



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources



FFY2023 UCCE Fresno and Madera

Successes

"Thank you for teaching me about the nutrition facts label. I read it every time when I go to the store, and I teach it to my adult son to be more aware of the food he eats." –Adult Participant

"I have learned how hard it is to grow your own crops and now that I have the skills, I will continue using it so I can teach others." –Adult Participant

"Our students love the interactive activities like the Jog-A-Thon and Walk-To-School and are always very excited in the days leading up to the event and love talking about them for the days after. Walk-To-School is always a fun way to start the morning and it's a good activity to reference when we see students crossing streets and walking home from school. We greatly appreciate the support we receive from CalFresh at these events (especially the fruit costumes, they were a big hit!)- it makes putting these events on easier so we can enjoy them with our students more."

–Virginia Lee Rose PE Teacher

Results

Youth

- 50% of students reported getting more physical activity of 60+ minutes

Adult

- 77% of adults ate more cups of fruits and vegetables

Organizational

- 11 school sites from 2 school districts implemented a policy, systems, or environmental change



Improving California's Health Through CalFresh Healthy Living

County Statement:

CalFresh Healthy Living, UCCE (CFHL, UCCE) program in Fresno and Madera counties are among the top producing agricultural counties in California and the nation. However, both counties have some of the highest rates of poverty, food insecurity, and hunger, particularly among children in the state. The Madera, in a cooperative effort, partners with community agencies to respond to the health needs of the communities we serve through implementation of evidence-based nutrition, gardening, and physical education, and policy, systems and environmental change strategies.

Serving Individuals and Communities

- 10,690 participants were reached with direct nutrition education
- 17,474 participants were reached with indirect nutrition education
- 3,965 participants were reached through policy, systems and environmental strategies
- 4 school districts were supported with nutrition education resources

Providing Education

CalFresh Healthy Living, UCCE 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 eat well and be physically active, despite limited resources. Youth curriculum 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

CalFresh Healthy Living, UCCE 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

CalFresh Healthy Living, UCCE teaches families to make the connection between nutrition and agriculture, helping them develop the knowledge and skills needed to grow healthy food. CFHL, UCCE partners with the UCCE Master Gardeners to enhance program curricula with support for our garden-based nutrition education at schools and community sites which includes garden technical assistance and education workshops.

Building Partnerships

CalFresh Healthy Living, UCCE is committed to providing comprehensive approaches to address the nutrition and physical activity needs of families in Fresno and Madera Counties. Partnerships are key to influencing community-wide changes and multi-sector partnerships that benefit the community and accomplish overarching goals. In FFY 2023, the program maintained strong partnerships in both counties through active collaboration with 71 community partners.



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