

# CalFresh Healthy Living, UC Town Hall: October 17<sup>th</sup> Agenda

## **Community-Engaged Farmers Market Study (1:31)**

Julia Van Soelen Kim, MPH, MS, North Bay Food Systems Advisor UCCE Marin | Mendocino | Napa | Sonoma

## **Physical Activity Break (27:54)**

Paul Tabarez, MS, M.Ed. CFHL, UC State Office PA Manager

## **County Highlight: El Dorado County – MORE Strategies and Best Practices for Working with and Supporting Participants with Disabilities (34:45)**

Cailin McLaughlin, Nutrition Educator, CFHL, UCCE Central Sierra

## **State Office Updates (54:30)**

# Expanding the Customer Base of Farmers Market Shoppers with Community-Engaged Research

**Julia Van Soelen Kim**

with Suzi Grady, Susan Garcia, Gail Feenstra, Vikram Koundinya, & Yulia Lamoureaux

CalFresh Healthy Living UC Town Hall  
10/17/2023



# CalFresh & Market Match at Farmers Markets

- **CalFresh** provides monthly federal food assistance benefits to low-income households through Electronic Benefit Transfer cards.
- **Market Match** matches customers' CalFresh dollar-for-dollar up to \$10 or \$20 per day at participating farmers markets to be spent on fresh fruits and vegetables.
- Market Match customers report increases in **amount** and **variety** of fresh produce purchased each week and improvement in their **family's health** as a result of the program (The Ecology Center, 2018).
- For every **\$1 of Market Match** used, an additional **\$3 is generated in the local economy** (Thilmany et al., 2021).



# Farmers Market L.I.F.E.

- **CalFresh and Market Match** program in Sonoma and Marin, CA
- Includes **4 farmers market associations** collectively operating **18+ farmers markets**
- Since 2015, FM LIFE has distributed over **\$1.4 million in CalFresh & Market Match** (Petaluma Bounty, 2023).

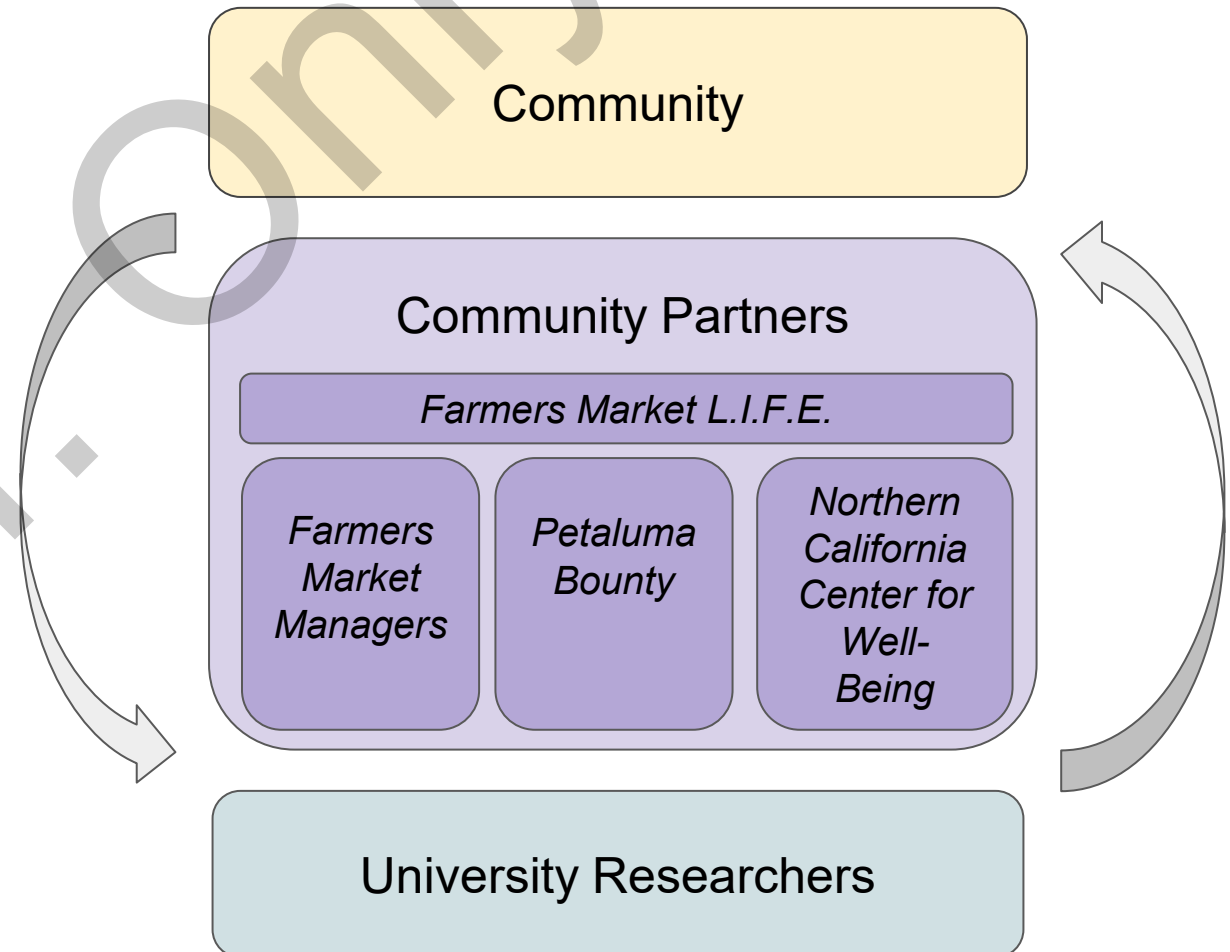




# Model for Community Engaged Research



- Questions originated from community needs.
- Community partners involved throughout the research process.
- Findings returned to the community.



# Research Questions



1. What **barriers and opportunities** do people of color and low-income community members experience in shopping at farmers' markets?
2. What are **community-derived interventions** to address these barriers?
3. Do interventions **increase the use of CalFresh and Market Match** at farmers markets?
4. Does community-engaged research result in **better understanding** of locally relevant barriers, opportunities, and possible interventions?



# Methods

- CalFresh & Market Match sales data (2018-2022)
- Environmental scans (n = ~20)
- Consumer Focus Groups (n = 39)
- Consumer Survey (n = 236)
- Vendor Surveys (n = 38)
- Modified Delphi Method (n = 12)
- Participant observation

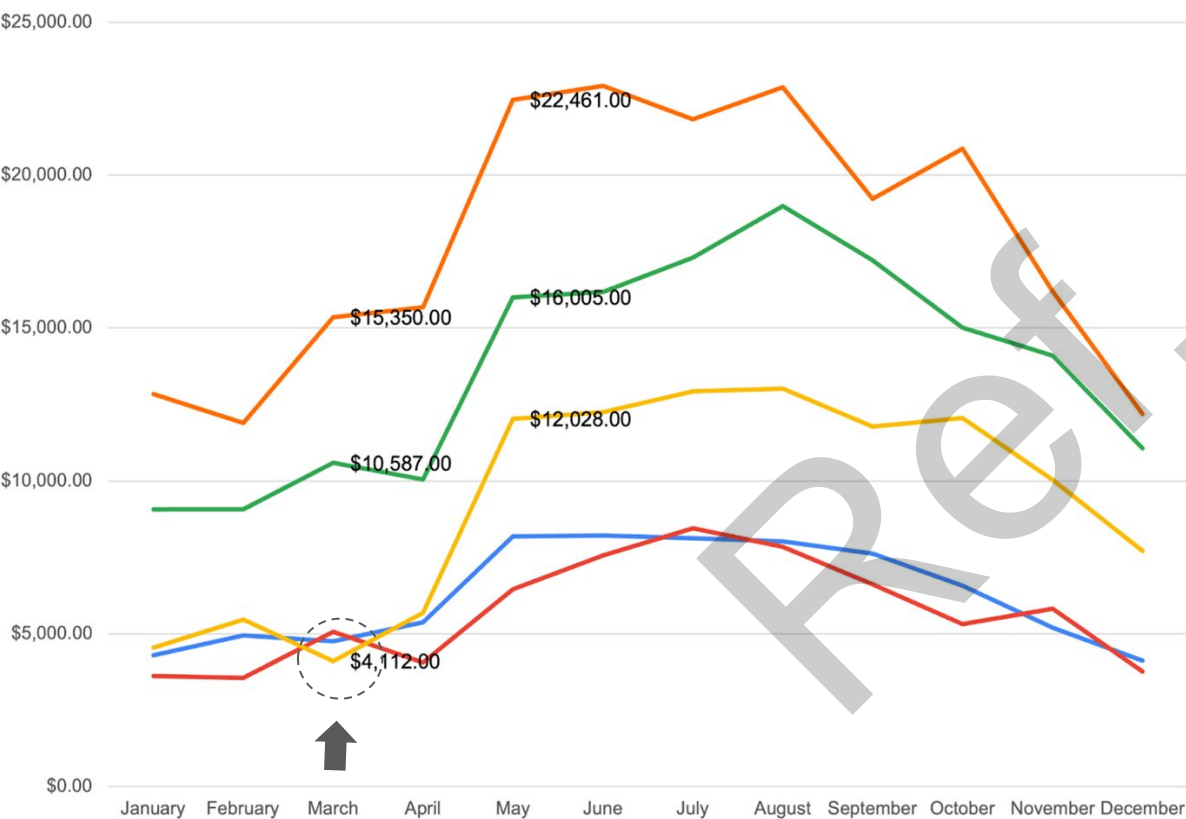


## Pandemic Impacts on CalFresh & Market Match at Farmers Markets

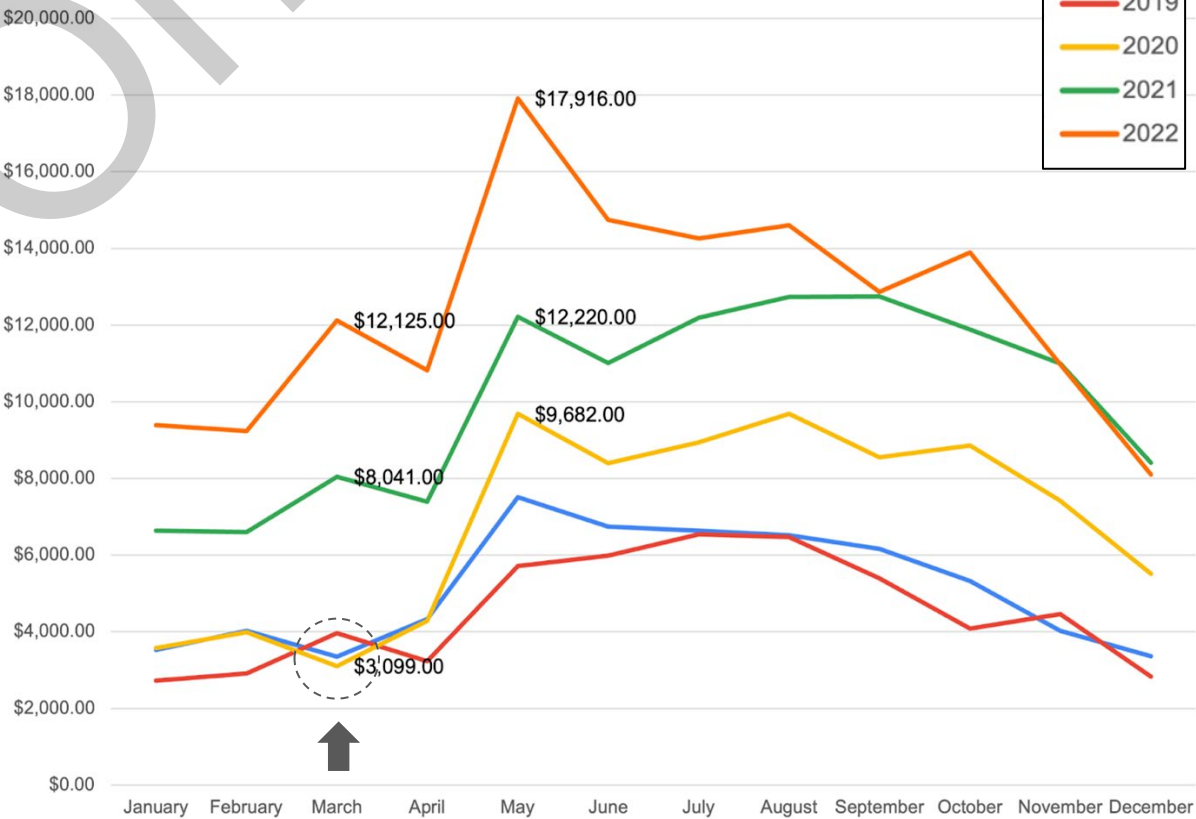


# Monthly CalFresh & Market Match Distribution (2018-2022)

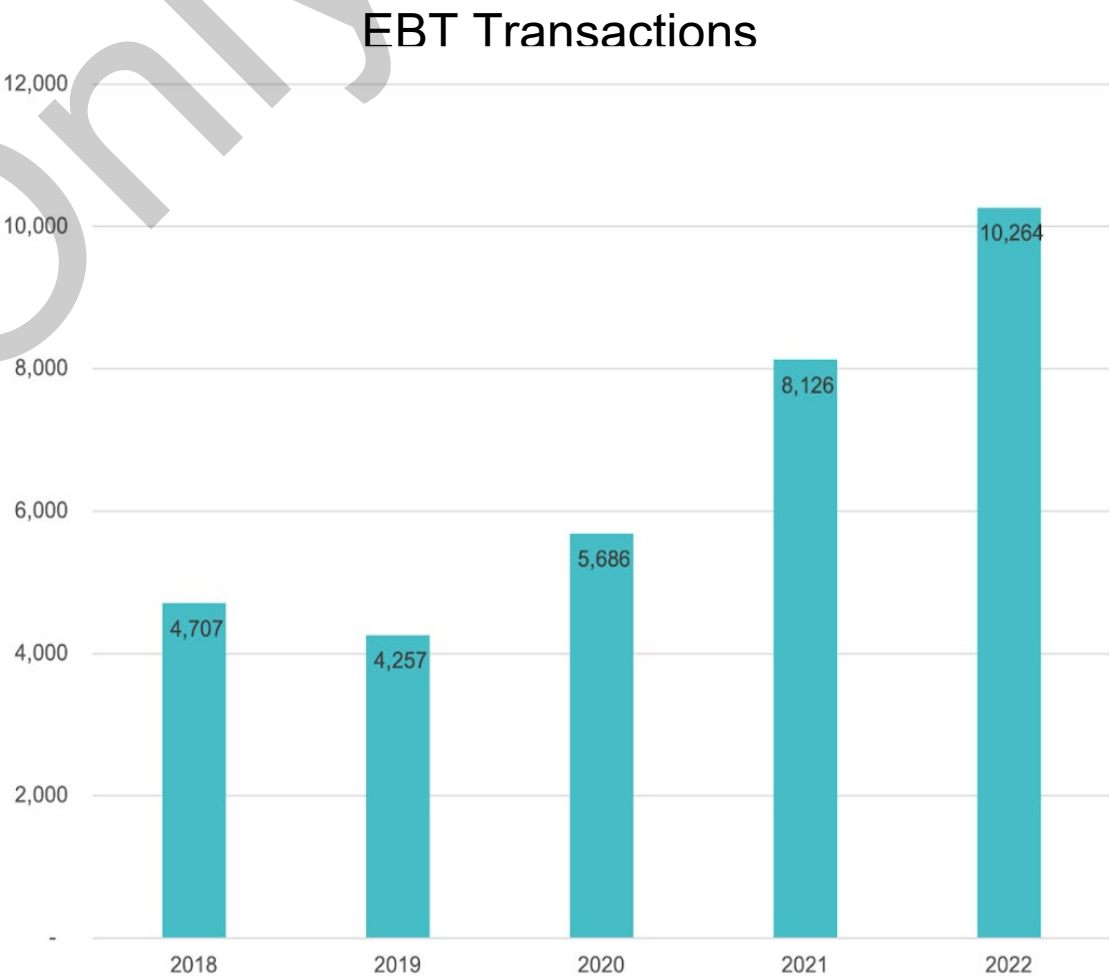
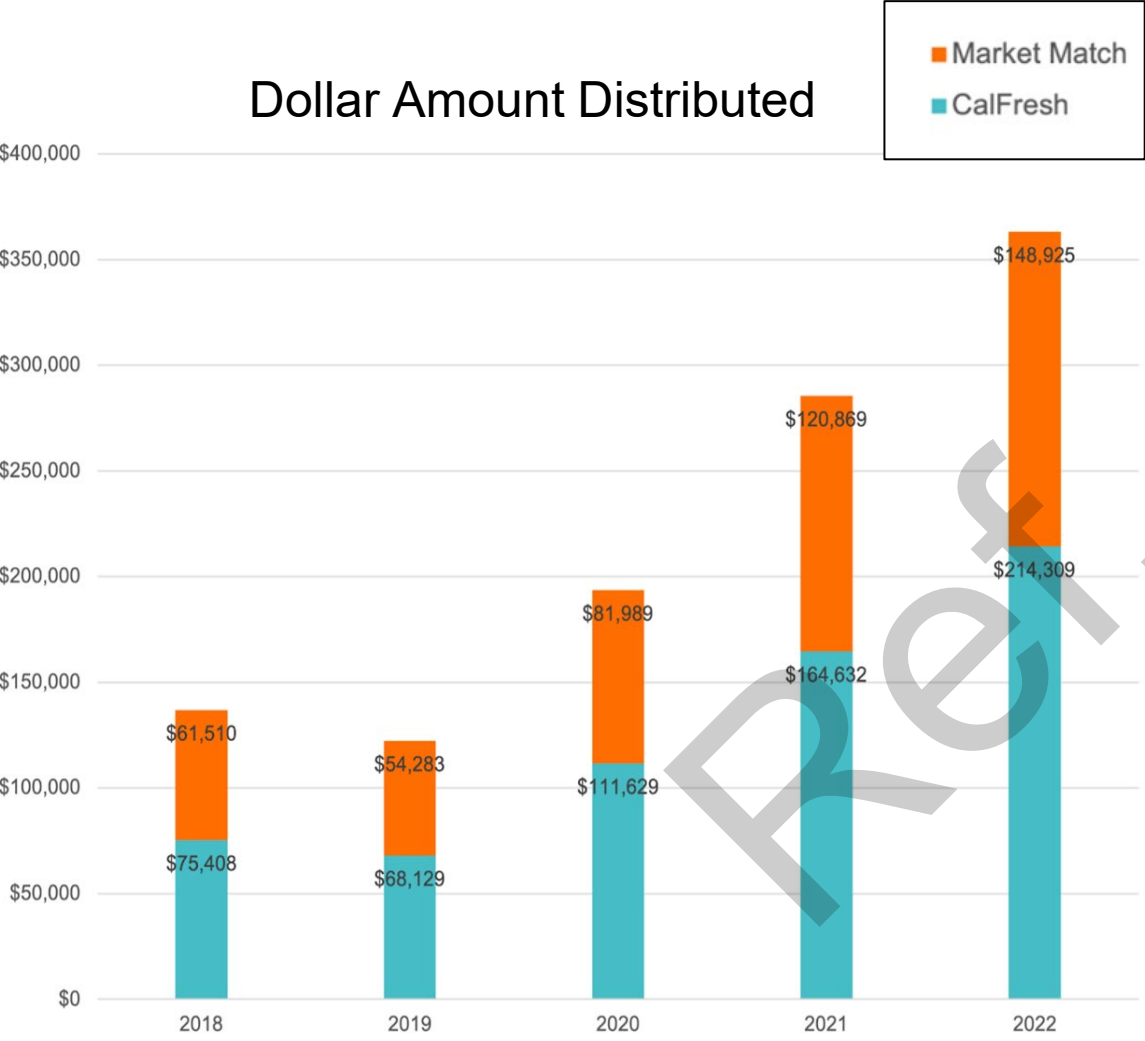
CalFresh



Market Match



# Annual CalFresh & Market Match Distributed (2018-2022)



# Pandemic Findings

- **Expanded federal food benefits** during the pandemic resulted in **increased sales** with CalFresh and Market Match.
- Individual **perception of COVID safety and risk** impacted whether consumers chose to shop at farmers markets.
- Broader **changes to shopping practices** as a result of the pandemic indirectly impacted consumers' interest in shopping at farmers markets.





# Recommendations



*“I love that I could go to the farmers market and double it.”- focus group participant*

- **Increase awareness** about farmers markets as open, safe, and essential services during emergencies
- Support initiatives that **link emergency food organizations with farmers markets**
- **Expand government food programs** that support financial access to farmers markets for low-income consumers



**Broader Barriers & Opportunities to  
Expand Access to Farmers Markets**

## Findings: Barriers & Opportunities

### Drivers

- High-quality, nutritious food
- Pleasant and fun ambience
- Positive impressions of vendors and market managers



## Findings: Barriers & Opportunities Cont.

### **Knowledge barriers**

- Lack of awareness about market locations, season, days, times
- Lack of awareness about acceptance of CalFresh and the Market Match program at farmers markets

### **Economic barriers**

- Shopping at farmers markets on a limited budget is challenging
- Lack of clear pricing
- Lack of signage about CalFresh and Market Match

### **Cultural, linguistic, & socio-economic barriers**

- People of color and CalFresh users found markets less welcoming and inclusive than others surveyed on average
- Lack of signage in Spanish and languages other than English
- Lack of bilingual market staff to assist with questions

### **Physical barriers**

- Farmers markets are difficult to access for people with disabilities, families with young children, older adults, and people without transportation

# Piloted Interventions

- Expanded awareness about CalFresh, Market Match, and the Senior Farmers Market Nutrition Program
- Piloted Meat, Dairy, and Eggs Vouchers
- Launched comprehensive marketing campaign
- Implemented farmers market ambassadors
- Plans to expand online ordering with curbside & community sites (2024)



# Faces of the Farmers Market

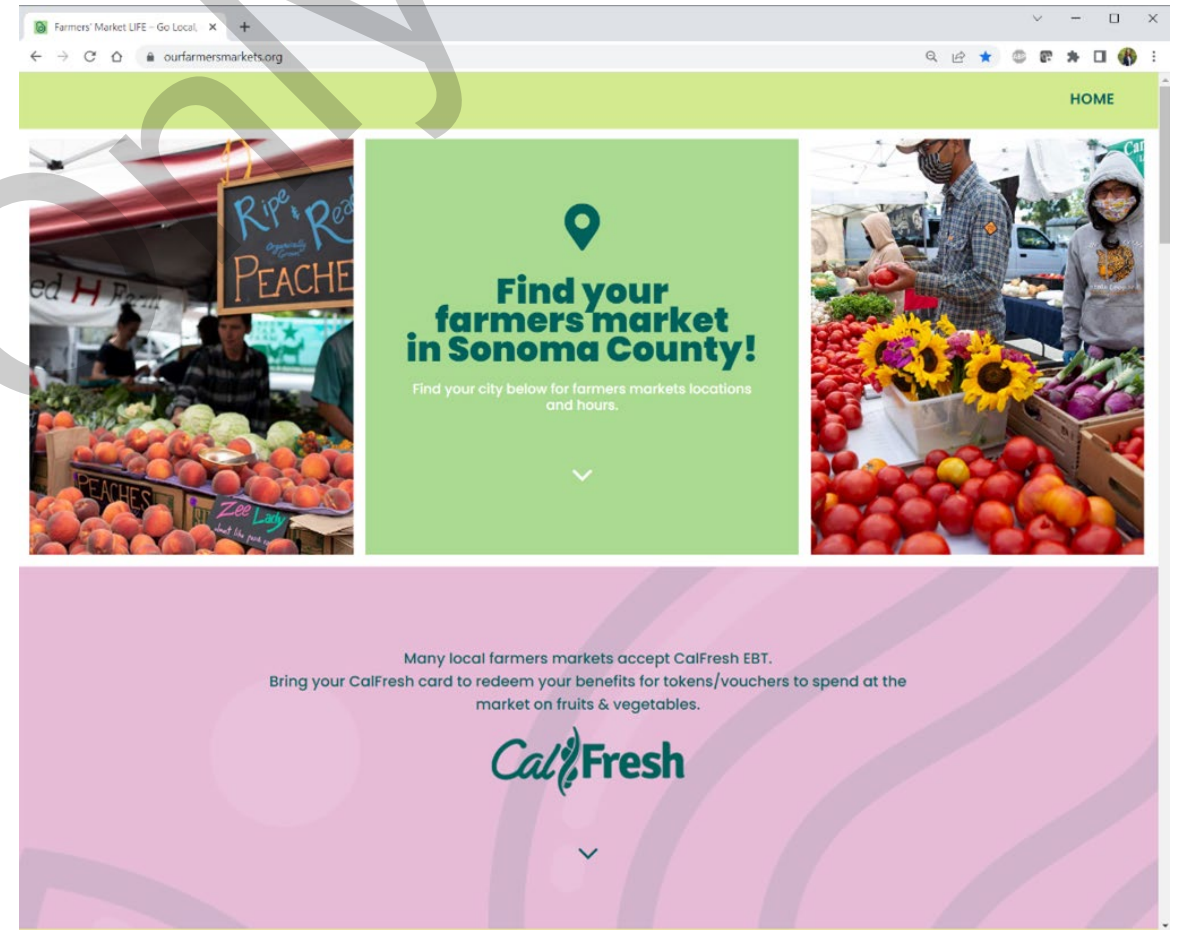
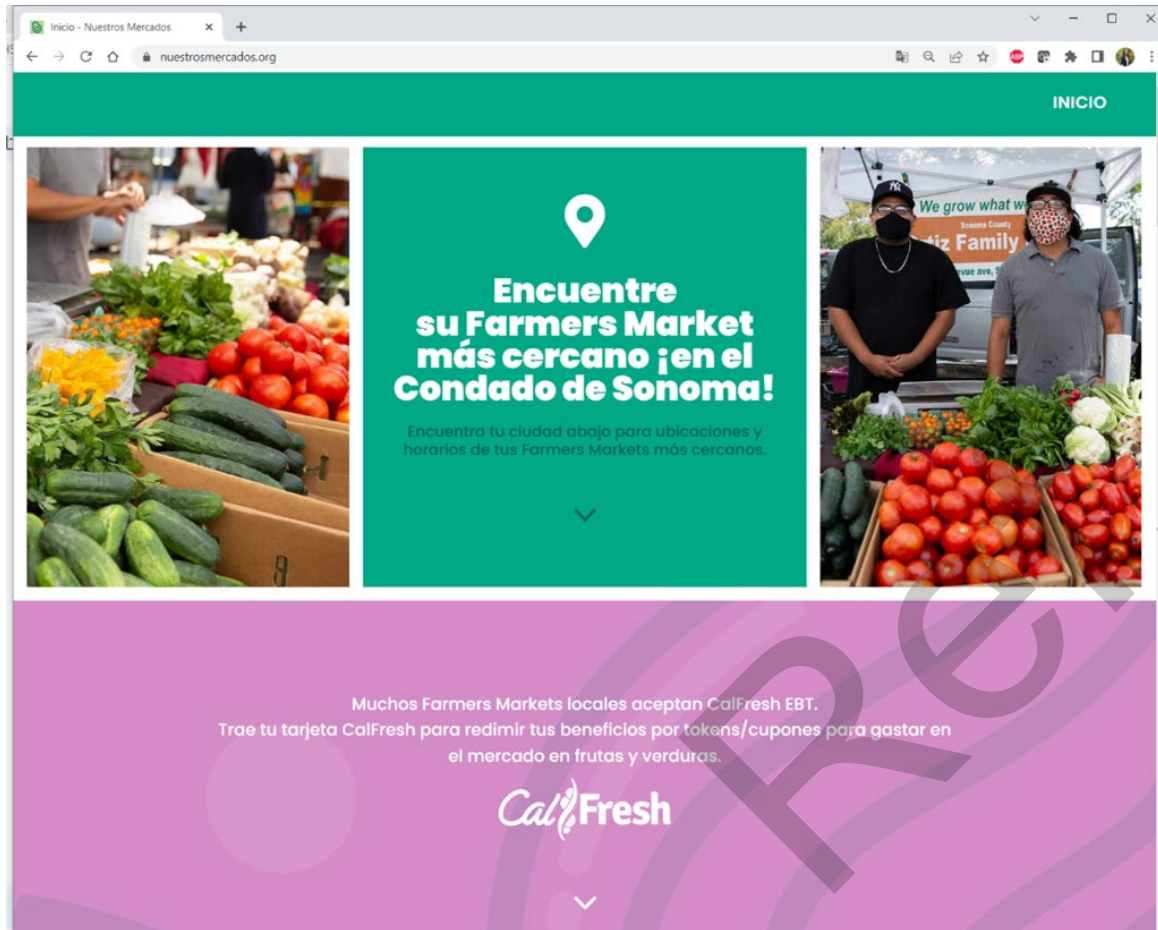


CalFresh Awareness Month (2020), Faces of the Farmers Market,  
Sonoma County, CA

Photography by Paige Green



# Bilingual, Bicultural Marketing Websites





# Resources

- Ecology Center's Market Match Finder
- Upcoming Cal Ag Special Issue, "The impact of COVID-19 on CalFresh and Market Match spending at farmers' markets"
- Baddorf et al. (2022), *Expanding the Customer-Base and Improving Inclusivity at Sonoma and Marin County Farmers Markets: Using a Community-Engaged Approach to Identify Barriers and Opportunities, Comprehensive Research Report*

Funding for the project, 'Farmers Market LIFE: Using Participatory Research to Expand the Customer Base of Farmers Market Shoppers' was made possible by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service through a 2018 Farmers Market Promotion Program grant [AM180100XXXXG105]. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.

Thank You!

**Contact Info:**

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**Q&A**

# PA Break



<https://www.youtube.com/watch?v=PpT1FeLnzBE>

# County Highlight MORE:

## Strategies and Best Practices for Working with and Supporting Participants with Disabilities



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# MORE, Placerville, CA

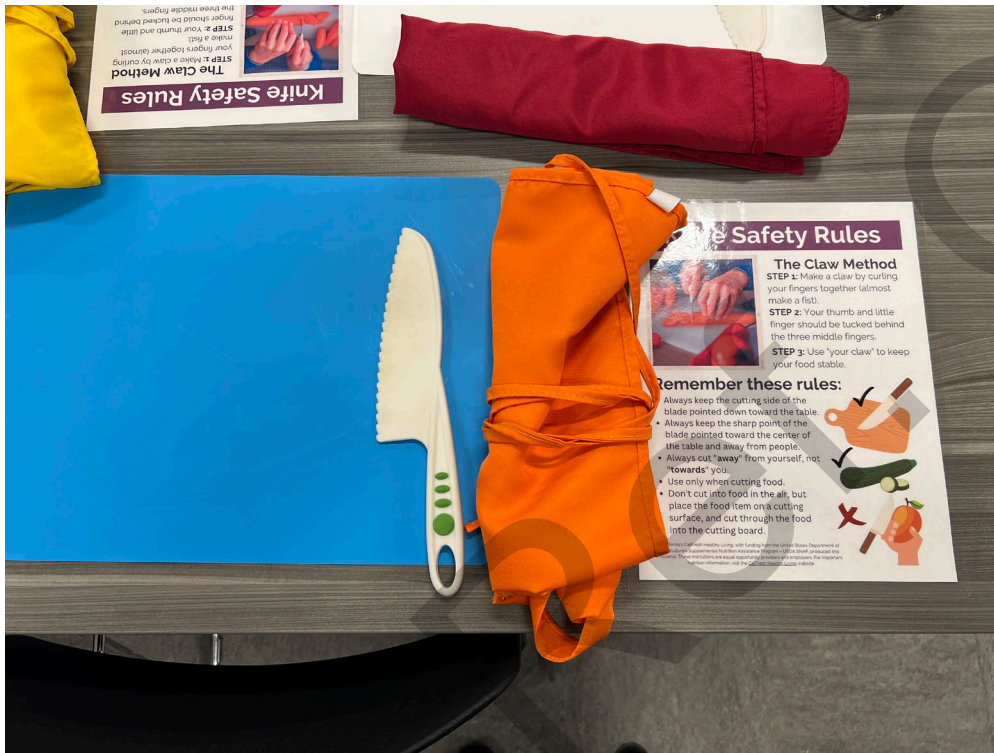
## MORE

- Mother Lode Rehabilitation Enterprise (MORE), is a local non-profit organization that for over 50 years has supported adults with disabilities.
- MORE works to find solutions that ensure equal opportunity for adults with developmental disabilities.
- They achieve this by focusing on four objectives that help the clients maximize their independence through employment, self-advocacy, health, and safety.

## Program History

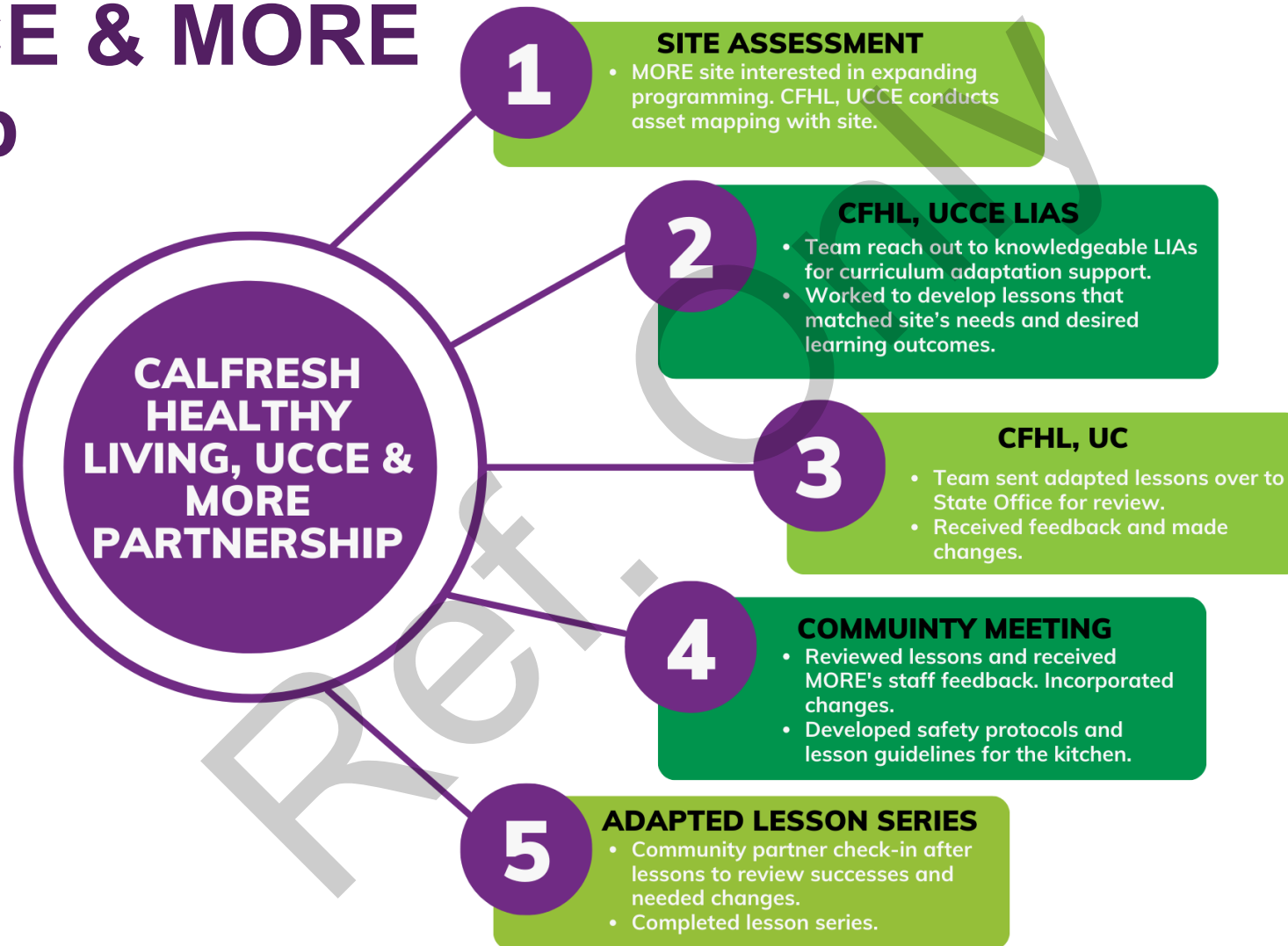
- Since 2018, CFHL, UCCE educators have helped to further these objectives by providing evidence-based nutritional lessons in food preparation and nutrition.
- We have partnered with the Master Gardeners of El Dorado to include garden-based nutrition education.
- As of 2023, we have offered another nutrition series and an Our Voice PSE project.

# CFHL, UCCE Stepping Up Programming





# CFHL, UCCE & MORE Partnership



# MORE Piloting Safer Walking Path Our Voice Project

- Started in March
- Working with Stanford School of Medicine Our Voice Team and CFHL, UC to make appropriate accommodations and modifications.
- Started data collection for walking path project in June.
  - Completed data collection in July.
  - MORE Our Voice Committee presented their action items and data.

*CFHL, UC Our Voice projects are supported through a collaboration with the Our Voice Citizen Science Initiative at the Stanford University School of Medicine*



# MORE Running Away with Programming

- The MORE Our Voice Committee presented their data and action items to their board and their insurance company.
- They received \$250 donation on the spot and are waiting for the insurance company's matching donation.
- This money will be used to implement speed limit signs, paint tops of stairs and some curbs, paint a crosswalk, and install pedestrian signs around their walking path.

*CFHL, UC Our Voice projects are supported through a collaboration with the Our Voice Citizen Science Initiative at the Stanford University School of Medicine*

# MORE Programming Take Away

Asset Mapping is key during program development.

Inclusion of our community partners was key for the success of the programs and PSE projects.

Community integration allowed for MORE clients to feel comfortable and safe when coming to community meetings or lessons.

Building the program around the MORE clients, listening to their interests was the most important piece to building this partnership.

# Resource Overview



## **Strategies and Best Practices for Working with and Supporting Participants with Disabilities**

Written by CFHL, UCCE LIAs



## **Inclusive Nutrition Strategies for SNAP Settings Guide**

[www.nchpad.org](http://www.nchpad.org)



# Creation of Strategies and Best Practices Guide

- A guide for CFHL, UCCE LIAs working with populations with disabilities.
- Highlights:
  - Lesson “Adaptations,” “Accommodations,” & “Modifications”
  - References Best Practices from Rutgers Cooperative Extension, NCHPAD, etc.
  - Provides example resources
  - Links to Trainings



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## Strategies and Best Practices for Working with and Supporting Participants with Disabilities



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](http://www.CalFreshHealthyLiving.org)



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This material was funded by USDA's Supplemental Nutrition Assistance Program – SNAP. This institution is an equal opportunity provider. Visit [www.CalFreshHealthyLiving.org](http://www.CalFreshHealthyLiving.org) for healthy tips.

# The American with Disabilities Act (ADA) defines disabilities as:

“Mental or physical impairment that substantially limit one or more major life activities.”

Disability in Public Health:

Disability Models: Medical Model, Functional Model,  
and Social Model



# Person First Language

Person-first language is used to communicate appropriately and respectfully with and about an individual with a disability. Person-first language emphasizes the person first, not the disability.

For example, person-first language uses phrases such as “a person with...” or a person who has...”. Never use language or phrases such as “a person is...”.

Source from Center for Disease Control and Prevention Communicating With and About People with Disabilities | CDC

## Want to learn more?

Join us (Cristina Luquin, Veronica Van Cleave-Hunt, Paul Tabarez, and myself) at the CalFresh Healthy Living 2023 Forum at the “*Strategies and Best Practices for Engaging Participants with Disabilities in Nutrition and Physical Activity*” session.

Check out Leah’s Pantry podcast series, “Stocking the Pantry” Episode 6 ft. Cristina Luquin and myself!



# State Office Updates



## FFY 2023 Annual Report Timeline & Information

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<https://uccalfresh.ucdavis.edu/>

November 17, 2023	<b>FY23 PEARS Program Data and Evaluation Results</b> - SO to post in Box on a rolling basis. Will send email. Use to populate Section B of the annual report template and evaluation results to include in achievements.
December 22, 2023	<b>Drafts Due</b> - County annual report, profile with FY23 actuals - updated to Box in Annual Report - FY23 folder
January 12, 2024	<b>Feedback</b> - State Office County Contacts provide feedback on versions by adding comments into files saved in Box.
January 26, 2024	<b>Final version</b> - Final versions of county reports and profiles submitted in Box.

# FFY 2023 Evaluation Survey Results

County Specific and Statewide Results are now available in Box for the following Surveys:

- Youth Participatory Action Research (YPAR) Retrospective Survey
- Youth Participatory Action Research (YPAR) Project Assessment Survey
- Teens as Teacher Survey
- Youth Leader Survey
- Teacher Observation Tool (TOT)
- Physical Activity Teacher Observation Tool (PA TOT)
- Large Group Taste Test Tool (LG TTT)
- Teacher Tasting Tool (TTT)
- Preschool Taste Test Tool (Pre-K TTT)
- Eating and Activity Tool for Students (EATS)



# FFY 2024 Updates to Evaluation Webpages

- Evaluation Webpage

- FFY 2024 Recommended Evaluation Tools and SMART Objectives – *reformatted to streamline*

- **Evaluation Tool Webpages**  
*FFY24 Portals Open*

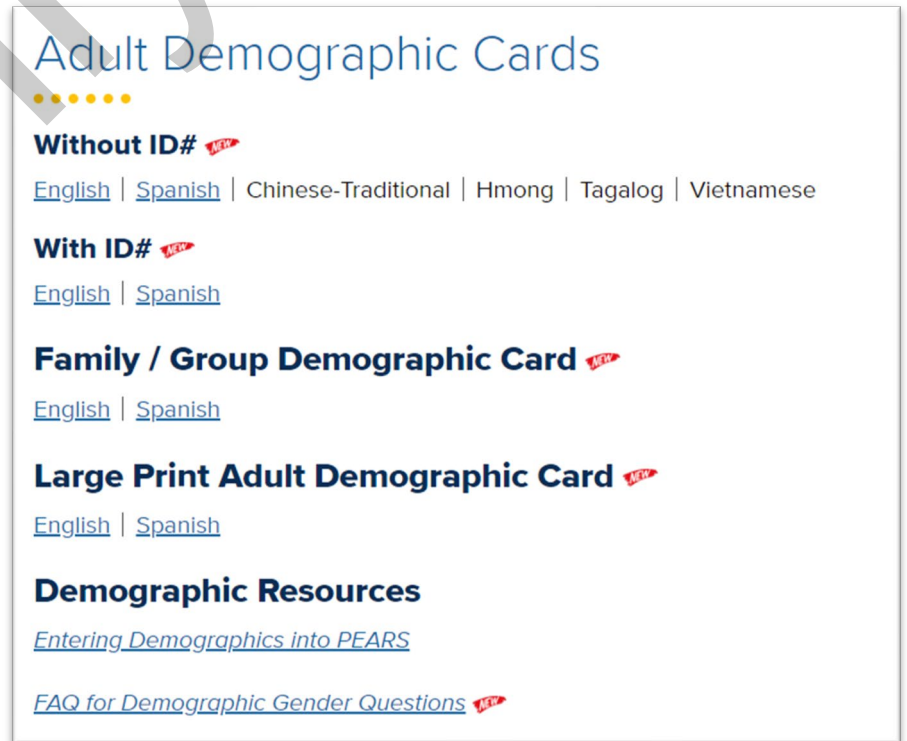
- Adult
- Family Centered
- Youth – *revised consent*
- PSE Assessment





# Updates to Program Activities Website Tab

- **New Demographic Cards for FFY24**
  - Posted under Program Activities on the PEARS tab
  - English & Spanish versions for:
    - Adults
    - Adults with low vision
    - Family (adult & youth combined)
- **New FAQ for Collecting Demographic Gender Questions**
- **New Participant Contact Data Collection Policy Annual Training**
  - Updated for FFY24
  - Please review *annually*
- **New Extender | Teacher | Peer Educator Form FFY24**



# FFY24 Youth Engagement Leadership Calls

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**December 7, 2023, 1:00-2:30pm**

*Teens as Teachers and Youth-led Participatory Action Research (YPAR)*

**February 1, 2024, 1:00-2:30pm**

*Student Nutrition Advisory Council (SNAC) and Youth-led Gardening*

**May 2, 2024, 3:30-5:00pm**

*Youth Voices: Highlights and Celebrations (registration required)*

**August 1, 2024, 1:00-2:30pm**

*Celebrating FFY24 Youth Engagement and Looking to FFY25*

# Light Bulbs to Garden Bulbs: Cultivating a Successful Garden Program In-Person Training

November 14 and 15, 8 am – 4 pm

Training Location: Fresno

This two-day workshop will provide participants with the knowledge, skills and resources to plan, develop and sustain an edible school or community garden.

**Day 1 (in the classroom):** Learn how to develop and implement a sustainable garden program and incorporate it into other healthy community change efforts.

**Day 2 (in the garden):** Learn the skills you need to grow food and pass that knowledge back to our staff and communities

Additional sessions of this in-person training will be held throughout FFY 24

Link to interest Form in chat: <https://form.jotform.com/232638525451154>, closes November 1 or when full

Provided in partnership with CalFresh Healthy Living Statewide Training

If you have any questions, please reach out to Karina Hathorn ([karhathorn@ucdavis.edu](mailto:karhathorn@ucdavis.edu))

# CFHL, UC Website Reminder

All templates, one page program brochure, the CFHL, UC program overview PPT are available on the [CFHL, UC Communication Resources webpage](#).

- Go to the CFHL, UC + UC ANR local Co-Branded Templates folder which have a variety of templates with the updated Funding Statement & NDS:
  - PowerPoint templates with the AJFA poster in Spanish and English, multiple event (schedule) flyers and more....

## Templates

In each folder find multiple templates: Conference Posters, Handouts, Letterhead, PowerPoints, Single and Multiple Event Flyers. Go to UC ANR Local Co-Branded for CalFresh Healthy, Living UCCE Branded Materials.

- [CalFresh Healthy Living, University of California Branded Templates](#)
- [CalFresh Healthy Living + UC ANR Local Co-Branded Templates](#)
- [CalFresh Healthy Living, UC + UCCE Local Logo Branded Templates](#)

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This material was funded by USDA's Supplemental Nutrition Assistance Program – SNAP. This institution is an equal opportunity provider. Visit [www.CalFreshHealthyLiving.org](http://www.CalFreshHealthyLiving.org) for healthy tips.



# FFY 2024 SNAP-Ed Plan Guidance Update: Funding and Non Discrimination Statement

**“This material was funded by USDA’s Supplemental Nutrition Assistance Program - SNAP. This institution is an equal opportunity provider.”**

- Please note: The word “employer” is now absent from the NDS statement.
- Optional: “**Visit [www.CalFreshHealthyLiving.org](http://www.CalFreshHealthyLiving.org) for healthy tips.**” at the end of the statement if space allows.
- Materials printed or developed going forward that require Funding & NDS should have this preferred version, if the [\*\*Full Nondiscrimination Statement\*\*](#) is not needed. It is not necessary to change documents retroactively with this NDS.

Contact Andra Nicoli [amnicoli@ucdavis.edu](mailto:amnicoli@ucdavis.edu) if you have any questions.

# FFY24 NERI and Curriculum Ordering Updates

## Vendors

*Note: the vendors listed below are currently in the process of shipping items.*

- **Fresh Baby** - MyPlate Plastic Plates, Liquid Crystal Fridge Thermometer
- **ID Me** – Table Throws, Aprons, Reusable Shopping Bags, Radish/Carrot Seed Packets, Measuring Sets, Produce Brushes, Cutting Board Sets, and Water Tumblers
- **Reprographics** - printed curriculum

If you have any questions please reach out to Tammy ([tjmcmurdo@ucdavis.edu](mailto:tjmcmurdo@ucdavis.edu)), Fernanda ([fcpereira@ucdavis.edu](mailto:fcpereira@ucdavis.edu)), or Ryan ([crkeeler@ucdavis.edu](mailto:crkeeler@ucdavis.edu)).

# Are You Receiving? CFHL Statewide Training Updates

Monthly e-newsletter sent from CFHL Statewide Training Team  
[cfhlstatewidetraining@leahspantry.org](mailto:cfhlstatewidetraining@leahspantry.org)

**Not receiving?** Contact Lyn Brock

CFHL SWT Training Resource Site  
<https://cfhlstatewidetraining.org/training>

CFHL, UC Training Calendar web page  
<https://uccalfresh.ucdavis.edu/trainings/calendar>

# Thank you!

## Next Town Hall: Tuesday November 21, 2023



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