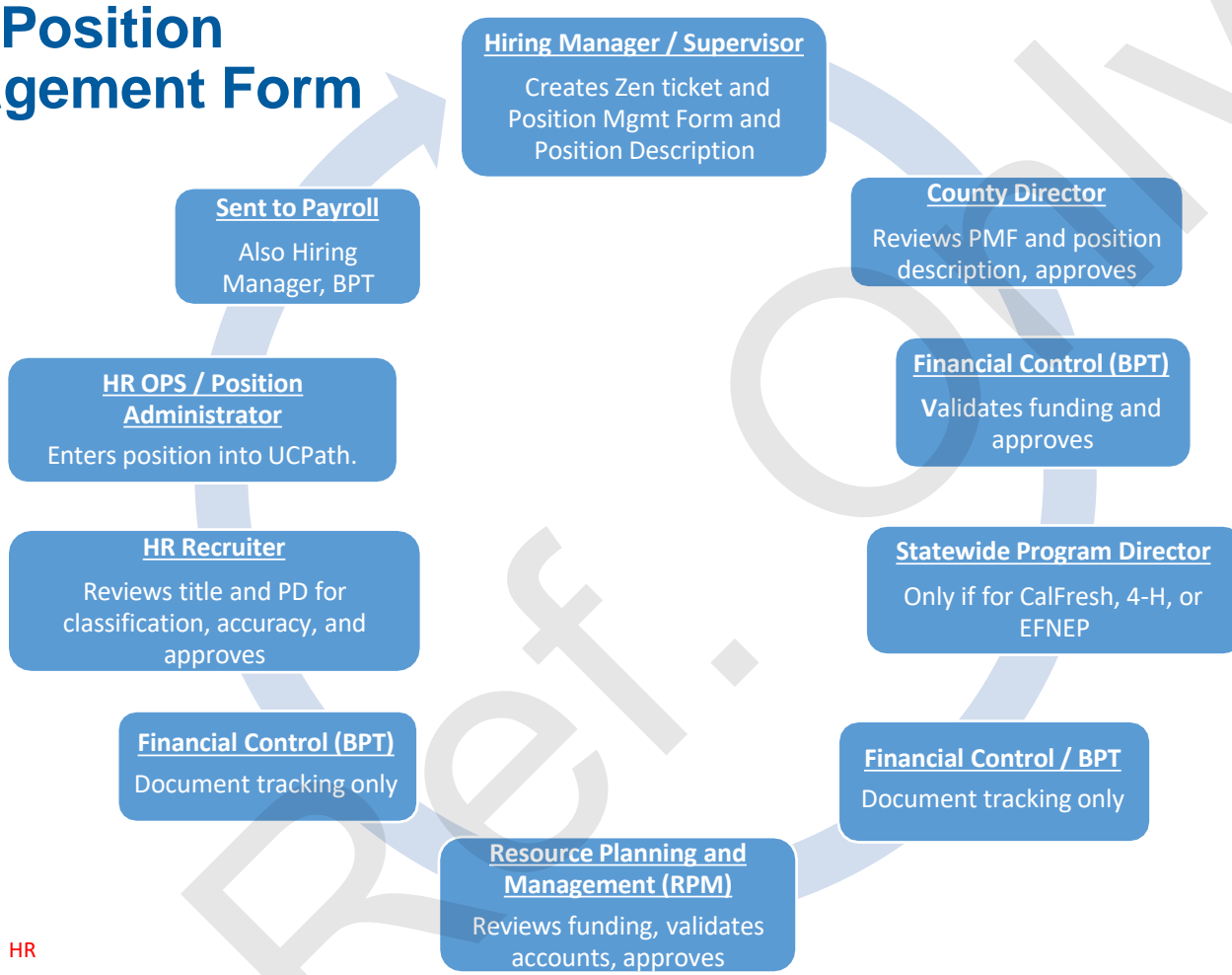
Fernandez

- Capital Corridor
- - Sacramento
- - Yolo
- Fresno/Madera
- Tulare/ Kings
- Central Sierra Nevada
- - Amador
- - Calaveras
- - El Dorado
- - Tuloumne

Resources

- Flow charts and BOC directory are also uploaded in Documents: [UC Nutrition Education Program Advisors-Managers-Supervisors CT](#)
- UCCE Office Managers
- BOC Contacts:
 - Business Partner Team 1 - boc-uccepartner1@ucanr.edu – Kathy Hanke
 - Business Partner Team 2 - boc-uccepartner2@ucanr.edu – Regina Verreos
 - Business Partner Team 3 - boc-uccepartner3@ucanr.edu – Maureen Ramirez
 - Business Partner Team 4 - boc-uccepartner4@ucanr.edu – Maru Fernandez

Staff Position Management Form

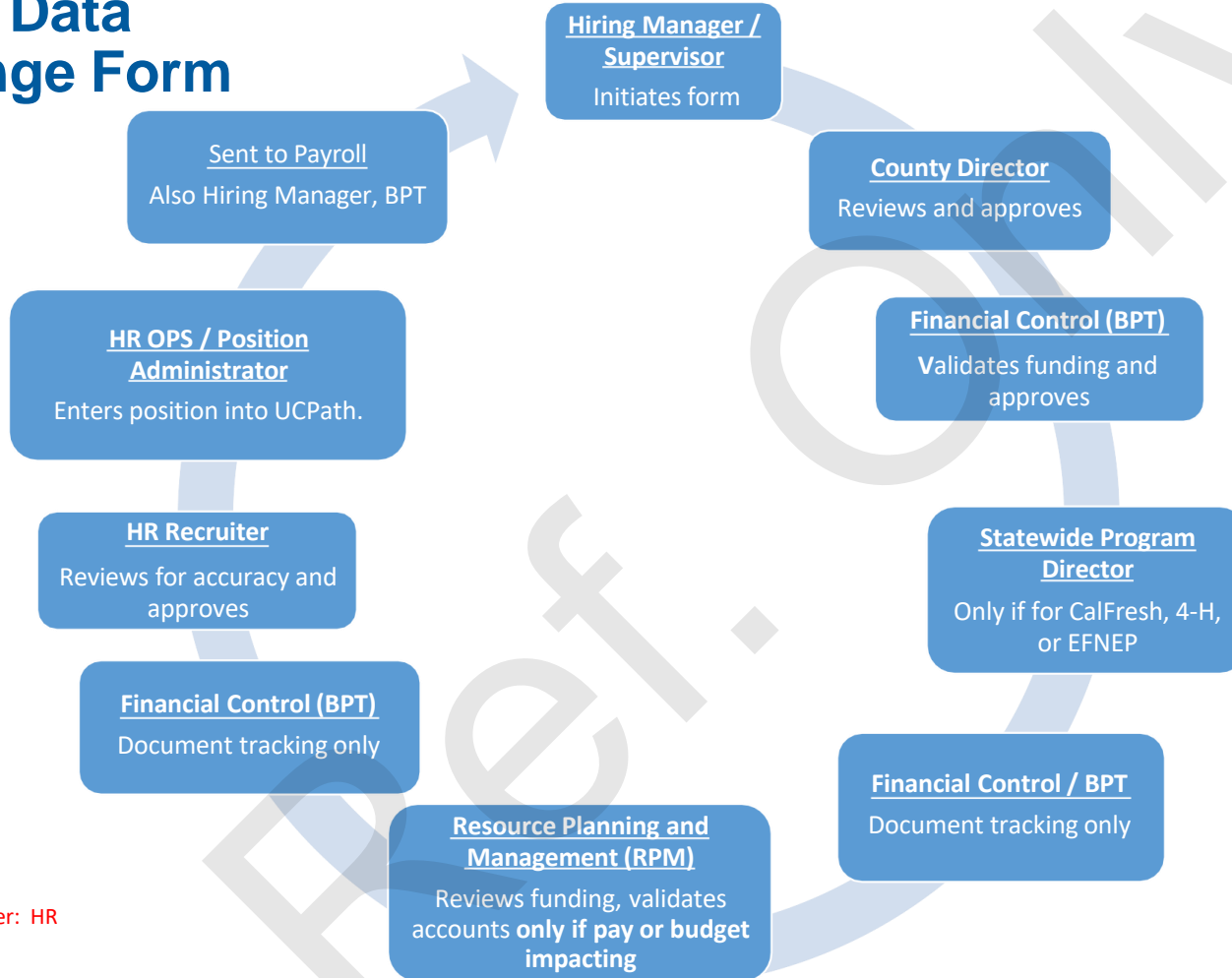


Purpose

- Request to add a new or refill a vacant position. Change or update a vacant position.
- If new position, is accompanied with a Position Description
- All Hiring Freeze policy and form requirements apply

Form Owner: HR

Staff Data Change Form

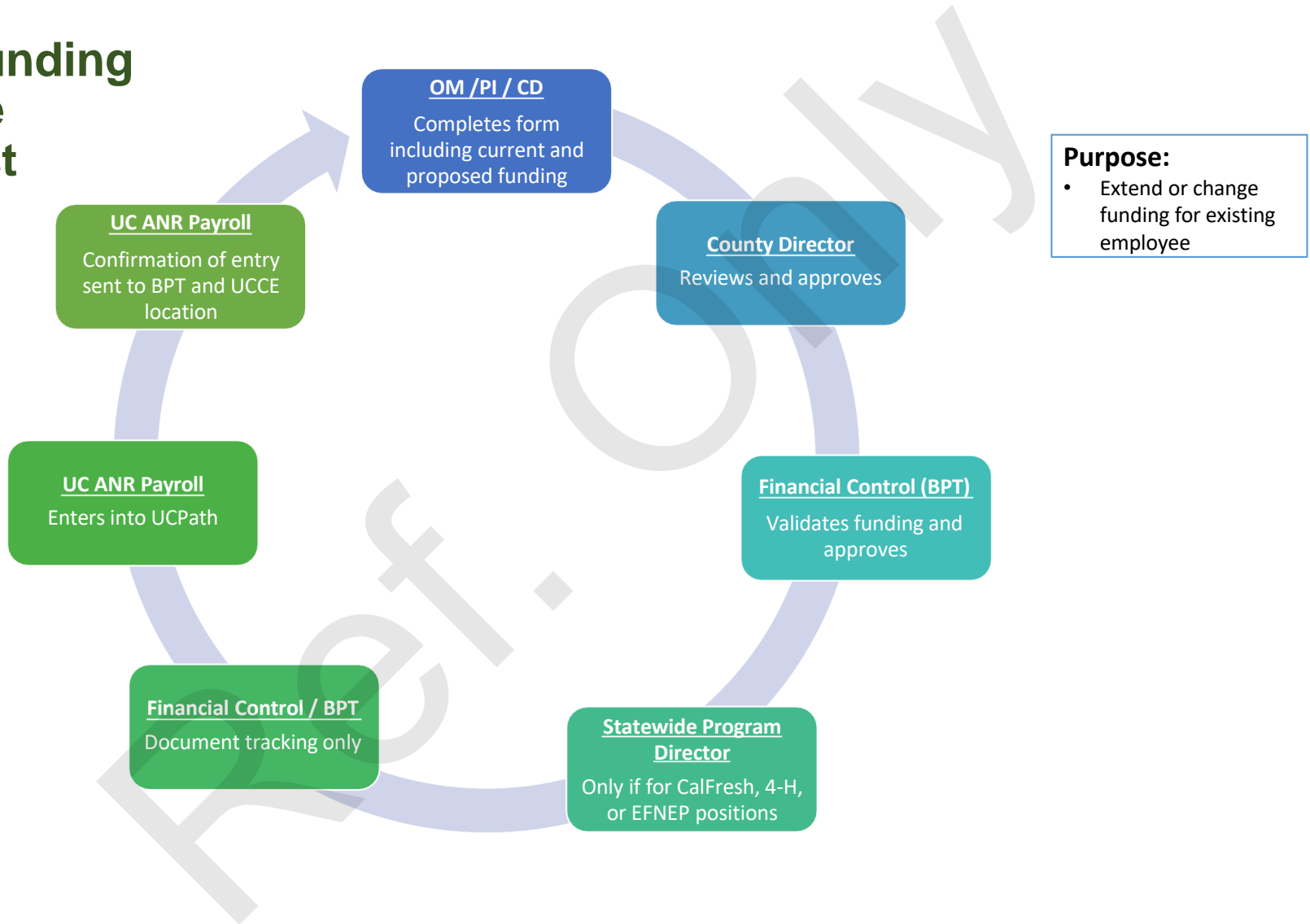


Purpose

- Request extension, change in appointment, job classification, pay scale or increase / decrease in FTE
- All Salary Freeze policy and form requirements apply

Form Owner: HR

Staff Funding Change Request



Form Owner: BOC

Thank you!

Questions?

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Parent Engagement Workgroup

Kelley Brian

Deepa Srivastava

Leticia Christian

Kelly Hong

Amanda Colegrove

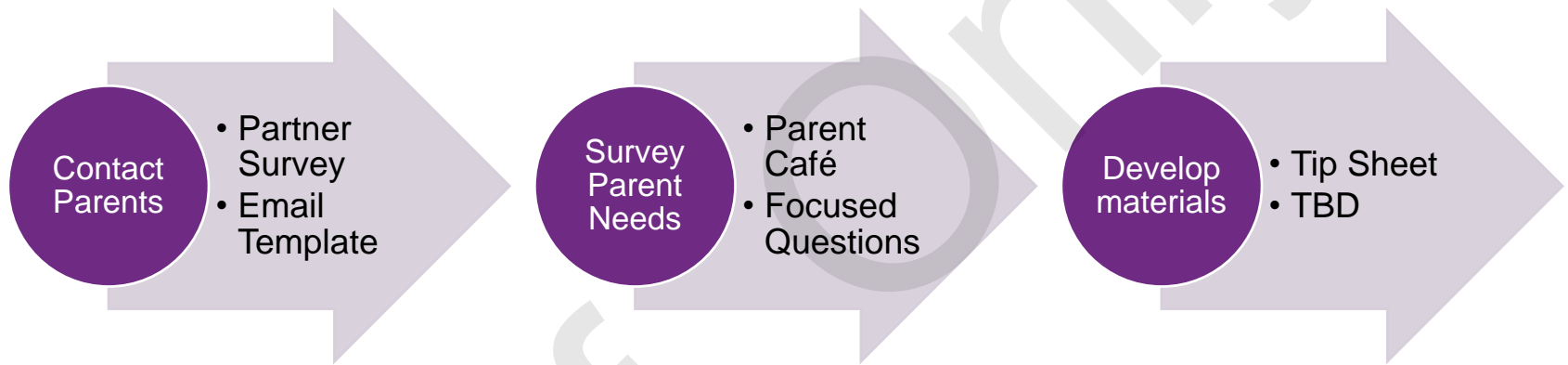
Alejandra Gonzales

Patricia Amezcua

Javier Miramontes

Maricarmen Anaya-Rodriguez

Parent Engagement



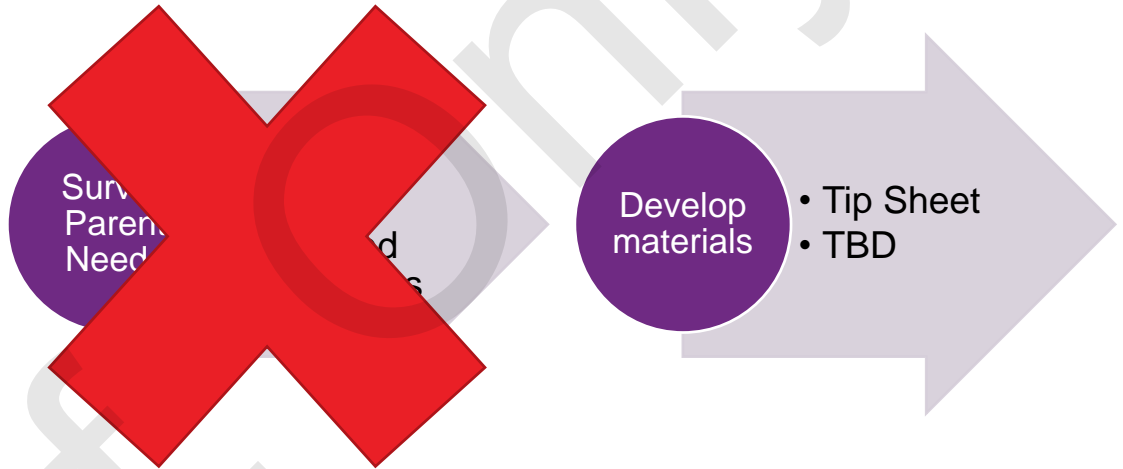
- Progress to date

Created a tip sheet , Parents needs survey, and Email template for extenders .

Parent Engagement

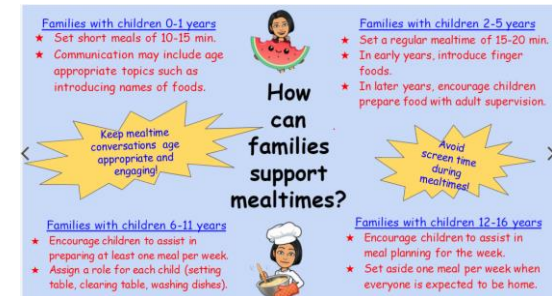
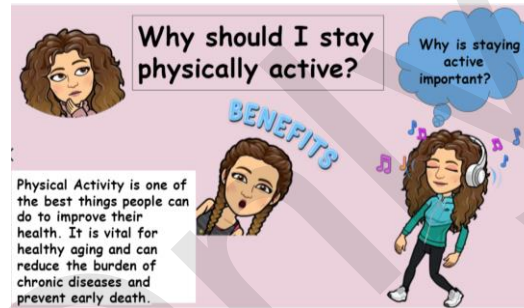
Results:

- Parents are overwhelmed
- Text or call
- Share Online Resources/Tip Sheets
- Share Short Videos for children and parents



Resources to Share

1. Interactive slideshow presentation
2. PDF of content from slideshow
3. 5 Topics in Spanish and English
 - Physical Activity
 - MyPlate
 - Healthy Beverages
 - Family Mealtime
 - Food Safety



What is included?

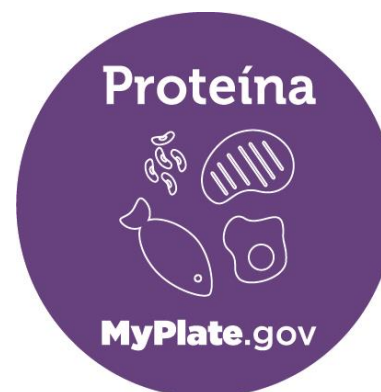
- Title page
- 2-3 Content slides
- Sources/ Citations
- Funding and Non-Discrimination statements
- ADA Compliant

How you use these tools?

- 1. Supplemental material**
- 2. Virtual Event**
- 3. Post on Website or Social Media**
- 4. Type in the chat ways you might use these resource.**

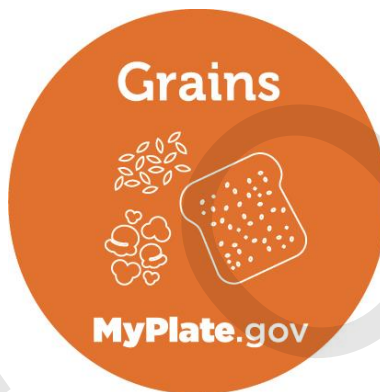
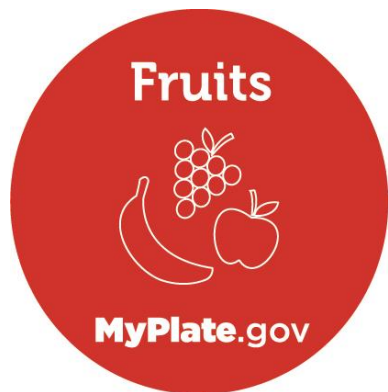
¿Qué hay que saber sobre los 5 grupos de alimentos?

¡Haga clic en cada botón de grupo de alimentos para obtener más información!



What's there to know about the 5 food groups?

Click on each food group button to learn more!



Where can you find these resources??

- **UC Davis**



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[SO_COVID19_Resources](#)> [COVID-19_Workgroups](#)> [Parent Engagement Workgroup](#)

Questions?

Co-Chairs: Patty Amezcua at pcamezcua@ucanr.edu and Kelly Hong at kqhong@ucanr.edu



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SLM Workgroup Harvest of the Month Project

Purpose/Goals/Objectives

- Identify opportunities to continue to support SLM and School Nutrition Services Staff (SNS) during COVID-19.
- Modify materials to meet the needs of schools and SNS. Develop training materials for SNS staff. Maintain and strengthen partnerships with SNS
- **Survey/Needs assessment w/FSD**

SLM Workgroup



MaryAnn Mills
State Office



Dr. Anna
Jones
State Office



Jaci Westbrook
Stanislaus/Merced



Julie Lefko
Santa Clara County



Nicole Ogosi
Riverside County

SLM Workgroup



Martha Lopez
Imperial County



Elaine Silver
San Mateo/San Francisco



Wylie Skillman
Tuolumne County

Survey with FSD



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Results of Survey-Needs

In what areas do you need support?

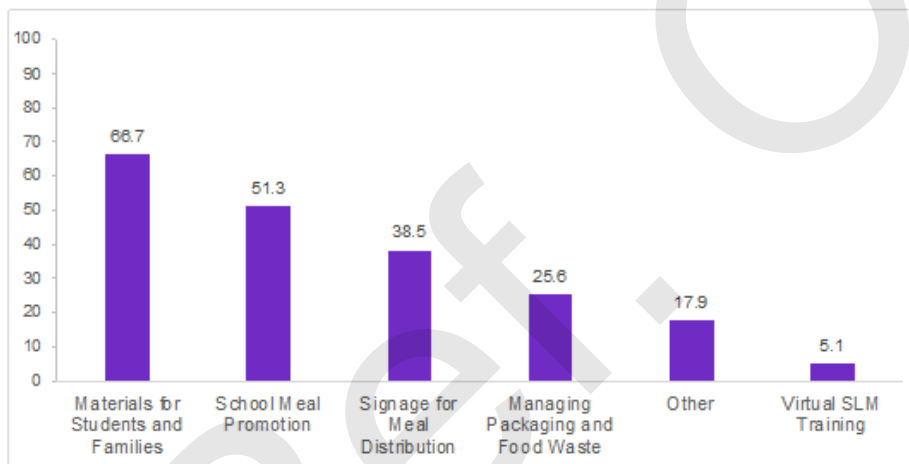


Figure 8: Support needed by percent of districts.

- "Online resources would be best."
- "CACFP requires enrichment so help with that would be great."
- "Making meal pick up exciting to increase participation."

Results of Survey-Communication

Most districts used multiple methods of communication. The most common being:

- Social media (n=29)
- Electronic newsletters/email (n=28)
- Robo calls (n=26)

Method(s) for school meal communication and promotion to students and families

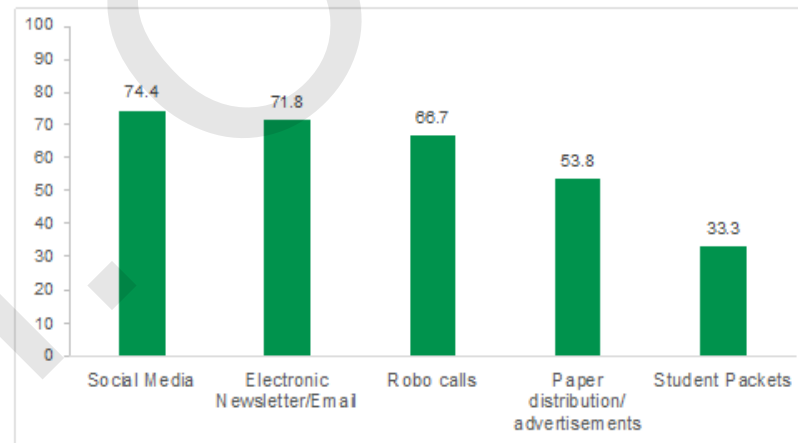


Figure 7: Percent of districts using each method of communication.




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Harvest of the Month Promotion Materials for School Meals

HOTM FLYERS!

- Each flyer includes:
 - A game
 - QR codes and shorten links to videos created for the produce item
- Flyers are double sided, English and Spanish

The Harvest of the Month featured produce is...



APPLES

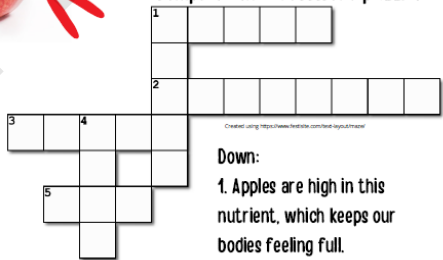
Complete the crossword puzzle!

Across:

1. Apples are a _____.
2. When apples grow on trees, they first start as _____s.
3. Today's produce is an _____.
5. Fuji and Gala apples are what color?

Down:

1. Apples are high in this nutrient, which keeps our bodies feeling full.
4. Most of the vitamins are found in the apple _____.



★ Want to learn more about apples, watch this video! ★

K-3rd Grade



or visit

<https://bit.ly/3dxUeTw>

Scan the QR code using your phone's camera or a QR code reader on your laptop!

4th Grade-Middle



or visit

<https://bit.ly/2OP1wQm>

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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 the CalFresh Healthy Living website.

The Harvest of the Month featured produce is...



RAISINS

Word Search

- Raisin
- Grape
- Purple
- Gold
- Dried
- Potassium



Did you know...

Fruit becomes dry when the amount of moisture in the fruit goes below 20%

★ Want to learn more about raisins, watch this video! ★

K-3rd Grade



or visit

<https://bit.ly/3bm7t74>

Scan the QR code using your phone's camera or a QR code reader on your laptop!

4th Grade-Middle



or visit

<https://bit.ly/3dn5Qub>



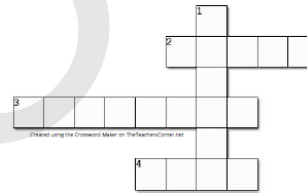
California's CalFresh Healthy Living, with funding from the United States Department of Agriculture's Supplemental Nutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit the CalFresh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

The Harvest of the Month featured produce is...



ORANGES

Complete the Crossword Puzzle!



Down:

1. Most oranges are _____ (color).

Across:

2. Oranges grow on _____.
3. This vitamin keeps our immune system strong!
4. The rough skin on the outside of an orange is called a _____.

★ Want to learn more about oranges, watch this video! ★

K-3rd Grade



or visit

<https://bit.ly/3dpYCE5>

Scan the QR code using your phone's camera or a QR code reader on your laptop!

4th Grade-Middle School



or visit

<https://bit.ly/2NhlJep>



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 the CalFresh Healthy Living website



The Harvest of the Month featured produce is...



SWEET POTATO

Finish the phrase!

- 1. Sweet potatoes are _____ helps tell your muscles when to move vegetables
- 2. Vitamin A _____ root
- 3. Potassium is a mineral that _____ orange, pale yellow, and purple
- 4. Sweet potatoes are _____ yams
- 5. Sweet potatoes can be _____ keeps our eyes working

★ Want to learn more about sweet potato, watch this video! ★

K-3rd Grade



or visit

<https://bit.ly/2Nbvia0>

Scan the QR code using your phone's camera or a QR code reader on your laptop!

4th Grade-Middle



or visit

<https://bit.ly/3qLyzLL>



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 the CalFresh Healthy Living website



The Harvest of the Month featured produce is..

BROCCOLI

Word Search

- Broccoli
- Cabbage
- Family
- Vitamins
- Minerals
- Calcium

M	F	V	O	N	D	H	Q	J	C
K	I	B	I	Z	T	C	S	O	A
C	F	N	R	T	M	M	E	N	B
M	A	S	E	O	A	Q	K	U	B
X	M	L	U	R	C	M	O	S	A
V	I	J	C	Z	A	C	I	E	G
J	L	I	U	I	J	L	O	N	E
J	Y	O	J	N	U	N	S	L	S
G	Z	W	M	T	D	M	J	X	I
B	O	S	F	B	B	U	V	D	W

Did you know....

Broccoli is part of the cabbage family! It is related to cauliflower, kale, and many other vegetables!

★ Want to learn more about broccoli, watch this video! ★

K-3rd Grade



or visit

<https://bit.ly/3dmqNUF>

Scan the QR code using your phone's camera or a QR code reader on your laptop!

4th Grade-Middle



or visit

<https://bit.ly/3auZJ3u>



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 the CalFresh Healthy Living website

Games

- Crossword Puzzles
- Word Searches
 - With a Did you know? fun fact!
- Finish the phrase
- Complete the maze to find out the nutrition fact



PEACHES AND NECTARINES

Word Search

Peach
Nectarine
Stone
Pit
Vitamin A
Fiber

N	P	M	P	S	T	O	N	E	W
V	E	Y	V	E	S	M	I	Y	Y
A	Y	C	E	B	A	D	H	T	V
S	C	E	T	E	C	C	S	D	I
T	F	B	P	A	C	P	H	P	T
A	I	V	P	A	R	P	I	T	A
T	B	N	M	G	V	I	Y	V	M
H	E	A	K	J	A	I	N	J	I
T	R	N	F	E	L	B	V	E	N
T	H	G	H	X	Q	C	Q	O	A

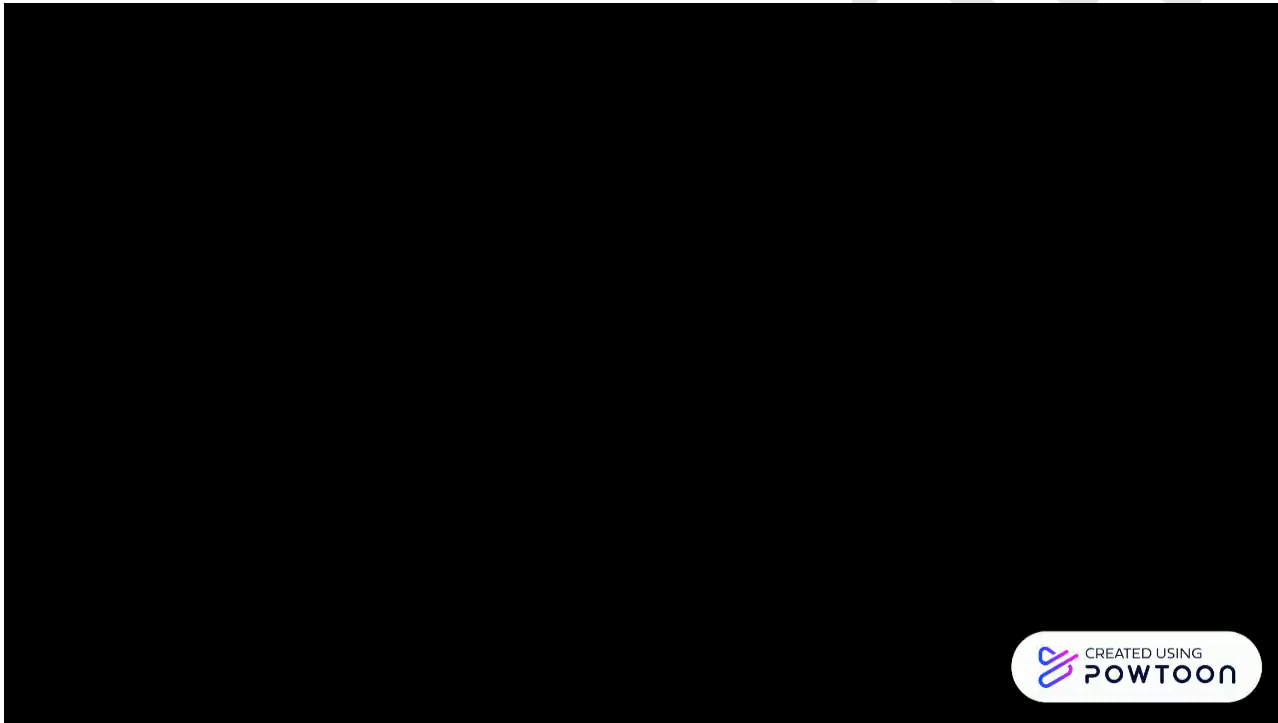
Did you know....
Genetically, peaches and nectarines are almost identical! They only have one different gene, the gene that makes peaches fuzzy!

Videos

- Age appropriate videos for produce items served by schools
- Information in videos is from Harvest of the Month as well as *eatfresh.org*'s Discover Foods



Oranges 4th Grade-Middle School



Current Harvest of the Month Flyers:

- Apples
- Oranges
- Persimmons
- Kiwi
- Raisins
- Peaches and Nectarines
- Broccoli
- Carrots
- Sweet Potato
- Tomato
- Zucchini
- Beans

Additional Videos

We currently have additional Harvest of the Month videos for:

- Asparagus
- Blueberries
- Cucumber
- Dates
- Grapefruit
- Dates
- Kale
- Peas
- Pomegranate
- Pumpkin
- Turnips

Poll!

What produce items would you be interested in seeing flyers created for?

- Corn
- Cucumbers
- Strawberries
- Lettuce
- Green Beans
- Melon
- Other: please specify

Marketing



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Ways these materials can be marketed!

- CACFP enrichment activity
- Produce Promotion for school lunches -Indirect Nutrition Education
- National School Lunch Week/Wellness Week
- Handouts have multiple interactive components

Verizon 11:33 AM 100%

Santa Clara Unified Nutrition 1h

We are distributing Supper and Snacks today at Buchser, Peterson, Wilcox and Cabrillo from 11 am to 2:30 pm!

Chicken Patty and Hamburger buns
oranges, carrots, and Milk (7 days of supper, and snack)

BROCCOLI

Word Search

Broccoli
Cabbage
Family
Vitamins
Minerals
Calcium

M	F	V	O	N	D	H	Q	J	C
K	I	B	I	Z	T	C	S	O	A
C	F	N	R	T	M	E	N	B	
M	A	S	E	O	A	Q	K	U	B
X	M	L	U	R	C	M	O	S	A
V	I	J	C	Z	A	C	I	E	G
J	L	I	U	I	J	L	O	N	E
J	Y	O	J	N	U	N	S	L	S
G	Z	W	M	T	D	M	J	X	I
B	O	S	F	B	B	U	V	D	W

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K-3rd Grade
4th Grade-Middle

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or visit <https://bit.ly/3SM5qXr> or visit <https://bit.ly/3JUU0ob>

CalFresh UC CE UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources Santa Clara Unified School District

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Ideas for Distribution

- Handouts distributed at meal pick up
- School wide emails



Summer feeding programming





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Social Media Posts

How do I find it?

CalFresh Healthy Living Website

<https://fsnep.ucdavis.edu/initiatives/slm>

Thank you!

Please reach out if you have any questions!

--Maryann, Jaci, Julie



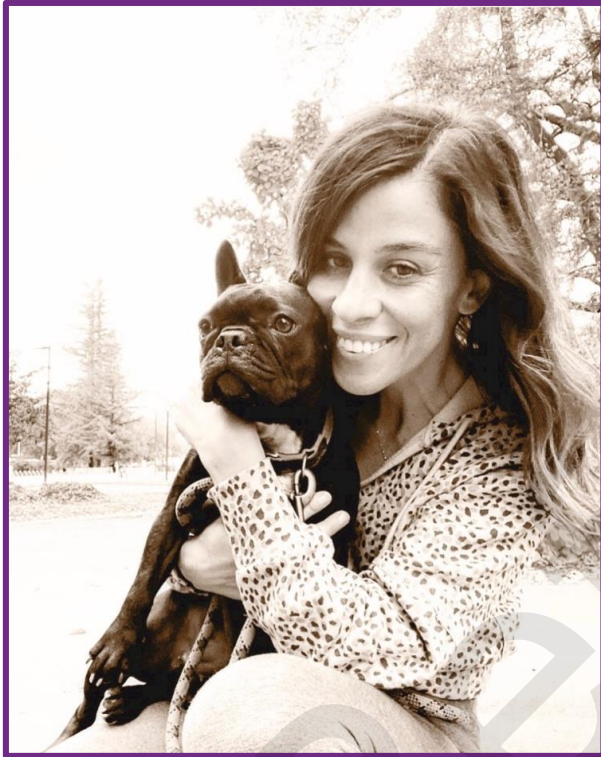
State Office Updates



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Welcome New State Office Staff!



Lolita Quintero
Evaluation Analyst II
Evaluation Team



Melanie Gerdes
CES II
Program and Admin Team

EVALUATION UPDATES

- **New** evaluation webpage with the common CFHL, UC [PSE Needs and Environmental Assessments](#)
 - FFY21 SLAQ printable questionnaires and protocols available in Box; online versions in Survey123 coming soon
- **New** [Youth Evaluation Tools](#) for virtual series-based DE
 - Teacher Observation Survey (especially *Pre-K to Grade 3*)
 - Teacher Feedback Survey (*All Grades*)
- April Evaluation Office Hours: 4/27 from 1-2:30pm



Planning for Health Equity

Using Assessments, Community Engagement & Cross-Sector Collaboration to Advance Health Equity

- ✦ Listen to first-hand accounts of how CalFresh Healthy Living local implementers partnered with their communities to identify and address health inequities in their counties.
- ✦ Then join a lively, 45m. breakout session to ask questions, get answers and generally talk about the health equity work you're doing.

[REGISTER HERE](#)



#1. May 5, 1:00 - 3:30pm

The Magic of Assessments: How to Uncover Health Disparities & Build Local Support to Address Them in Rural California



#2. May 12, 10:00 - 11:30am

Health in Transportation: Advancing Health Equity through Cross-Sector Collaboration



#3. May 19, 10:00 – 11:30am

Achieving Health Equity through Asset Based Community Engagement

Website Updates

Communication Resources Webpage

- Pathway: Administration → Communication Resources
- Link: <https://uccalfresh.ucdavis.edu/commresources>

Program Directives, Guidance, and Processes Document on Website

- Pathway: Administration → Program Administration
- Link: <https://uccalfresh.ucdavis.edu/admin/program>

Thank you!

Next Town Hall: Tuesday, May 18



Image Source: [Gellinger](#) via Pixabay/ CC0