

IMPROVING CALIFORNIA'S HEALTH THROUGH SNAP-ED

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 179,921 as of 2017. Currently 35% of the community members live at or below poverty. Food insecurity rates are 17% overall and 24% among children. Approximately 55% of the students are eligible for free and reduced price meals and 74% of schools are SNAP-Ed Eligible. Over 63% of adults are overweight.

Serving Individuals and Communities

- 5,092 youth from 19 schools and 174 teachers, received 5,638 hours of nutrition, cooking, gardening, and physical activity education.
- 570 adults from 15 different Non-Profit Community Agencies, received 215 hours of direct food safety, food resource management and nutrition education.

Providing Education

- The University of California CalFresh Nutrition Education Program provides quality evidence-based nutrition education to youth and adults in collaboration with local partners. The program acts as a bridge, tailoring the latest science, curriculum and information to the needs, culture and language of the low-income Shasta community. The program uses the extender model to train teachers and staff to deliver nutrition and physical activity direct and indirect education in schools, afterschool, summer camps and nonprofit agencies reaching low-income youth, adults, seniors and families.

Helping to Make Organizational and Environmental Changes

- UC CalFresh Nutrition Education program promotes and supports environmental changes by implementing physical activity events, participating in Community and School Wellness committees, implementing the Smarter Lunchroom Movement, promoting the CATCH program, utilizing and maintaining school gardens, and promoting stencils and murals projects on school playgrounds.

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.

Building Partnerships

- City of Redding
- City of Anderson
- Dairy Council of California
- Healthy Shasta Movement
- Northern Valley Catholic Social Services
- Shasta County Master Gardener Program
- Shasta County 4-H Program
- Shasta County Office of Education
- Shasta Farm Bureau
- Shasta Growers Association
- Shasta County Resource Conservation District



2030 Hartnell Ave. Suite A. Redding, CA 96002 Phone: (530) 224-4301



RESULTS

Youth Education

- 95% of students are more willing to try new foods offered at school.
- 74% of the teachers agreed that this year children chose more fruits and vegetables.
- 82% of the teachers agreed that this year students wash hands more often.



IMPROVING CALIFORNIA'S HEALTH THROUGH SNAP-ED

County Statement:

Tehama County is a farming community. It is rural in nature with vast open spaces and an estimated population of 63,926 as of 2017. It is located in the upper Sacramento Valley in northern California. Currently 44% of the community members live at or below poverty. Food insecurity rates are 15% overall and 25% among children. Approximately 71% of the students are eligible for free and reduced price meals and 84% of schools are SNAP-Ed Eligible. Over 70% of adults are overweight.

Serving Individuals and Communities

- 4,459 youth from 17 schools or preschools and 80 teachers, received 3,266 hours of nutrition, cooking, gardening, and physical activity education.
- 77 adults from 5 different Non-Profit Community Agencies, received 19 hours of direct food safety, food resource management and nutrition education.

Providing Education

- The University of California CalFresh Nutrition Education Program provides quality evidence-based nutrition education to youth and adults in collaboration with local partners. The program acts as a bridge, tailoring the latest science, curriculum and information to the needs, culture and language of the low-income Shasta community. The program uses the extender model to train teachers and staff to deliver nutrition and physical activity direct and indirect education in schools, afterschool, summer camps and nonprofit agencies reaching low-income youth, adults, seniors and families.

Helping to Make Organizational and Environmental Changes

- UC CalFresh Nutrition Education program promotes and supports environmental changes by implementing physical activity events, participating in Community and School Wellness committees, implementing the Smarter Lunchroom Movement, promoting the CATCH program, utilizing and maintaining school gardens, and promoting stencils and murals projects on school playgrounds.

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.

Building Partnerships

- Center for Healthy Communities
- City of Red Bluff
- Dairy Council of California
- Tehama County Farm Bureau
- Tehama County 4-H Program
- Tehama County Farmer's Markets
- Tehama County Office of Education
- Tehama Community Food Alliance
- Tehama Community Food Share
- Tehama County School Districts



RESULTS

Youth Education

- 📌 78% of students are more willing to try new foods offered at school.
- 📌 95% of the teachers agreed that compared to the beginning of the school year more students can now identify healthy food choices.
- 📌 84% of the teachers agreed that this year students wash hands more often.

1754 Walnut Street Red Bluff, CA 96080 (530) 527-3101



IMPROVING CALIFORNIA'S HEALTH THROUGH SNAP-ED

County Statement:

Trinity County is a large, rugged, mountainous and heavily forested county located in the northwestern part of California. It covers an area of over two million acres, and has an estimated population of 12,709 as of 2017. Currently 42% of the community members live at or below poverty. Food insecurity rates are 18% overall and 24% among children. Approximately 64% of the students are eligible for free and reduced price meals and 88% of schools are SNAP-Ed Eligible. Over 60% of adults are overweight.

Serving Individuals and Communities

- 1,306 youth from 14 schools and 49 teachers, received 2,000 hours of nutrition, cooking, gardening, and physical activity education.

Providing Education

- The University of California CalFresh Nutrition Education Program provides quality evidence-based nutrition education to youth and adults in collaboration with local partners. The program acts as a bridge, tailoring the latest science, curriculum and information to the needs, culture and language of the low-income Shasta community. The program uses the extender model to train teachers and staff to deliver nutrition and physical activity direct and indirect education in schools, afterschool, summer camps and nonprofit agencies reaching low-income youth and families.

Helping to Make Organizational and Environmental Changes

- UC CalFresh Nutrition Education program promotes and supports environmental changes by implementing physical activity events, participating in Community and School Wellness committees, implementing the Smarter Lunchroom Movement, promoting the CATCH program, utilizing and maintaining school gardens, and promoting stencils and murals projects on school playgrounds.

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.

Building Partnerships

- Dairy Council of California
- Human Response Network
- Partnership in Action for Trinity Health (PATH)
- Trinity County Resource Conservation District
- Trinity County Master Gardener Program
- Trinity County Farmer's Markets
- Trinity County Young Family Ranch
- Trinity County 4-H Program
- Trinity County Office of Education
- Trinity County School Districts
- Watershed Research & Training Center
- Weaverville/ Douglas City Parks and Recreation



RESULTS

Youth Education

- 100% of students are more willing to try new foods offered at school.
- 100% of the teachers agreed that compared to the beginning of the school year more students can now identify healthy food choices.
- 89% of the teachers agreed that this year students wash hands more often.

260 Oregon Street, Weaverville, CA 96093 Phone: (530) 623-3746

A. SNAP-Ed Program Overview

Federal Fiscal Year (FFY) 2018 was an extremely successful year for the Shasta Cluster UC CalFresh Nutrition Education Program. Each of the three-year county-specific Integrated Work Plans (IWPs) have objectives and activities that align with the overarching state goals. The Shasta Cluster objectives are focused on direct education for youth, adult, and family, indirect education, social marketing strategies, and policy, system, and environmental (PSE) approaches. As presented in Section C- ii, **the Shasta Cluster met or exceeded 16 out of 24 different activity goals in the Shasta, Tehama, and Trinity IWPs.** Additionally, 5 activity goals were partially met and are shared with other Local Implementing Agencies (LIAs).

During FFY 2018 the Shasta Cluster UC CalFresh Nutrition Education program promoted the consumption of healthy foods and beverages as well as healthy lifestyles by providing key nutrition, food resource management, and food safety education. The Shasta Cluster program utilized comprehensive approaches that promoted healthy lifestyle through direct and indirect education and supported PSE changes that facilitate and sustain healthy behaviors. Overall, in FFY 2018, the UC CalFresh Shasta Cluster provided **direct education to approximately 11,504 people, or approximately 12% of the SNAP-Ed Eligible population** in Shasta, Tehama, and Trinity counties.

An annual Shasta, Tehama, and Trinity UC CalFresh program implementation plan for the delivery of a comprehensive, direct, and indirect education was successfully defined and delivered. The plan was defined based on the *2015 USDA Dietary Guidelines for Americans*. The plan integrated nutrition education with food tastings and demonstrations, display boards, and newsletters on specific educational topics each month. The program also used innovative strategies to extend the education to the hard-to-reach SNAP-Ed eligible participants by using newspapers, social media, and radio spots.

During the FFY 2018, the UC CalFresh Shasta Cluster focused PSE interventions based on individual site needs in order to build practices that are sustainable and to improve the SNAP-Ed support at sites. PSE interventions included: school gardens, the Smarter Lunchroom Movement (SLM), physical activity opportunities, and supporting school district wellness committees. In FFY 2018, the UC CalFresh Shasta Cluster implemented 123 PSE changes at 32 different sites and schools, reaching an approximate total of 9,480 participants.

The Shasta, Tehama, and Trinity UC CalFresh Nutrition Education program had many successes and accomplishments during FFY 2018. These achievements highlight the importance of community involvement and engagement to support healthy behaviors and healthy choices. Healthy choices and opportunities at schools and organizations lead to healthy students, parents, and communities. The two major program achievements for FFY 2018 are: 1) Strengthening community collaboration, and 2) Initiating youth engagement activities. Overall, the Shasta, Tehama, and Trinity UC CalFresh program has been very successful and continues to grow and adapt programmatic direction to make a difference in the lifestyles of low-income children, adults, and families to better serve the needs of our community.

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

i. SNAP-Ed Direct Education Participants FFY 2018

Table 1: Number of Direct Education Participants (unduplicated) by Age Group and Sex, FFY 2018- Shasta Cluster					
Age	Female	Male	Actual Count	Estimated Count	Total
Less than 5 years	213	228	191	250	441
5-17 years	4,965	5,451	477	9,939	10,416
18-59 years	309	155	469	0	469
60 years or older	140	36	178	0	178
Total	5,627	5,870	1,315	10,189	11,504

Table 2: Number of Direct Education Participants (unduplicated) by Ethnicity and Race, FFY 2018- Shasta Cluster			
		Actual Count of SNAP-Ed Participants	Estimated Count of SNAP-Ed Participants
Ethnicity	Hispanic/Latino	108	1,984
	Non-Hispanic/Latino	533	7,506
Race (select one or more)	American Indian or Alaska Native	54	191
	Asian	10	84
	Black or African American	18	20
	Native Hawaiian or Other Pacific Islander	11	0
	White	599	6,263
Total		641	9,490

ii. SNAP-Ed Direct Education Delivery by Programming Format

Table 3: Direct Education- Characterizing Education Session Format, FFY 2018- Shasta Cluster			
Format	A. Number Delivered	B. Time Range	
		Session (in minutes)	Number of Sessions
1. Single Session	102	<input type="checkbox"/> 0-30	4
		<input type="checkbox"/> 31-60	70
		<input type="checkbox"/> 61-90	5
		<input type="checkbox"/> 91-120	23
		<input type="checkbox"/> Over 120	0
2. Series of 2 to 4 Sessions	79	<input type="checkbox"/> 0-30	19
		<input type="checkbox"/> 31-60	155
		<input type="checkbox"/> 61-90	59
		<input type="checkbox"/> 91-120	3
		<input type="checkbox"/> Over 120	0
3. Series of 5 to 9 Sessions	72	<input type="checkbox"/> 0-30	60
		<input type="checkbox"/> 31-60	372
		<input type="checkbox"/> 61-90	91
		<input type="checkbox"/> 91-120	6
		<input type="checkbox"/> Over 120	0
4. Series of 10 or More	298	<input type="checkbox"/> 0-30	2,625
		<input type="checkbox"/> 31-60	2,909
		<input type="checkbox"/> 61-90	375
		<input type="checkbox"/> 91-120	2,822
		<input type="checkbox"/> Over 120	0

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

Table 4: SNAP-Ed Delivery by Site Setting, FFY 2018- Shasta County		
List of Settings	# of Sites with DE reported	# of Sites with PSE Activity
Adult education, job training, TANF, and veteran services sites	3	
Afterschool programs (includes before school programs)	4	
Community centers	3	3
Early care and education	1	
Family resource centers	1	1
Farmers markets		1
Food banks and pantries	1	3
Group living arrangements/residential treatment centers	5	2
Health care clinics and hospitals	2	
Individual homes or public housing sites	1	
Libraries	1	
Other neighborhood settings where people "live" or live nearby	1	
Other places people go to "learn"	1	
Schools (preschools, K-12, elementary, middle, and high)	20	12

Table 5 SNAP-Ed Delivery by Site Setting, FFY 2018- Tehama County		
List of Settings	# of Sites with DE reported	# of Sites with PSE Activity
Adult education, job training, TANF, and veteran services sites	1	
Afterschool programs (includes before school programs)	7	1
Early care and education	3	
Individual homes or public housing sites	1	
Schools (preschools, K-12, elementary, middle, and high)	17	3

Table 6 SNAP-Ed Delivery by Site Setting, FFY 2018- Trinity County		
List of Settings	# of Sites with DE reported	# of Sites with PSE Activity
Community centers	2	
Extension Offices	1	
Farmers markets		1
Schools (preschools, K-12, elementary, middle, and high)	14	5

C. Program Highlights and Accomplishments for FFY 2018

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

Shasta, Tehama, and Trinity counties each have a specific Supplemental Nutrition Assistance Program Education (SNAP-Ed) Three-Year IWP. Each county identified several community change goals and the UC CalFresh Shasta Cluster has focused efforts on three specific and similar objectives. **Objective 1** concentrates on providing direct education, indirect education, and training and technical assistance for Policy, Systems, and Environmental change efforts to youth-focused programs. **Objective 2** concentrates on providing direct education, indirect education, and training and technical assistance for Policy, Systems, and Environmental change efforts to adult and family-focused programs. **Objective 3** concentrates on promoting changes in community culture values by using social media, online and in-print publications, radio, newsletters, and nutrition education materials. Specific activities correspond to each Objective and evaluation against each activity goal is presented as tables in the subsections below. Key evaluation outcomes from direct education and PSE strategies are presented in Section D.

Direct Education Strategies

At the end of FFY 2017, the Shasta Cluster program plan was revised to better align with the overarching goal to “*Build essential knowledge and skills that will lead to healthy lifestyles and promote policy, system, and environmental changes to support the sustainable change in behavior*”. Starting in FFY 2018, schools and sites were reviewed to determine opportunities to focus efforts at organizations and schools. Although this approach reduced the total number of sites and participants, stronger relationships were built with stakeholders. This comprehensive nutrition plan continues to include sustainable multi-level and multi-component interventions to reinforce strategies that support healthy youth and adult lifestyles and community wellness. Goals of the FFY 2018 program plan included:

- Delivery of complete curricula to students
- Empower teachers and extenders to be the health advocates in the classroom and community
- Support sustainable, evidence-based policy, systems, and environmental changes that support healthy lifestyles and community wellness
- Increase opportunities to generate local support
- Overall better support to and satisfaction from our organizations and communities

The FFY 2018 Shasta Cluster UC CalFresh program plan provided evidence-based direct education to low-income youth, adult, and families in our region in accordance with the *2015 USDA Dietary Guidelines for Americans*. The youth component of the Shasta Cluster program focused on providing curriculum training and lesson demonstrations to enrolled extenders. Two lessons were demonstrated by UC CalFresh Nutrition Educators, the remaining lessons were provided to teachers in the form of a “No Prep Lesson Kit” (NPK). The NPK included the curricula lesson, materials, handouts, food tasting, take-home materials, and appropriate evaluation tools. In FFY 2018, approximately **10,370 hours of direct education to youth** were taught in Shasta, Tehama, and Trinity counties and approximately

226 hours of direct education to adults were taught in Shasta and Tehama counties. Direct education strategies are compared against the IWP activity goals, listed in parenthesis, in the below table.

Table 7: Direct Education against IWP Activities, FFY 2018- Shasta Cluster		
County	Direct Education to Youth	Direct Education to Adults
Shasta	20 schools (20 schools; Activity 1.1)	24 sites (22 sites; Activity 2.2)
Tehama	7 SERRF Sites (5 SERRF Sites* Activity 1.1) 20 Schools and Early care and Education sites (9 Schools*; Activity 1.3)	2 sites (10 sites*; Activity 2.4)
Trinity	14 schools (12 schools; Activity 1.1)	N/A (10 sites*; Activity 2.2)

*Activity goal shared with other LIAs

Indirect Education and Social Marketing Strategies

During FFY 2018, the Shasta Cluster program successfully participated, organized, or facilitated numerous events and meetings, as described in the below bullets. Indirect Education and Social Marketing strategies are compared against the IWP activity goals, listed in parenthesis, in the below table (Table 8).

Indirect Education

- **30 educational booths at five Farmer’s Markets** that encouraged healthy eating and physical activity.
- Nutrition Olympics at **27 schools** that emphasized the importance of physical activity and consumption of fruits and vegetables. The Nutrition Olympics are the annual school-wide celebrations of the delivery of the UC CalFresh program. Nutrition Olympics occur at each school with the participation of principals, teachers, volunteer parents, and students in daylong activities. The nutrition education provided to the students during the school year is reviewed and reinforced by participation in fun UC CalFresh nutrition games. In the beginning of the school year, school administrators always request Nutrition Olympics. The Nutrition Olympics is always well received by students and school staff.
- Educational booths and participation in numerous school events including: Parent Club meetings, Fall Festivals, Food Drives, Literacy Day, Health Fairs, Family Reading Nights, Open House events, Back-to-School events, Family Nights, Bike Rodeos, and Afterschool Lights On/Out events.
- Educational booths at numerous community events including: Farm City Day, Fall Carnivals, Shasta County Maker’s Faire, Silly Seuss Day, Week of the Young Child Events, STEM conference, Lean-N-Green events, Boomtown Festival Health Fair, Dairyville Orchard Festival, Multicultural Health fair, 8th grade Career Day, Cinco De Mayo Event, LIFT event, Harvest Festivals, Pioneer Days, and Trinity County Fair.

Social Marketing

- **Tasty Tidbit Newsletters** are provided to teachers along with a tasting. The teachers learn how to present and evaluate the monthly food tasting, the monthly topic lessons, and how to complete the evaluation tool (Teacher Tasting Tool). An instructional flyer is also given out to each teacher providing the tasting.

- UC CalFresh branded **Recipe Cards** were produced monthly and passed out to schools, agencies and at community events.
- Newsletters, parent letters, resources, and recipe cards are reinforced, and events are showcased through the program Facebook page and UCCE Shasta UC ANR Webpage (for additional details see section C-viii).

Table 8: Indirect Education and Social Marketing against IWP Activities, FFY 2018-Shasta Cluster			
County	Events, Interactive Booths, and Displays	Newsletters	County-specific IWP Activities
Shasta	11 events (3 events*; Activity 2.1)	17 sites (31 sites*; Activity 2.3)	X (Promote nutrition education via social media and online and print publications; Activity 3.2)
Tehama	18 events (3 events*; Activity 2.3) 9 events (4 Healthy Tehama events; Activity 2.8) 3 meetings (4 CNAP meetings; Activity 2.10)	8 sites (10 sites*; Activity 3.1)	N/A
Trinity	11 events (2 events*; Activity 2.1)	13 sites (10 sites*; Activity 3.1)	X (Novel strategies for outreach and engagement at the Farmer's Market; Activity 3.3) X (Support implementation of Weaverville Farmer's Market Kids Club; Activity 3.4)

*Activity goal shared with other LIAs

Policy, Systems, or Environmental Strategies

During FFY 2018, the Shasta Cluster program promoted and supported PSE changes at schools and sites as described in the below table and in Section D of this report. Ongoing focus in the Shasta Cluster is training Nutrition Educators on PSE strategies- how to identify, promote, adapt, implement, or monitor these activities. The Shasta Cluster program presents PSE activities to schools and organizations as opportunities arise and emphasizes the importance of sustainability prior to formulation of a plan.

Table 9: PSE activities against IWP Activities, FFY 2018- Shasta Cluster		
County	PSE activities in School Settings: <i>Provide training and technical assistance in the formulation and/or implementation of PSE site changes</i>	PSE activities at Adult/Family Sites: <i>Provide training and technical assistance to promote and support the development/adoption/implementation and monitoring of PSE changes</i>
Shasta	12 schools, 53 PSE changes adopted (6 sites; Activity 1.2)	10 sites, 34 PSE changes adopted (2 sites; Activity 2.4)
Tehama	4 schools, 15 PSE changes adopted (7 Schools*, Activity 1.4)	0 sites (2 sites*; Activity 2.5)
Trinity	5 schools, 19 PSE changes adopted (3 sites; Activity 1.2)	1 site, 2 PSE changes adopted (2 sites*; Activity 2.3)

*Activity goal shared with other LIAs

ii. Program Successes and Major Achievements

The Shasta, Tehama, and Trinity UC CalFresh Nutrition Education program had many successes and accomplishments during FFY 2018. These achievements highlight the importance of SNAP-Ed involvement and engagement to support healthy behaviors and healthy choices in the community. UC CalFresh has determined that the best way to serve our target population is to intentionally support schools and sites health and wellness goals by strengthening their efforts. The Shasta Cluster Nutrition Educators adapt their skills to develop and utilize novel strategies to better support our schools and organizations. Two major program achievements and specific projects are described below and are important examples of the impact the UC CalFresh Nutrition Education program has in these counties.

Strengthening Community Collaboration

In FFY 2017 the Shasta Cluster focused on increasing outreach efforts to build strong partnerships. FFY 2018 built on those efforts to continue to support and strengthen partnerships. This past year, the Shasta Cluster focused time and energy on galvanizing the health and wellness goals of our partners, as they relate to SNAP-Ed opportunities. This change in programming approach allowed the Shasta Cluster to support many successful projects in Shasta, Trinity, and Tehama counties, some of which are described below.

- **Shasta Farm to Food Pantry Pilot Project:** A collaboration developed out of the Healthy Shasta Coalition Farm to Fork initiative which focused on reshaping the local food system and strengthening support to food pantries. Approximately \$8,400 in private donations was distributed to three food pantries and one congregate meal site to purchase fruits and vegetables from local producers. Over 465 pounds of produce was delivered to the food pantry sites in Shasta County in June and July 2018. When possible, nutrition education and indirect education were provided to food pantry clients and staff. This pilot project supported local farmers with the incentive to grow produce and provided a much-needed commodity to food pantries. The pilot project was cut short because of the Carr Fire; however, discussions are ongoing to examine continuation of the project in FFY 2019.
- **Empire Outpatient Recovery Center Wellness:** A significant success of the Shasta Cluster was the ability to support an increase in wellness at an adult recovery center in Shasta County. UC CalFresh Nutrition Educator focused efforts on increasing physical activity among the Center's counselors.

The goal of this work is to encourage the counselors to become health and wellness role models to the recovery center's clients and eventually become a role model recovery organization for northern California. A month-long pedometer challenge was completed, and a counselor was selected to become Empire's first "Wellness Liaison". From this effort, a nutrition corner was established, and ongoing maintenance is completed by the Wellness Liaison.

- **Summer Feed Site Promotion:** As part of a request by several schools and the Shasta County Office of Education, UC CalFresh Nutrition Educators promoted and supported outreach efforts to increase summer feed site participation. This work included verification and streamlining summer feed site information, creation of flyers, promotion at schools, events, and promotion efforts with many community businesses and organizations.
- **Local Donation Efforts and Community Champion Appreciation Cards:** Many businesses and individuals donated items and personal time to support projects and events. In turn, the Shasta Cluster sent out personalized appreciation notes to 38 Community Champions to show the gratitude for supporting UC CalFresh and positive health changes in the region.



Above & Below: Shasta Farm to Food Pantry Project produce donations.



Free Summer Meals 2018

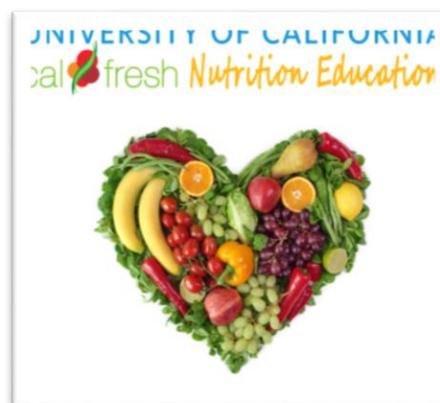


Site	Date	Time
Shasta High School— For ALL AGE Fire Evacuees 2500 Fuvka Way, Redding, CA 96001	While evacuation center is open	Breakfast: 8:00 am Lunch: 12:30-1:00 pm Dinner: 6:30 pm
Caldwell Park 5603 Quartz Hill Rd. Redding	June 11th—August 3rd	12:00 PM—12:30 PM
Manzanita Elementary School 1240 Manzanita Hills Ave. Redding	June 11th—August 3rd	11:30 AM—12:00 PM
Martin Luther King Center 1815 Sheridan St. Redding	June 11th—August 3rd	11:00 AM—11:30 AM 3:15 PM—3:45 PM

Meals are available to kids 18 years old and under, through the Seamless Summer Feeding Program (SSFP).
For more information please contact Redding School District Nutrition Services at (530) 223-0011




Summer Feed Site Promotion Flyer



Above: Thank You cards were provided to our Community Champions.

Below: Locally grown grapefruits donated by Haynes Family Farm to give to our students as tastings.



Table 10: Community Partner Donations, FFY 2018- Shasta Cluster		
Item	From	Purpose
Growing heat mat and thermostat	The Harvest Company	UC CalFresh Garden Education Program
550 packets vegetable seeds	UCCE Master Gardening Program/ Shasta College	UC CalFresh Garden Education Program
Gift Cards	Costco – Redding, Subway, Westside Pizza, Mimi Grace Café,	Maker Faire Event, Redding Farmer's Market- Chef at the Market
Grapefruits	Haynes Family Farm	Provided to school and agencies for a food tasting
75% Discount: Soil, Paint Stir Sticks, 30 Pairs of Assorted Sized Gloves, Plants, and Planters	Trinity Lumber	Junction City Elementary Garden Project, RISE Program, RISE 2018 Orientation
Zucchini, Cucumbers, Tomatoes, Assorted Veggie Starts, Chard, Kale, Collard Greens, Lettuces	Burlison Fruit Stand, Weaver Creek Produce, Garden Gulch Farm, Nai's Berries, Spare Thyme Farm & Nursery	Weaverville Elementary Afterschool Mock Farmer's Market
48 oz. Jar of Honey	Trinity Alps Honey	Weaverville Elementary ASES Mock Farmer's Market
Zucchini, Cucumber, Carrots, Apples, Lettuce, Strawberries, Mustard, Honey, Yogurt, Blueberries, Granola	Holiday Market	Weaverville Elementary ASES Mock Farmer's Market, Weaverville Farmer's Market- Young Chef Showcase, Healthy Snack Day
2 bales straw	Private Individual	UC CalFresh Garden Education Program
Soil	Riverside Landscaping	UC CalFresh Garden Education Program- Gerber Elementary

Initiating Youth Engagement Activities

The focus of FFY2018 was to better support our schools and organizations. Youth programming is over 90% of our total programming effort and engaging youth is another layer of SNAP-Ed programming at school sites. In FFY 2018, youth engagement activities have been initiated across Shasta, Tehama, and Trinity counties as an opportunity to empower youth to support healthy changes. Youth engagement provides opportunities for students to learn leadership, communication, and community service skills. The Shasta Cluster's main youth engagement activities include:

- Teens as Teacher projects: Raw Inspiration Spreading Education (RISE) (Trinity County) and Evergreen Health Squad (Tehama County) were two new projects that focused on training teens to deliver nutrition education to younger students. The RISE program was developed out of a need to improve students' health and social connectivity in Trinity County (data from the 2017 Healthy Kids Survey). With support from Trinity High School's counselor and horticulture teacher and Junction City Elementary principal; 4 high school students learned how to teach the 10 Learn, Grow, Eat, Go curriculum lessons and delivered them to approximately 60 afterschool elementary-age students in Junction City. High school students were provided teaching, mentoring, classroom management,

and gardening skills. The Evergreen Health Squad was developed in the Evergreen Middle School health classes. Students were selected to cross-teach nutrition education at Evergreen Elementary School and preschool. The Health Squad also supported the end-of-the-year Nutrition Olympics at the elementary school.



RISE Leader with elementary students



Evergreen Health Squad

- What's for Lunch School Projects: At Redding School District schools (Shasta County) and at Evergreen Middle School, UC CalFresh Nutrition Educators worked with wellness committees and food services to support healthy food tastings and recipe challenges. Tastings were conducted by students during lunchtime, and students voted on new food items for the school lunch menu. For recipe challenges, students created healthy recipes, winners were selected, and the lunch menus were changed to support the student winner.
- Youth as Chefs Projects: Educators supported opportunities for students to select, prepare, and showcase their cooking skills at farmer's markets in Shasta and Trinity counties. At the Redding Farmer's Market (Shasta county), this was the second year for North State Junior Battle Chef Competition and the first year for Youth Chef at the Market, both supported by the Shasta Grower's Association and Healthy Shasta. The 2018 Battle Chef Competition was a faceoff between two high school culinary teams. This competition was judged by Redding's mayor, a local chef, and the farmer's market participants. Youth Chef at the Market was a 3-weekend series that showcased the cooking skills of 4-H youth, as young as 8 years old. The 4-H members were provided with cooking and food safety training prior to the cooking demonstration. The Weaverville's Youth Cooking Showcase (Trinity County) was an opportunity for 4 students to demonstrate their cooking skills at the Farmer's Market. These students learned their cooking skills during summer programming with UC CalFresh.

Predominantly, much of the success in schools listed above, is because of the effort UC CalFresh Shasta Cluster has focused on strengthening school wellness committees. In Shasta County, a strong collaboration exists between UC CalFresh and the Redding School District. Several additional efforts were supported in the 2017-18 school year including support for walking and biking to school, increasing breakfast consumption, and promoting healthy school events. In Tehama County, UC CalFresh, in partnership with the Dairy Council of California, conducted a plate waste study at Evergreen Elementary. This study was at the request of the Evergreen School District to begin to identify which items on the school lunch menu were wasted and in what quantity. Results of the plate waste study were presented to the School District Wellness Committee and an action plan was created for the 2018-19 school year. Potential actions for the school district include modifying the lunchroom atmosphere, changing the school day schedule (recess before lunch), and completing a follow-up plate waste study.



Weaverville Youth Cooking Showcase



Youth Chef at the Market



2nd Annual Battle Chefs at the Market



iii. Partnerships and Coalitions

As shown in Table 11, the Shasta Cluster UC CalFresh program has many “Cooperator”, “Coordination”, and “Collaboration” level partners that receive and support SNAP-Ed services. These agencies and organizations are committed to receive nutrition education, assist in supporting participants to receive the education, distribute educational materials, and provide lesson space. In many cases, partners contribute time and resources and are committed to the joint projects. The top partnership accomplishments in FFY 2018 include:

- Dairy Council of California: Under a newly hired Community Nutrition Adviser, this partnership supported several projects in Shasta and Tehama County. As discussed under the Program Successes section, with the support of Dairy Council the first plate waste study was conducted at Evergreen Elementary School. Additionally, in August and September 2018, Dairy Council supported the Shasta Cluster’s initiative to increase breakfast consumption at school sites with materials and planning support. FFY 2019 plans include utilizing Dairy Council curriculum for 4th through 8th grade in the entire Shasta Cluster youth nutrition program.

- Happy Valley Union Elementary School District: Over several years, a strong relationship was created between UC CalFresh and the school district. In FFY 2018, through UC CalFresh, the school district applied for and received funding for two hydration stations, one at the primary school and one at the elementary school. The afterschool and summer program also worked significantly in the school garden and greenhouse. The garden project brought in financial and human resources to the school. Lastly, FFY 2018 was the first year that Happy Valley Elementary participated in the Shaping Healthy Choices program, a multicomponent intervention. FFY 2019 plans include increasing physical activity through playground stencils and continuing the Shaping Healthy Choice and the school garden programs.
- Redding Farmer's Market: FFY 2018 was the second year of UC CalFresh lead the Battle Chef competition and the first year that the Chef at the Market showcased youth. The Redding Farmer's Market provides funding and materials, including storing, transporting, and setting up the Chef at the Market trailer. The Shasta Growers Association was open and supported the idea of highlighting youth cooking at the market.

In FFY 2018, four coalitions were identified for the UC CalFresh Shasta Cluster. In Tehama County, the Tehama county Community Food Alliance is a coalition with stakeholders representing agriculture, healthcare, food pantry, businesses, and nutrition education. The mission of this coalition is to support the coordination of a healthy food system and the goal is to create and maintain a successful collaboration of key stakeholders to improve nutrition and food security in Tehama County. In Trinity County in October 2017, the Trinity Coalition for Activity and Nutrition (TCAN) transitioned to the Partnership in Action for Trinity Health (PATH). The goal of this transformation was to bring together more organizations promoting community health to be a stronger advocate for positive change in the county. In Shasta county, there are two coalitions—Healthy Shasta and the Shasta Farm to Food Pantry project. Healthy Shasta is a community coalition that promotes healthy eating and physically active lifestyles through environmental, policy, and organizational changes and the Healthy Shasta vision is a community where the healthy choice is the easy choice. Healthy Shasta is made up of 23 partner organizations within Shasta County including school districts, non-profits, local universities, agencies, and revitalization programs. The Shasta Farm to Food Pantry project was developed out of a Healthy Shasta Farm-to-Fork initiative. This coalition was newly established in April 2018 with the goal to increase production of fruits and vegetables by local farmers and increase consumption of this produce at food pantries. This project has partners representing food pantries, health care, agriculture, and nutrition education.

An ongoing goal of the UC CalFresh Shasta Cluster is to continue to strengthen collaborations with organizations in the region. It is through these relationships that UC CalFresh provides support and can integrate efforts and resources to facilitate sustainable changes on an individual and community level.

Table 11: Partners involved in SNAP-Ed Programs, FFY 2018- Shasta Cluster	
Partner Title	A. Number of Partners
Agricultural organizations (includes farmers markets)	7
Early care and education facilities (includes child care centers and day care homes as well as Head Start, preschool, and pre-kindergarten programs)	2
Faith-based groups	5
Food banks/food pantries	3
Foundations/philanthropy organizations/nonprofits	5
Government program/agency (Federal, State, local, etc.)	2
Hospitals/healthcare organizations (includes health insurance companies)	3
Human services organizations	4
Parks and recreation centers	1
Public health organizations	1
Schools (preschools, K-12, elementary, middle, and high)	52
Other (<i>please specify</i>):	1

iv. Major Setbacks and/or Challenges

In FFY 2018, the UC CalFresh Shasta Cluster experienced internal staffing and programmatic setbacks. Internal staffing setback included the Nutrition, Family, and Consumer Science Advisor vacancy. The Nutrition, Family and Consumer Science Advisor for the Shasta Cluster Program retired in June 2017, which required a major shift in programmatic and managerial duties to maintain ongoing programmatic success. The Shasta Cluster Program Supervisor continues to handle the additional responsibilities however there is consistent comprise between programmatic demands and program leadership and staff support. These additional managerial responsibilities have yet to be addressed and while the program continues successfully despite these extenuating circumstances, a solution is anticipated in FFY 2019. Additionally, because of limited staffing, no adult programming was conducted in Trinity County in FFY 2018.

Low staff salary for Nutrition Educators is a major setback for the UC CalFresh Shasta Cluster. During FFY 2018, two other SNAP-Ed funded agencies in the region had similar position vacancies with salaries 45% greater than offered at the University of California. Additionally, our staff are highly educated and trained, these skills easily transfer to the teaching field, where salaries are also greater than the Nutrition Educator positions.

The most significant programmatic setback in FFY 2018 was addressing schools and sites staff turnover. With each new partner, time and energy is required to secure program commitment and support. Another programmatic setback was that FFY 2018 was the first year that the Shasta Cluster youth nutrition program transitioned to a formal extender model. Challenges with the extender model included: adequately supporting teachers with lesson materials and resources, providing sufficient technical assistance on lesson delivery, and securing follow-through from busy teachers. Additionally, several active wildfires in the summer and fall significantly disrupted services in Shasta, Trinity, and Tehama counties. Many homes were lost, summer camps and schools were temporarily closed, and

hazardous air quality limited outdoor activity. This affect is ongoing and will impact programming in FFY 2019.

v. **Program Needs Not Addressed and Why**

There were two main program needs not addressed in FFY 2018.

- Reduction in LIA partner funding has left many schools and sites underserved in Shasta and Tehama counties. Additionally, the UC CalFresh program continues to receive requests for more services at our schools/organizations and new requests for services at eligible sites currently not receiving any SNAP-Ed services. As the Shasta Cluster continues to focus efforts on multi-component programming at sites, there is limited staff availability to serve the additional sites that would like services.
- With our current staffing, our program is unable to adequately address increasing and changing needs of our communities. In addition, overarching programmatic shifts focusing on PSE changes and youth engagement require additional training, support, and resources for existing and new staff. Nutrition Educators are not hired based on these new required skills and often significant time and training are needed before staff can implement program work. Furthermore, our Nutrition Educators have limited time and are often challenged with finding a balance between building important relationships, implementing the varied intervention strategies, and collecting reportable data.

Additionally, there are some constraints and challenges that the Shasta Cluster program continues to face to effectively reach and educate the target population. Some of these unmet needs have been reported in several previous annual reports:

- The restriction of curriculum-based reinforcements and other reinforcements to engage and support local parents and families to participate in the nutrition education, while meeting the basic needs/priorities of the poorest of the poor – some of whom do not have a home or refrigerator. Examples of environmental reinforcements include; water bottles, water fountains or water bottle refilling stations, physical activity equipment (sneakers, balls, t-shirts, etc.), and portable garden containers. Examples of reinforcements to support parents and families include meal size demonstrations, childcare services, transportation facilities, fruit and vegetable shopping gift cards, and kitchen incentives (small blender, cutting boards, mixing bowls, etc.).
- Reaching and serving low-income parents and guardians. The limited time that caregivers have, and the ability to reach them without incentives is an ongoing concern.

vi. **Trainings**

- **Partnership in Action for Trinity Health Coalition Facilitation:** UC CalFresh Supervisor, Janessa Hartmann, facilitated the development of the new coalition's vision, mission, and overarching goals on October 10, 2017. The meeting was an hour and a half and had 16 participants.
 - **“Learn at Home” Curriculum Training:** UC CalFresh Educator, Lori Coker, provided training to extenders as home visitors on October 20, 2017. The topic was based on the “Learn at Home” curriculum, accuracy in reporting results, and lesson presentation. Binders were created with examples of the evaluation tools and lesson suggestions to use with clients. The training was 1 hour and had 14 participants.
 - **CATCH Train-the-Trainer:** At Grand Oaks Elementary School on August 26, 2018 UC CalFresh Educator Chanelle Vincelli lead a Train-the-Trainer on CATCH curriculum and implementation for two physical education teachers which focused on the CATCH nutrition curriculum and objectives, and utilization of the coordination kits.
 - **Tasty Tidbit Training:** Training offered to teachers monthly, the teachers learn how to prepare and present the monthly food tasting, and how to complete the evaluation tool (Teacher Tasting Tool). An instructional flyer is given out to each teacher providing the tasting. Training averages
-

approximately 0.5 hours and participation varied throughout the school year from 90 teachers to 120.

- **School Teacher Training:** The Shasta cluster program used the extender model to train teachers, staff, and volunteers to deliver the education to youth and adults. Training offered to teachers at the beginning of the school year on: the UC CalFresh Program, available educational resources, introduction of the nutrition education plan, and delivery of other resources to support the education. Nutrition Educators schedule trainings at each school during which teacher enrollments are completed, revised curricula list is reviewed, and teachers select curricula they are interested in for the year. Additionally, these meetings provide the opportunity to address questions on curricula, explain food tastings, train on the Nutrition Activity Reporting Form, and present a brief overview of expected lesson delivery. The Shasta Cluster program also provides ongoing support to schools throughout the school year. In FFY 2018 Shasta Cluster program had a total of 313 teachers/extenders.

vii. **Conference Presentations and Posters, Publications**

Conference Presentations and Posters

- **January 9, 2018:** SNAP-Ed LIA Forum Sacramento, Ca. UC CalFresh Nutrition Educator Lori Coker introduced panelist Art Sevilla. Lori also lead a pre-forum table "Interesting ways to promote your SNAP-Ed classes" to approximately 18 participants.
- **February 5, 2018:** Tehama County Community Food Alliance. UC CalFresh Supervisor, Janessa Hartmann presented an overview of the Shasta Cluster program and activities in Tehama County.
- **April 16, 2018:** UC ANR Statewide Conference, UC CalFresh All Staff Meeting. UC CalFresh Nutrition Educator Maggie Alvord presented the RISE program in Trinity County to the Youth Engagement Panel.
- **May 15, 2018:** Town Hall Presentation. UC CalFresh Administrative Assistant Shawnice Sellers presented on reviewing and evaluating the PEARS Program Activity data.
- **June 18, 2018:** Glenda Humiston and the Chinese Agriculture Extension Alliance Delegates meeting. UC CalFresh Supervisor, Janessa Hartmann, and Nutrition Educator, Lori Coker, presented an overview of the Shasta Cluster program and did a mini-lesson presentation.
- **June 19, 2018:** Town Hall Presentation. UC CalFresh Nutrition Educator, Chanelle Vincelli, and Supervisor, Janessa Hartmann, presented an overview Redding School District Recipe Challenge Contest.
- **June 23, 2018:** ANR Statewide Leadership Team Meeting- Wendy Powers, Mark Bell, and Mark Lagrimini. UC CalFresh Supervisor, Janessa Hartmann presented an overview of the Shasta Cluster program with specific focus on activities in Tehama County.
- **June 27, 2018:** Shaping Healthy Choices Program- Program Focused Feedback Forum Poster displayed. "Shasta/Trinity/Tehama 2018 Excellence in Community Partnerships"
- **September 20, 2018:** SNAP-Ed Promising Practice Exchange Round Table presentation. UC CalFresh Nutrition Educator, Chanelle Vincelli, and Redding School District Food Service Director presented an overview Redding School District Recipe Challenge Contest.

Publications

- **October 18, 2017:** The Trinity Journal "Apple Festival Saturday" no link available.
 - **October 23, 2017:** UC CalFresh Weekly Update- UC CalFresh in Action! "Rocky Point Stencil Project"
No link access available.
 - **Fall 2017:** Activate Shasta! Issue No. 22 (Healthy Shasta Newsletter) "Playground Stencils" no link available.
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- **April 11, 2018:** The Trinity Journal "10th annual Plant & Seed Exchange April 21" http://www.trinityjournal.com/community/garden/article_e74ed7bc-3d1d-11e8-8a92-63728a3d3a08.html
- **Spring 2018:** Activate Shasta! Issue No. 23 (Healthy Shasta Newsletter) "Recipe Contest Winner of Redding School District's Recipe Challenge" no link available.
- **May 6, 2018:** Youtube.com "2nd Annual Battle Chefs at the Market" produced by UC CalFresh Shasta Cluster <https://www.youtube.com/watch?v=gSyR5Dfngwk>
- **May 13, 2018:** Redding Record Searchlight "Student chefs battle at culinary competition" <https://www.redding.com/videos/news/2018/05/13/battle-chef-culinary-competition/34867499/>
- **June 15, 2018:** Youtube.com "Shasta Cluster UC CalFresh in Action!" produced by UC CalFresh Shasta Cluster <https://www.youtube.com/watch?v=YSYLtQ6IXYs>
- **August 8, 2018:** The Trinity Journal "Second annual Apple Festival" http://www.trinityjournal.com/entertainment/festivals/article_2ea6812c-ab1f-11e8-9f93-5fffa2b1cee.html
- **August 3, 2018:** Red Bluff Daily News "Eat the rainbow at local farmers markets" <https://www.redbluffdailynews.com/2018/08/03/eat-the-rainbow-at-local-farmers-markets/>
- **September 2018:** Healthy Shasta Annual Report FFY 2018. Summary of UC CalFresh program activities in Shasta County disseminated to all partners and county leaders. <https://healthyshasta.org/about/>

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

Social Media, Websites

- **Facebook Page** "UC CalFresh Shasta Cluster" –posts of events, articles, facts sheets, event promotions and summaries, and pictures of our activities and interactions with the community. In FFY 2018, a total of 107 posts or shares were available to the public.
- **UC ANR Webpage** (UCCE Shasta) Continued to update and manage. Set up new pages and features: Contact Us page complete with Cluster Staff directory and photos. "UC CalFresh in Action" page and Facebook feed highlights events and activities our cluster has been involved with at sites and events in the communities. "Resources" tab has web links for health, County Profiles, and all our monthly tasting fact sheets.

ix. Awards Received

- Staff Acknowledgement and Recognition Award (UC ANR STAR Award) to Janessa Hartmann for outstanding performance and exceptional leadership as the Supervisor of the Shasta Cluster UC CalFresh Nutrition Education program.
 - Shasta and Trinity county ANR SPOT Award given to Margarita Alvord and Shawnice Sellers for going "above and beyond" with their work in the community.
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D. Key Evaluation Outcomes

Approved UC CalFresh youth, adult, and family evaluation tools were used to evaluate increases in knowledge, skills, and practices of the nutrition education program participants. The main evaluation results are summarized below:

Youth Program

The UC CalFresh Shasta Cluster program evaluated the youth direct education component utilizing two evaluation tools: the Taste Testing Tool and the Teacher Observation Tool. Summaries of the evaluation tool results for the three counties are presented below.

Taste Testing Tool (TTT)

- The TTT was collected in Shasta, Tehama, and Trinity counties from 27,776 students (1,401 classes). Over the course of the year, 21 different healthy options representing all food groups were tested, including; apricots, butternut squash, bok choy, dates, garbanzo beans, grapefruit, spinach, and sunflower seeds.
- On average in Shasta, Tehama, and Trinity counties, approximately 93% of the children were willing to eat or taste the healthy option, 66% were willing to eat the food at school again and 61% were willing to ask for this food at home.

Comments:

10 kids wanted seconds

A lot of students thought they were delicious and were so excited when they were on today's lunch!!

Class wants to make hummus for class treat this week.

I never liked hummus before but I like this!

Best thing I've tasted in my life.

My mom doesn't know how to make yogurt. This is the only way I ever ate blueberries and liked them. It's the best thing I ever had.

Very impressed with my students as all of them actually tasted it.

Lots of yucky faces.

No one knew what this was!

We also tried fresh apricots to compare and contrast taste and texture. More kids liked the fresh ones and would ask for them at home.

Teacher Observation Tool (TOT)

- The TOT was collected in Shasta, Tehama, and Trinity counties from 183 teachers (representing 4,107 students) in grades K-6th. Teachers completing the TOT delivered a number of different curricula with some of the most common being Healthy Happy Me, Good for Me and You, It's My Choice Eat Right! Be Active, and Nutrition to Grow On. The table below presents the percentage of teachers that agreed or strongly agreed with the following behavioral change statements, as compared to the beginning of the school year and percentage of teachers that report they do a behavior somewhat or a lot more often
-

Table 12: FFY 2017 TOT Results- Shasta Cluster

Behavioral Change Statements	Shasta	Tehama	Trinity
Number of Teachers	126	18	39
Number of Students	2,777	430	900
% Teachers that agree and/or strongly agree with the following statements:			
Compared to the beginning of the school year more students now can identify healthy food choices	96%	95%	100%
Compared to the beginning of the school year more students now are willing to try new foods offered at school	95%	78%	100%
Compared to the beginning of the school year more students now choose fruits and/or vegetables in the cafeteria or during classroom parties	74%	67%	79%
Compared to the beginning of the school year more students now wash hands more often	82%	84%	89%
% Teachers that report they do the following more often:			
Compared to the beginning of the school year, I (the teacher) now offer healthy food choices to the students	65%	33%	59%
Compared to the beginning of the school year, I (the teacher) now encourage the students to eat breakfast	67%	45%	77%
Compared to the beginning of the school year, I (the teacher) now encourage the students to be physically active	73%	39%	80%

Teacher Comments:

I enjoy the ready made boxes. It makes teaching nutrition easy.

We love love love our school garden!! We have been eating strawberries, peas, and edible flowers (out of the garden) this spring!! Awesome!

With a students in our class with Type 1 diabetes this year, we all learned a lot about healthy snacks and carbs and sugar. It was great to encourage parents to not send sugary foods to school!

I know it doesn't seem like a lot has changed. That is because I have been so well educated by you al

Now I strongly encourage families to bring in healthy snacks for birthdays & reward movies

A great program- I've seen students try new foods that they have never tried before and they often like it. They learn ways to eat better - stay healthy

Great program. My students enjoy the lessons and the taste testings. Thank You for informing us!

My students live in a rural area & grow many plants for consumption. They are knowledgeable about foods for health. They look forward to you giving them training.

This program helps to motivate students to try new foods & the lessons are kid friendly. Have preplanned lessons (ready to go) is fantastic!

Family-Centered Program

The UC CalFresh Shasta Cluster program evaluated the family-centered direct education of the Healthy Happy Families (HHF) curriculum utilizing the HHF pre/post survey. A summary of the HHF evaluation tool results for Shasta county is presented below.

- The completed HHF pre- and post-surveys were collected in Shasta County from 31 participants who received lessons either through a school program or by Head Start Home Visitors.
- Improvements in participant behaviors were observed including; 32% of participants reported that now their child sits and eats meals with the adults, 36% of participants reported that now their child eats snack at about the same time every day, and 31% of participants reported that their child now eats dinner at about the same time every day.

Adult Program

At the end of FFY 2017, the adult program was restructured to better serve sites and clients. Evaluation was done on a site-by-site basis to determine the best curricula and lesson schedule. Data presented below provides a comparison between FFY 2017 and FFY 2018 to evaluate changes in the adult programming. Additionally, because of limited staffing, no adult programming was complete in Trinity County in FFY 2018.

The UC CalFresh Shasta Cluster program evaluated the adult direct education component utilizing several evaluation tools including; the Adult Taste Testing Tool, Plan, Shop, Save, Cook, Food Behavior Checklist, Intent to Change, and the Success Story. Summaries of the evaluation tool results for Shasta and Tehama counties are presented below.

Adult Taste Testing Tool (Adult TTT)

- The Adult TTT was collected in Shasta and Tehama counties from 235 participants (37 tastings). Over the course of the year, 11 different healthy options were provided including; butternut squash, dates, grapefruit, spinach, and vegetarian chili.
- On average in Shasta and Tehama counties, approximately 91% of the participants were willing to eat or tasted the healthy choices, 86% were willing to eat the food again, and 85% were willing to serve the family at home.

Plan, Shop, Save Cook (PSSC)

- The complete pre-and post PSSC evaluation data was collected in Shasta County from 41 participants who received the 4-lesson series. The PSSC results are presented in the table below.
 - Improvements in participant behaviors were observed from FFY 2017 to FFY 2018 including; shopped with a grocery list more often, used “nutrition facts” to make food choices more often, and use MyPlate to make food choices. These improvements could be attributed to a transition in the Adult Program plan at the start of FFY 2018. Each adult education site was evaluated on curricula selection and lesson delivery schedule and modification were made, when needed. As a result, new sites received the PSSC curriculum and some sites received the curriculum on a different frequency.
 - Most importantly, 37% of the participants stated that they had greater food security (that they ran out of food before the end of the month less often).
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Table 13: FFY 2017 and FFY 2018 PSSC Results – Shasta Cluster

Participant Behavior Change (Percent [%] Improved)	FFY 2017	FFY 2018
Total Number of Participants	54 (Shasta only)	41 (Shasta only)
Planned meals ahead of time more often	17%	41%
Compared unit prices more often	31%	29%
Shopped with a grocery list more often	19%	53%
Thought more often about healthy food choices when deciding what to feed their family	22%	45%
Used “Nutrition Facts” to make food choices more often	22%	60%
Increased at least 1 of the Behaviors (Plan, Prices, Shop, Think, Facts)	67%	87%
Use MyPlate to make food choices	24%	64%
Ran out of food before the end of the month less often	15%	37%

Participant Comments:

*alot- I have changed my eating habits. Eating healthier & buying fresh fruit vegetables weekly.
I check nutrition facts a lot now.
I'm working on my eating habits. Unhealthy food is less apitizing to me now. also I am way more acreful about what grains and what oil I use.
Thinking of subsitutes in recepices for bad fatty ingredients
use a meal plan for the week. "each week" price plan...store brand are les.. & still as great.
using a shopping list more often.
variety of color of vegitables using the food plate to make food decisions*

Food Behavior Checklist (FBC)

- The complete pre-and post FBC evaluation data was collected in Shasta County from 61 participants who received the Eat Smart, Be Active (ESBA) curriculum. The results are presented in the table below.
- Several of our recovery and rehabilitation centers and temporary housing site received the ESBA lessons, however because these site settings and participants often cycle in and out and are not able to receive all lessons, it is not possible to collect complete pre-and post- evaluation data from all participants.
- From FFY 2017 to FFY 2018, survey participation increased approximately 38%, from 44 participants to 61 participants.
- Most importantly, 25% of the participants stated that they had greater food security (that they ran out of food before the end of the month less often).
- Improvements ranged from one out of four to over half of adults with the greatest improvements reported for fruit and vegetable consumption.

Table 14: FFY 2017 and FFY 2018 FBC Results – Shasta Cluster

Participant Behavior Change (Percent [%] Improved)	FFY 2017	FFY 2018
Total Number of Participants	44 (Shasta only)	61 (Shasta only)
Increased in daily fruits and vegetables eaten (in cups)	50%	57%
Increased in daily fruit eaten (in cups)	39%	46%
Increased in daily vegetables eaten (in cups)	45%	46%
Eat fruits or vegetables as snacks	25%	36%
Eat 2 or more vegetables as at the main meal	34%	34%
Take skin off chicken	27%	29%
Reduce frequency of drinking regular soda	25%	26%
Use nutrition facts label when shopping	27%	31%
Reduce frequency to run out of food before the end of the month	20%	25%

Intent to Change (ITC)

- 538 complete ITC data sheets were collected from Shasta and Tehama counties as part of single session lesson deliveries. After receiving the direct education, participants answer two questions related to the lesson topic, the first regarding their current behavior and the second about their intent to change their behavior. The Shasta Cluster program collected ITC questions as follows: Fast Food (16), Food Groups (169), Food Label (115), Grains (68), Lower-Fat Milk (11), Meal (1), Portions (9), Sweetened Beverages (16), and Vegetables (125).
- The table below presents the selected ITC results where the percentage of participants who had not previously reported the desired behavior change, now agreed to make a behavioral change within the next week.
- A key finding in the ITC data was that often, participants reported that they were already doing the desired behavior the past week. Therefore, the percentages of participants who then agreed to make the behavioral change within the next week was lower than expected. An example of this is; out of the 116 participants in Shasta county that answered the question “During the past week, did you eat more than one kind of vegetable each day?”, 94 participants say yes and 22 said no. Of the 22 participants that said no, 13 intend to improve that behavior.

Table 15: FFY 2018 ITC Results – Shasta Cluster

Behavioral Change Statements	Shasta	Tehama
Will eat fast food less often within the next week	--	50%
Will eat foods from all five food groups each day more often within the next week	68%	30% ^a
Will use the “Nutrition Facts” on the food label to choose foods the next time they go shopping.	55%	0% ^a
Will eat whole grains or whole grain products more often within the next week	67%	37%
Will eat or drink lower-fat milk products more often within the next week	0% ^a	25% ^a
Will drink a sweetened beverage less often the next week.	--	50%
Will choose more than one vegetable each day more often within the next week.	59%	50% ^a

Notes:

-- = No data was collected

^a = Data is support by 10 or fewer total participants

Participant Comments:

Taught me how to look at labels more for healthy options

I'm in danger of becoming diabetic, so very helpful

My teenagers ask me questions all the time now I can tell them

It helped inform me that my diet is not the best and gave me some ideas to improve it.

This workshop has educated me on how to eat healthier, not only for myself, but for my family.

Eat healthy save money

Learned how much fat is in small portions of certain foods that I will not be eating anymore.

More informed about veggie cooking times importance of eating more fruits and vegetables! Thank You!

Im pregnant and I want to eat healthy

I am more cautious about choosing my meals and becoming healthier by balancing my diet. I upped calcium rich foods as well. Loved the presentations! Thank You :) Your Awesome

Knowing the nutritional values of food will help me with feeding my kids proper.

It will help my recovery process by putting more nutritional value into my body

I will cut down on fast food, sodas, and salt. Thank you for coming.

Success Stories

The Shasta Cluster collected direct participant feedback throughout FFY 2018. Outstanding stories are presented as success stories below and provide key qualitative data that demonstrate the powerful impact the UC CalFresh Nutrition Education Program has in Shasta, Trinity, and Tehama County.

"I am currently in Recovery so I am trying to make right all the things I was lacking before. And recently I've been looking for new healthy ideas to feed my children. So I am truly grateful that this nutrition class was part of this recovery program. So after every class I go to the store and buy healthier foods because now I've been taught what to look out for. So thank you for teaching me better ways to teach my kids I truly appreciated this class and the teacher made it fun and interesting Thank you" - Right Road-Redding 12.20.17

I just wanted to share with you that after teaching the lessons you dropped off for us at Evergreen State Preschool about fruits, veggies and grains, I had a parent come to me and say "Thank You". Her son is a very picky eater and because of the nutrition lessons he has started trying new foods at home. She was very grateful. Just wanted to share that thanks with you! – Parent @ Evergreen Elementary

I have slowed down on my sugar and my sugar drinks. I drink more water and lemonade, and eating more healthier snacks and fruit. This class helped me so I can be healthier for me and my children. – participant Empire - 10.18.17

"It has definitely helped me eat more healthy, it's helped me by learning to be safe with a knife, and now that I have a cookbook I can make delicious food with my family. I loved when we made strawberry and banana pancakes." - Anderson Heights-Power Play and Cooking Club 3.22.18

"Having class with Lori was very helpful and benefited us while we went grocery shopping helped us make more wiser and healthy choices. Thank you very much-" - Visions of the Cross 12.19.17

R.I.S.E. is Fun and beneficial to both ours and the children's lives at Junction City Elementary. It's taught me how to guide and learn with children (leadership skills), as well as furthering my knowledge in gardening and healthy lifestyles.

Policy, Systems, and Environmental Interventions

During FFY 2018, the UC CalFresh Shasta Cluster focused PSE interventions based on individual site needs. Interventions included: school gardens, the Smarter Lunchroom Movement (SLM), physical activity opportunities, and supporting school district wellness committees. The program implemented **123 PSE changes at 32 different schools and sites**, reaching an approximate total of **9,480 students and adults**. Section C- ii of this report describes several PSE successes. Compared to the PSE data presented for FFY 2017, the number of sites and individuals reached with PSE activities has almost doubled in FFY 2018. **Attachment 1** presents additional photos of PSE activities documented in the Shasta Cluster UC CalFresh program. The most common PSE changes were the following:

- Improved layout or display of meal foods/beverages to encourage healthier selections (e.g. Smarter Lunchrooms) **[10 sites]**
 - Improved menus/recipes (variety, quality, offering lighter fares) **[8 sites]**
 - Reinvigorated or expanded an existing edible garden **[8 sites]**
 - Improved or expanded cafeteria/dining/serving areas or facilities **[7 sites]**
 - Initiated or expanded use of the garden for nutrition education **[7 sites]**
-

E. Overall Assessment

FFY 2018 was a transition year that focused on creating stronger relationships, providing more integrated and comprehensive interventions, empowering community champions, and building strong nutrition education programs at schools and organizations. The Shasta Cluster Nutrition Educators are focused on truly helping individuals change their behaviors to reflect a healthier lifestyle. They are strong collaborators that work hard to identify and address community needs, develop innovative strategies, and increase partner and community support. These focused efforts in FFY 2018 have led to powerful PSE changes that support healthier communities.

Through the program transition, FFY 2018 was extremely successful for the Shasta Cluster. With direct education at the hub of our comprehensive programming, the Shasta Cluster Nutrition Educators continued to provide outstanding service and lesson delivery to our low-income youth, families, and adults. Youth programming accounts for approximately 90% of the Shasta Cluster program efforts. **Of the youth surveyed by the UC CalFresh Nutrition Education Program, the Shasta Cluster Youth TTT data accounted for 31% and the TOT data accounted for approximately 25% of the youth evaluation data reported statewide.** Additionally, **of the adults surveyed by the UC CalFresh Nutrition Education Program, the Shasta Cluster Adult TTT data accounted for 8%, the FBC data accounted for 7%, and the ITC data accounted for 6% of the adult evaluation data reported statewide.** Overall, in FFY 2018, the UC CalFresh Shasta Cluster provided **direct education to approximately 12% of the SNAP-Ed Eligible population** in Shasta, Tehama, and Trinity counties. Additionally, supporting PSE interventions was a success for FFY 2018 with **PSE activities being supported at 32 different sites, the Shasta Cluster represented approximately 9% of all PSE sites reported.**

F. SNAP-Ed Planned Improvements

FFY 2018 was the first year that the Shasta Cluster program transitioned to a focused multi-level and multi-component comprehensive plan at both youth and adult sites. The FFY 2018 annual program plan was designed to build strong relationships and better support health and wellness initiatives at schools and organizations. Each adult education site was evaluated on curricula selection and lesson delivery schedule and modification were made, when needed. Additionally, at the end of FFY 2018, a teacher feedback survey and an internal staff survey were conducted to identify areas of improvement for FFY 2019. Some of these suggestions are included as part of planned improvements to implement in FFY 2019 and are included in the list below. Key program components that have proven successful over the years will continue in place with additions to improve the efficiency and effectiveness of our program delivery.

To improve the effectiveness of the Shasta Cluster program, several planned improvements will be implemented for FFY 2019:

- Ongoing evaluation of schools and sites to determine health and wellness needs and personalized support efforts
 - Improve supporting school staff and teachers by increasing availability to teachers for technical assistance, providing additional curricula and activity training, and streamline evaluation data reporting.
 - Reduce material and food resource waste
 - Improve programming in the afterschool setting- with NPK focused on nutrition, cooking, physical activity, gardening, or youth engagement.
 - Evaluate and improve adult programming in Trinity and Tehama counties.
 - Initiate youth engagement and teens-as-teacher projects
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