



UCCE Fresno and Madera

SUCCESSSES

“This class has been very helpful to me and my family. Many of the healthy choices we thought we were making were not as healthy. In this class I have learned to read nutrition labels so it has made our lives so much better being able to see what is really healthy. We also had a lot of concerns about being healthy might be too expensive but in this class, we learned how to save money and be healthy by learning to use weekly flyers, coupons, and learning price per ounce.”

– Adult Class Participant

“I feel this is a great opportunity for our students to start making good food choices and thinking about food and exercise.”

-Teacher



RESULTS

Youth

100% of teachers in Madera agreed that more students can identify healthy choices, after nutrition education was delivered

Adult

88% of participating adults showed an improvement in one or more food resource areas

Organizational

UC CalFresh staff trained 59 California Teaching Fellows afterschool staff to deliver CATCH and helped increase nutrition and physical activity education, at 16 Madera Unified afterschool program school sites, reaching 1,895 youth.

IMPROVING CALIFORNIA'S HEALTH THROUGH SNAP-ED

County Statement:

Fresno and Madera counties are among the top producing agricultural counties in California and the nation. Yet, both counties have some of the highest rates of poverty, food insecurity, and hunger, particularly among children. The UC CalFresh Nutrition Education Program in Fresno and Madera in cooperative effort, partners with community agencies to address the nutrition and physical activity needs of the community through experiential, evidence based nutrition and physical education, and policy, systems and environmental supports.

Serving Individuals and Communities

- 17,802 participants were reached with direct nutrition education
- 12,184 participants were reached through policy, systems and environmental strategies
- 35 total sites implemented a policy, systems or environmental change
- 16 afterschool sites were supported in the implementation of structured physical activity
- 2 school districts were supported in the implementation of a district-wide policy

Providing Education

- The UC CalFresh program provides series-based adult nutrition and physical activity education to teach them how to make healthy lifestyle choices for their families. These skills help families to eat well and be physically active, despite limited resources. Youth curricula teaches children how to identify healthy foods, increase physical activity and apply what they have learned to make healthy choices at school and home.

Helping to Make Organizational and Environmental Changes

- UC CalFresh utilizes a variety of Policy, Systems and Environmental (PSE) strategies to enhance and support the delivery of direct nutrition education. Strategies include the Smarter Lunchrooms Movement, school and community gardens, school wellness policy and structured physical activity.

Serving California Agriculture

- UC CalFresh teaches families to make the connection between nutrition and agriculture, helping to develop the skills needed to grow healthy food. UCCE Master Gardeners enhance program curricula with support for our garden-based nutrition education at schools and community sites.

Building Partnerships

- UC CalFresh is committed to providing comprehensive approaches to address the nutrition and physical activity needs of Fresno and Madera County families. This year UC CalFresh collaborated with 82 community partners. Partnerships are key to influencing community-wide changes, and multi-sector partnerships benefit the community and accomplish overarching goals.



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