

CalFresh Healthy Living, UC Town Hall: August 20th Agenda

Rethink Your Drink & Not So Sweet Side Campaign (01:25)

Erica Eilenberg, CDPH Nutrition & Physical Activity Branch Chief

Introduction of Katherine Soule, Ph.D. Director of CalFresh Healthy Living Health Equity Initiative (08:33)

Kamaljeet Khaira, MS, CalFresh Healthy Living, UC Statewide Director

Putting Rethinking Farm to School into Action (12:09)

Crystal Whitelaw, MPH; Liz Carlton; Cindy Hu, M.Ed., Center for Ecoliteracy

Physical Activity Break (36:55)

Paul Tabarez, MS, M.Ed, Physical Activity Project Manager, CFHL, UC State Office

UC ANR Updates (44:00)

Amira Resnick, MPA, UC ANR Community & Nutrition Statewide Director; Leslie Lipman, Business Manager

State Office Updates (57:03)



2024 CDPH CalFresh Health Living (CFHL) Media Campaign:

Not So Sweet Side

*Erica Eilenberg, MPH, RD
Chief, Nutrition & Physical Activity Branch
erica.eilenberg@cdph.ca.gov*

Media Campaign: *Not So Sweet Side*

2024 CDPH CFHL

Overarching Goal

Empower Californians with low incomes to make healthy choices with the goal of reducing and preventing diet-related chronic diseases.

Primary Goal

Decrease consumption of SSBs

Secondary Goals



Increase consumption of water



Increase consumption of fruits and vegetables



Increase physical activity

Out-Of-Home Examples



Health risks are hiding inside every sugary drink.

UncoverHealthyHabits.com

CalFresh | CDPH
HEALTHY LIVING | PublicHealth

A message from the California Department of Public Health. Funded by USDA SNAP.



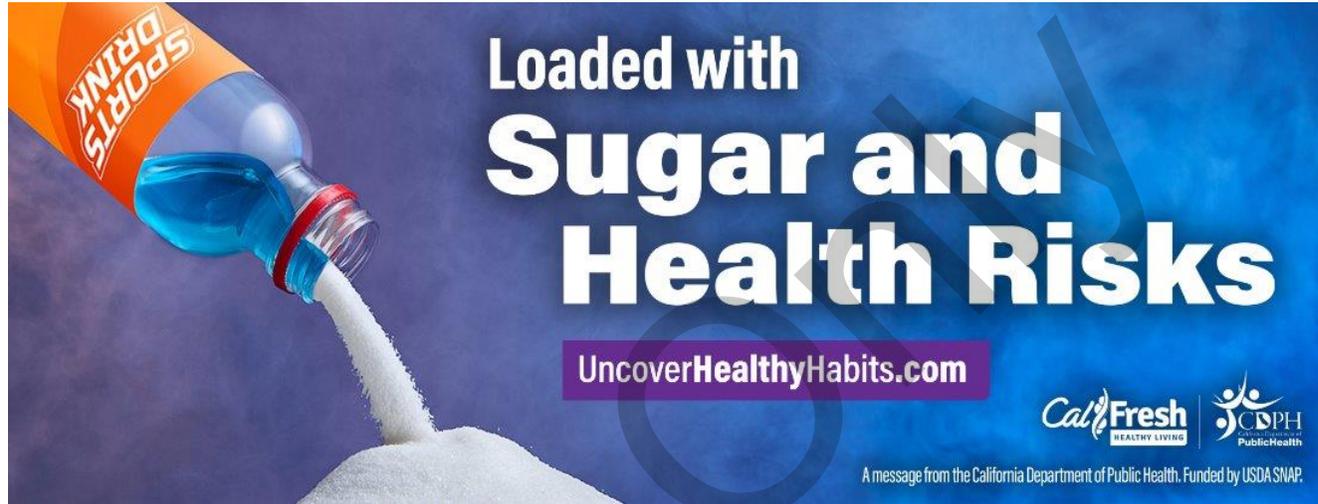
Hay riesgos de salud en cada bebida azucarada.

DestapaAlgoMejor.com

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Un Mensaje del Departamento de Salud Pública de California. Financiado por SNAP del USDA.

Out-Of-Home Examples, cont.



Loaded with
**Sugar and
Health Risks**

UncoverHealthyHabits.com

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California Department of
Public Health

A message from the California Department of Public Health. Funded by USDA SNAP.



Cargado de
**azúcar y riesgos
a la salud**

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Un Mensaje del Departamento de Salud Pública de California. Financiado por SNAP del USDA.

LIA and Partner Engagement

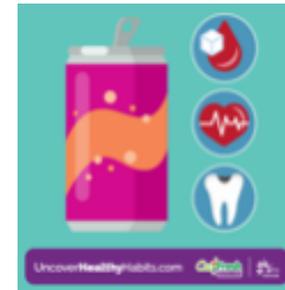
- Community engagement and health promotion materials: UncoverHealthyHabits.com and rethinkyourdrinkday.com
- Follow @CalFreshHealthyLiving on [Facebook](https://www.facebook.com/CalFreshHealthyLiving), [Instagram](https://www.instagram.com/CalFreshHealthyLiving), and [Pinterest](https://www.pinterest.com/CalFreshHealthyLiving)



LIA & Partner Engagement: ReThink Your Drink

Rethink Your Drink, September 2024: a statewide, month-long initiative that brings together partners to educate families about identifying sugary drinks and promoting healthier beverage choices.

- All new digital resources and materials to enhance local RYD initiatives and guidance on utilizing resources effectively.
- Social media toolkit
- Media templates
 - Press release template
 - Media advisory template
- And more helpful resources!
- <https://rethinkyourdrinkday.com/>





San Diego Health and Human Services Agency (RYDD 2019)

Live RYD Webinar

CDPH CFHL will lead participants through:

- RYD materials and online resources
- Tips on how to host a successful activation and enhance community engagement and organizing efforts

Event Details:

Date: Wednesday, August 21, 2024

Time: 10:00 a.m. – 12:00 p.m.

Platform: Zoom

[Click here to register for the Zoom webinar](#)



Rethinking Farm to School: Successful Strategies from CalFresh Healthy Living, UC



This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP. This institution is an equal opportunity provider. Visit www.CalFreshHealthyLiving.org for healthy tips.

Today's Presenters

Crystal Whitelaw, MPH

Senior Program Manager

Liz Carlton

Program Coordinator

Cindy Hu, M.Ed.

Education Program Manager





CENTER FOR ECOLITERACY

Ref. Only



CALIFORNIA FOOD FOR CALIFORNIA KIDS[®]

California Food for California Kids is an initiative of the Center for Ecoliteracy



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources



CENTER FOR
ECOLITERACY

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Rethinking Farm to School

RETHINKING FARM TO SCHOOL:

SUCCESSFUL STRATEGIES FROM CALFRESH HEALTHY LIVING, UC

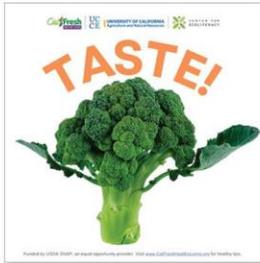


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LOCAL PROCUREMENT STRATEGY



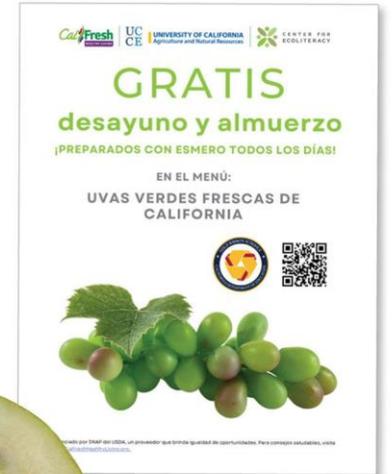
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FOOD WASTE REDUCTION STRATEGY



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SCHOOL MEALS FOR ALL IMPLEMENTATION STRATEGY



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Marketing Materials

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MARKETING MATERIALS



TASTE MELON

Have you ever enjoyed a fresh melon grown in California? It's sweet, juicy, and rich in vitamins. Taste California melon and vote whether you: Loved It! Liked It! Tried It!

MAY 23, 2023 12:00 - 1:00 PM
45 MIDDLE SCHOOL WAY, YOURTOWN, 94952

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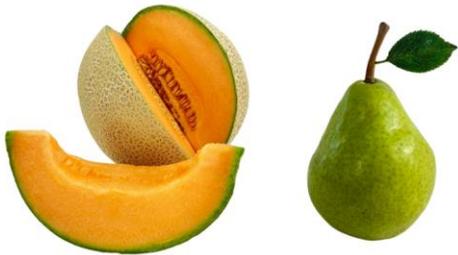
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MELON AND PEAR SALAD

A healthy fresh fruit salad with an optional dash of spice.



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For the salad

- About 3 cups of melon cubes. Cantaloupe, watermelon, or honeydew are good choices.
- About 1 cup of pear cubes (one large pear)

For the dressing

- 1 ½ tablespoons lime juice
- 1 tablespoon honey
- Chili powder to taste (optional)

Instructions

Peel the melon. Chop melon and pear into 1-inch cubes. For the dressing, mix lime juice and honey together. Pour dressing over the fruit cubes. Toss. Add optional chili powder to taste. Toss again and serve.

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TASTE PEARS

Have you ever enjoyed a fresh pear grown in California? Pears are sweet, juicy, and rich in vitamins. Taste California pears and vote whether you: **Loved It! Liked It! Tried It!**

MONTH DAY, YEAR

TIME

1234 STREET, CITY, CALIFORNIA ZIP CODE



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TASTE TEST RESULTS

This week's taste test results are in! You tried **pears**. Here's what you said:

LOVED IT! LIKED IT! TRIED IT!

56% 34% 10%

Try **pears** with your school lunch this week!



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FREE breakfast and lunch PREPARED WITH CARE EVERY DAY!

ON THE MENU:
FRESH CALIFORNIA GREEN GRAPES

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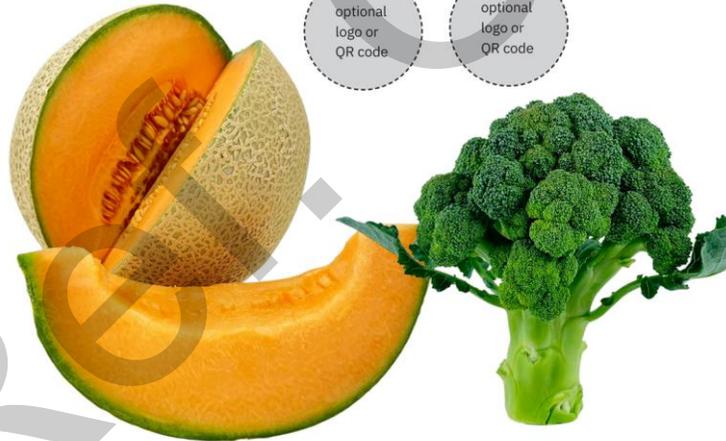
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A lot of love went into your lunch. Can you make today a No-Waste Lunch Day?

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ORANGES!

The February **Harvest of the Month** is oranges. Citrus fruits like oranges are packed with vitamins and fiber! Fresh oranges are available for free at breakfast and lunch.

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GRATIS

desayuno y almuerzo

¡PREPARADOS CON ESMERO TODOS LOS DÍAS!

EN EL MENÚ:

UVAS VERDES FRESCAS DE CALIFORNIA



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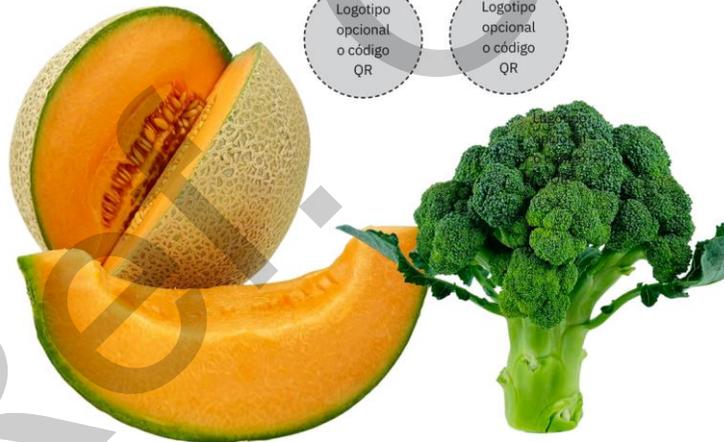
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Mucho amor

en tu almuerzo.

¿Puedes hacer de hoy un día sin desperdicios?



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¡NARANJAS!

La cosecha del mes de febrero son las naranjas.

Las frutas cítricas como las naranjas están llenas de vitaminas y fibra. Las naranjas frescas están disponibles de forma gratuita en el desayuno y el almuerzo.



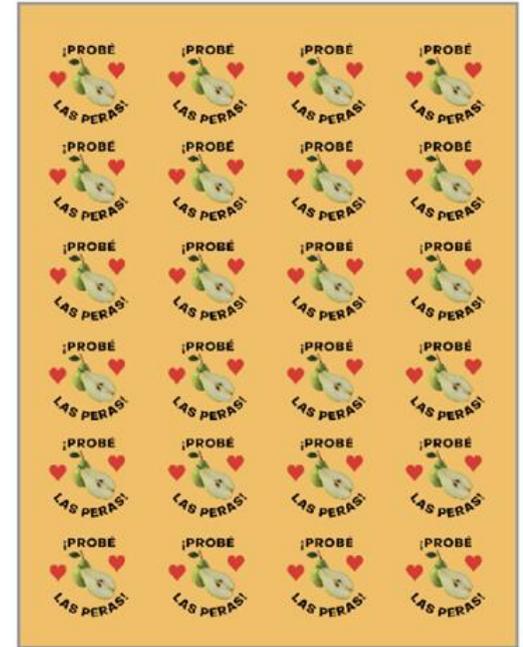
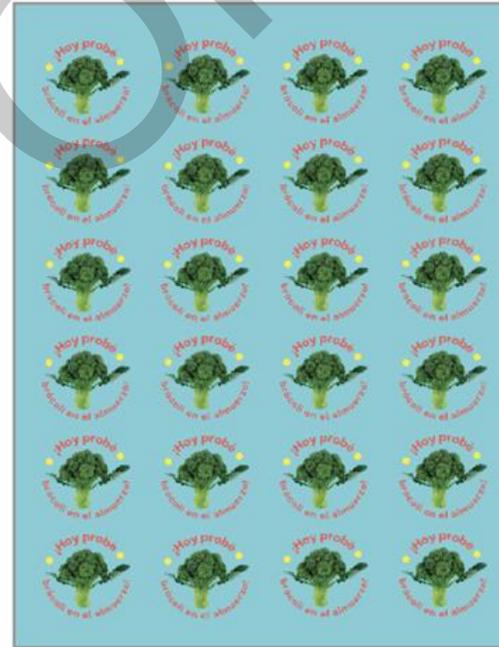
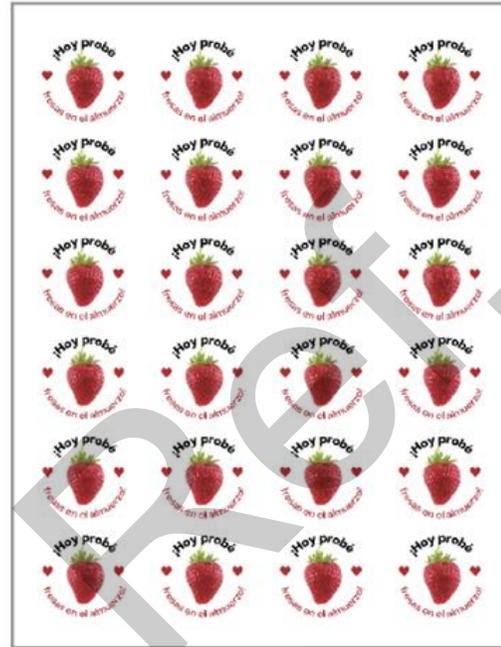
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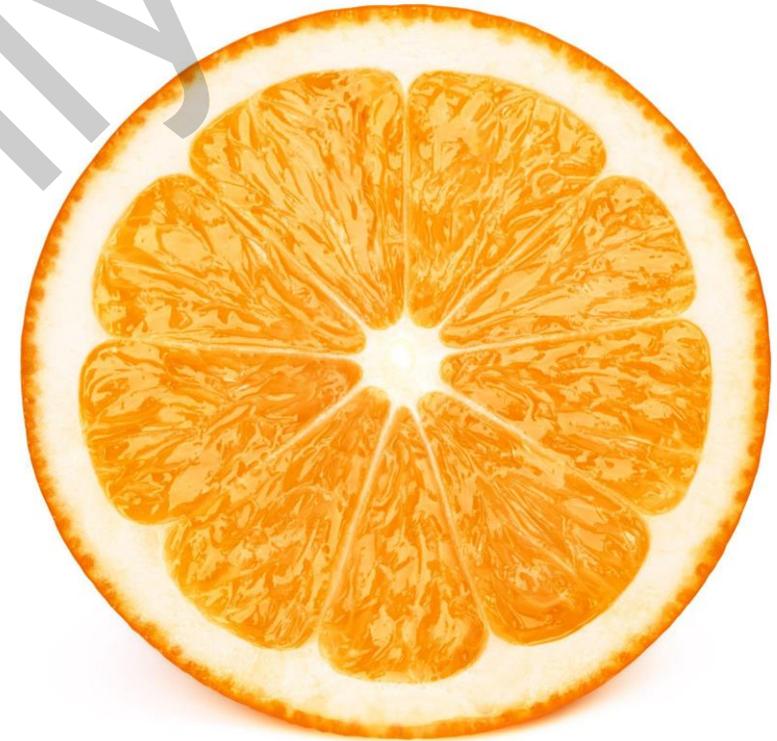


Developing a Stakeholder Map

Stakeholder

DEFINITION

A person with an interest or concern in something



Ref. Only

Developing a Farm to School Stakeholder Map

ACTIVITY

- *Rethinking Farm to School Toolkit* pp. 14-16
- Farm to School is a collaborative process with stakeholders across the school community
- Identify stakeholders
- Highlight connections between stakeholders
- Activity can be solo, with colleagues, or students!

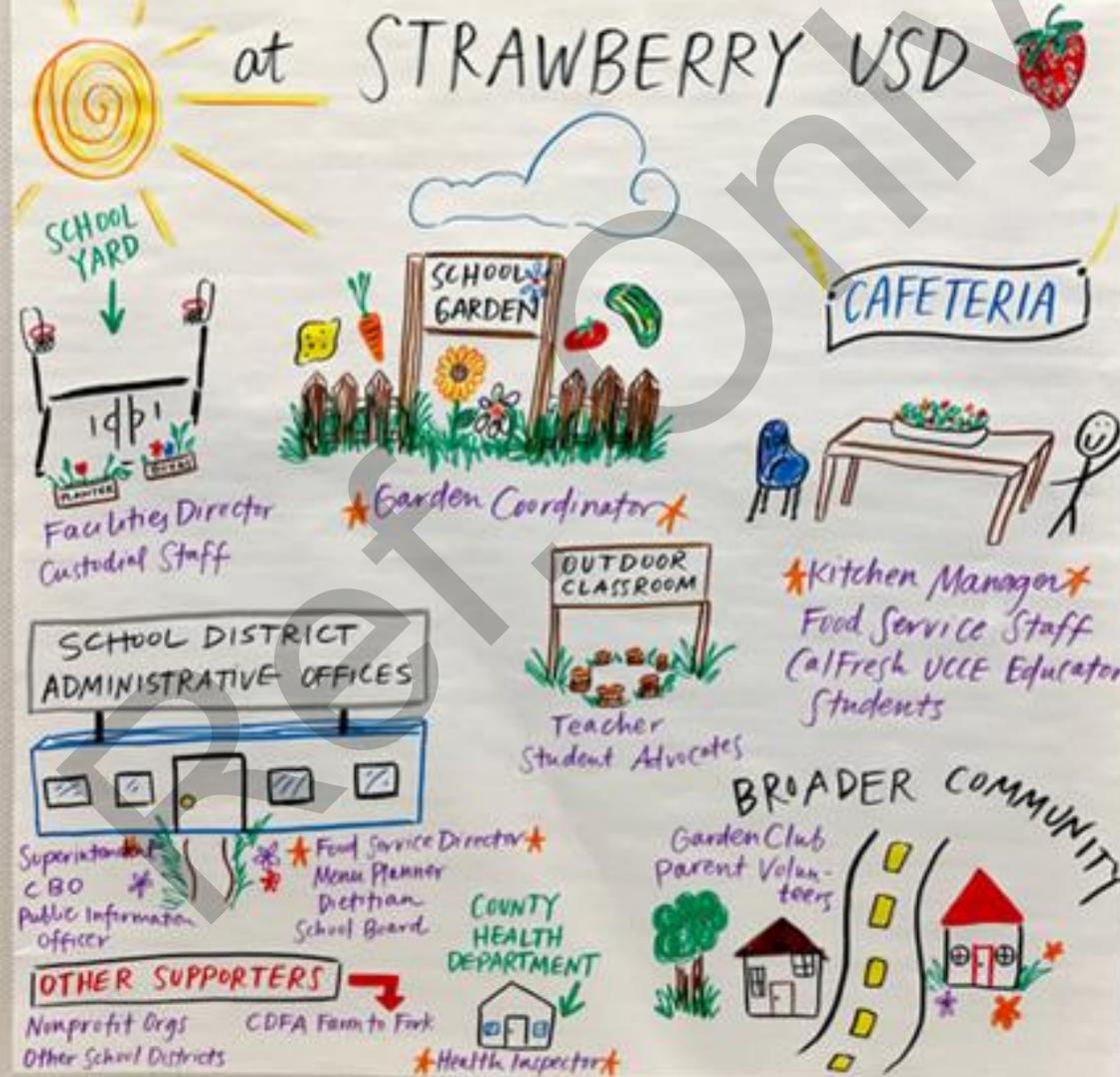


Developing a Stakeholder Map

1. Give it a title
2. Identify the spaces
3. Name the individuals
4. Find farm to school connections
5. Highlight decision-makers



Serving School Garden Produce in the Cafeteria at STRAWBERRY USD

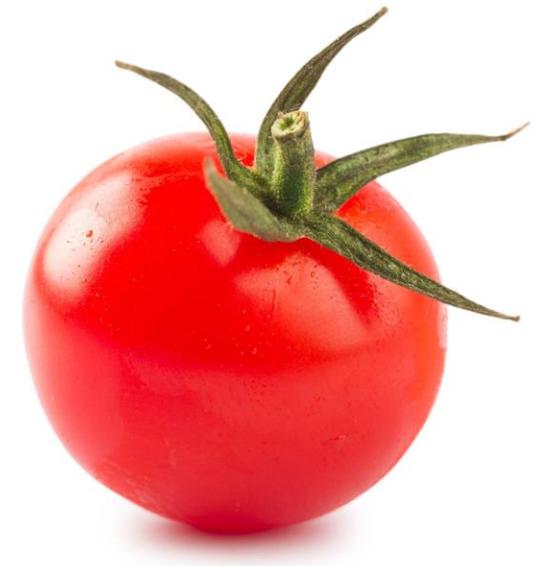




Developing a Farm to School Stakeholder Map

REFLECTION

- Reflect on your process for identifying all the stakeholders.
- Consider why you chose the key stakeholders to connect with.
- Make a list of things you want to know more about.
- Reflect on things that surprised you while making your map.



Farm to School Resources

Farm to School and ECE

- Rethinking Farm to School Resources
- Previous trainings (webinars)
- Other partner farm to school resources



Ref. Only

PLANTING THE SEED



Farm to School Roadmap for Success

FEBRUARY 2022



OFFICE OF THE
FIRST PARTNER
Janifer A. Neeson



USDA Food and Nutrition Service
U.S. DEPARTMENT OF AGRICULTURE

INTEGRATING LOCAL FOODS INTO CHILD NUTRITION PROGRAMS



FRUITS AND VEGETABLES, milk and cheese, whole grain breads and pastas, beans, meats, seafood, and poultry; the opportunities for serving local foods in child nutrition programs are abundant. Not only can local foods span the plate, program operators can serve local foods in all types of programs – summer meal programs (Summer Food Service Program and Seamless Summer Option), afterschool and early childhood settings (Child and Adult Care Food Program), snack programs (Fresh Fruit and Vegetable Program), and school meal programs (National School Lunch Program and School Breakfast Program). From childcare to afterschool settings, through the school year and during summer months, the following steps will help program operators find, buy, and incorporate local foods into any child nutrition programs.

Defining Local

It is up to you to define what local means for your program, and there are many options! Local for one program operator might mean within the county, while local for another might include the entire State and even adjacent States. Definitions of local can vary depending on the season, type of product, and may change by program or event.

Getting Started

When planning how to integrate local items into meals, start by reviewing your menus to see what local foods you are already serving. Talking with suppliers and checking packaging and invoices for the city or State of origin may reveal that some menu items are already local. The next step is to determine how to feature additional local products. Here are several ideas for incorporating local items:

USDA Department of Defense (DoD) Fresh Program: Did you know all USDA DoD Fresh Program vendors label product grown within your State and grown locally (product grown within a State and bordering States)? Check with your local USDA DoD Fresh Program vendor or the web-based Fresh Fruit and Vegetable Order/ Receipt System (FFAVORS) to learn more about local products available to you.

Seasonal cycle menus: Plan what to serve based on the season as an excellent way to keep menus fresh and to find local foods at an affordable price.

New recipe development: Create recipes based on what is in season for a fun way to integrate new foods. For recipe ideas, check out the Institute for Child Nutrition's Child Nutrition Recipe Box (www.theicn.org/cn-resources-a-z/usda-standardized-recipes).

Ingredient substitution: Look for ways to trade out items in recipes to highlight local foods when they are available in your area.

Gardens: Harvest foods from school, day care, or community gardens and feature them in the meals you serve or coordinate garden crops with what you are serving to help introduce children to new foods and understand where their food comes from. Check out a list of school garden resources on USDA's Farm to School Program website (www.fns.usda.gov/fzs/farm-school-resources).

Salad bar: Kids love to help themselves! Feature local foods on salad bars in order to highlight local produce and allow kids to choose new foods on their own.

Themed menus for special events: Celebrate the season! Include local items to compliment special events, such as summer kick-offs, back to school BBQs, holiday harvest meals, or spring flings.

Harvest of the Month program: Pick one seasonal item to highlight each month. Feature special menu items, taste tests, or educational activities to showcase local products.

Learn More:

A list of helpful menu planning and recipe resources can be found on the Patrick Leahy Farm to School Program website (www.fns.usda.gov/fzs/farm-school-resources).

PATRICK LEAHY
FARM to SCHOOL
PROGRAM



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Offerings

Ref. Only

Rethinking Farm to School Toolkit

- Background information on each strategy
- Frameworks for activating the strategies
- Extended resources
- Case studies
- Activities
- Marketing material details



Rethinking Farm to School Workshop Materials

- Presentation slides
- Posters
- Marketing materials



Ref. Only

Rethinking Farm to School: Support Sessions

CURRENT OFFERING

- Sign up for 1:1 support sessions with Center for Ecoliteracy staff
- Additional instruction and guidance
- Planning and thought partnership
- Relevant resources



Ref. Only

Q + A

Thank you!

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Physical Activity Break

Paul Tabarez
CFHL, UC State Office



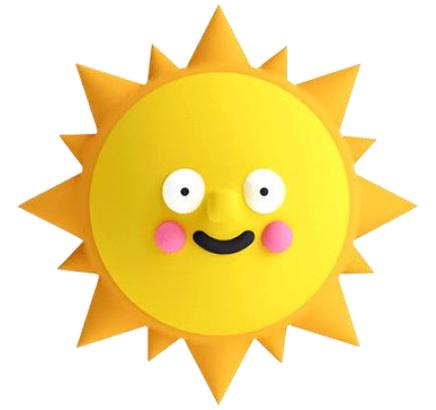
<https://youtu.be/o7Ob4TDI2WE>





UC ANR Community Nutrition and Health Unit Updates

UC ANR CNH Updates



- Reconnecting with Amira, Statewide Director of Community Nutrition and Health
 - Addressing staffing planning
 - Supporting recruitment processes
 - Improving administrative and operational challenges
- Reminder: Reference Communications Flow Charts on CNH website: [Flow Charts](#)

New Hires since January 2024!

- Mikayla Hwee
- Gillian Garrett
- Sara Reza
- Winnie Liao
- Michelle Zavala
- Gabrielle Ednilao
- Azusena Ledesma Calderon
- Adriana Deloera
- Linda Darby
- Austin Dalmasso
- Luz Teresa Saucedo
- Adam Yandel
- Celeste Calderon
- Elizabeth Moss
- Cynthia Padilla-Munoz
- Jasmin Smith
- Nancy Lezama
- Mercy Mumba
- Nicolas Sanders
- Mali Lee

Promotions since January 2024!



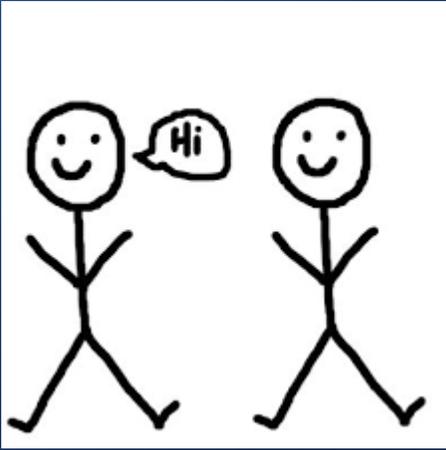
Eli Figueroa



Abbi Marrs



Esmeralda Nunez



Recruitment Updates:

- 158 people on board at this time!
- Kudos – we hired 36 people since last July
- 23 positions in recruitment
- New resource under development on “Best Practices to Expedite Recruitment”
- Contact Leslie for support

Aggie Enterprise Updates



- Leslie's supporting CNH unit to stay up to date
- Recommended resource: [Public knowledge base](#) (find trainings here!)
- Tip of the day – best reports to use for expense details:
 - [GLIDE](#)
 - [UCD Transaction Listing Report – GL and Subledger Detail](#)

Navigating ANR Resources



- Working on organizing easy reference policies and resources to support onboarding and staying up to date with trainings.
- Highlighted resources:
 - **Ombuds Office** – The Ombuds Office is a confidential, independent, impartial, and informal problem-solving and conflict management resource for all members of the UC Davis, UC Davis Health and UC ANR communities. (<https://ombuds.ucdavis.edu>)
 - **Academic and Staff Assistance Program** (ASAP) - The Academic and Staff Assistance Program offers confidential, cost-free assessment, intervention, consultation and referral services to all UC ANR employees and their immediate families. (<https://www.hr.ucdavis.edu/departments/asap>)
- More Resources here:
 - https://ucanr.edu/sites/anrstaff/Diversity/Affirmative_Action

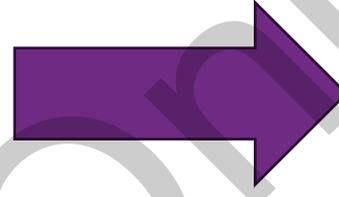


State Office Updates

FFY 2024 Annual Report Timeline and Materials posted to CFHL, UC [home page](#)

**FFY 2024 Annual Report
Timeline & Information**

+



FFY 2024 Annual Report

[FFY 2024 County Annual Report Timeline Detail](#)

September 20, 2024

- EatFresh.org Mini Course data disseminated to counties

October 3, 2024

- PEARS "Closed" for all CFHL, UC LIA's | Complete all FY24 PEARS Data Entry
 - UCCE teams will not be able to enter any new FFY2024 information into PEARS after **October 3rd**

October 4, 2024

- PEARS will switch over to **FFY 2025** reporting

October 4-25, 2024

- State Office will conduct final review of PEARS FFY24 data
 - State Office will identify any remaining errors and email or call UCCE Program Managers/Supervisors
 - UCCE teams' will confirm updates proposed by State Office



FFY 2024 Annual Report Timeline

December 20, 2024



- **First Draft FFY 2024 Annual Report documents due to State Office** | submit through BOX Annual Report Folder
 - FFY24 County/Cluster Narrative Annual Report
 - FFY24 County Profile
 - FFY24 Annual Report SNAPshot w/ Actuals

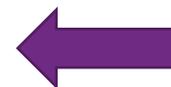
January 17, 2025

- State Office staff will provide feedback to Counties on draft Annual Report Documents
 - Comments and feedback will be posted into the Annual Report County Specific folders in BOX

January 31, 2025

- **Final Annual Report Documents due to State Office**
 - FFY24 Annual Report Narrative
 - FFY24 County Profile
 - FFY24 Annual Report SNAPshot w/ Actuals

FFY 2024 Annual Report Templates



coming soon

FFY24 County/Cluster Narrative Annual Report Template

FFY24 County Profile Template

FFY24 Annual Report SNAPshot w/ Actuals



PEARS



- **PEARS Close FFY 2024**

- **October 3, 2024**

- All Data must be entered and marked as complete

- **October 4, 2024**

- PEARs will switch over to FFY 2025 reporting

- **October 4th - 25th**

- The State Office will complete final data review
 - SO will identify any remaining issues and email or call UCCE Program Managers/Supervisors
 - UCCE County/Cluster teams will need to review and confirm changes
 - SO will make updates and changes once confirmed



PEARS – Cleaning FFY 2024 data

- Working toward having FFY2024 PEARS data as complete and accurate as possible by FFY2025 reporting switch-over – October 4th



Program & Indirect Activities	PSE Activities & Surveys	Partnerships & Coalitions	Success Stories
Melanie Alexander (916) 450-2805	Angie Keihner (916) 450-2807	Barbara MckNelly (916) 450-2801	Andra Nicoli (916) 450-2817
magerdes@ucdavis.edu	akeihner@ucdavis.edu	bmcknelly@ucdavis.edu	amnicoli@ucdavis.edu



Timeline for End of Year FFY24 Evaluation Survey Portal Closure Dates

Closed as of **August 13th**:

Youth Engagement Surveys Qualtrics

- YPAR Student Retrospective
- YPAR Project Assessment
- Teens as Teachers survey
- Youth Leader survey

Additional Youth and Teacher Surveys in Qualtrics

- Teacher Observation Tool (TOT)
- Physical Activity Teacher Observation Tool (PA TOT) (as of **8/16**)
- Large Group Taste Test Tool (LG TTT)

Youth EATS Surveys in PEARS

- Eating and Activity Tool for Students (EATS) matched pre/post -
School Year 2023/2024



Timeline for End of Year FFY24 Evaluation Survey Portal Closure Dates

Sept 13 – Remaining Taste Test Surveys in Qualtrics

- Teacher Tasting Tool (TTT)
- Preschool Taste Test Tool (Pre-K TTT)
- Adult Taste Test Tool (A-TTT)



[Note: Same day when Andra requests Success Stories in PEARS entered.]

Sept 30 – WDYL and Adult Surveys in PEARS

- What Did You Learn? (WDYL)
- Intent to Change Surveys (ITCs)
- Food Behavior Checklist + Physical Activity Survey (FBC+PA) pre/post
- Plan, Shop, Save & Cook (PSSC) pre/post
- Healthy, Happy Families (HHF)

If you have any concerns about the proposed dates, please contact the State Office Evaluation Team



NEW

Website Updates

Main Evaluation webpage

- **New!** FFY 2025 Recommended Evaluation Tools and SMART Objectives

Adult Evaluation Webpage

- **New!** ITC Administrative Protocol
- **New!** A-TTT Process Guide

Youth Evaluation Webpage

- **New!** Teens as Teacher Administrative Protocol
- **New!** Youth Leader Survey Administrative Protocol
- **New!** Simplified Student Consent Form (Eng)



PEARS Reporting Change for CATCH Intervention in FFY25 – Starting **10/1/24**

- In FFY24 and years prior, the delivery of a **full lesson** of CATCH was reported as a **separate** program activity
- In FFY25, this separate reporting requirement will **no longer apply**
- Office Hours will be held in September to review changes

Youth in Mr. Garcia's class receive *Grow It, Like It, Try It* lessons and full CATCH lessons



Old CATCH Reporting Process - FFY24

- Full lessons of CATCH reported as a separate program activity
- *Grow it, Like it, Try it* intervention reported as a separate program activity
- **Two program activities** reported for Mr. Garcia's class

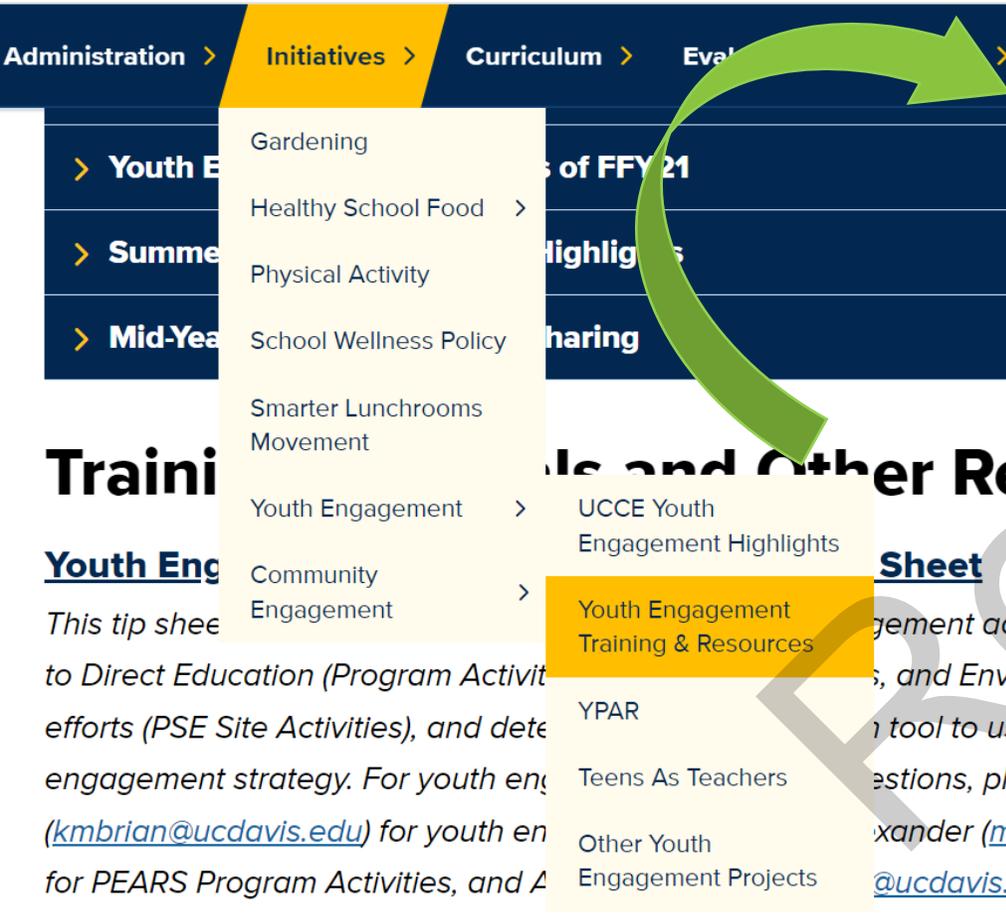


NEW CATCH Reporting Process - FFY25

- All DE delivered to Mr. Garcia's class is reported in one entry
- One primary curriculum, *Grow it, Like it, Try it*; and one additional curriculum, CATCH
- **One program activity** reported for Mr. Garcia's class



Youth Engagement: PEARs and Evaluation Tip Sheet



Youth Engagement: PEARs and Evaluation Tip Sheet

This tip sheet is designed to assist in reporting youth engagement activities in PEARs, specific to Direct Education (Program Activities) and Policy, Systems, and Environmental Change (PSE) efforts (PSE Site Activities), and determine which evaluation tool to use with each youth engagement strategy. For youth engagement reporting questions, please contact Kelley Brian (kmbrian@ucdavis.edu) for youth engagement, Melanie Alexander (magerdes@ucdavis.edu) for PEARs Program Activities, and Angie Keihner (akeihner@ucdavis.edu) for PEARs PSE Site Activities.

Questions?
Kelley Brian
kmbrian@ucdavis.edu

Nutrition Update Webinar

October 2, 2024 from 1:00 to 2:00
PM

Registration - see CFHL, UC Training
Calendar

Topic: **Supporting a Healthy Gut
Microbiome: Part 2 - Eating for Two
(You and Your Gut Microbes).**

Presented by Jennifer Smilowitz, PhD



Garden Initiative Meetings Update

- Garden meeting cycle for FFY 24 has concluded
- Coming soon in FFY 25:
 - Community of Practice Meetings and Garden Support Meetings will be combined into one meeting that will meet 3-4 times a year.
 - The Garden Workgroup will start working on a project to support ECE gardening. This group will meet every other month.
- Meeting descriptions, registration and schedules will be communicated via email and posted on the webpage.



Next Social Media Workgroup Meeting

- **September 4th, 2024 at 11 – 12 pm** on Zoom
- Melanie Alexander from the State Office Evaluation Team will be attending to learn from UCCE teams about how they utilize social media to support CFHL programs and initiatives!
- Please email leavillalobos@ucdavis.edu for the calendar invite!



In this issue of the Active News Beet...

CalFresh Healthy Living General Items of Interest

Upcoming Events and Deadlines

State Office Updates

Staff Highlights

Program News

Evaluation News

CalFresh Healthy Living, UC in Action!

Funding Opportunities

Conference and Training Opportunities

CFHL, UC State Office

National & State

Website Updates

Employment Opportunities

Check the *Active News Beet* for Website Updates!

- CFHL, UC Website Updates can be found in the *Active News Beet*, under “Website Updates”
- Updates are posted throughout the year

Produce Brushes Available!

- **Produce brushes in stock and available** for those who are interested!
 - To be used specifically for food demonstration kits and lesson preparations.
- **Quantity Available: 100**
- First Come, First Serve
- Can be mailed out upon request

Please contact Fernanda Pereira (fcpereira@ucdavis.edu) if interested.



Thank you!

Next Town Hall: Tuesday September 17, 2024



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