



Template A: SNAP-Ed Narrative for CalFresh Healthy Living, UC

FFY 2019

Accessibility Standards:

*This report must comply with [Section 508](#) of the federal Rehabilitation Act of 1973, as amended (29 U.S.C. section 794d), American with Disabilities Act (ADA) compliance pursuant to California Government Code sections 7405, 11135, and 11546.7. SIAs / LIAs are encouraged to utilize the guidance set forth in **Program Directive 20-01** in the planning and development of messages and materials. **Program Directive 20-01 CalFresh Healthy Living Accessibility Compliance Policy and Procedure** is available on the CDSS CalFresh Healthy Living SharePoint website on the [Resources](#) tab under the “ADA Accessibility Guides” section.*

Section A.

SNAP-Ed Program Overview:

Progress in achieving no more than 3-5 overarching goals:

In 2019, CalFresh Healthy Living, University of California (CFHL, UC) county programs demonstrated measureable progress in four of the California SNAP-Ed statewide goals.

- For Goal 1 and MT1 Healthy Eating Behaviors, findings showcase statistically significant gains from pre to post in adult participants (n=674) fruit and vegetable consumption (.8 cup more) and reduced soda consumption (13% points).
- For Goal 3, 88% of adult participants (n=997) reported improved at least one food resource management behavior (MT2) and statistically significant improvement in food security (16% points).
- For Goals 4 and 5, CFHL, UC programs reported policy, systems and environmental (PSE) activities at 422 sites and reported making at least one nutrition-related PSE change at 267 sites/organizations (MT5) and at least one physical activity-related PSE change at 223 sites/organizations (MT6).

Major achievements:

During FFY 2019, CFHL, UC’s 32 county programs continue building and strengthening comprehensive programming through:

Training & Technical Assistance

- Outstanding training and technical support in fiscal, administrative, program and evaluation: 25 in-person trainings, 48 webinar trainings, and development of one online training, directly or in partnership with SNAP-Ed-funded and non-SNAP-Ed-funded partners.
- CFHL, UC continued providing subject matter expertise on 11 SIA-Level Training Workgroups and 3 SIA Coordination-Level Project Training Teams.

CalFresh Healthy Living FFY 2019 Narrative Annual Report – Template A

- CFHL, UC state team and partners provided technical assistance in the areas of evaluation, fiscal administration, program administration, and program initiatives.

Program Delivery

- Direct education and/or PSEs at 1,150 site/settings commonly schools (450) and ECEs (298).
- Direct education to 97,145 eligible participants.

Policy Systems and Environmental Change

- Across 32 counties, more than 1,300 PSE changes at 397 sites, reaching an estimated over 175,000 people.

Partnerships

- Partnering with almost 800 non-SNAP-Ed-funded organizations.

Transitions

- First year with new Director.
- Collaborated to develop and disseminate an automated FFY20-22 IWP and site list.
- Demonstrated ability to spend down carry-in and current year funds within 12-month period, per CDSS request.

Major setbacks:

Local Staffing

- Counties consistently report challenges retaining staff due to various reasons, including pay and career advancement. CFHL, UC continues to meet with University of California Agriculture and Natural Resources (UC ANR) to address classifications and turnover. One strategy employed was the creation and roll out of the CFHL, UC staffing plan in spring 2019.

Program Planning and Reporting

- SNAP-Ed in California has undergone transitions including the IWP, site list, and stronger coordination around training and evaluation. While these activities provide the opportunity to standardize and improve our collaborative efforts and impact, they also add significant work load for our state team.

CalFresh Healthy Living FFY 2019 Narrative Annual Report – Template A

Overall assessment:

CFHL, UC continuing to build comprehensive programming at sites. For example, of our 397 PSE sites with at least one change:

- 159 or 40% implement the Coordinated Approach to Child Health (CATCH).
- 143 or 36% implement edible gardens.
- 72 or 18% utilize the Smarter Lunchrooms Movement.
- 63 or 16% work with schools, school districts or preschools on updating/implementing Wellness Policies.
- 24 or 6% support Farm-to-School/Preschool.

The strategies employed by CFHL, UC have demonstrated effective reach to SNAP-Ed participants and program delivery results that move individuals and communities toward healthier lifestyles.

CalFresh Healthy Living FFY 2019 Narrative Annual Report – Template A

CFHL, UC is defining project to refer to our 16 UC Cooperative Extension (UCCE) Local Implementing Agencies (LIAs) and our four technical assistance sub-contractors – Center for Nutrition in Schools, Center for Regional Change, Public Health Institute and UC 4-H.

Total number of new projects implemented during the reporting year by identified primary approach:

Enter total # of **new Direct Education** projects implemented during FFY 2019: 0

Enter total # of **new Indirect** projects (ex: newsletters, tastings, etc.) implemented during FFY 2019: 0

Enter total # of **new Social Marketing** (ex: statewide day of action, statewide campaign etc.) projects implemented during FFY 2019: 0

Enter total # of **new PSE** projects implemented during FFY 2019: 0

CFHL, UC had no new projects – LIAs or sub-contractors in FFY2019.

Number of ongoing projects that were operational during the reporting year identified by primary approach:

Enter total # of **ongoing Direct Education** projects implemented during FFY 2019: 17

Enter total # of **ongoing Indirect** projects (ex: newsletters, tastings, etc.) implemented during FFY 2019: 16

Enter total # of **ongoing Social Marketing** projects (ex: statewide day of action, statewide campaign etc.) implemented during FFY 2019: 0

Enter total # of **ongoing PSE** projects implemented during FFY 2019: 19

CalFresh Healthy Living FFY 2019 Narrative Annual Report – Template A

SNAP-Ed Administrative Expenditures

Percent of Total Administrative Expenditures for each Implementing Agency by Type of Expense

Type of Administrative Expense:	Name of IA: CalFresh Healthy Living, University of California (% values)	Name IA: CalFresh Healthy Living, University of California (\$ values)
Administrative Salary	32.84%	\$871,130.72
Administrative Training functions	14.69%	\$389,753.84
Reporting Costs	23.06%	\$611,644.98
Equipment/Office Supplies	1.11%	\$29,333.87
Materials	4.46%	\$118,298.62
Operating Costs	2.53%	\$67,082.93
Indirect Costs	19.46%	\$516,283.47
Overhead Charges (space, HR services, etc.)	1.85%	\$49,029.43
Total SNAP-Ed Administrative Expenditures	100.00%	\$2,652,557.86

CalFresh Healthy Living, UC Administrative Expenditures are based on-to-date costs estimated for SNAP-Ed Administration out of total program costs of \$11,217,804.47 for the FFY 2019 fund. The percentage of the Administrative Expense Types are based on these estimate costs. The overall estimate for the Administrative Costs based on the expenditures is about 24%.

CalFresh Healthy Living FFY 2019 Narrative Annual Report – Template A

SNAP-Ed Evaluation Reports Completed for this Reporting Year

Project Name	Key Project Objective(s)	Target Audience	Evaluation Type(s) (FE, PE, OE, IE)
<p>CalFresh Healthy Living, UC SNAP-Ed Activities from all 32 California Counties</p> <p>Evaluation Report 1: Tracking Policy, Systems and Environmental Activities by Site Through Program Evaluation and Reporting System (PEARS)</p>	<p>Track policy, systems, and environmental change (PSE) activities to ensure reach, target audience, & intended approaches.</p>	<p>Participating UC Cooperative Extension (UCCE) County Programs delivering on behalf of CalFresh Healthy Living, UC and Various Stakeholders – USDA, CDSS, partners.</p>	<p>PE, OE</p>
<p>Smarter Lunchrooms Movement of California Collaborative (SLM of CA)</p> <p>Evaluation Report 2: SLM Self-Assessment Scorecard and Online Reporting</p>	<p>Evaluate the lunchroom to identify areas for improvement and to track change. An online survey collected county's scorecard data.</p>	<p>SLM of CA members. Food service staff and school administrators.</p>	<p>PE, OE</p>

CalFresh Healthy Living FFY 2019 Narrative Annual Report – Template A

Project Name	Key Project Objective(s)	Target Audience	Evaluation Type(s) (FE, PE, OE, IE)
<p>Smarter Lunchrooms Movement and Nutrition Education</p> <p>Evaluation Report 3: Results from Tray Waste Assessments at Schools implementing SLM and Nutrition Education</p>	<p>Evaluate changes in the selection and waste of lunch menu items at schools implementing SLM and nutrition education.</p>	<p>SLM of CA members. Food service staff and school administrators. Participating UCCE County Programs delivering on behalf of CalFresh Healthy Living, UC and Various Stakeholders – USDA, CDSS, partners.</p>	<p>PE, OE</p>
<p>CalFresh Healthy Living, UC SNAP-Ed Activities from all 32 California Counties</p> <p>Attachment 4: Measuring CalFresh Healthy Living, UC’s Intervention Success via Adult & Youth Evaluation tools</p>	<p>Assess intervention progress in achieving individual-level outcomes and SMART objectives.</p>	<p>Participating UCCE County Programs delivering on behalf of CalFresh Healthy Living, UC and Various Stakeholders – USDA, CDSS, partners.</p>	<p>FE, OE</p>

CalFresh Healthy Living FFY 2019 Narrative Annual Report – Template A

Project Name	Key Project Objective(s)	Target Audience	Evaluation Type(s) (FE, PE, OE, IE)
Shaping Healthy Choices Program (SHCP) Attachment 5: SHCP Evaluation Report FFY 2019	Provide summary findings on the variety of SHCP evaluation conducted during the year e.g. program fidelity, program outcomes pertaining to participant knowledge and Body Mass Index, and school site wellness assessment.	SHCP target audience is 3-7 Grade Evaluation target audience pilot counties, CalFresh Healthy Living, UC and Various Stakeholders – USDA, CDSS, partners.	PE, OE
Youth Engagement Initiative Attachment 6: Building Together: Developing key partnerships to support youth-led participatory action research (YPAR) in CalFresh Healthy Living, University of California Programming	This report highlights six examples of YPAR in action within SNAP-Education programs, with a focus on the critical role of partnerships in authentically engaging young people in policy, systems and environmental (PSE) change to promote nutrition, wellness, food access and physical activity.	Participating UCCE County Programs delivering on behalf of CalFresh Healthy Living, UC and other SNAP-Education programs.	PE

CalFresh Healthy Living FFY 2019 Narrative Annual Report – Template A

Project Name	Key Project Objective(s)	Target Audience	Evaluation Type(s) (FE, PE, OE, IE)
Physical Activity Integration Attachment 7: Results from Physical Activity Evaluation Tool Pilots Assessing Outcomes of Playground Stencil Projects and/or CATCH Implementation	Evaluate changes in the physical and social environment as well as in individual behaviors of teaching staff and students at preschools and schools painting playground stencils and/ or implementing structured physical activity through CATCH.	Participating UCCE County Programs delivering on behalf of CalFresh Healthy Living, UC and other SNAP-Ed programs.	PE, OE

CalFresh Healthy Living FFY 2019 Narrative Annual Report – Template A

SNAP-Ed Planned Improvements:

Project Name/ Description	Issue(s) to Address	Planned Modification/ Improvement
Educational Materials, Curricula and Evaluation Tools Translations	<p>Counties continue to express the need for UC developed direct education materials and curriculum to be translated into languages that meet the needs of program participants.</p> <p>Our current Spanish language translation services through UC ANR previously free of charge, is now charging for translations. This change occurred during mid-year and we had not budgeted for these charges.</p>	<p>Over the past year, program team staff have identified an organization that provides reasonably priced/free of cost Asian and Spanish language translation services. During the upcoming year we plan to work with this organization to translate needed educational materials into Asian languages, such as Chinese, as well as Spanish. We will then determine if working with this organization meets our program needs. We will continue to work with UC ANR Translations Services on translation of items such as evaluation tools and checking of materials translated into Spanish.</p>
Identification of curricula and materials to fill program gaps	<p>County programs have expressed a need for program curricula and materials focused on adult physical activity.</p>	<p>Program team staff will continue to identify evidence-based educational materials, curricula and evaluation tools to fill current gaps including adult physical activity resources.</p>

CalFresh Healthy Living FFY 2019 Narrative Annual Report – Template A

Project Name/ Description	Issue(s) to Address	Planned Modification/ Improvement
Incorporation of Online Nutrition Education Programs	County programs have expressed interest in incorporating online nutrition education curricula into their programs.	Program team staff and the CFHL, UC Curriculum Committee will continue to explore the selection and integration of online nutrition education curricula and programs. This past year, a new online curricula for high school students, Eat! Move! Win! by Dairy Council of California, was added to the Integrated Curricula List and was implemented by at least one county program. Leah’s Pantry continues to provide other opportunities for further incorporation of online nutrition education curricula.
Program and Evaluation Reporting System (PEARS)	Further improve the efficiency and utilization of program activity reporting.	Based on county program PEARS user feedback, CFHL, UC has shared with CDSS a number of recommendations and our county programs are especially looking forward to the additional data summary/report features (<i>especially usable CA indicator metrics displaying unique site/setting #s/%s</i>) the Kansas State University (KSU) team plans to add to PEARS in the coming year.
Further Identification or Development, Testing and Dissemination of Evaluation Tools	Counties have expressed an interest in additional evaluation tools, especially those pertaining to physical activity, youth behavioral outcomes, appropriate tools for preschoolers as well as site level assessment for PSE strategies.	For FFY2020, county/cluster programs are planning to use a number of newly introduced evaluation tools that support measurement of SNAP-Ed Evaluation Framework indicators and/or particular populations. Many more county programs will be collecting behavioral outcome pre/post data with students in grades 4 and higher, using site assessment tools and new taste test tools designed for use with preschoolers or with large groups in cafeteria settings.

CalFresh Healthy Living FFY 2019 Narrative Annual Report – Template A

Project Name/ Description	Issue(s) to Address	Planned Modification/ Improvement
<p style="text-align: center;">Youth Engagement Initiative</p>	<p>Build upon on the cohort model to increase local capacity by providing Technical Assistance to CFHL, UC counties; continue to expand youth engagement in CFHL, UC programming; help strengthen local participation; and improve statewide coordination and communication of initiative activities.</p>	<p>For FFY 2020, CFHL, UC will hire a State Office staff person to lead the youth engagement initiative, and partner with CRC, and UC 4-H to continue implementing a Cohort Model for training and technical assistance. Additionally, at least two local CFHL, UC staff will serve as Youth-led Participatory Action Research (YPAR) Peer Mentors, participating in delivering training and providing technical assistance for other counties implementing YPAR.</p>
<p style="text-align: center;">The Smarter Lunchrooms Movement- Smarter Mealtimes</p>	<p>Increase LIA capacity to provide Technical Assistance to ECE providers in implementing Smarter Mealtimes.</p>	<p>In partnership with the SLM of CA, the CFHL, UC State Office will develop training and resources to LIAs to support Early Childhood Education centers in implementing Smarter Mealtimes for Early Childcare settings. Smarter Mealtimes improves ECE eating environments to nudge children to make healthy choices using evidence-based behavioral economics strategies.</p>

CalFresh Healthy Living FFY 2019 Narrative Annual Report – Template A

Project Name/ Description	Issue(s) to Address	Planned Modification/ Improvement
<p style="text-align: center;">Shaping Healthy Choices Program</p>	<p>Educators implementing the SHCP identified that adaptations need to be made to the Discovering Healthy Choices Curriculum to make:</p> <ul style="list-style-type: none"> • Lesson activities easier for teachers/educators to implement within allotted class time. • The reading level more appropriate for students' reading abilities. 	<p>In FFY 2020, an adapted version of the Discovering Healthy Choices curriculum will be finalized. The curriculum was modified based upon educator input in order to make lesson activities easier for educators to implement. The reading level of each lesson has been reduced to meet students' needs and lesson activities have been modified to reduce educator burden and further meet the educational abilities of students. Use of the adapted version of the curriculum is planned for next FFY.</p>
<p style="text-align: center;">School and Community Gardens</p>	<p>Lack of dedicated state-level support and expertise for CFHL, UC county programs implementing school and community gardens.</p>	<p>During FFY 2019, CFHL, UC State Office finalized a position description for a state-level garden program lead. Once hired, this team member will develop support materials and provide ongoing training and technical assistance to county programs working on school and community gardens. The program lead will collaborate with the UC Master Gardener program and UC 4-H Program to build the capacity of our CFHL, UC staff to support and sustain gardens at the local level.</p>

CalFresh Healthy Living FFY 2019 Narrative Annual Report – Template A

Project Name/ Description	Issue(s) to Address	Planned Modification/ Improvement
Physical Activity	Increased demand for CATCH ECE (Pre/K) and CATCH PE (K-8) trainings each year.	In order to meet the growing demand for CATCH programming in both early childhood settings and K-8 settings, CFHL, UC State Office will offer a total of 4 CATCH trainings per year (2 CATCH ECE, 2 CATCH PE K-8). UCCE local staff turnover is also increasing the demand for CATCH trainings.
Staff Onboarding	Staff turnover rate places increased time demand on local Nutrition Program Supervisors to properly onboard new staff. Supervisors expressed in key informant interviews the need for state office support with onboarding.	The CFHL, UC State Office plans to develop recorded training modules in FFY20 to assist with onboarding new staff. Modules will provide orientation to program objectives, administrative procedures, and implementation of PSE initiatives, direct education, and evaluation.