CalFresh Healthy Living, UC Town Hall: Agenda

• The Social Media Journey (00:04:20)

• UCCE Webpage Updates-San Mateo & SF (00:36:17)

• UC ANR hiring routing flow for CFHLUC, and more about the UCANR Vaccine education efforts (00:51:15)

• Parent Engagement Workgroup (01:07:00)

• SLM Workgroup: Harvest of the Month Resources (01:16:57)

• State Office Updates (01:32:00)

*Note: Today we will be using Active Applause after each presentation.
DORALICIA GARAY
Social Media Strategist
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@ucanr
WHY INVEST IN SOCIAL MEDIA?

Social Media is here to stay:
• There's been a billion new social media users in the last 3 years.
• Social media users jumped by more than 13% over the past year, bringing the global total to nearly 4.2 billion.
• The number of social media users is now equivalent to 53% of the global population.

*Hootsuite
Primary channels for brand research

Percentage of internet users aged 16 to 64 who use each channel as a primary source of information when researching brands

- Search engines: 53.1%
- Social networks: 44.8%
- Consumer reviews: 39.3%
- Product and brand websites: 36.4%
- Price comparison websites: 30.5%
- Mobile apps: 28.7%
- Video sites: 21.8%
- Product and brand blogs: 21.2%
- Q&A services (e.g. Quora): 21.1%
- Discount voucher websites: 20.9%

Source: GWI (Q3-2020). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GlobalWebIndex.com for more details.
SOCIAL MEDIA LIFE CYCLE
BEST PRACTICES

• Experiment with how many daily posts work for your audience
• Only 1/3 of your content should be self promotional
• Ask questions for increased engagement
FACEBOOK ALGORITHMS

• Don’t use the word CLICK - FB algorithms will hide this content
• Shorter posts do better (120 characters)
• Large images do better
• Don’t overuse hashtags
BEST PRACTICES

FACEBOOK CROSSPOSTING

• Use videos across multiple Pages
• You can crosspost an already-posted video without having to upload it again
BEST PRACTICES

- Text should be clear and concise
- Take time to research your local and trending hashtags
- Shrink links
- Try to keep characters at less than 120 so other accounts can quote you better
BEST PRACTICES

- Tag authors/reporters
- Tag images
- ADA compliant
- Twitter polls
BEST PRACTICES

- 20% - promotional content, the rest should tell your story
- Use carousel feature especially during events
- Describe the picture and tag accounts
• Use line breaks for hashtags
• Use appropriate hashtags
• Research when your audience is online
BEST PRACTICES

INSTAGRAM STORIES

• Best for behind-the-scenes, how-to content and announcements
• Use the mentions feature to connect with others
• Go live at least once a month
TIME MANAGEMENT TOOLS

- Hootsuite/Sprout
- Canva
- Teamup
Resources:
ANR Social Media Policies and Resources

Social Media Toolkit

Using social media for university purposes?
You’ve come to the right place. Online communication tools can be difficult to navigate. We’ve put together some resources to help you create a successful and robust social media campaign for your unit.

Before you begin, follow these helpful steps:
1. **Change your thinking:** When you think of social media, do you think of wasted time? Losing control? Failure? Opening yourself up to negative comments and opinions? These are all common fears. While social media does require a good degree of transparency and openness, the benefits often outweigh the cons. Think of openness as a positive rather than a negative – there’s no other platform for your clients to feel as engaged and connected to you. You have the perfect chance to make yourself welcoming and approachable. How will your unit prepare for this shift in thinking?
   - Make sure everyone in your unit is on board with this new adventure. Seek help from coworkers in setting up policies and procedures. Know how to respond to negative comments and spam.
Thank You!

QUESTIONS?
CalFresh Healthy Living, UCCE Webpage Updates

Aileen Trujillo, MPH
Supervisor 1
Santa Clara /San Mateo/ San Francisco Counties
What is UCCE Webpage?

UC Cooperative Extension County Website

• Each county has a website
  • Provides program description for all of the UCCE county programs
  • Highlights community work
  • Advertise community outreach events
  • Contact information for each UCCE county program
Best Practices

Administration ➔ Communication Resource ➔ General

- CalFresh Healthy Living, UC + UC ANR Branding Guidelines and Toolkit
- CalFresh Healthy Living, UCCE Social Media Branding Guidelines
Best Practices

- Include County Profiles
  - Publications -> Success Stories and Profiles

- Showcase Recent Projects

- Incorporate Social Media Webpages

- Update Quarterly
CalFresh Healthy Living, Santa Clara County UCCE Webpage
2021 Integrated Web Platform Updates

1. **Register your web sites for conversion to the Integrated Web Platform** (Note: A site is what shows up in your portal. The sub pages are included automatically.)

   **WHY do this?** Registering helps know which sites are active and so makes sure they are included in the Integrated Web Platform. There are hundreds of sites with little or no activity that don't need to move.

2. **On your sites, remove unwanted files and/or delete or hide pages not wanted.**

   **WHY do this?** Let's include the "best" credible relevant educational content.

3. **Update site administrators by using SiteBuilder administration**

   **WHY do this?** This will help with communication to manage migration of sites or content.
2021 Integrated Web Platform Updates

• Check the Integrated Web Platform FAQS and the Integrated Web Platform project page.

• Attend weekly office hours with Jon Wilson
  • Tuesdays at 2 pm through June.

Join by Zoom at:
https://ucanr.zoom.us/j/93160984594?pwd=bC9GTk1jOFBBVIYxS0RVcHdCa1B3QT09
Aileen C. Trujillo
Santa Clara County Cluster
actrujillo@ucanr.edu
NFCS Director Update

- COVID-19 Vaccine Education Information
- BOC & HR Forms routing flow for CFHL, UCCE

Presented by
Katie Panarella
Director, Nutrition, Family and Consumer Sciences
UC ANR

April 20, 2021
Vaccine Education

- National Cooperative Extension is entering into a new partnership with the Centers for Disease Control and Prevention to promote the uptake of COVID-19 vaccinations through relevant messaging and innovative models for community action.

- This partnership will target rural and other hard-to-reach audiences including Black, Indigenous People of Color (BIPOC) and Latinx audiences.

- County Directors have received resources; NFCS adapting resources.
- Can be integrated as appropriate with community orgs, volunteers and partners.
- Learn more at ucanr.edu/covid19.

- UC ANR Staff Policy on COVID Vaccinations ~ coming soon!
  - http://ucanr.edu/covid19vaccine.
Let’s fight COVID-19!

**COVID-19 vaccination** will help protect you by building immunity without the risk of severe illness.

**Find out when it’s your turn.** Sign up at [myturn.ca.gov](http://myturn.ca.gov) or call (833) 422-4255 and schedule your appointment.

**Protect yourself, your family and your community!**
**After Vaccination**

Continue COVID-19 prevention measures:

- **Cover your nose and mouth with a mask.**
- **Stay at least 6 feet from people who don't live with you.**
- **Avoid crowds and poorly ventilated spaces.**
- **Wash your hands.**
- **Clean and disinfect frequently touched surfaces.**
Join Us in Sharing the Message

Use CDC toolkits to share science-based information with your clients:

www.cdc.gov/vaccines/covid-19/toolkits/

Find more COVID-19 and Vaccination information at ucanr.edu/covid19

COVID Vaccine: Find out when it’s your turn https://myturn.ca.gov/
Ask me how to get other disease prevention resources!

**JUNIOR DISEASE DETECTIVES CURRICULUM**
Virtual and in-person curriculum for ages 12+ that teach the basics of epidemiology, immunology, vaccines, and public health prevention strategies. Developed by CDC and 4-H.

[https://ucanr.edu/sites/DiseaseDetectives/](https://ucanr.edu/sites/DiseaseDetectives/)

**ORANGE COUNTY DEPARTMENT OF EDUCATION HANDOUTS AND LESSONS**
These resources address actions that students can take to reduce their risk. There are four levels; early elementary, upper elementary, middle school, and high school.

[https://ocde.us/EducationalServices/StudentAchievementAndWellness/Health/VaccinationEducation/Pages/default.aspx](https://ocde.us/EducationalServices/StudentAchievementAndWellness/Health/VaccinationEducation/Pages/default.aspx)

**CENTERS FOR DISEASE CONTROL RESOURCES**
The CDC has a list of resources that address the benefits and concerns surrounding vaccines. These are meant to be shared with parents, co-workers, and other decision-makers.

Join the fight against Covid-19 and other diseases!

Take the vaccine when it is offered to you. It will help prevent you from getting sick.

Wash your hands. Soap kills germs.

Wear a mask. Germs travel in your breath, and get trapped this way.

Stay 6 feet away from other people. You breathe in fewer germs farther away from people.
BOC and HR Forms Routing Flow Change

Key changes & reminders
• UCPath & BOC Consolidation
• BOC is the “traffic controller” for forms and approvals
• Financial Control Point is BOC business partner team lead
• Forms no longer sent to CFHLUC State Office

Recommendations
• Include in request or updated approved budget (if BAR req’d) or communication of approval (non-BAR) from the State Office
• Office managers are your resource
Routing Information
- Select Statewide Program
- Click on link for UC Path and BO list
- Select UCCE Business Officer for County from dropdown
- Gather signatures of supervisor, county director and send to BOC Team Email
Business Partner Teams

Business Partner Team 1
boc-uccепарtner1@ucanr.edu, Kathy Hanke
- Alameda
- Contra Costa
- Kern
- Santa Clara/ San Mateo / San Francisco

Business Partner Team 2
boc-uccепарtner2@ucanr.edu, Regina Verreos
- Butte
- Imperial
- Orange
- Placer/Nevada
- San Joaquin
- Shasta
- Stanislaus
- Tehama
- Trinity

Business Partner Team 3
boc-uccепарtner3@ucanr.edu, Maureen Ramirez
- Colusa
- Los Angeles
- Merced
- Riverside
- San Bernardino
- San Luis Obispo
- Santa Barbara
- Sutter/Yuba

Business Partner Team 4
boc-uccепарtner4@ucanr.edu, Maru Fernandez
- Capital Corridor
- - Sacramento
- - Yolo
- Fresno/Madera
- Tulare/ Kings
- Central Sierra Nevada
- - Amador
- - Calaveras
- - El Dorado
- - Tuloumne
Resources

- Flow charts and BOC directory are also uploaded in Documents: UC Nutrition Education Program Advisors-Managers-Supervisors CT
- UCCE Office Managers
- BOC Contacts:
  - Business Partner Team 1 - boc-uccепartner1@ucanr.edu – Kathy Hanke
  - Business Partner Team 2 - boc-uccепartner2@ucanr.edu – Regina Verreos
  - Business Partner Team 3 - boc-uccепartner3@ucanr.edu – Maureen Ramirez
  - Business Partner Team 4 - boc-uccепartner4@ucanr.edu – Maru Fernandez
Staff Position Management Form

**Purpose**
- Request to add a new or refill a vacant position. Change or update a vacant position.
- If new position, is accompanied with a Position Description
- All Hiring Freeze policy and form requirements apply

**Form Owner:** HR
Staff Data Change Form

Purpose

- Request extension, change in appointment, job classification, pay scale or increase / decrease in FTE
- All Salary Freeze policy and form requirements apply

Form Owner: HR
Staff Funding Change Request

OM/PI/CD
Completes form including current and proposed funding

County Director
Reviews and approves

Financial Control (BPT)
Validates funding and approves

Statewide Program Director
Only if for CalFresh, 4-H, or EFNEP positions

UC ANR Payroll
Confirmation of entry sent to BPT and UCCE location

UC ANR Payroll
Enters into UCPath

Purpose:
- Extend or change funding for existing employee

Form Owner: BOC
Thank you!

Questions?
Parent Engagement Workgroup

Kelley Brian
Deepa Srivastava
Leticia Christian

Kelly Hong
Amanda Colegrove
Alejandra Gonzales

Patricia Amezcuca
Javier Miramontes
Maricarmen Anaya-Rodriguez

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.
Parent Engagement

- Progress to date
  - Created a tip sheet, Parents needs survey, and Email template for extenders.
Parent Engagement

Results:
- Parents are overwhelmed
- Text or call
- Share Online Resources/Tip Sheets
- Share Short Videos for children and parents

Develop materials
- Tip Sheet
- TBD

Survey Parent Needs

Contact Parents
- Parent Café
- Focused Questions Survey

Parent Needs

Tips
- Ref. Only

Ref. Only
Resources to Share

1. Interactive slideshow presentation
2. PDF of content from slideshow
3. 5 Topics in Spanish and English
   - Physical Activity
   - MyPlate
   - Healthy Beverages
   - Family Mealtime
   - Food Safety
What is included?

• Title page
• 2-3 Content slides
• Sources/ Citations
• Funding and Non-Discrimination statements
• ADA Compliant
How you use these tools?

1. Supplemental material
2. Virtual Event
3. Post on Website or Social Media
4. Type in the chat ways you might use these resource.
¿Qué hay que saber sobre los 5 grupos de alimentos?
¡Haga clic en cada botón de grupo de alimentos para obtener más información!
What’s there to know about the 5 food groups?

Click on each food group button to learn more!

- **Fruits**
  - MyPlate.gov

- **Grains**
  - MyPlate.gov

- **Dairy**
  - MyPlate.gov

- **Vegetables**
  - MyPlate.gov

- **Protein**
  - MyPlate.gov
Where can you find these resources??

• UC Davis

SO_COVID19_Resources> COVID-19_Workgroups> Parent Engagement Workgroup
Questions?

Co-Chairs: Patty Amezcua at pcamezcua@ucanr.edu and Kelly Hong at kqhong@ucanr.edu
SLM Workgroup
Harvest of the Month Project
Purpose/Goals/Objectives

• Identify opportunities to continue to support SLM and School Nutrition Services Staff (SNS) during COVID-19.
• Modify materials to meet the needs of schools and SNS. Develop training materials for SNS staff. Maintain and strengthen partnerships with SNS
• Survey/Needs assessment w/FSD
SLM Workgroup

MaryAnn Mills
State Office

Dr. Anna Jones
State Office

Jaci Westbrook
Stanislaus/Merced

Julie Lefko
Santa Clara County

Nicole Ogosi
Riverside 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.

SLM Workgroup

Martha Lopez
Imperial County

Elaine Silver
San Mateo/San Francisco

Wylie Skillman
Tuolumne County
Survey with FSD
Results of Survey-Needs

In what areas do you need support?

- “Online resources would be best.”
- “CACFP requires enrichment so help with that would be great.”
- “Making meal pick up exciting to increase participation.”

Figure 8: Support needed by percent of districts.
Results of Survey - Communication

Most districts used multiple methods of communication. The most common being:

- Social media (n=29)
- Electronic newsletters/email (n=28)
- Robo calls (n=26)

Figure 7: Percent of districts using each method of communication.
Harvest of the Month Promotion Materials for School Meals
HOTM FLYERS!

- Each flyer includes:
  - A game
  - QR codes and shorten links to videos created for the produce item
- Flyers are double sided, English and Spanish
The Harvest of the Month featured produce is...

**RAISINS**

Word Search
- Raisin
- Grape
- Purple
- Gold
- Dried
- Potassium

Did you know...
- Fruit becomes dry when the amount of moisture in the fruit goes below 20%.

Want to learn more about raisins, watch this video!

**ORANGES**

Complete the Crossword Puzzle!

Across:
1. Oranges grow on ________.
2. This vitamin keeps our immune system strong!
3. The rough skin on the outside of an orange is called a ________.

Down:
1. Most oranges are ________ (color).

Want to learn more about oranges, watch this video!

Reach Ref. Only

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The Harvest of the Month featured produce is...

**SWEET POTATO**

Finish the phrase!
1. Sweet potatoes are _________ helps tell your muscles when to move vegetables
2. Vitamin A
3. Potassium is a mineral that
4. Sweet potatoes are commonly confused with
5. Sweet potatoes can be ________ keeps our eyes working

Want to learn more about sweet potato, watch this video!

**K-3rd Grade**
Scan the QR code using your phone’s camera or a QR code reader on your laptop!

**4th Grade-Middle**
https://bit.ly/3qLyU1L

Did you know....

**BROCCOLI**

Word Search
Broccoli
Cabbage
Family
Vitamins
Minerals
Calcium

Want to learn more about broccoli, watch this video!

**K-3rd Grade**
Scan the QR code using your phone’s camera or a QR code reader on your laptop!

https://bit.ly/3qLyU1L

**4th Grade-Middle**
https://bit.ly/3qLyU1L

Did you know....

Broccoli is part of the cabbage family.
It is related to cauliflower, kale, and many other vegetables!
Games

• Crossword Puzzles
• Word Searches
  - With a Did you know? fun fact!
• Finish the phrase
• Complete the maze to find out the nutrition fact

Did you know....
Genetically, peaches and nectarines are almost identical! They only have one different gene, the gene that makes peaches fuzzy!
Videos

• Age appreciate videos for produce items served by schools

• Information in videos is from Harvest of the Month as well as eatfresh.org’s Discover Foods
Oranges 4th Grade-Middle School
Current Harvest of the Month Flyers:

- Apples
- Oranges
- Persimmons
- Kiwi
- Raisins
- Peaches and Nectarines
- Broccoli
- Carrots
- Sweet Potato
- Tomato
- Zucchini
- Beans
Additional Videos

We currently have additional Harvest of the Month videos for:

- Asparagus
- Blueberries
- Cucumber
- Dates
- Grapefruit
- Dates
- Kale
- Peas
- Pomegranate
- Pumpkin
- Turnips
Poll!

What produce items would you be interested in seeing flyers created for?

- Corn
- Cucumbers
- Strawberries
- Lettuce
- Green Beans
- Melon
- Other: please specify
Marketing
Ways these materials can be marketed!

- CACFP enrichment activity
- Produce Promotion for school lunches - Indirect Nutrition Education
- National School Lunch Week/Wellness Week
- Handouts have multiple interactive components
Ideas for Distribution

- Handouts distributed at meal pick up
- School wide emails

🌟 Summer feeding programming 🌟
Social Media Posts

How do I find it?
CalFresh Healthy Living Website

https://fsnep.ucdavis.edu/initiatives/slm
Thank you!

Please reach out if you have any questions!

--Maryann, Jaci, Julie
State Office Updates
Welcome New State Office Staff!

Lolita Quintero
Evaluation Analyst II
Evaluation Team

Melanie Gerdes
CES II
Program and Admin Team
EVALUATION UPDATES

• **New** evaluation webpage with the common CFHL, UC PSE Needs and Environmental Assessments
  • FFY21 SLAQ printable questionnaires and protocols available in Box; online versions in Survey123 coming soon

• **New** [Youth Evaluation Tools](#) for virtual series-based DE
  • Teacher Observation Survey (especially *Pre-K to Grade 3*)
  • Teacher Feedback Survey (All Grades)

• April Evaluation Office Hours: 4/27 from 1-2:30pm
Planning for Health Equity
Using Assessments, Community Engagement & Cross-Sector Collaboration to Advance Health Equity

- Listen to first-hand accounts of how CalFresh Healthy Living local implementers partnered with their communities to identify and address health inequities in their counties.

- Then join a lively, 45m. breakout session to ask questions, get answers and generally talk about the health equity work you’re doing. [REGISTER HERE]

#1. May 5, 1:00 - 3:30pm
The Magic of Assessments: How to Uncover Health Disparities & Build Local Support to Address Them in Rural California

#2. May 12, 10:00 - 11:30am
Health in Transportation: Advancing Health Equity through Cross-Sector Collaboration

#3. May 19, 10:00 – 11:30am
Achieving Health Equity through Asset Based Community Engagement

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.CaCalFreshHealthyLiving.org.
Website Updates

Communication Resources Webpage
• Pathway: Administration ➔ Communication Resources
• Link: https://uccalfresh.ucdavis.edu/commresources

Program Directives, Guidance, and Processes Document on Website
• Pathway: Administration ➔ Program Administration
• Link: https://uccalfresh.ucdavis.edu/admin/program
Thank you!

Next Town Hall:
Tuesday, May 18