CalFresh Healthy Living, UC Town Hall: Agenda

- Expanding SNAP at California's Farmers' Markets-Jenna Fahle, Ecology Center (01:30)
 - Extender Model Implementation: Interviews with Counties & A Nutrition Update– Dr. Anna Jones, Center for Nutrition in Schools (22:30)
- Programs In Action
 - Alameda-Master Gardener (39:45)
 - Yolo-Early Childhood Education-Direct-Ed (44:10)
- State Office Updates (52:52)



This material is funded through a joint agreement among the USDA/FNS, CDSS CalFresh Healthy Living Section, UC Davis and the UC Cooperative Extension (UCCE). These institutions are equal opportunity providers and employers. CalFresh Food provides assistance to low income households and can help buy nutritious foods for better health. For information, call 1 877 847 3663.





Expanding SNAP at California's Farmers' Markets

Presented by: Jenna Fahle, MSPH, RD Farmers' Market Access and Equity Program Manager Jenna@ecologycenter.org

Ecology Center

August 2020



Ecology Center



MISSION: to inspire and build a sustainable, healthy, and just future for the East Bay, California, and beyond

Founded in 1969 - Addressing Zero Waste, Sustainable Living, Food & Farming, & Climate Action

Ecology Center Food & Farming Programs



- Operate 3 Berkeley Farmers' Markets
- Bay Area Seed Interchange Library
- Berkeley Food Policy Council
- California Alliance of Farmers' Markets
- Market Match Program
- California Farmers' Market EBT Support
 - Participation in Training & Technical
 Assistance Nationally on Healthy Food
 Incentive Programs



Ecology Center and EBT at Farmers' Markets



ecology center

CalFresh at the Farmers' Market





Personalized EBT Assistance



Personalized support & online toolkit readily available with step-by-step info:

- FNS application process
- Point-of-Sale device
- Scrip ordering
- Staffing and redemption models
- Record-keeping and accounting tips and templates
- Vendor education tips
- Promotion and outreach ideas
- Contact info to reach us



Market Match Program Basics

Doubles federal benefit dollars to spend on fruits and vegetables at farm-direct outlets

• "Spend \$10 in CalFresh, get \$10 for fruits and vegetables at market"

Available at over 300 farmers' markets and other farm-direct outlets in 38 California counties

CalFresh is matched State-wide; other federal benefits, such as WIC, may be matched depending on location





Funding Structure

USDA - National Institute of Food & Ag Gus Schumacher Nutrition Incentive Program (GusNIP)

CDFA - Office of Farm to Fork California Nutrition Incentive Program

Other Funding
+ In-kind Donation





50 Market Match Partners / Regional Lead Organizations

Over 10 Years of Market Match



Market Match Enables Healthy Food Choices

85% of shoppers are buying different kinds of fruits and vegetables⁺

73% of shoppers have increased the amount of fresh fruits and vegetables they buy each week⁺

Match in 2019

no-cost through Market

il. servings of vegetables provided to families at

Being able to eat new foods has completely changed the way my family and I live our lives. We understand the importance of a healthy lifestyle.*

> ⁺USC FINI Evaluation *Market Match Participant

Market Match Invests in Local Economies

In 2019, farmers' market shoppers⁺:

- Spent over \$3 million in CalFresh at Market Match sites
- Received \$2 million in Market Match incentives
- Created 281,000
 shopper transactions

Farming is a struggle with slim margins. [Market Match] means we bring dollars back to some of the most high-need rural communities in the State.*

*Ecology Center Data*Market Match Farmer

Farmers' Markets & Regional Food Systems

- Farmers' Markets provide an essential marketplace for farmers, especially new and small farms.
- Farmers' Markets support food literacy through relationships between people and local producers.
- Farmers' Markets help decentralize the food supply a necessary protection from disaster and system shock.



Manager, Robbie Montes

Farmers' Markets & COVID-19

1.00



The second

FARMERS' MARKET FINDER

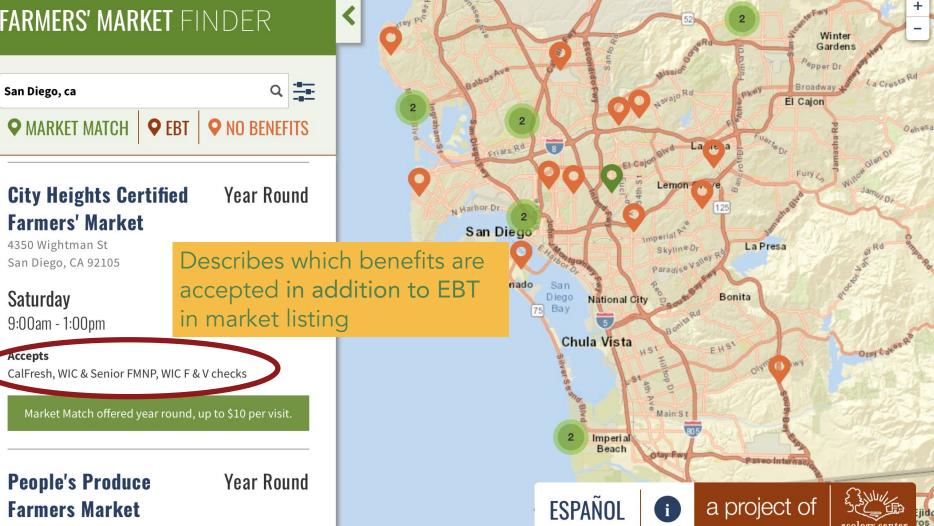
Search for an address or city. Q Q MARKET MATCH Q EBT Q NO

- Statewide database & map of farmers' markets maintained by Ecology Center
- Describes which farmers' markets accept EBT and which have Market Match
- English and Spanish

FMFinder.org







Santee

What can you do?

- Explore FMFinder.org tool
- Sign up for our newsletters and social media, so you can get learn more about Market Match
 - EC newsletter, MM newsletter
 - <u>Marketmatch.org</u>
- Incorporate systems-thinking into your nutrition education
- Support policy / political change that support local food systems, small farmers, and farmers' markets and their connection to food access/equity



A Share Share

Comment



Top Comments

FARMERS' MARKET ACCESS+EQUITY



Carle Brinkman Food and Farming Program Director



Jenna Fahle Program Manager

jenna@ecologycenter.org, 510-548-2220x236



Lucy Asako Boltz Program Coordinator



Heidi Kleiner Program Coordinator



Jacqui VanLiew Program Coordinator





Extender Model Implementation Interview Themes

Anna Jones, PhD Assistant Project Scientist Center for Nutrition in Schools Department of Nutrition University of California, Davis

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Background and Methods



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Extender Programming

- Individuals other than CalFresh Healthy Living, University of California Cooperative Extension (CFHL, UCCE) staff implementing programming
- Can include:
 - School teachers
 - After school staff
 - Staff employed by community partners (nonprofits and public agencies)
 - Youth educators
 - Volunteers (community members, such as parents/guardians and senior citizens)



Interviews

- Purpose was to learn more about how extender models are implemented across the state by CFHL, UCCE staff
- Interview questions drafted by Center for Nutrition in Schools (CNS) staff and reviewed by CFHL, UC State Office teams for edits and revisions
- Selection criteria for interviews were that participants oversee or participate regularly in extender programming in one of the counties/clusters selected
- Conducted via Zoom between April 6 and May 4, 2020



Interview Participants

• Eight interviews with 17 staff members

- 4 Nutrition, Family, and Consumer Sciences Advisors
- 8 Program Managers/Coordinators/Supervisors
- 5 Community Education Specialists
- Counties and clusters that participated included:
 - Tulare/Kings Counties, Riverside County, Yolo County, Placer/Nevada Counties, Central Sierra Cluster, Butte Cluster, San Joaquin County, and San Luis Obispo/Santa Barbara Counties





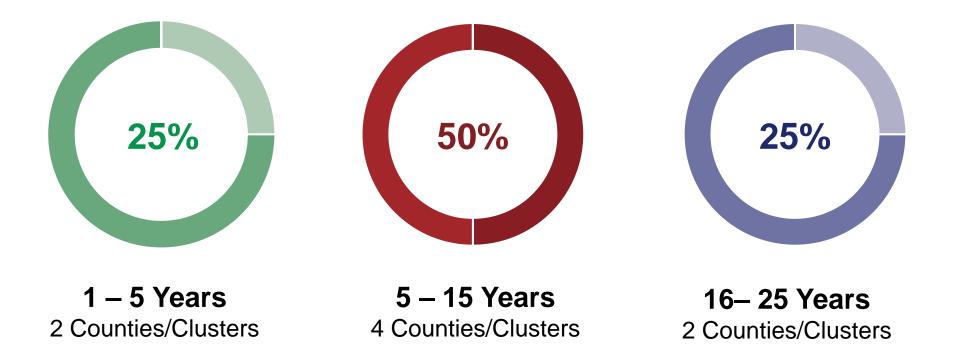
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Interview Results



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Number of Years Implementing Extender Programming

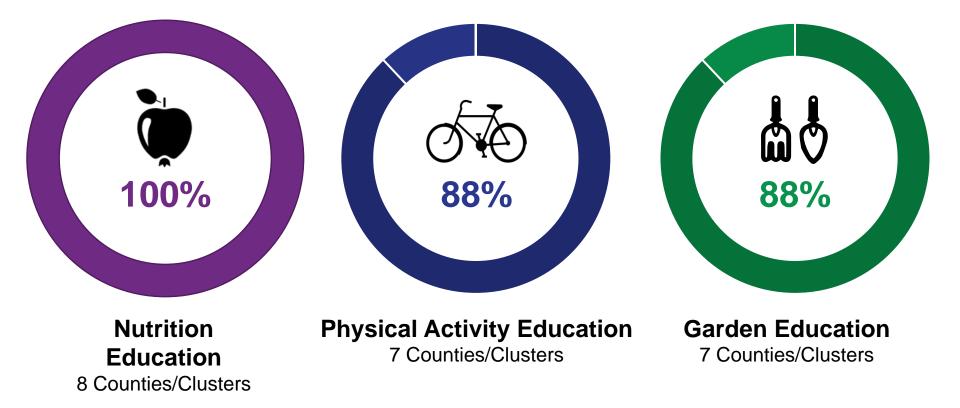




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Type of Education Implemented with Extenders





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Nutrition Education

Settings

Schools After School Home Community Settings

Audience

Youth/Students Families Adults

Extenders

School Teachers Youth Educators Local Community Partner Staff Volunteers

Physical Activity Education

Settings

Schools After School Community Settings

Audience

Youth/Students

Extenders

School Teachers Youth Educators Local Community Partner Staff After School Staff



Audience Youth/Students

Extenders

School Teachers Local Community Partner Staff Volunteers



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Key Findings



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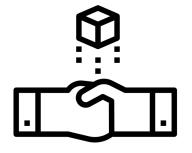
PRE-PREPARED-MATERIALS **VON-CALFRESH-EDUCATORS** C BS BB FS 1 **APPROVED-CU** 1 VTEERS YOUTH-EDUCATORS



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Common Themes



Created by supalerk laipawat from Noun Project

Strong Relationships



Created by ArmOkay from Noun Project

> Tailored Programming and Flexibility



Created by johanna from Noun Project

Training



Created by supalerk laipawat from Noun Project

> Materials, Resources, and Support

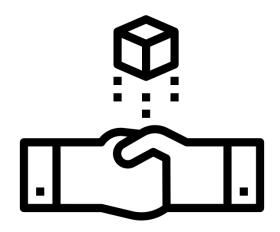


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Strength of Relationships is Critical

- Necessary at every stage:
 - Successful recruitment
 - Training
 - Program implementation
- Address sustainability goals
- Tailor programming
- Allowed further relationship building within the community



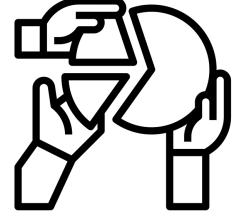
Created by supalerk laipawat from Noun Project



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Flexibility and Tailoring to the Needs

- Right "fit" for extender programming within the community
- CFHL, UCCE staff willing and able to adapt to meet both their and extenders:
 - goals
 - interest
 - comfort levels
 - standards



Created by ArmOkay from Noun Project



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Types of Training for Extenders

- Comprehensive training before the extender began teaching
- Ongoing training throughout program implementation
- Lesson demonstrations
 - Before the extender started teaching, 2 3 lesson demonstrations by CFHL, UCCE educator
 - A final demonstration to conclude the programming for the extender



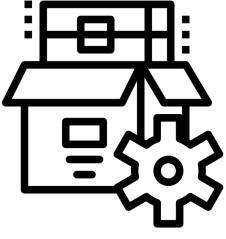
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Materials and Resources Offered

- Program support for extenders was categorized into three categories:
 - Resource support
 - In-person support
 - Remote support



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Resource Support

Curriculum supplies

Lesson packets or kits

Cooking demonstration and tasting supplies

Garden materials and supplies

Physical activity materials and supplies

Program pacing guides

Program evaluation tools

In Person Support

Contraction of the second

Delivered cooking demonstrations or tastings

In-person check-in meetings

Provided connections to local community partners

Active presence at school site to serve as a convenient recourse

Participation in school events

Assistance in evaluation

Remote Support

Emails to check-in

Phone calls to check in

Program newsletters with background information, current health news, other relevant information



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Positive Impacts, Challenges, and Next Steps



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Positive Impacts of Extender Programming

- Increased education and messaging reach
- Strong relationship between CFHL, UCCE staff and extenders
- Networking
- Further relay healthy messaging, build healthy behaviors, and empower the community
- Community interest in continued and expanded programming
- Sustainability of extender programming
- Cohesive messaging
- Expanded use of the school garden by the community
- Inform future programming and projects



Challenges of Extender Programming

- Lack of school teacher extender time
- Staff retention with both CFHL, UCCE staff and extenders
- Materials, resources, and CFHL, UCCE staff time required to continuously supply, support, and train extenders.
- Ensuring program fidelity and tracking data for extender programming.
- Sustaining buy-in for extender programming.
- Finding the right curriculum "fit" for the extender
- Lack of transportation for youth educators.



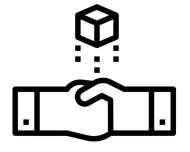
Future Directions – Best Practices Guide

- Successful methods
 - Identifying sites or programs that may benefit from extender programming
 - Setting and communicating expectations for extenders
- Specific guidance
 - Ensuring curriculum fidelity
 - Data collection and tracking
- Templates and sample procedures





Relevance of Interview Findings to Education During COVID-19



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Strong Relationships



Created by ArmOkay from Noun Project

> Tailored Programming and Flexibility



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Training



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> Materials, Resources, and Support



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Acknowledgements and Attribution

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- Center for Nutrition in Schools
 - Rachel J. Colorafi, BS
 - · Anna M. Jones, PhD
 - Rachel E. Scherr, PhD
- CalFresh Healthy Living, UC
 - Andra Nicoli, MA
 - Kamaljeet Singh-Khaira, MS

Additional contributions provided by:

- Center for Nutrition in Schools
 - Rachel N. Yee, BS
 - Melanie A. Gerdes, BS
- CalFresh Healthy Living, UC
 - MaryAnn Mills, MPH
 - Tammy J. McMurdo, MS, RD

- "Activity" icon by Supalerk Laipawat from the Noun Project
- "Partner" icon by Supalerk Laipawat from the Noun Project
- "Talk" icon by Johanna from the Noun Project
- <u>"Training</u>" icon by Musmellow from the Noun Project
- <u>"Collaborate</u>" by ArmOkay from the Noun Project
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Thank You



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California UC REALTRY LIVING UC UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources

Alameda County in ACTION!

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Plant distribution to Oakland Unified School District Families

In partnership with Oakland Unified School District Health and Wellness and Nutrition Services, Alameda County Master Gardeners and CFHL Educators have teamed up to distribute over 3,000 plants and Activity Kits across 15 school sites throughout Oakland.

Tomatoes, basil, cilantro, beans, peppers, cucumbers, eggplant, summer and winter squash, tomatillos



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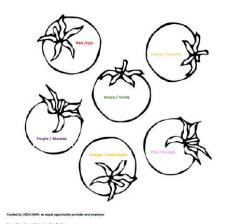






Cal Fresh

Color! Tomatoes come in many colors-



Pinta! Los tomates vienen en muchos colores.

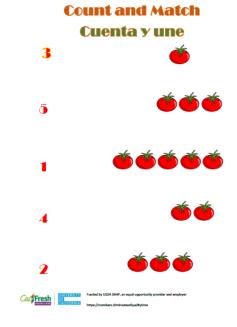




Work with family members throughout the week to graph your rainbow foods and create

- For this activity you will need paper and a pencil. Grab crayons, markers, or colored pencils if you'd like to add color!
- Each family member makes a graph and decorates it.

Red	Orange	Yellow	Green	Blue	Purple
Strawberries	Carrots		Lettuce		
Red onion	Sweet		Peas		
	potato fries		Spinach		
			Cucumber		





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OAKLAND UNIFIED



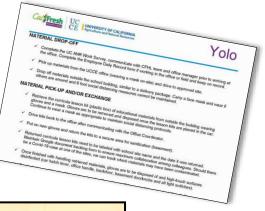
Yolo County ECE Direct Education

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Staying Connected: Highlights from the Field

Yolo County ECE Direct Education

- WHAT: Delivering ECE Curriculum Resources during COVID-19
- WHEN: ECE sites are receiving curriculum lesson materials with new protocols
- WHERE: Migrant Sites, State Preschools, Child Development Centers









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CFHL, UCCE Yolo Early Childhood Education Team

Christie Hedrick <u>clhedrick@ucanr.edu</u>

Laura Quinones-Neri Iquinonesneri@ucanr.edu

Program Website: http://yolonutrition.ucanr.edu/Preschool_Nut rition_Education/



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State Office Updates



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Guidance on Sharing Resources with other LIA's or SIA's

- Reference Email sent on: Wednesday, August 12
 Entitled "Guidance on Program Delivery Product Sharing."
- Q&A Time: please ask Kamal any questions you have regarding this email and guidance.



PEARS UPDATES

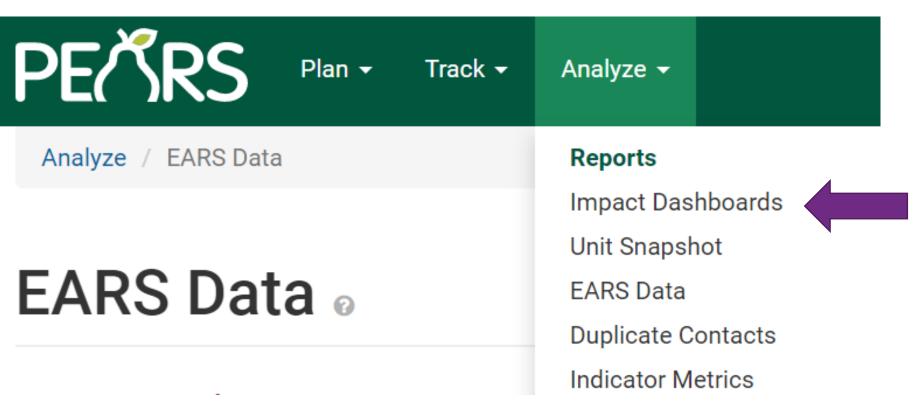
Impact Dashboard



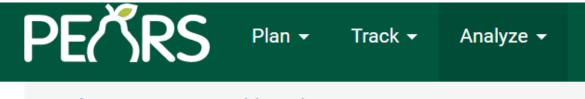
FFY2020 PEARS closing dates



Where to find it?

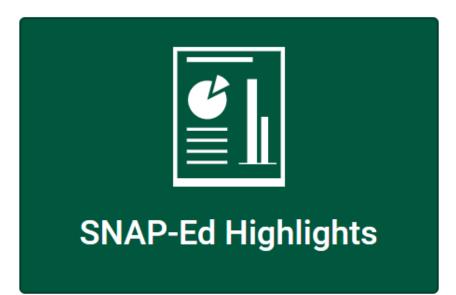






Analyze / Impact Dashboards

Impact Dashboards





Analyze / Impact Dashboards / SNAP-Ed Highlights

SNAP-Ed Highlights

▼ Filter Share

SNAP-Ed aims to improve the likelihood that persons eligible for SNAP will make healthy food and lifestyle choices. The following charts and maps summarize some of the efforts related to this goal.



Select the best filter

Interventions

ighlights

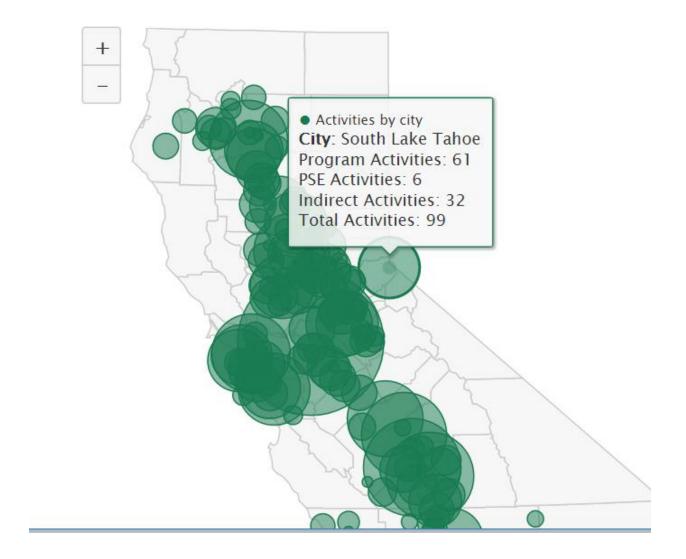
Jhlights	▼ Filter	< Share
Reporting periods		
SNAP-Ed 2019 (Oct September 30, 2019		- ×
Users		
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Sites



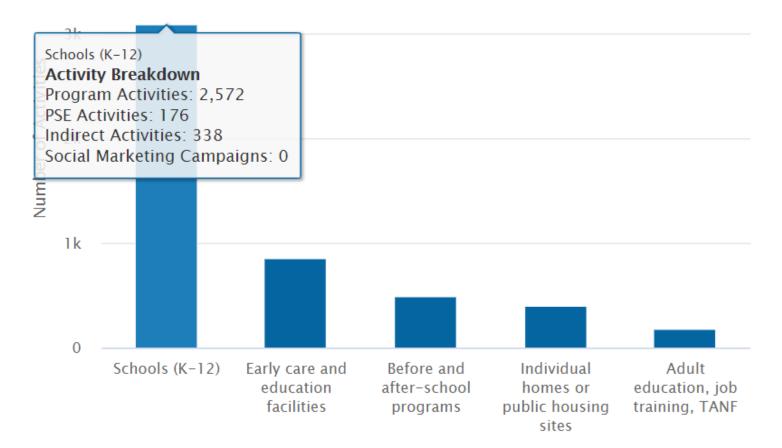
Activities by City





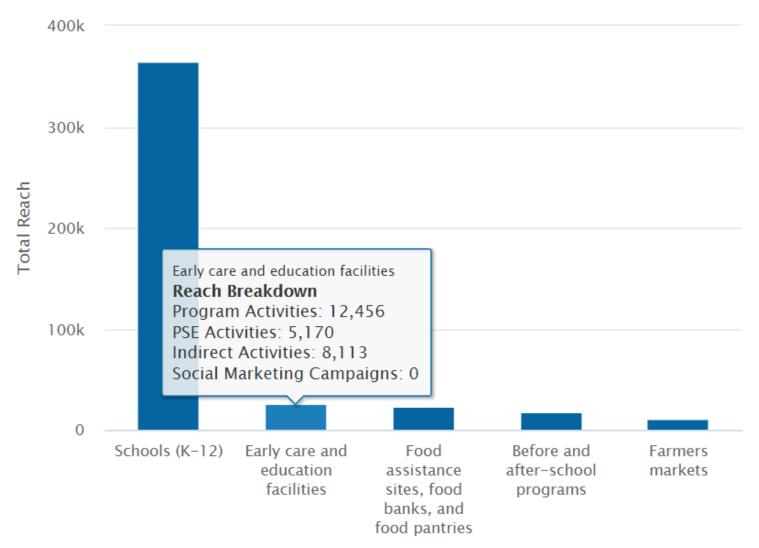
Top Settings by Activity

4k





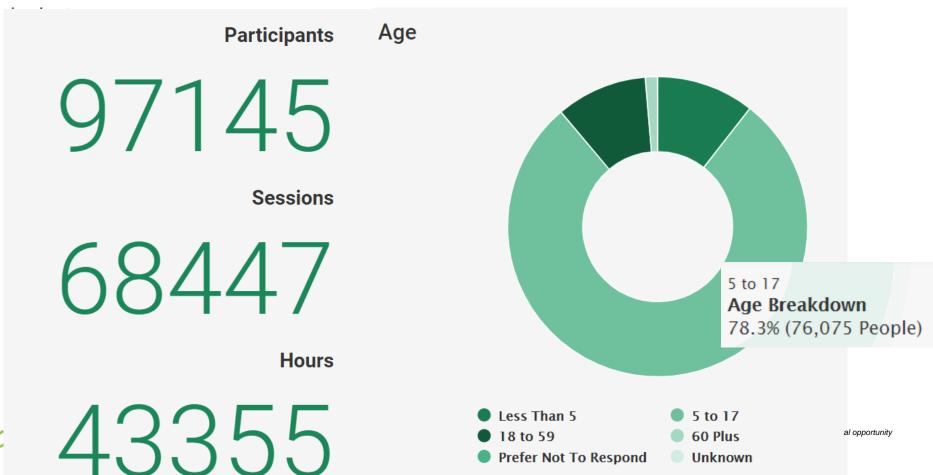
Top Settings by Reach





Direct Education

Educators engage community members directly through evidence-based nutrition education programs. These interventions teach the knowledge and skills needed to make healthy nutrition and physical activity choices within a limited



Indirect Activities

Indirect intervention efforts can reach a broader audience through the distribution of information and resources. For example, newsletters, social media, emails, and community events are avenues for indirectly reaching SNAP recipients.

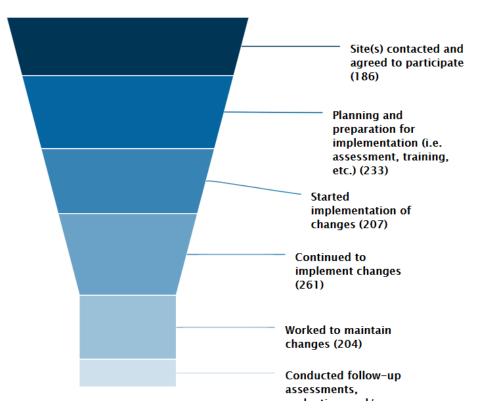


Total Estimated Reach

Top Intervention Channels by Activity

Policy, Systems, & Environmental Changes (PSE)

PSE approaches focus on the underlying systems that create the structures in which we work, live and play. Efforts in this area can often have more far-reaching and long-term impacts towards heathier living. Visit http://bit.ly/37CsIhT to learn more and for some examples of PSEs.



PSE Activity Pipeline



Total Changes Adopted

1505

Top Nutrition Changes

111 Initiated or expanded use of the garden for nutrition education



Reinvigorated or expanded an existing edible garden



Edible gardens (establish, reinvigorate or maintain food gardens)



Initiated or expanded use of onsite garden produce for meals/snacks provided onsite

Top Physical Activity Changes

- 29 Improved quality of structured physical activity
- **120** Increased or improved opportunities for structured physical activity

43

Increased or improved opportunities for unstructured physical activity time/free play



Implemented new or expanded restrictions on use of physical activity as punishment

Other Impact Dashboard Charts

- Roles of SNAP-Ed Funding in PSE Site Activities
- PSE Sustainability Mechanisms
- Partnerships by Type
- Coalition Members by Sector
- Partnership Assistance Provided/Received b
- Depth Of Relationships

ALL Auto-generated in a matter of moments! Able to Share links to Dashboard maps & charts



Encourage teams to

- Look at the Impact Dashboard
 - Try different **Filters**
 - Try **Share** function
- Look at other PEARS reports
 - EARS Data
 - Unit Snapshots
 - Indicator Metrics (only supervisors/advisors)
- Continue your excellent efforts for complete and accurate PEARS reporting



Timeline for PEARS FFY2020 reporting

Date	Action	Who
Now through October 2, 2020	UCCE County/Cluster programs complete all PEARS Data Entry for FFY2020	Counties
	PEARS Data Cleaning	State Office
October 2 – October 14th	Please refrain from entering any new information into PEARS after October 2, 2020. PEARS will be open, however the	The CFHL, UC State Office will work with counties from $10/2 - 10/14$ on final data cleaning procedures.
	CFHL, UC State Office will be working with the County Staff to clean any outstanding data errors/issues.	Please do not make changes unless you are requested by the State Office to do so.



Evaluation Updates

- Expect to receive two separate emails this week
- •#1 communication about FFY2020 portal closure dates for the various participant surveys
- #2 Qualtrics survey about current plans/needs for online administration of participant surveys and an optional evaluation needs planning tool



Box Updates

All changes have been made and box is back online

SO-	-County-Specific_Documents
SO-	-Curriculum
SO-	-Eval_Assessment_Tools
SO-	-Eval_Completed_Assessments
SO-	-Eval_Statewide_Evaluation_Results
so_	_COVID19_Resources
SO_	_Program_Initiatives



Box Updates Poll

Would you like the state office to host Box Office Hours to review the updates in real time and answer any questions you have?

- Yes
- No





FFY21 SNAPshot Updates

- Update SNAPshot based on FFY21 IWP
- Due to State Office 9/21
- More details in email sent 8/17
- Contact SO County Contact with questions

CalFresh Healthy Living, UC Program SNAPshot - (an adaptation of CCC

County:	Choose County	
Federal Fiscal Year	FFY	
REVISED By & Date:		

Participant Reach Target numbers by age will aggregate fi Actuals will aggregate if entered from th				
# of DE Participants			# Policy, Systems, & Environmental	
YOUTH	0-4	5-17	(PSE) Participants	
	-	-		
Optional: Actual Reach:	-	-	Target Participant Baach	
ADULT	18-59	60+	Target Participant Reach	
	-	-	Optional: Actual Reach:	
Optional: Actual Reach:	-	-		



Nutrition Update – Nutrition and Immune Boosters: Separating Fact from Fiction

Tuesday, August 25 11:00 AM – 12:30PM Registration link on Training Calendar

How supplements are regulated

Supplement claims about boosting the immune system

Healthy lifestyle choices that impact immune function

Presented by Dr. Anna Jones, UC Davis Center for Nutrition in Schools



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What's Up? Thursday Thursday, August 27 2:30 – 3:30 PM

Watch your e-mail for agenda and log-in information!





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NERI Order for FFY 2021

- In light of the current situation, at this time, there will not be a Nutrition Education Reinforcement Items (NERI) Order in FFY 2021.
 - The State Office will reassess the need for NERI at a later time.
- Many CFHL, UCCE programs still have many NERI items in stock that were ordered last year.
 - Distribution of NERI items to participants should follow the guidance in <u>CFHL</u>, <u>UC Program Directive 2019-02</u> and in the <u>USDA SNAP-Ed Guidance</u>.

Questions?

Please contact your CFHL, UC State Office County Contact.



Curriculum Orders FFY 2021

- Shipping and Receiving of Curriculum Orders
 - County office if open and receiving shipments <u>or</u>
 - Alternate shipping location justification needed
- EatFit and Up4it Student Workbook Orders
 - Hard copy, electronic and combo versions available
 - Complete <u>Qualtrics Survey</u> with number needed
 - The State Office will place order through UC ANR catalog and provide counties with links to documents.
- Reprographics Curriculum Orders
 - Counties will place order through Reprographics using MyPrint.

Questions? Please contact Ryan Keeler or Tammy McMurdo.



Curricula for Virtual Lesson Delivery

Adult curriculum	Youth Curriculum
Plan, Shop, Save and Cook	Go, Grow, Glow
Eat Healthy, Be Active Community Workshops	Happy Healthy Me
Eating Smart, Being Active	My Amazing Body
Healthy, Happy Families	Good For Me and You
Fresh From the Garden	It's My Choice
Making every Dollar County	Serving Up My Plate (all 3 levels)
	EatFit
	Discovering Healthy Choices
	Up4it
	TWIGs
	Eat and Play Together
	Nutrition to Grow On
	Learn, Grow, Eat, Go



How to Implement Physical Activity in ECE Settings while Physical Distancing

- Date: (Th) August 27, 2020
- Time: 10-11:30am
- Goal: The goal of this webinar training is to share ideas and successes on how to implement physical activity in ECE settings during the current COVID-19 emergency. You can register on the <u>CDPH Training and Events</u> <u>Calendar</u> or click <u>here</u>.



Thank you! Next Town Hall: Tuesday, September 15



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