

SUCCESSSES

- ✦ Provided nutrition education to 4,752 individuals
- ✦ Reached 3,631 individuals with indirect education
- ✦ Implemented or supported policy, system, and environmental (PSE) changes at 18 sites, reaching an estimated 4,089 individuals



RESULTS

Youth

- ✦ Compared to the beginning of the school year, 77% of teachers reported more students choosing fruits and/or vegetables in the cafeteria or class parties

Adult

- ✦ 67% of Plan, Shop, Save & Cook graduates use MyPlate more often when making food choices

IMPROVING CALIFORNIA'S HEALTH THROUGH SNAP-ED

County Statement:

Santa Clara County in the San Francisco Bay Area has a population of approximately 1.9 million people, with 21% being SNAP-Ed eligible (income \leq 185% FPL). The prevalence of overweight or obesity is 64% for SNAP-Ed eligible adults. Among low-income children, 14% of 2-11 year olds are overweight. The county has a food insecurity rate of 11% overall, and 17% among children.

Serving Individuals and Communities

In FFY2018, the UC CalFresh Nutrition Education Program provided evidence-based nutrition education to CalFresh recipients and other low-income individuals and families at approximately 60 sites in Santa Clara County. The program supported approximately 28 PSE changes that encourage physical activity and healthy eating.

Providing Education

The UC CalFresh program in Santa Clara County acts as a bridge between the UC system and the community, tailoring the latest science-based curricula to the culture and language of the county's low-income residents. The program delivered comprehensive nutrition education and/or environmental supports at approximately 55 SNAP-Ed qualified schools and preschools in the county.

Helping to Make Organizational and Environmental Changes

UC CalFresh Santa Clara County supported Farm to School efforts; helped to re-establish, maintain, or revitalize school gardens; encouraged structured physical activity; and assisted with the implementation of Smarter Lunchroom Movement techniques.

Serving California Agriculture

Both youth and adult lessons promote the benefits of fresh, local produce; tastings are aligned to seasonal, local grown produce whenever possible. Garden-based nutrition education curricula is offered to all partnering schools and agencies.

Building Partnerships

- Santa Clara Unified School District
- Mount Pleasant School District
- Dairy Council of California
- Santa Clara County Public Health
- UCCE Master Gardener
- Community Alliance with Family Farmers



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SUCCESSSES

- ✦ Provided nutrition education to 3,158 individuals
- ✦ Reached 2,468 individuals with indirect education
- ✦ Implemented or supported policy, system, and environment changes at 21 sites, reaching an estimated 5,135 individuals



RESULTS

Youth

- ✦ By the end of the year, 92% of teachers reported more students choosing fruits and/or vegetables in the cafeteria or during class parties

Adult

- ✦ 35% of *Plan, Shop, Save & Cook* graduates do not run out of food as often

IMPROVING CALIFORNIA'S HEALTH THROUGH SNAP-ED

County Statement:

San Mateo County has a population of approximately 750,000 people, with 19% of the residents being SNAP-Ed eligible. Approximately 140,908 people live at or below 185% of the poverty level. Of the SNAP-Ed eligible population, 67% of adults are overweight/obese. 23% of low income children ages 12-17 are overweight/obese.

Serving Individuals and Communities

In FFY2018, UC CalFresh provided evidence-based nutrition education to CalFresh recipients and other low-income individuals and families in San Mateo County. The program supported policy, system, and environment changes that encourage physical activity and healthy eating.

Providing Education

The UC CalFresh program in San Mateo County acts as a bridge between the UC system and the community, tailoring the latest science-based curricula and information to the culture and language of the county's low-income communities. The program provided nutrition education and/or environmental supports at approximately 33 SNAP-Ed qualified schools and preschools.

Helping to Make Organizational and Environmental Changes

UC CalFresh San Mateo County supported Farm to School efforts, participated in the re-establishment and maintenance of school gardens, encouraged structured physical activity and assisted with the implementation of Smarter Lunchrooms Movement techniques.

Serving California Agriculture

Both youth and adult lessons promote the benefits of fresh, local produce and tastings are aligned to seasonal, local grown produce whenever possible. Garden-based nutrition education curricula is offered to all partnering schools and agencies. In partnership with UCCE 4-H San Mateo, teen extenders delivered a ten week series of garden-based nutrition education lessons.

Building Partnerships

- Jefferson Elementary School District
- Redwood City Elementary School District
- San Mateo County Public Health
- Community Alliance with Family Farmers
- UCCE 4-H & Master Gardeners



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SUCCESSSES

- ✦ Provided nutrition education to 1,402 individuals.
- ✦ Reached 900 individuals with indirect education.
- ✦ Supported policy, system, and environment improvements at 9 school/preschool locations, reaching 2,096 youth.



RESULTS

Youth

- ✦ The majority of teachers (78%) observed more students being willing to try new foods by the end of the school year.

Adult

- ✦ 74% of *Plan, Shop, Save & Cook (PSSC)* graduates increased meal planning practices and 97% are using nutrition facts labels more often.

IMPROVING CALIFORNIA'S HEALTH THROUGH SNAP-ED

County Statement:

San Francisco County has a population of approximately 850,000 people, with 26% of the residents being SNAP-Ed eligible. Approximately 211,181 people live at or below 185% of the poverty level. Of the SNAP-Ed eligible population, 56% of adults are overweight/obese.

Serving Individuals and Communities

In FFY2018, UC CalFresh provided evidence-based nutrition education and structured physical activity to CalFresh recipients and other low-income individuals and families at 19 sites in San Francisco County. The program participated in ongoing planning for policy, system, and environment improvements that encourage physical activity and healthy eating at 8 of those sites.

Providing Education

The UC CalFresh program in San Francisco County acts as a bridge between the UC system and the community, tailoring the latest science-based curricula and information to the culture and language of the county's low-income communities. The program provided nutrition education and environmental supports at approximately 9 SNAP-Ed qualified schools and preschools.

Helping to Make Organizational and Environmental Changes

UC CalFresh San Francisco County supports school and preschool wellness policies and practices. Assists schools and preschools in completing environmental assessments, including the Children's Council San Francisco Healthy Apple Program online assessment. Provides training and technical support for Smarter Lunchroom Movement and other policy, system and environmental changes.

Serving California Agriculture

Both youth and adult lessons promote the benefits of fresh, local produce and tastings are aligned to seasonal, local grown produce whenever possible. Garden-based nutrition education curriculum is offered to all partnering schools and agencies.

Building Partnerships

- ✦ Children's Council of San Francisco
- ✦ San Francisco Unified School District
- ✦ Kai Ming Head Start
- ✦ Wu Yee Children Services
- ✦ Donaldina Cameron House
- ✦ Raphael House of San Francisco



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A. SNAP-Ed Program Overview

i. Progress in Achieving Overarching Goals:

In FFY 2018, the Santa Clara/San Mateo/San Francisco (SC/SM/SF) County program continued to make considerable progress toward meeting Three-Year SNAP-Ed Local Objectives as established in their respective integrated county Integrated Work Plans (IWP).

Key Integrated Work Plan Goals by County:

- **Santa Clara County Local Objective:** By September 30, 2019, 46 SNAP-Ed **eligible sites** will adopt, strengthen or improve implementation of existing wellness policies and/or practices and standards to support improved physical activity behavior and increased consumption of healthy food and beverages for SNAP-Ed eligible participants, their families, and site employees who impact the environment.
- **San Mateo County Local Objective:** By September 30, 2019, 14 K-12 SNAP-Ed **eligible schools and afterschool programs** will make changes to the site environment and systems to support improved nutrition and physical activity behaviors among students, parents, and staff.
- **San Francisco County Local Objective:** By September 30, 2019, 30 **Early Childhood Education sites** will develop and/or implement site wellness policies and procedures, including making healthy site changes to improve the nutrition, physical activity, and/or screen time environment for participating children.

The goals and objectives in the respective IWP's of all three counties are focused on site changes that improve physical activity behavior and increase consumption of healthy food and beverages. In all three counties, these objectives are supported by Work Plan Activities, such as providing direct education, which compliment these site changes and support comprehensive programming. These activities led to the SC/SM/SF County program to continue strengthening the quality of its large youth and adult direct education programs, serving approximately 100 schools and community organizations in three counties, reaching 8,243 youth and 1,069 adults in FFY18. Additionally, the SC/SM/SF County program supported or led policy, systems, and environment (PSE) work in 55 preschools, schools, and afterschool settings with 48 settings implementing changes that reach an estimated 11,320 participants. In Santa Clara County, UC CalFresh supported the above local objective by providing either direct education and/or environmental supports in approximately 55 sites. Similarly, UC CalFresh in San Mateo County provided nutrition education and/or environmental supports at approximately 33 qualified school sites. In San Francisco County, UC CalFresh supported eight early childhood education sites in making healthy site improvements.

ii. Describe Projects Implemented During the Reporting Year by Identified Primary Approach

Programming in SC/SM/SF Counties continued to be focused on preschools, elementary schools, and afterschool programs with most direct education and all PSE changes being made in those settings. In FFY18, the SC/SM/SF County program supported classroom implementation of both UC curricula such as *Go, Glow, Grow, My Amazing Body, Good for Me and You*, and *It's My Choice...Eat Right! Be Active!* as well as a range of Dairy Council curriculum. *CATCH* curriculum was increasingly used in all three settings with numerous extender trainings of it both conducted and planned in FFY18.

The UC adult curriculum *Plan, Shop, Save, Cook (PSSC)* and the family-centered curriculum *Eat and Play Together!* were the primary curricula implemented when working with adults across the SC/SM/SF County program. The food resource management curriculum of PSSC helps participants choose nutritious foods that fit within their budget. Throughout the four-part series, participants learn techniques to save both time and money. *Eat and Play Together!* is a nutrition and physical activity curriculum

designed for child-adult pairs to learn together. The four lessons were implemented as both one-time workshops and series.

The strategy of the SC/SM/SF County program in FFY18 continued to be the layering of PSE efforts on top of the direct and indirect nutrition education at sites where it was already being provided. The most common PSE strategies implemented were related to physical activity, school gardens, and cafeteria taste tests implemented in support of Farm to School efforts. The largest number of youth reached by PSE efforts, 10,493, were in the school setting with an additional 508 in preschool sites, and 319 in afterschool programs.

There were 18 PSE changes related to physical activity with most of these occurring in San Francisco and Santa Clara Counties. A strong interest in *Coordinated Approach to Child Health (CATCH)* curriculum implementation from both Early Childhood Education sites and afterschool programs moved this effort forward significantly in FF18 by increasing opportunities for and the quality of structured physical activity. In addition to the number of youth reached at sites with actual implementation of changes, additional sites were in the planning and training stages in preparation of future PSE changes.

Smarter Lunchroom Movement (SLM) strategies and Farm to School improvements were the most frequent PSE changes with a total 20 SLM related improvements made and 17 Farm to School changes made. These two strategies, which are very closely aligned, were implemented primarily in San Mateo and San Francisco Counties, with the UC CalFresh program providing support to one high school in San Francisco. Farm to School efforts in both San Mateo and Santa Clara County received strong partnership support from both the Community Alliance with Family Farmers (CAFF), Santa Clara County and San Mateo County Public Health Departments, and Palo Alto Medical Foundation's (PAMF) Nutrition Education Program.

PSE changes related to the establishment, maintenance, and use of the school garden for nutrition education were other very common PSE improvements reported for 15 sites. Most of this work occurred in San Francisco and San Mateo Counties with much of it happening in the preschool and afterschool settings. San Mateo County's garden work continued to benefit from that county's Healthy Living Ambassador (HLA) program. UC CalFresh supports the HLA program in partnership with 4-H San Mateo County in order to recruit and train approximately 40 teens annually to maintain approximately five garden sites and lead a ten-week series of garden-based nutrition education lessons in the afterschool setting reaching an estimated 100 SNAP-Ed eligible students.

B. Summary Results from the Program Evaluation and Reporting System (PEARS)

i. SNAP-Ed Direct Education Participants FFY 2018

Number of Direct Education Participants (unduplicated) by Age Group and Sex

Age	Female	Male	Actual Count	Estimated Count	Total
Less than 5 years	1,466	1,394	2,901	16	2,917
5-17 years	2,538	2,757	595	4,731	5,326
18-59 years	772	128	887	23	910
60 years or older	132	26	159	0	159
Total	4,908	4,305	4,542	4,770	9,312

Number of Direct Education Participants (unduplicated) by Ethnicity and Race

		Actual Count of SNAP-Ed Participants	Estimated Count of SNAP-Ed Participants
Ethnicity	Hispanic/Latino	2,810	2,770
	Non-Hispanic/Latino	1,592	1,718
Race (select one or more)	American Indian or Alaska Native	29	0
	Asian	959	1,235
	Black or African American	189	43
	Native Hawaiian or Other Pacific Islander	83	10
	White	1,521	142
Total		4,402	4,488

ii. SNAP-Ed Direct Education Delivery by Programming Format

Direct Education - Characterizing Education Session Format, Delivery, Time

Format	A. Number Delivered	B. Time Range	
		Session (in minutes)	Number of Sessions
1. Single Session	53	<input type="checkbox"/> 0-30	3
		<input type="checkbox"/> 31-60	45
		<input type="checkbox"/> 61-90	4
		<input type="checkbox"/> 91-120	0
		<input type="checkbox"/> Over 120	1
2. Series of 2 to 4 Sessions	79	<input type="checkbox"/> 0-30	21
		<input type="checkbox"/> 31-60	228
		<input type="checkbox"/> 61-90	7
		<input type="checkbox"/> 91-120	6
		<input type="checkbox"/> Over 120	0
3. Series of 5 to 9 Sessions	33	<input type="checkbox"/> 0-30	47
		<input type="checkbox"/> 31-60	144
		<input type="checkbox"/> 61-90	11
		<input type="checkbox"/> 91-120	5
		<input type="checkbox"/> Over 120	7
4. Series of 10 or More	282	<input type="checkbox"/> 0-30	12,702
		<input type="checkbox"/> 31-60	7,640
		<input type="checkbox"/> 61-90	864
		<input type="checkbox"/> 91-120	93
		<input type="checkbox"/> Over 120	18

iii. **SNAP-Ed Delivery by Site Setting**

List of Settings	# of Sites with DE reported	# of Sites/Org with PSE Activity (any stage)
Early care and education	56	15
Schools (preschools, K-12, elementary, middle, and high)	45	23
Afterschool programs (includes before school programs)	18	17
Other places people go to “learn”	7	
Emergency shelters and temporary housing	6	
Adult education, job training, TANF, and veteran services	4	
Individual homes and public housing	3	
Community organizations	3	
Schools (colleges and universities)	2	
Group living arrangements/residential treatment centers	1	
Parks and open spaces	1	

C. Program Highlights and Accomplishments for FFY 2018

i. **Ongoing and New Projects that were Operational During the Reporting Year Identified by Primary Approach**

Much of the work for the SC/SM/SF UC CalFresh program in FFY18 represented further progress on existing projects with a continued focus on improving the quality and depth of programming. In the area of direct education, there was a minor shift towards more frequent use of the SNAP-Ed approved Dairy Council curriculum as this facilitated multiple nutrition education organizations working within the same district. Work within San Jose Unified School District is an example of this. With the UC CalFresh, Santa Clara County Public Health, and PAMF’s nutrition education programs all working within the district, use of the Dairy Council curriculum by all three allowed for more consistent support to schools regardless of the individual program working within a particular school.

The SC/SM/SF UC CalFresh program also participated in both new Statewide Days of Action. On May16, 2018 for Rethink Your Drink Day, the program held an event at Gardner Elementary School where students sampled fruit infused water, met the San Jose Earthquake’s mascot Q, and signed a pledge to drink more water. A similar event was held at San Mateo Park Elementary School in San Mateo County. At the beginning of the school year on August 29, 2018, parents at both Scott Lane Elementary School in Santa Clara and San Mateo Park Elementary School in San Mateo were reminded to pack healthy snacks for their kids at the Healthy Snack Day table that was set up at their children’s school.



San Jose Earthquake’s mascot Q encourages Gardner Elementary School students to drink water.

Across the three county program, PSE efforts remained consistent to prior years. However, there were improvements in several areas. In the early childhood education setting, the use of the Children's Council of San Francisco Healthy Apple online assessment provided more structure and guidance to these efforts. In Santa Clara County, UC CalFresh further improved collaboration with both Public Health and PAMF to expand support for PSE changes in school cafeterias and the promotion of physical activity across districts.

ii. **Program Successes and Major Achievements**

This section provides more in-depth examples of comprehensive programming and/or PSE efforts that the SC/SM/SF UC CalFresh program provided during FFY18. Further information regarding the partnerships that made this programming possible is described in subsection iii: Partnerships and Coalitions.

Comprehensive Programming in Early Childcare Education Sites:

In FFY18 and with the support of the UCCE San Mateo/San Francisco Counties, four out of eight Kai Ming Head Start sites won Healthy Apple Awards with three receiving a bronze award and one a silver award. The Children's Council of San Francisco, a SNAP-Ed sub-contractor of the San Francisco Public Health Department, administers the awards and the Healthy Apple program. Available to all childcare providers in San Francisco, the Healthy Apple program supports the implementation of research-based best practices in nutrition and physical activity for children up to age five. Kai Ming is a non-profit agency in San Francisco that has maintained a long-term relationship with both UC CalFresh and the UCCE's Expanded Food and Nutrition Program (EFNEP). Historically, UC CalFresh has supported youth nutrition education while EFNEP regularly provided their 6-8 week series of adult classes to the preschool parents. In more recent years, the partnership has been strengthened as UC CalFresh supported Kai Ming site directors and staff in the three components of the Healthy Apple program, which include a self-assessment of current practices, goal setting, and resource identification to achieve goals.



A Kai Ming Head Start teacher proudly displays a Healthy Apple Award.

This award process began in FFY17 when Kai Ming was identified as an agency that could benefit from policy, systems, and environmental support from the UC CalFresh program. The agency's Health and Wellness Coordinator was an enthusiastic partner and eagerly accepted the UC CalFresh suggestion to use the Children's Council's Healthy Apple online self-assessment tool and the UC CalFresh program's offer to provide technical assistance in completing it. With this technical assistance, all initial assessments were completed in FFY17, establishing a baseline assessment and a path towards improvement and the recognition awards.

During the assessment reviews with the Health and Wellness Coordinator, improving environmental supports which encourage physical activity was jointly identified as the first area of focus, resulting in the agency deciding to adopt *CATCH* Early Childhood Education system-wide. Kai Ming purchased the necessary *CATCH* supplies, and trainings led by the UC CalFresh Physical Activity Lead were conducted onsite at all eight locations throughout October, November, and December of 2017. In addition to the onsite *CATCH* trainings, each site received a refresher training of the preschool nutrition curriculum *Happy, Healthy, Me*. In both cases, UC CalFresh educators worked directly with the preschool students while modeling lessons for the teachers.

Additionally, seven out of the eight Kai Ming sites worked with a UC CalFresh educator to establish or expand an existing garden to use as the setting for garden-based nutrition education. Again, the preschool curriculum *Grow It, Try It, Like It* was modeled, with students and teachers learning together as the lesson was implemented at each site.

Moving forward and looking towards sustainability of these positive changes, UC CalFresh educators have follow up lessons of the physical activity curriculum and both the garden-based and classroom nutrition curriculum scheduled and/or planned in FFY19. Additionally, UC CalFresh is working closely with the EFNEP adult educator to ensure that parent classes include education on the importance of physical activity for both youth and adults. UC CalFresh educators will continue to encourage the agency's Health and Wellness Coordinator to set nutrition and physical activity policies that support the sustainability of improvements made.

Structured Physical Activity Promotion:

The promotion of structured physical activity, an important part of the comprehensive programming at the Kai Ming sites, reached far beyond that setting. The SC/SM/SF program made significant progress in supporting the adoption of structured physical activity in both the early childhood education setting, summer school programs, and afterschool programs. Limited progress was also made in the promotion of the *CATCH* Physical Education curriculum during the elementary school day. Key partnerships with Think Together afterschool program, Santa Clara County Public Health (SCCPHD), and San Francisco County's subcontractor the Children's Council all played critical roles in these successes.

In the spring of 2018, and as part of this structured physical activity promotion, UC CalFresh Santa Clara County partnered with the Santa Clara County Public Health Department and the Think Together after school program to implement a Teens as Teachers Program using the *CATCH* (*Coordinated Approach to Child Health*) curriculum. The goal was to develop a *CATCH* Club at Burnett Middle School of San Jose, consisting of a group of middle school students who would commit to learning *CATCH* activities and teach them to students of Bachrodt Elementary School.



The UC CalFresh Santa Clara County program and SCCPHD started by teaching over 80 middle school students *CATCH* activities. After two weeks,

students who were interested in continuing the program joined Burnett CATCH Club to further their knowledge of the activities, develop teaching skills, and become teen extenders of the curriculum. Twelve students made up Burnett CATCH Club, and they practiced for two weeks before spending one day a week for four weeks teaching over 80 elementary students a series of activities. Burnett CATCH Club divided into four groups of three to four students, and were assigned their own group of 15-20 elementary students.

Students of Burnett CATCH Club enjoyed being looked-up to by the elementary students. For many of them, this was their first time playing a leadership role. When asked what they took away from this experience, some of the feedback included: “now I understand how my teachers and afterschool leaders feel when they are trying to give instructions to all of us [students]”, and “One thing I like is that I’m not that shy anymore”.

The Burnett Middle School students enjoyed the experience so much they joined UC CalFresh again for a Fuel Up to Play 60 event held at Bachrodt Elementary. Here, they assisted the elementary students with brainstorming ideas of how they could make their school a healthier place. UC CalFresh and SCCPHD plan to continue Burnett CATCH Club next school year, as well as other efforts throughout Santa Clara County.

UC CalFresh staff in San Mateo County led a similar teens as teachers project in the summer school program held at Pescadero Elementary School. In that program, 19 middle school students were trained to lead *CATCH* physical education lessons for 50 elementary school participants in the summer school program. Again, the middle school students were first trained on the activities and classroom management techniques and then given one of their first leadership opportunities as they led the four-week series of physical education lessons. The final leadership opportunity in the summer school program for these middle school students included an educational trip to UC Elkus Ranch where they supported learning at the ranch in the form of garden-based nutrition education lessons and additional physical activity for the elementary school students.

Multiple other *CATCH* extender trainings were conducted or supported by the SC/SM/SF program in FFY18. This included training summer school staff at Fair Oaks Elementary School, afterschool program staff at Think Together’s program across Santa Clara and San Mateo Counties, as well as home early childcare providers in partnership with the Children’s Council, First 5 Santa Clara County, and SCCPHD.

Farm to School and Smarter Lunchrooms Movement:

The Smarter Lunchrooms Movement (SLM) technique of offering fruit and vegetable tastings in the school cafeterias continued to be the PSE strategy used by the UC CalFresh program in both San Mateo and Santa Clara Counties with the greatest reach. This strategy was supported in 17 schools across 5 school districts and accounted for much of the 10,493 youth reached with PSE changes in the school setting as these efforts reach every student enrolled in the school. Through this effort, UC CalFresh staff encouraged students to try approximately 30 different produce items that were either being served or would be served in their school cafeteria. The local, seasonal items included apricots, blood oranges, eagle egg pluots, rainbow carrots, and persimmons.



A Colorful Display of Persimmons in a Cafeteria Promotion Waiting to be Sampled by Students.

During a typical cafeteria promotion, every child is offered a small sample of the fruit or vegetable as they walk into the cafeteria. The short time when they are waiting in line for lunch is used for them to try the item and then vote with their empty cup at the table that is set up as a “voting station” just outside the cafeteria doors. Each child is given the opportunity to share their opinion by placing their empty cup in one of the three buckets labeled “Loved It,” “Liked It,” or “Not Today.” The labels have corresponding emojis that facilitate quick interpretation by even the youngest students.

Rosemary Elementary School in Campbell student comments after tasting new produce items such as a kale, red cabbage and carrot salad mix include: *"We should have this in the salad bar."* *"That salad was lit."* *"This tastes great!"* When sampling snap peas various Fair Oaks Elementary School students in Redwood City were overheard saying, *"Wow... these are delicious, I have never had them before."* *"I love these, can I have some more?"* *"Wow, look how cool they look when you open them."* *"they taste sweet..."* *"sweet and tasty."*

This strategy continues to be used to support both a school district's farm to school efforts and encourage students to eat the fruits and vegetables they are offered in the school cafeteria. In some districts with advanced Farm to School efforts, such as Santa Clara Unified, this strategy is used to introduce unfamiliar items such as persimmons, watermelon radishes, and blood oranges. In that district, many of these produce items are grown on the newly established district farm. In other districts, UC CalFresh Educators use this strategy to encourage foodservice directors to try placing local, season produce items on the menu.

In an effort to raise awareness of the local, seasonal produce served in the school cafeteria, voting results are often shared in the following morning's announcements, school newsletters, and flyers placed on campus at the end of the tasting. Additionally, produce sampling tables for parents are sometimes set up at Back to School Nights or student pick-up time at the end of the school day.

iii. Partnerships and Coalitions

Partnerships – Receive No Direct SNAP-Ed Funding but are Involved in SNAP-Ed Programs

Partner Title	A. Number of Partners You Work With This Reporting Year
Schools (preschools, K-12, elementary, middle, and high)	82
Early care and education facilities (includes child care centers and day care homes as well as Head Start, preschool, and pre-kindergarten programs)	17
Other (<i>shelters, low-income house, libraries</i>):	8
Foundations/philanthropy organizations/nonprofits	4
Labor/workforce development groups	3
Agricultural organizations (includes farmers markets)	3
Schools (colleges and universities)	2

Collaborative Efforts Promoting Comprehensive Programming and Physical Activity in San Francisco Preschools:

The UC CalFresh program in San Francisco County has a very effective partnership with The Children's Council of San Francisco's Healthy Apple program. This exciting partnership has proved to be a very productive way of promoting comprehensive programming in San Francisco's preschool settings. The UC CalFresh Program Supervisor serves on the Healthy Apple Steering Committee and that program's online assessment tool is regularly used to guide UC CalFresh support of site improvements at the preschool level in San Francisco. Additionally, the two programs partner to provide regular *CATCH* trainings for San Francisco's home preschool daycare providers.

An example of this successful partnership includes the work with Kai Ming Head Start in San Francisco, which was previously highlighted in this report. UC CalFresh worked in a three-way partnership with The Children's Council of San Francisco and EFNEP to support comprehensive programming at all eight Kai Ming sites in San Francisco. Each organization had very defined roles in the joint effort to support the agency, which included assisting with the Healthy Apple online self-assessment and reassessment process, providing direct education to youth and adults, and the adoption of nutrition and physical activity practices, supports, and standards.

In FFY17, UC CalFresh's role was to work onsite at the preschools guiding Kai Ming staff through the online assessment, while The Children's Council Staff provided reports on the results of the assessments as well as assistance in report interpretation. The FFY18 *CATCH* and *Grow It, Try It, Like It* curriculum trainings also previously mentioned were scheduled as a result of this assessment process. In partnership with EFNEP, adult education for parents was provided at all eight Kai Ming sites in FFY18. As previously mentioned, this successful partnership resulted in four of the eight Kai Ming sites earning a Healthy Apple recognition award in FFY18.

UC CalFresh staff also continue to refer the San Francisco preschool staff to health and wellness related workshops held by The Children's Council. Additionally, UC CalFresh educators lead *CATCH Early Childhood Education (CATCH ECE)* extender trainings at The Children's Council. This has proven to be a very effective way to reach a SNAP-Ed eligible population of home childcare providers. Without the necessary staffing to go onsite to individual providers, holding these trainings at Children's Council has been a more cost effective strategy to reach this enthusiastic population. In FFY18, The Children's Council received a donation of *CATCH ECE* kits, which included a teacher's manual, activity cards, and equipment. Home daycare providers attending a *CATCH ECE* training led by a UC CalFresh Educator and committing to adopting a physical activity policy were provided with these kits in order to support structured physical activity in their centers.



UC CalFresh Educator Marisela Ceron trains Zonia Torres and other home childcare providers on CATCH ECE.

Zonia Torres was one home childcare provider who took advantage of this opportunity. In the above photo she can be seen attending the *CATCH ECE* training in late February 2018. Some of the *CATCH* equipment (scarves) and the implementation of structured physical activity skills that Zonia received at this training can be seen in the following USA Today video:

<http://www.childrenscouncil.org/childrens-councils-healthy-apple-program-makes-national-news/>

Collaborative Efforts in Support of Farm to School and Physical Activity Promotion in San Mateo and Santa Clara Counties:

The SC/SM/SF County program's historically maintained a strong partnership with the three public health departments and with Santa Clara County Public Health Department's SNAP-Ed funded program in particular. Previously, the partnership with Santa Clara County, the strongest of the three, was focused around the promotion of seasonal produce and Farm to School efforts. It began in FFY14 when the SNAP-Ed partners in Santa Clara County, led by that County's Health Department, established the Santa Clara County Nutrition and Physical Activity Monthly Themes. In the following years, the partnership evolved to a more in-depth one and expanded to include Palo Alto Medical Foundation's (PAMF) Nutrition Education Program, an agency which is not SNAP-Ed funded. The three agencies worked closely in order to effectively support Farm to School efforts across Santa Clara County. During FFY18, these partnerships were further strengthened by expanding into the promotion of physical activity in the form of joint *CATCH* extender trainings.

The three nutrition education programs in Santa Clara County continued to strategically plan their services in FFY18 in order to provide school districts the highest level of support possible. In addition to coordinating direct education, support for cafeteria promotions were again carefully planned. While each nutrition education program exclusively provided support to some districts, in other districts cafeteria promotions were strategically planned to introduce the new seasonal, local produce items in the same week to the greatest number of students possible. For example, on the 3rd Wednesday of each month throughout the 2017/18 school year, UC CalFresh employees staffed a cafeteria promotion at a SNAP-Ed qualifying school in San Jose Unified School District while Santa Clara County Public

Health staff supported a cafeteria promotion of the same produce item at another qualifying school in the district. Additionally, both UC CalFresh and Santa Clara County Public Health staff worked side by side with PAMF staff supporting cafeteria promotions in Campbell Union School Districts. Again, these joint efforts allow for greater reach across school districts and the county.

This strong partnership with Santa Clara County Public Health began to expand into the support of physical activity promotion with the training of Think Together's Early Childhood Care providers in January 2018. Think Together has multiple sites in both Santa Clara and San Mateo County. While UC CalFresh supports nutrition education and physical activity promotion in all the San Mateo County sites, there are many of their sites in Santa Clara County where Public Health does this work. In order to coordinate efforts, Santa Clara County Public Health staff was invited to attend the training in January. Since that initial training with Think Together, Santa Clara County Public Health staff became *CATCH* trainers, allowing additional joint trainings to be scheduled. These additional trainings included another one for Think Together afterschool program staff, multiple trainings for First 5 centers and home childcare providers, and one for Burnett Middle School students to become teen teachers. Additionally, during FFY18, a jointly facilitated training for Campbell Union School District's afterschool program staff was scheduled to occur in FFY19, and PAMF staff was scheduled to participate in order to learn the curriculum.

iv. Major Setbacks and/or Challenges

The high cost of living in Silicon Valley and the San Francisco Bay Area continued to be one of the major challenges that the SC/SM/SF County program faced in FFY18. As it has been in recent years, recruitment and retention of both UC CalFresh staff and class participants continued to be negatively impacted by that and other factors. The program was short staffed for much of the fiscal year, with two educators out of work on the Family Medical Leave Act or a work related injury, one long term educator in Santa Clara County retiring after over 20 years of service, and a fourth educator leaving for another employment opportunity. The HLA program and partnership with 4-H San Mateo County continued to be negatively impacted by the lack of a 4-H Youth Development Advisor for much of the year. Additionally, adult educators continued to report difficulty recruiting and retaining adult participants as a result of their working multiple jobs and having little time available for additional activities. Recent political changes have made many adults fearful of participating in government programs. Additionally, school food service and afterschool programs were often short-staffed or experienced high turnover in staffing.

In order to have the strongest program possible in spite of these adult participant challenges, adult educators offer the curriculum that best addresses participant needs, can be implemented as one time workshops, and/or provides opportunities for parents and children to learn together. For example, the family-centered curriculum Eat and Play Together can be offered in one-time or stand-alone workshops that allow parents to participate in fun interactive learning experiences with their children.

v. Program Needs Not Addressed and Why

Between 18 – 27% of the population or 740,000 individuals across Santa Clara, San Mateo, and San Francisco Counties are living below 185% of the Federal Poverty Level and are eligible for SNAP-Ed services. The high cost of living in the Bay Area adds a layer of complication to this population's struggle to eat healthy and be physically active. At the same time, it also makes nutrition education and PSE improvements even more critical. Across the Bay Area and in East Palo Alto, San Jose, and San Francisco in particular, there remains a high number of SNAP-Ed eligible schools in need of the necessary support to implement nutrition education or programs that are more comprehensive.

Unfortunately, teachers often find it difficult to take on the additional task of learning and teaching nutrition education curriculum, and schools often feel too burdened by other concerns to focus significant energy on school wellness. As many students in the Bay Area are struggling with such challenging issues as homelessness, schools often lack the staffing and sufficient support to focus on wellness. Additionally, schools, afterschool programs, and school food service are often short staffed and lack the necessary expertise.

In spite of this, there is enthusiasm for policy, systems, and environmental changes at education sites across the three counties. However, even the less labor intensive strategies such as cafeteria promotions and the implementation of structured physical activity require significant support from our SNAP-Ed funded programs. Additional resources, including SNAP-Ed staffing and training for school and afterschool staff on how to implement and maintain PSE changes would be required to meet the need of the community.

vi. Trainings

The following is a chart listing significant or group extender trainings. In addition to the trainings below, the SC/SM/SF program regularly models lessons for teachers by working directly in the classroom with students.

Partner Agency	Participants	Estimated # of Participants	Date	Purpose
Overfelt High School	11 th Grade Student Extenders (Teen Teachers)	23	11/3/17, 11/10/17, 11/17/18, 2/1/17, 12/8/17, 12/15/17	<i>CATCH Early Childhood Education</i>
Kai Ming Head Start (8 locations)	Teachers	2	10/26/18, 11/9/18, 1/14/18, 11/16/18, 11/28/18, 11/30/18, 12/12/18, 12/13/18	<i>Happy Healthy Me, CATCH Early Childhood Education</i>
Think Together	Think Together Early Childhood Education Leaders	20	1/4/18	<i>CATCH Early Childhood Education</i>
Children's Council of San Francisco	Qualifying Home Daycare Providers	20	2/28/18	<i>CATCH Early Childhood Education</i>
Healthy Living Ambassadors, San Mateo County	Healthy Living Ambassadors (local teens)	40	3/3/18	Basic gardening, classroom management, <i>Learn, Grow, Eat, & Go!</i>
Overfelt High School	12 th Grade Student Extenders (Teen Teachers)	4	3/9/18, 3/16/18, 3/23/18, 5/4/18, 5/11/18	<i>Grow It, Try It, Like It</i>
Burnett Middle School (Training conducted in partnership with Santa Clara County Public Health)	Think Together Afterschool Participant Student Extenders (Teen Teachers)	12	3/18/18 -4/17/18 Mondays and Tuesdays	<i>CATCH Kids Club</i>
Sequoia High School	Sequoia High School Student Extenders (teen teachers)		5/11/18	An activity from the Dairy Council curriculum
Fair Oaks Elementary Summer School	Fair Oaks Elementary Summer School Staff	18	6/15/18	<i>CATCH Physical Education</i>
Pescadero Elementary and Middle School	19 middle school students (trained to lead lessons to 50 1 st – 4 th graders)	19	6/18/18, 6/25/18	<i>CATCH Physical Education</i>
Think Together (Training conducted in partnership with	Think Together Afterschool Program Staff	60	8/8/18	<i>CATCH Kids Club</i>

Partner Agency	Participants	Estimated # of Participants	Date	Purpose
Santa Clara County Public Health)				
First 5 (Training conducted in partnership with Santa Clara County Public Health)	First 5 Family Resource Centers	44	8/20/18	<i>CATCH Early Childhood Education</i>
First 5 (Training conducted in partnership with Santa Clara County Public Health)	Qualifying Home Daycare Providers	60	8/26/18	<i>CATCH Early Childhood Education</i>
San Mateo-Foster City Food Service Staff Training (Training conducted in partnership with CAFF)	San Mateo-Foster City School District Food Service Staff	35	8/31/18	Smarter Lunchroom Movement – Cues for Positive Communication with Students and Staff (In support of Farm to School)

vii. Conference Presentations and Posters, Publications

YPAR article titled: “Building Tomorrow’s Leaders through Youth Participatory Action Research (YPAR)” in national eXtension includes the San Mateo County UC CalFresh program’s prior work on an in-school YPAR project with Pescadero High School students who worked to improve the school meals from the students’ perspective.

<http://articles.extension.org/pages/74707/building-tomorrows-leaders-through-youth-participatory-action-research-ypar>

UC Delivers titled: “Cafeteria Promotions Enhance Farm to School Efforts”

<https://ucanr.edu/delivers/?impact=1044&a=0>

UC Delivers titled: “Teens develop as leaders by mentoring children in school garden program”

<https://ucanr.edu/delivers/?impact=1050&delivers=1>

UC Delivers Titled: “UC CalFresh’s Youth Engagement Initiative builds tomorrow’s leaders” again includes San Mateo County’s prior work.

<https://ucanr.edu/delivers/?impact=1072&delivers=1>

California Agriculture article Titled: “Teens-as-teachers nutrition program increases interest in science among schoolchildren and fosters self-efficacy in teens”

<http://calag.ucanr.edu/archive/?article=ca.2018a0016&fbclid=IwAR0i-LlaH86vEcbjfsP2fuWKyK9Dj0DRUVLogLvzgOQxvrmuoZasdDEwles>

Journal of Youth Development article titled: “Teens as Teachers in the Garden: Cultivating a Sustainable Model for Teaching Healthy Living”

<http://jyd.pitt.edu/ojs/jyd/article/view/18-13-03-PA-01>

viii. Use of Marketing Materials, Websites, Facebook, Blogs, etc.

The SC/SM/SF County program continued to promote its work and USDA messaging through the UCCE the Santa Clara County webpage and the UCCE San Mateo/San Francisco Counties webpage. Across the three counties and in partnership with EFNEP, the program maintains two Facebook accounts, one for Santa Clara County and a second for San Mateo/San Francisco Counties with a

combined 242 followers. Followers include teachers enrolled in the program, former class participants, and partner agencies.

Sample Facebook Posting:



Additionally, the Santa Clara County program partners with Santa Clara County Public Health to promote the Santa Clara County Nutrition and Physical Activity Monthly Themes and its corresponding Facebook page. A sample posting of this Facebook page is below.



ix. Awards Received

N/A

D. Key Evaluation Outcomes

Santa Clara County Adult Program:

In FFY18, 27 adult participants in Santa Clara County completed the entire four-part series of *Plan, Shop, Save, Cook (PSSC)* and the corresponding pre-/post- evaluation. With the absence of an adult educator for much of the year, the number of adults completing the series was less than in prior years, but results of these evaluations indicated those participating made positive changes.

Adult participants improved food resource management behavior after completing the four-lesson series of *PSSC*. Of participants who completed the pre- and post- surveys, 48% were more likely to compare unit prices, 44% were more likely to shop with a list, and 52% reported that they were more likely to plan meals. In addition, 26% reported that they were less likely to run out of food before the end of the month.

In addition to improving food resource management, *PSSC* participants in Santa Clara County indicated in their pre-/post- evaluations that they were placing a greater emphasis on the nutritional value of their food choices after completing the four-part series. Compared to the pre-survey, 67% of the respondents were more likely to use MyPlate to make food choices, 32% were more likely to use the Nutrition Facts on food labels to make food choices, and 37% were more likely to think about healthy food choices when they decided what to feed their family. After completing the four-lesson series, participant comments confirmed evaluation results with statements like, *"I shop with a grocery list most often and make healthier choices when buying food."*

San Mateo County Adult Program:

In San Mateo County for FFY18, 110 individuals participated in all four *PSSC* lessons and completed the Pre-/Post- Evaluation. As in recent years, *PSSC* evaluations outcomes in San Mateo County indicate positive behavior changes.

After completing the four-lesson series of *PSSC*, adult participants improved food resource management behavior. Compared to the pre-survey, 48% of participants reported more frequent use of meal planning, 44% of participants reported shopping with a list, and 38% compared unit prices. In addition, 35% of participants reported a decreased frequency in running out of food before the end of the month.

PSSC in San Mateo County also began taking nutritional value into consideration more often when making food choices. Compared to pre-survey, 65% of the respondents were more likely to use MyPlate to make food choices, 47% were more likely to use the Nutrition Facts on food labels to make food choices, and 34% were more likely to think about healthy food choices when they decided what to feed their family. After attending the series, one participant stated that they, *"include fruits and vegetables, reduce sugar and salt intake, walk 15 minutes to Job Train and 15 minutes after school back home."*

San Francisco County Adult Program:

In FFY18, 35 adult participants in San Francisco County completed the multi-lesson series of *PSSC* and the corresponding Pre-/Post- Evaluation. As in prior years and the other two counties, participants reported positive behavior changes.

After completing the four-lesson series, adult participants in San Francisco also improved food resource management behavior. Compared to the pre-survey, 71% of the participants indicated that they were more likely to compare unit prices, 74% increased meal planning practices, and 86% were more likely to shop with a list. In addition, 15% of participants were less likely to run out of food before the end of the month.

San Francisco County participants also indicated improvements in taking nutritional value into consideration when making food choices after attending a four-lesson series of *PSSC*. Compared to pre-survey, 85% of the respondents were more likely to think about healthy food choices when they decided what to feed their family. They also indicated that 97% were more likely to use the Nutrition Facts on food labels to make food choices.

Santa Clara County Youth Program:

In FFY18, the Teacher Observation Tool was used to evaluate 35 classes consisting of 809 students. As in recent prior years, the three top curricula evaluated were *Happy, Healthy Me*; *Go, Glow, Grow!*; and *Power Play*, with 63% of the classrooms evaluated being preschools. Compared to the beginning of the school year, 97% of teachers observed students washing their hands more often, 85% of teachers observed that students were more willing to try new foods at school, and 95% of teachers observed that more students could now identify healthy food choices. Additionally, results indicate continued success in the UC CalFresh Santa Clara County program efforts in supporting healthy snack and party guidelines for preschool classrooms, with 63% of the teachers reporting that compared to the beginning of the school year, they now reminded families more often to bring healthy snacks for school parties. Another 29% of teachers indicated that no outside food was allowed. These results are supported by the teacher comments on the Teacher Observation Tool, with one stating, *"the program is beneficial to all teachers, students, children, and families."*

San Mateo County Youth Program:

The Teacher Observation Tool was used to evaluate 12 classes in San Mateo County consisting of 259 students. The three top curricula evaluated in this county were *Go, Glow, Grow*; *Power Play*; and *Good for Me and You*. This evaluation tool indicated that, compared to the beginning of the year, 84% of teachers observed students washing their hands more often, 92% of the teachers observed that students were more willing to try new foods at school, and 92% of teachers also observed that more students can now identify healthy food choices. Teachers also stated, *"My students enjoy this program a lot! They look forward to trying new fruits and vegetables from the program. The staff is always kind and encouraging with the students."*

San Francisco County Youth Program:

The Teacher Observation Tool was used to evaluate 9 preschool classes in San Francisco County consisting of 180 students. The three top curricula evaluated in this county were *Go, Glow, Grow*; *Happy Healthy Me*, and *Grow It, Try It, Like It*. This evaluation tool indicated that, compared to the beginning of the year, all 9 teachers observed students washing their hands more often, 7 out of 9 teachers observed that students were more willing to try new foods at school, and 8 out of 9 teachers also observed that students can now identify healthy food choices.

Healthy Apple Assessments:

Healthy Apple Awards are divided into the categories of nutrition and physical activity. To qualify for a bronze award in either category a site must have a score of zero for or no best practices that they are "Not Achieving." In order to qualify for a silver award, a site must have a score of zero for or no best practices that they are still "Making Progress" on. To earn a gold award, sites must have a score of zero for or be "Nearly Achieving" in all best practices.

With the assistance of a UC CalFresh educator, eight Kai Ming sites in San Francisco completed the Healthy Apple online assessment. Three of those sites received a bronze award in nutrition indicating that there were no best practices that they were "Not Achieving." One site won a silver award indicating that they were "Making Progress" on all best practices in the site. No awards were won for physical activity indicating that the sites were not achieving best practices in that category at the time of the assessment. The information in these site assessments guided Kai Ming and the UC CalFresh program to focus on physical activity improvements an area of work.

Smarter Lunchrooms Scorecard Results:

Initial Smarter Lunchrooms Scorecards were completed in four schools across three counties during FFY18. One scorecard per county was completed in both San Francisco and Santa Clara Counties, while two scorecards were completed in San Mateo County. Scores ranged from 16 to 28 points on the 60-point scorecard. While a follow up scorecard was not completed at any of the sites during FFY18, at least one positive change was made in each cafeteria.

E. Overall Assessment

FFY18 was another very successful year for SC/SM/SF County UC CalFresh, as the program continued to reach a large number of individuals through both direct education and the supportive PSE changes. Cafeteria tastings, the training and promotion of structured physical activity in the form of the *CATCH* curriculum, and youth engagement are three very popular strategies with a large reach that have helped create strong interest and enthusiasm in the program's work. While the Santa Clara County program was impacted by staffing changes and/or losses during FFY18, two very skilled and enthusiastic educators were hired and are focusing on a quality program that includes PSE improvements and the three strategies mentioned above. Staffing in the San Mateo/San Francisco portion of the program has stabilized for the time being.

The SC/SM/SF program now benefits from strong partnerships both at the school and community level, and the program is recognized as a strong wellness resource for the community. These partnerships have been a key part of the program's success and is a reflection of the significant amount of time that the program educators and supervisor spend at education sites planning and providing services. Relationships have been built with many school principals, school foodservice directors, and other nutrition education programs and PSE changes were often supported across districts and even counties with the support of other nutrition education programs.

F. SNAP-Ed Planned Improvements

Continued progress in the quality and depth of programming at current education sites is the planned SC/SM/SF County UC CalFresh focus for FFY19. With the change in staffing in the Santa Clara County office, there will be natural shifts in focus as educators bring their own expertise and enthusiasm for different topic areas to the program. However, in preparation of the new three-year work plan, the program will strategically plan areas of focus. As the strategies of Farm to School/cafeteria promotion and structured physical activity are both very popular strategies with school staff and students, and they both have the potential to reach large numbers of students, these are likely to be two areas of focus.

Early in FFY19, two additional staff members in the SC/SM/SF program were scheduled to receive a three-day *CATCH* training, which will allow them to train extenders on this curriculum and provide general support to promote structured physical activity. In Santa Clara County in particular, the program has received numerous requests to train afterschool program staff on the *CATCH Kids Club* curriculum. In addition to partnering with Santa Clara County Public Health to provide the training, ongoing support and retraining will be planned in order to sustain the PSE changes.

Efforts to link the adult program with the youth program will continue. When providing adult lessons at youth education sites, educators will continue to look for opportunities to link the content of those lessons to the youth program and policy changes whenever possible. An example of this is including fruits and vegetables that are offered in the cafeteria or grown in the school garden in recipes that parents sample in the adult classes.

Essentially, all planned improvements for FFY19 will continue the progress made during past efforts with no significant change in direction. Efforts such as promoting structured physical activity, supporting Farm to School efforts in the form of cafeteria promotions, and using school gardens as a setting for garden-based nutrition education will remain a program focus.
