

SUCSESSES

The Shasta County University of California CalFresh Nutrition Education Program is making a vital impact in providing the community's most vulnerable populations with the information they need to make healthier food choices and encouraging them to stay active.

Youth

- 7,143 Children Served
- 23 Schools Served
- 248 Teachers Served

Adult

- 1,045 Adults Served
- 33 Non-Profit Community Agencies Served



IMPACTS

Due to the UC CalFresh Nutrition Education Program, on average:

- 59.0% of the children increased acceptability of fruits, vegetables and other healthy foods.
- 88.0% of the teachers agreed that this year children chose more fruits and vegetables, are willing to try new foods, can identify healthy choices, wash hands more often and bring more fruits and vegetables as snacks.

For adults and families who received UC CalFresh food nutrition education, on average:

- 83.0% increased acceptability of fruits and vegetables and other healthy food choices.
- 81.0% are willing to serve the new fruits and vegetables and other healthy choice at home to their families.
- 59.0% improved healthy meal preparation
- 34.0% improved food resource management practices.

IMPROVING CALIFORNIA'S HEALTH THROUGH COMMUNITY-BASED NUTRITION EDUCATION

County Statement:

Shasta County is a large, diversified county which covers 3,847 square miles, located in the heart of Northern California and has an estimated population of 179,804 as of 2014.

Serving the Community

The unemployment rate of Shasta County is 6.4%. Currently 17.5% live at or below poverty. Nearly one-third of the students eligible for free and reduced price meals do not participate in the National School Lunch Program. Over one-quarter (25.5%) of adults are obese and 57.6% are overweight or obese; 36.3% of children and teens (ages 5 to 19) are overweight and 19.3% are obese; and over one-third (34.8%) of children (ages 2 to 4) are overweight or obese.

Serving Individuals and families

The University of California CalFresh Nutrition Education Program provides evidenced-based nutrition education to CalFresh recipients and other low-income individuals and families in collaboration with valuable local partners. The program acts as a bridge, tailoring the latest science, curriculum and innovative educational materials to the needs, culture and language of the low-income communities.

Serving California Agriculture

Agriculture is an integral part of the Nutrition Education Program. The program includes recognition of local farmers, lessons at the Farmer's Markets, Farm Club for Kids, School Gardens and the Master Gardener program. Local Farmers are sought out for purchasing produce for the program's tastings and lesson demonstrations. Farmers Feed America!

Serving Local Education

UC-CalFresh Nutrition Education program provides quality evidence-based nutrition education and physical activity to schools, afterschool programs, summer camps and at school events.

Building Partnerships

Dedicated to working together to Maximize our Success!

- Area Agency on Aging
- City of Redding
- Growing Local Coalition
- Healthy Shasta Movement
- Master Gardener Program
- Northern Hispanic Latino Coalition
- Shasta 4H
- Shasta Coalition for Activity & Nutrition
- Shasta County Office of Education
- Shasta County Social Services
- Shasta Public Health Department
- Shasta School Districts
- And others....

