CalFresh Healthy Living, UC Town Hall: Agenda

• Social Media Workgroup: Providing an overview of work products and where they are located. (00:01:16)

• Exploring Lesson Kit adaptation for use during COVID-19 (01:02:05)

• State Office Updates (01:15:37)
Go to www.menti.com and use the code in the Chat

• What does social media mean to you?

Let's get social!
Presentation Overview

Social Media Guidelines Update

Using Tags

Using Hashtags

Holiday Themes Calendar

Social Media Graphic Examples
Social Media and Messaging

Workgroup objectives/deliverables

1. Develop a Social Media Communications Plan: monthly themes, social media key contacts, developing key messages, hashtag list, attractive visuals, personalized county visuals.

2. Develop a more generic template for social media posts; can be tied with themes

3. Promote and fortify guidelines for other counties moving forward. Promote sustainability.
Zoom Poll

Have you used the social media guidelines?

- Yes, they were helpful.
- Yes, but not much.
- No, I didn't know we had guidelines.
- No, we aren't actively using social media.
CFHL, UCCE Social Media Guide

- Located on our CalFresh Healthy Living University of California Website
- Click Administration
- Communication Resources
- CalFresh Healthy Living, UCCE Social Media Branding Toolkit

California’s CalFresh Healthy Living, with funding from the United States Department of Agriculture’s Supplemental Nutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit www.CalFreshHealthyLiving.org.
Social Media Branding Example

- CalFresh Healthy Living, UCCE Santa Clara Facebook
Social Media Review Appointments

If you are interested in scheduling an appointment to review your social media platforms, please email Miguel Galvan at miggalvan@ucdavis.edu
Zoom Poll

• Which social media platform are you using most often for your team?

  Twitter, Instagram, Facebook, Snapchat, Tik-Tok, or Other?
Hashtags (#)

- # allows users to find your post when searching for that specific word or phrase

### Hashtag: a word or phrase preceded by a hash sign (#), used on social media websites and applications, to identify messages on a specific topic. A hashtag (#) allows users to find your post when searching for that specific word or phrase. These hashtags are suggestions.

**Note:** UCANR Guidelines should always be followed when creating or sharing social media content.

<table>
<thead>
<tr>
<th>Weekday</th>
<th>Popular/trending hashtags</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>![Image of hashtags] #MondayMoving (PA) #MotivationMonday (PA/healthy recipes/success story) #MondayRecipe (recipe/gardening) #MyPlateMonday #MovementMondays #MindfulMonday #MummyMonday</td>
</tr>
<tr>
<td>Tuesday</td>
<td>![Image of hashtags] #TacoTuesday #TuesdayTip #TuesdayTrivia #TuesdayTreat #TastyTuesday #TrueOrFalseTuesday (food facts) #TriviaTuesday (food facts)</td>
</tr>
<tr>
<td>Wednesday</td>
<td>![Image of hashtags] #WhutUoWednesday #WorkItWednesday (PA/gardening) #WednesdayWisdom #WorkoutWednesday #WisdomWednesday</td>
</tr>
<tr>
<td>Thursday</td>
<td>![Image of hashtags] #ThrowbackThursday #ThursdayThoughts #ThursdayTips #ThankfulThursday</td>
</tr>
<tr>
<td>Friday</td>
<td>![Image of hashtags] #FreshFriday #FollowFriday (share a partner’s post and ask our audience to follow them or ask them to share our post and have their friends follow us) #FridayFun #TGIF #FridayFact #FoodieFriday #FitnessFriday</td>
</tr>
</tbody>
</table>

### California’s CalFresh Healthy Living, with funding from the United States Department of Agriculture’s Supplemental Nutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers.

For important nutrition information, visit [www.CalFreshHealthyLiving.org](http://www.CalFreshHealthyLiving.org).
Hashtags (#)

“A #hashtag will make your content viewable by anyone with an interest in that #hashtag…”

“…expands the reach of your post beyond those who follow you; reaching anyone interested in that #hashtag phrase or #keyword.”

Can be used “as an organization system for your social media campaigns”.

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How do I use #hashtags on social media?

Hashtags (#)
“Tweets with #hashtags get 2x more engagement…”

“Tweets with one or more #hashtags are 55% more likely to be retweeted.”

“One or two #hashtags max; more than 2 hashtags, your engagement drops…”
"#Hashtags could be your best bet for growing a fast following…"

"you can include up to 30 hashtags on a regular post, and up to 10 hashtags on a Story"

"The consensus is that about 11 hashtags is a good number to start with. But the most common number of hashtags to use on Instagram is between 1 and 3."
Facebook

Hashtags (#)

“Using #hashtags has zero positive effect on reach.”

Posts without hashtags fare better and outperform those with #hashtags.
Go to www.menti.com and use the code in the Chat

• How are you promoting your social media account?
3 Levels of Hashtags

-Trending/Momentum
New Audience

- Content/Category
Target Audience

- Brand Specific
Engaged Followers

#SuperBowlSunday

#HealthyRecipes

#CalFreshHealthyLivingUCCE
Trending/Momentum #Hashtags

#ValentinesDay  #Cupcakes

#Spring  #GroundHogDay

#SuperBowlSunday  #COVID19
Content/Category #Hashtags

#Fruit  #Vegetables
#Gardening  #Fresh
#Exercise  #Hydration
Brand or Local Programming #Hashtags

#HealthyRiverside
#CalFreshUCRiversideCounty
#CalFreshHealthyLivingUCCE
Brand and Cross Program #Hashtags

#FruitRecipes    #HarvestOfTheMonth
#MasterGardener   #CalFresh
#HealthySnackDay  #ReThinkYourDrink
Tagging on Social Media Pages

- Schools
- Community Partners
- Local organizations (ie. Public Health Departments)
- Other CalFresh Implementing Agencies (ie. DPSS)
Examples
Examples

Tulare County

Riverside County

Kings County

Alameda County
### Healthy Living Themes & Holidays

**January**  
- New Year celebrations, messaging, recipes, physical activity (Jan. 1)  
- National Polka Dot Awareness Week (Jan. 5-11)  
- National Green Juice Day (Jan. 20)*  

**February**  
- Valentine’s Day: Healthy Foods & Activities  
- American Heart Health Month  
- National Children’s Dental Health Month  
- African Heritage and Health Week (first week of February)  
- Super Bowl Sunday (Superbowl Sunday)  
- American Heart Health Month (Feb. 5-12)  
- National Wear Red Day for Women’s Heart Health (Feb. 7)  
- Give Kids a Smile Day (Feb. 7)  
- St. Valentine’s Day (Feb. 14)*  

**March**  
- Spring, spring greens/vegetables and recipes  
- National Nutrition Month  
- New York Vision Month  
- National Sleep Awareness Week (March 1-7)  
- National School Breakfast Week (March 2-6)  
- Read Across America Day (March 2)  
- Blessing Day: Saturday, April 12  
- World Sleep Day (March 13)  
- Earth Day: Saturday, April 12  

**April**  
- Clean Air Month  
- National Nutrition Awareness Month  
- Global Employee Health and Fitness Month  
- Healthy Vision Month  
- Mental Health Month  
- National High Blood Pressure Education Month  
- National Chiropractic Awareness and Prevention Month  
- American Physical Fitness and Sports Month  
- National Physical Education and Sport Week (May 3-7)  
- National Nutrition Awareness Week and Health Week (May 9-15)  
- Cinco de Mayo (May 5)  
- World Hand Hygiene Day (May 5)  
- Mother’s Day recipes (May 9)  
- National Women’s Health Week (May 10-16)  
- Food Allergy Awareness Week (May 12-18)  
- National Senior Health Fitness Day (May 17)  
- Don’t Fry Day (May 29)*  

**May**  
- National Nutrition Awareness Month  
- American Heart Health Month  
- National Mayo Day (May 16)  
- National Safe Day (May 16)  
- Food Allergy Awareness Week (May 12-18)  
- National Senior Health Fitness Day (May 17)  
- Don’t Fry Day (May 29)*  

**June**  
- Children’s Health Month  
- National June (June 1)  
- National Basketball Month (June 1)  
- National Kidney Health Month (June 1)  
- National Don’t Fry Day (June 15)  
- National Bike to Work Day (June 15)  
- Father’s Day (Third Sunday of June)  
- National Independence Day (July 4)*  

**July**  
- Summer Fun, recipes, activities, and hydration  
- National Park and Recreation Month  
- Juvenile Arthritis Awareness Month  
- American Heart Health Month  
- National Popsicle Day (July 20)  
- National Ice Cream Day (July 20)  
- National Ice Cream Month (July 20)  
- National Kidney Health Month (July 20)  
- National Independence Day (July 4)*  

**August**  
- Back to school messaging, healthy recipes, breakfast, sleep  
- Back to school, messaging, healthy recipes, breakfast, sleep  
- American Heart Health Month  
- National Childhood Obesity Awareness Month  
- National Breastfeeding Month  
- National School Nutrition Month  
- National Back to School Day (Aug. 1)  
- National Health Education Week (Aug. 1-7)  
- National Family Literacy Month (Aug. 7-13)  
- National Grandparents Day (Aug. 13)  

**September**  
- Fall, recipes, activities, and gardening  
- National Childhood Obesity Awareness Month  
- National Child Health Day (Oct. 6)  
- National School Nutrition Month (Oct. 6)  
- National Health Education Week (Oct. 10-20)  
- National School Nutrition Month (Oct. 20-31)  
- National Health Education Week (Oct. 20-31)  
- National Health Education Week (Oct. 20-31)  
- National Breastfeeding Month (Oct. 20-31)  

**October**  
- National Depression Awareness Week (Oct. 1-7)  
- National School Nutrition Month (Oct. 1-31)  
- National October (Oct. 30)  
- National Women’s Health Month (Oct. 30)  
- National Breast Cancer Awareness Month (Oct. 30)  
- National Breastfeeding Lunch Program (Oct. 30)  
- National Breastfeeding Lunch Program (Oct. 30)  
- National Breastfeeding Lunch Program (Oct. 30)  

**November**  
- National Thanksgiving Day (Nov. 22)  
- National Thanksgiving Day (Nov. 22)  
- National Thanksgiving Day (Nov. 22)  
- National Thanksgiving Day (Nov. 22)  
- National Thanksgiving Day (Nov. 22)  
- National Thanksgiving Day (Nov. 22)  
- National Thanksgiving Day (Nov. 22)  
- National Thanksgiving Day (Nov. 22)  
- National Thanksgiving Day (Nov. 22)  
- National Thanksgiving Day (Nov. 22)  

**December**  
- Holiday: Recipes, food safety, physical activity  
- Fun Vegetables and Exotic Fruits Month  
- World Food Day (Oct. 16)  
- National December (Dec. 1)  
- National December (Dec. 1)  
- National December (Dec. 1)  
- National December (Dec. 1)  
- National December (Dec. 1)  
- National December (Dec. 1)  
- National December (Dec. 1)  
- Winter Solstice (Dec. 21)
## Calendar of Holidays and Events

- **Holidays and events to post throughout the year.**
- **Save time figuring out what to post about.**
- **Plan content ahead.**
- **Post content that is trending.**

### Monthly Holidays and Themes

<table>
<thead>
<tr>
<th>Month</th>
<th>Holidays/Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>New Year’s Resolutions, recipes, physical activity (Jan. 1), National Polk-A-Dots Awareness Week (Jan. 13-19), National Cereal Day (Jan. 26)</td>
</tr>
<tr>
<td>February</td>
<td>American Heart Health Month, African Heritage and Health Month (first week of February), Native American Health Awareness Month, Children’s Mental Health Awareness Week (Feb. 4-10), National “View Red” Day for women’s heart health (Feb. 7), Save Kids a Sear Day (Feb. 14)</td>
</tr>
<tr>
<td>March</td>
<td>National Sleep Awareness Week (March 1-7), American School Breakfast Week (March 2-8), National Police Week (March 2-8), Employee Appreciation Day (Mar. 5), World Day of Children (Mar. 21), World Day of Peace (Mar. 21), Women’s Day (Mar. 8)</td>
</tr>
<tr>
<td>April</td>
<td>National Autism Awareness Month, Earth Month, Global Employee Health and Fitness Month, National Public Health Week (April 6-12), World Health Day (April 7), Earth Day (April 22)</td>
</tr>
<tr>
<td>May</td>
<td>Mental Health Month, American Heart Health Month, National High Blood Pressure Education Month, National Oral Health Awareness and Prevention Month, National Pharmacy Week and National Pharmacists Month, National Physical Education and Sport Week (May 3-9), World Health Day (May 8), World Environment Day (June 5), World Oceans Day (June 8), Women’s Day (March 8)</td>
</tr>
</tbody>
</table>

*Note: For each month, the text in red are themes and the text in black are holidays.*
## Calendar of Holidays and Events

### January
- New Year celebration: messaging, recipes, physical activity (Jan. 1)
- National Folic Acid Awareness Week (Jan. 5–11)
- National Green Juice Day (Jan. 26th)

### February
- Valentine’s Day: Healthy Treats & Activities
- American Heart Health Month
- National Children’s Dental Health Month
- African Heritage and Health Week (first week of February)
- Super Bowl Sunday (Sunday in February)
- Children’s Mental Health Awareness Week (Feb. 3–9)
- National “Wear Red” Day for women’s heart health (Feb. 7)
- Give Kids a Smile Day (Feb. 7)
- St. Valentine’s Day (Feb. 14)

### March
- Spring: spring games/activities and spring vegetables and recipes
- National Nutrition Month
- Save Your Vision Month
- National Sleep Awareness Week (March 1–7)
- National School Breakfast Week (March 2–6)
- Read Across America Day (March 2)
- Employee Appreciation Day (Mar 5)
- World Sleep Day (March 13)
- Daylight Saving Time Begins (Mar 14 or second Sunday of March)
Infographic Examples
Infographic Examples

November is National Diabetes Awareness Month

**GENERAL INFORMATION**
More than 34 million people in the U.S. have diabetes and 1 in 5 of them do not know they have it. In the last 20 years, the number of adults diagnosed with diabetes has more than doubled as the American population has aged and become more overweight or obese.

**TYPE 1 DIABETES**
Type 1 diabetes (T1D) is an autoimmune disease that occurs when a person's pancreas stops producing insulin.

- People managing T1D need to carefully balance insulin intake with eating, exercise and other activities.
- Presently there is nothing to prevent T1D and there is no known cure.

**TYPE 2 DIABETES**
If you have type 2 diabetes, cells don't respond normally to insulin. You become "Insulin Resistant".

- Type 2 diabetes accounts for approximately 90% to 95% of all diagnosed cases of diabetes.

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**National Senior Health & Fitness Day**
Wednesday, May 26, 2021

**Do you know the benefits of regular physical activity?**

Share your fitness routine on social media! #CalFreshHealthyLivingUCCE

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National Nutrition Month

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Design Guidelines

Fonts
- **Arial**: This contemporary font is designed to perform well on the screen and at small sizes.
- **Lucinda Sans**: As a secondary typeface this may be also be used.
Platforms For Creating Infographics

- Photoshop / Adobe Indesign
- Canva
- Google Slides
- Powerpoint
- Piktochart

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Resource Table

• Excel Spreadsheet
  • Social Media Monthly post for selective Holidays and Events

Includes
• Graphics
• Captions
• Hashtags

Look For Our Resources In The Upcoming Active News BEET !!!
Social Media and Messaging

Group Members:
State Office
• Andra M. Nicoli
• Miguel A. Galvan
County Representatives
• Rosalinda Ruiz - Stanislaus County
• Daisy Valdez - Riverside County
• Eldon Bueno – Kings/Tulare

• Aileen C. Trujillo - Santa Clara Cluster
• Max Fairbee – Alameda County

California’s CalFresh Healthy Living, with funding from the United States Department of Agriculture’s Supplemental Nutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit www.CalFreshHealthyLiving.org.
DE Lesson Packet Options

- Short Term Solution (K – 5th Grade)
- Coordinate with Healthy Living campaigns
- Provides teachers/extenders with supplies and materials

Hello Teachers,

Health Promotion has never been more important. Teachers can create classrooms that fully support school wellness policies and state mandates, but also nurture the development of healthy habits.

While we have expanded our methods of lesson delivery to meet today's challenges, our quality, evidence-based programs remain the same.

We are offering lesson packets that compliment the upcoming months of Health Awareness Campaigns, such as Rethink Your Drink Day, National Breakfast Week, and National Physical Fitness and Sports Month. Don't let your students miss out on the fun and excitement!

All you need to do is enroll in our program, and pick your lesson packet. Enrollment is free, teachers that do enroll are required to report time spent on lesson activities to their CalFresh Healthy Living, UCCE Representative.

California's CalFresh Healthy Living, with funding from the United States Department of Agriculture's Supplemental Nutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit www.CalFreshHealthyLiving.org.
Questions?

Contact: Shawnice Sellers
snsellers@ucanr.edu
Kit and Materials Distributions

San Luis Obispo and Santa Barbara Counties

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San Luis Obispo
Boys and Girls Club

• Weekly Distribution
  • Garden NERI Kit
  • Supplemental Worksheets
  • Recipes

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Garden Harvest

- Kale distribution
- Packet (English and Spanish)
  - Information on Kale
  - Recipe
  - Food Safety

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Santa Barbara
Family Nutrition Nights

- Ingredient distribution in partnership with local Foodbank
- NERI: Produce brush, shopping list, shopping bag
- 2 cooking activities
K-3rd Grade Lessons

• Bean in a Bag activity materials
  • Bag, bean, cotton ball and sticker
Questions?
Thank you!

Kelly Q. Hong

kqhong@ucanr.edu
State Office Updates

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Evaluation Updates: Unmatched Pre/Post Surveys

Online Data Collection
• Unmatched pre/post surveys
• Don’t delete surveys from PEARS or you could lose participant demographics

In-Person Data Collection
• If hand entering pre/post surveys, please continue to only enter matched pre/post surveys

The State Office will remove unmatched surveys when cleaning the pre/post data at the end of the year
New - Youth Intent to Change (Y-ITC)

Designed for

- virtual administration – polls or emojis, etc
- to assess behavioral intent
- students in grades 4th and higher
- at least 4 DE sessions - but ideally more
- 6 retrospective questions - only chose what covered

- just approved – will post to website
- send email
- looking for programs with opportunity/interest to try

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PEARS Reporting

- **Quarter 2** ends March 30, 2021
  - Q2 review will begin April 9, 2021
- **Social Media** Reporting FFY21
  - Facebook and YouTube Analytics & Guidance

**Program and Indirect Activities**
Jennifer Quigley
jaquigley@ucdavis.edu

**Partnerships and Coalitions**
Barbara MkNelly
bmknelly@ucdavis.edu

**PSE Activities**
Angie Keihner, MS
akeihner@ucdavis.edu
Updated version of Expectations document for FFY2022

- Document that outlines general expectations and deliverables for CalFresh Healthy Living funding for UC Cooperative Extension (UCCE) county and cluster programs for the 3-year FFY2020-2022 Integrated Work Plan (IWP) period
- On website here
**FFY2022 - New all SIA & LIA statewide evaluation of adult nutrition education series**

Beginning **FFY2022**, pre/post surveys will need to be collected at all sites with adult nutrition class series that consist of **four or more sessions** overall delivered over **at least four weeks**.

All UCCE county/cluster programs implementing adult series **nutrition education** meeting this criteria will need to plan to participate.

**Note**: focus nutrition not food resource management education so excludes the PSSC and MEDC adult series.
FFY2022 – adult nutrition education pre/post survey

Adult Curricula

- Eating Smart Being Active
- Eat Healthy, Be Active
- Community Workshops
- Eat Smart, Live Strong
- Food Smarts
- MyPlate for My Family

When delivered with 4 or more sessions over 4 weeks or longer
Updates to Expectation document for FFY2022 – indicated yellow highlight

• Reporting section (pg #8) success stories
• Evaluation section (pgs #10-11)
• IX. Deliverables section (pg #12)

Beginning in FFY2022 to meet the requirements of the all SIA adult direct education evaluation, pre/post surveys will need to be collected at all sites with adult nutrition class series that consist of a minimum of four sessions delivered over at least four weeks regardless of county/cluster funding level.
## Attachment 1: UCCE County/Cluster Program Expectations by SNAP-Ed Funding Level⁹

<table>
<thead>
<tr>
<th>Expectation</th>
<th>All UCCE County/Cluster Programs</th>
<th>$60,000 or greater funding Tier 2</th>
<th>$200,000 or greater funding Tier 3</th>
<th>$500,000 or greater funding Tier 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Direct Education (DE)</strong></td>
<td>-</td>
<td>Implementing DE using approved curricula</td>
<td>Implementing both adult and youth DE</td>
<td>Implementing both adult and youth DE</td>
</tr>
<tr>
<td><strong>Policy System and Environment (PSE) &amp; Comprehensive Programs</strong></td>
<td>In collaboration with partners implementing at least 1 PSE strategy (overarching or garden) each year</td>
<td>In collaboration with partners implementing at least 1 PSE strategy (overarching or garden) each year</td>
<td>at least 2 PSE strategies (overarching or garden) each year and working at level higher than single site¹⁰ for at least 1 PSE; encouraged at least 1 PSE strategy be PA related</td>
<td>at least 3 PSE strategies (overarching or garden) by the third year and working at level higher than single site ² for at least 2 PSEs; encouraged at least 1 PSE strategy be PA related</td>
</tr>
<tr>
<td><strong>Youth Engagement</strong></td>
<td>-</td>
<td>-</td>
<td>At least 1 youth engagement/develop project and group by third year</td>
<td>At least 1 youth engagement/develop project and group by third year</td>
</tr>
<tr>
<td><strong>ANR collaboration</strong></td>
<td>Description of collaboration plan</td>
<td>Description of collaboration plan</td>
<td>Description of collaboration plan</td>
<td>Description of collaboration plan</td>
</tr>
<tr>
<td><strong>Indirect/Social Marketing Campaigns</strong></td>
<td>CalfFresh Healthy Living Rebranding &amp; Participate in days of action as appropriate</td>
<td>CalfFresh Healthy Living Rebranding &amp; Participate in days of action as appropriate</td>
<td>CalfFresh Healthy Living Rebranding &amp; Participate in days of action as appropriate</td>
<td>CalfFresh Healthy Living Rebranding &amp; Participate in days of action as appropriate</td>
</tr>
<tr>
<td><strong>Program Reporting</strong></td>
<td>PEARs all modules and at least 1 Success Story annually, Annual Report, and County Profile per year</td>
<td>PEARs all modules and at least 1 Success Story annually, Annual Report, and County Profile per year</td>
<td>PEARs all modules and a minimum of 3 Success Stories annually, Annual Report, and County Profile per year</td>
<td></td>
</tr>
<tr>
<td><strong>All SIA Adult DE Evaluation</strong></td>
<td>Beginning FFY 2022, pre/post surveys will need to be collected at all sites with adult nutrition class series that consist of a minimum of four sessions overall delivered over at least four weeks regardless of county/cluster funding level.</td>
<td>At least one pre/post survey with adults or youth collecting data on MT1, MT2 or MT3 behaviors with a minimum of 60 matched pre/post</td>
<td>At least one pre/post survey with adults or youth collecting data on MT1, MT2 or MT3 behaviors with a minimum of 60 matched pre/post</td>
<td>At least 2 pre/post survey with adults or youth collecting data on MT1, MT2 or MT3 behaviors with a minimum of 60 matched pre/post</td>
</tr>
<tr>
<td><strong>Evaluation – USDA priority individual level behaviors (MT)</strong></td>
<td>See above</td>
<td>See above</td>
<td>See above</td>
<td>See above</td>
</tr>
<tr>
<td><strong>Evaluation – individual level goals and intention¹¹ (ST)</strong></td>
<td>See above</td>
<td>See above</td>
<td>See above</td>
<td>See above</td>
</tr>
<tr>
<td><strong>Environmental Assessment</strong></td>
<td>-</td>
<td>-</td>
<td>At least 1 environmental assessment or scan (ST5 and LT5 &amp; LT6)</td>
<td>At least 1 environmental assessment or scan (ST5 and LT5 &amp; LT6)</td>
</tr>
</tbody>
</table>
FFY2022 Integrated Workplan (IWP)

- **Section B – Direct Education, Evaluation Type**
  Pre/post surveys are categorized as Impact/Outcome

  ![Evaluation Type Table]

  - **Section B – Direct Education, Evaluation Tool Documentation** – include FBC pre/post surveys

  ![Evaluation Tool Documentation]

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Questions?

• Barbara MkNelly  bmknelly@ucdavis.edu
IWP Office Hours

• Overview of the FFY21 IWP Revision Process
  • COVID-19 related revisions
• Wednesday, February 17th, 10:00-11:00am
• Registration link:
  https://ucdavis.zoom.us/meeting/register/tJAlcOqrpjwuGNOovULf0GV30snrqAJCNOL
PA Break Videos

+14 PA break videos available for counties to use.

File path: COVID-19 Response > UCCE Online Education Resources > FINAL – Indirect Education Resources > Physical Activity > Physical Activity List

Email Michele Tabor (mnbyrnes@ucdavis.edu) if you have more to add to the list.
• March 18, 2021: Hosting a Virtual Day of Action in 2021 Zoom webinar from 10:30 a.m. to 12:00 p.m. Click here to sign-up.

• March 18 - April 2, 2021: Register to be a Virtual Day of Action Host and request an event box.

• April 9, 2021: Event box requests are confirmed.

• First week of May 2021: If a host requested an event box and received confirmation, event boxes are expected to deliver during the first week in May.

• Please click here to watch the 2020 Step-By-Step Guide to Hosting a Virtual Day of Action webinar for the full background and basic information on virtual events.
CalFresh Healthy Living Forum Registration

Registration for the 2021 CalFresh Healthy Living Virtual Forum is now open
Thank you!

Next Town Hall:
April 20, 2021