

CalFresh Healthy Living, UC Town Hall: Agenda

- **California SNAC: COVID Response Nutrition Communications Campaign Toolkit (01:56)**
 - Amy Delisio, Director, Center for Wellness and Nutrition, Public Health Institute
- **Promoting Curriculum/Program to Teachers (13:37)**
 - CFHL, UCCE Promotional Materials and K-12 Schools Workgroups
- **Staff Appreciation (40:31)**
 - CFHL, UC + UCCE Staff
- **State Office Updates (54:26)**



California State Nutrition Action Council:

COVID-19 Response Nutrition Communications Campaign Webinar

June 15, 2021

You have the connections

We have the materials

**Together, we can connect families
to the support they need**



COVID Response Nutrition Communications Campaign

WHAT: Templated messaging campaign

- Ready-to-use, customizable messages
- Variety of styles and languages

WHY: Help Californians access food/nutrition programs and resources

- Expand support to families impacted by pandemic-recession



The Toolkit

- **SOCIAL MEDIA POSTS**
- **FLYERS**
- **TESTIMONIALS**
- **TECHNICAL ASSISTANCE REQUEST FORM**
- **TRACKING LOG**
- **RESOURCES**



Accessing the Toolkit

CAMPAIGN WEBSITE: [SNAC - CRNCC \(ca.gov\)](http://SNAC-CRNCC.ca.gov)

- Downloadable posts and flyers
 - 4 languages (English, Spanish, Chinese, Vietnamese)
 - Culturally adapted
- Webinar recording
- PowerPoint Deck



Social Media Posts



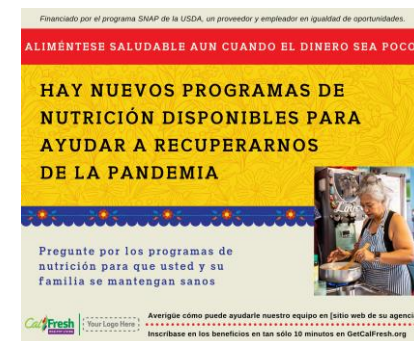
ENGLISH



VIETNAMESE



CHINESE



SPANISH

Flyers



ENGLISH



SPANISH



VIETNAMESE



CHINESE



Sample Testimonial

“I’m a proud father – I’ve always been able to support my family, but this year it all fell apart. When the pandemic hit, I lost my job and now we’re struggling to put food on the table. For the first time, I just couldn’t do it alone.

Fortunately, my church helped point me in the right direction and showed me how easy it was to sign up for CalFresh benefits and learn how to eat right when money’s tight. They provided food assistance and a real human connection.

There’s no shame in accepting help – in these times we all have to step up to help each other out. If you’re struggling this year, remember, you’re not alone. Don’t hesitate to ask for help.”



Order Form & Technical Assistance

Tailored digital files upon request

Complete the **CUSTOMIZATION TA REQUEST FORM** and provide agency's:

- Logo
- Contact information
- Local photos
- Specific program information



Social Media Customization Request Form: COVID Response Nutrition Communications Campaign

BrownMiller Communications is available to provide complementary assistance in tailoring all of SNAC's communication tools to your organization. Simply complete the customization request form below and upload any helpful files or images—such as your organization logo, images of clients you have served or staff testimonials, or testimonials—so our staff can prepare tailored digital files for you.

Please submit design files, such as logos, testimonial portraits and other elements, to jonathan@brownmillercorp.com via email or a file sharing service. If you have any questions, please contact Jonathan Bach at jonathan@brownmillercorp.com.

...

* Required

1. Organization *

Enter your answer

2. First Name *

Enter your answer

3. Last Name *

Enter your answer

4. Phone *

Enter your answer

5. Email *

Enter your answer

6. City, County or Region of Service

Enter your answer

7. What materials and languages would you like customized with your branding/logo? Please reference the campaign toolkit and check all that apply.*

☐ 1A. Facebook, English

☐ 1B. Facebook, Spanish

☐ 1C. Facebook, Chinese

Tracking & Evaluation

Monitor use of materials and efforts

- **REMOTE & DIGITAL EFFORTS:** Campaign materials distributed electronically
- **SOCIAL MEDIA POSTS:** Platform used to disseminate; date posted; topic area of post
- Submit logs online at www.surveymonkey.com/r/COVRESP by September 15, 2021



Tracking Logs

Person Completing Form: _____ Agency or Organization Name: _____

Table 1. Please enter the **date of distribution**, the **# of people** to whom you distributed materials, which **types of materials** were distributed, and in which **language(s)** they were distributed. Select all topics that apply.

#	Date	Distribution type (Email, Online Chat, Text message, Newsletter, Direct Mail)	Enter # of people to whom you sent materials	Type of Material: FLYER	Type of Material: TESTIMONIAL	Type of Material: SNAC INFORMATION & RESOURCES	Type of Material: OTHER (please describe)	Language(s) (English, Spanish, Traditional Chinese, Vietnamese)
EX	08/03/20	Email	24	X	X			Vietnamese; English
1								
2								
3								
4								
5								
6								
7								
8								
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11								
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20								

Person Completing Form: _____ Agency or Organization Name: _____

Table 2. Please enter the **date of distribution**, the **social media platform** used for the post, the **topic of the post**, and in which **language** the post was shared. Select all post topics that apply.

#	Date	Social Media Platform (Facebook, Instagram, Twitter)	Post Topic: New Food Programs	Post Topic: Maximize CalFresh Dollars	Post Topic: Farmers Markets & Market Match	Post Topic: Save When You Shop	Post Topic: Stretch Your Food Budget	Post Topic: Other (please describe)	Language(s) (English, Spanish, Traditional Chinese, Vietnamese)
EX	8/18/20	Facebook				X			
1									
2									
3									
4									
5									
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Estimated # of Facebook Account Followers: _____

Estimated # of Instagram Account Followers: _____

Estimated # of Twitter Account Followers: _____



Call to Action

Continue to **guide and support families** by:

- Passing along the messages contained in this toolkit through your communication channels
- Sharing this toolkit with your local partners



Questions?

amy.delisio@wellness.phi.org



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.

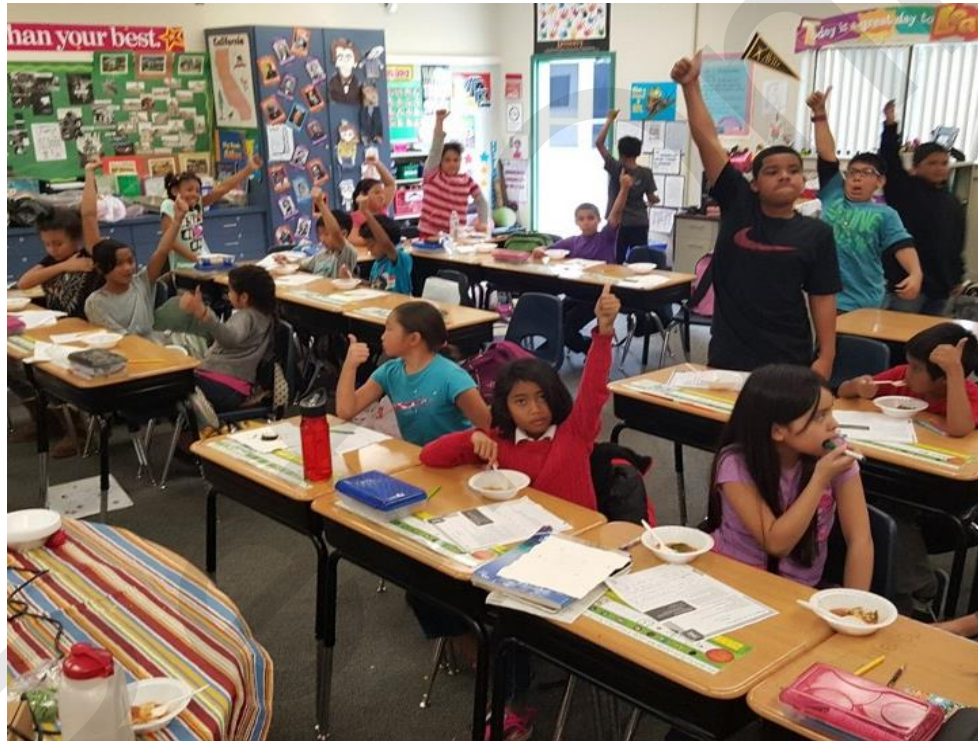
Promoting Your Program to K-12 Schools

Presented by:

Nancy Zumkeller and Rosalinda Ruiz
for the

K-12 Schools and Promotional Materials Workgroups

Launching into the new school year.....

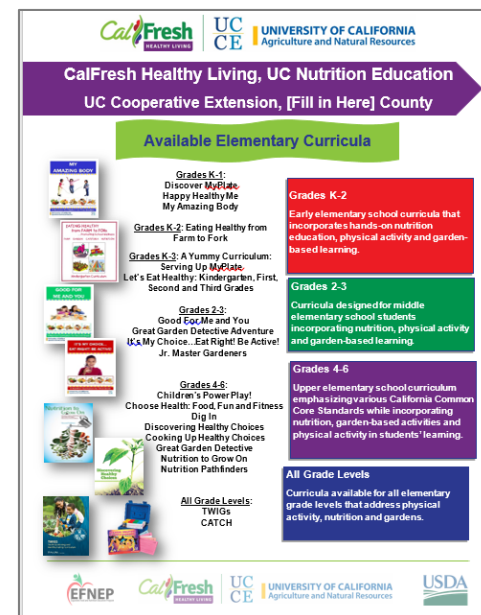
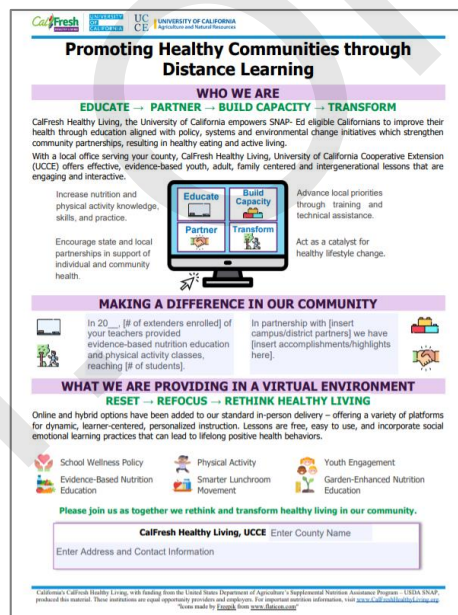


Introduction to K-12 Schools Promotional Bundles

- What are the promotional bundles?
 - School Administration
 - Teachers
- Why should we use them?

School Administrator Promotional Bundle

- Bundle provides program overview
- Includes:
 - Administrative flyer
 - Program flyer
- Administration Video Script



Teachers Promotional Bundle

- Bundle is specific to teacher's grade
- Includes:
 - Teacher flyer
 - Curriculum checklist
 - Curriculum flyer
- Administration Video Script



Fuel Healthy Living through Distance Education

ABOUT US

EDUCATE → PARTNER → BUILD CAPACITY → TRANSFORM

CalFresh Healthy Living, University of California is your partner in healthy living. Our road map to healthier living is simple but has profound effects by teaching:

- SNAP eligible residents about good nutrition
- How to make food dollars stretch further
- How to be physically active at any age

With a local office serving your county, CalFresh Healthy Living, University of California Cooperative Extension offers an array of youth, adult, family centered and intergenerational lessons that are engaging and interactive.

WHAT WE OFFER IN A VIRTUAL ENVIRONMENT

RESET → REFOCUS → RETHINK HEALTHY LIVING

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

New online and hybrid options have been added to our standard in-person delivery – offering a variety of platforms for dynamic, learner-centered and fun personalized instruction.

Lessons are free, easy to use, and incorporate social emotional learning practices that can lead to lifelong positive health behaviors.

Skilled Nutrition Educators are prepared to deliver lessons in the following areas:

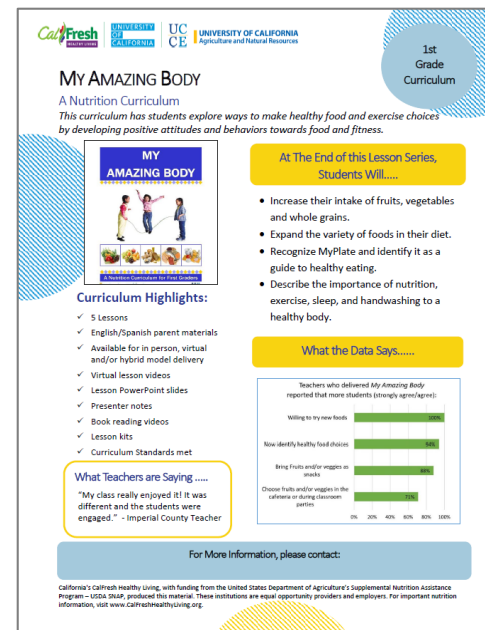
- Evidence-Based Nutrition Education
- Garden-Enhanced Nutrition Education
- Physical Activity
- General Wellness

Please join us as together we rethink and transform healthy living in our community.

CalFresh Healthy Living, UCCE Stanislaus County

Rosalinda Ruiz: rruiz@ucdavis.edu Phone #: (209) 525-6814

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



MY AMAZING BODY

A Nutrition Curriculum

This curriculum has students explore ways to make healthy food and exercise choices by developing positive attitudes and behaviors towards food and fitness.

At The End of this Lesson Series, Students Will....

- Increase their intake of fruits, vegetables and whole grains.
- Expand the variety of foods in their diet.
- Recognize MyPlate and identify it as a guide to healthy eating.
- Describe the importance of nutrition, exercise, sleep, and handwashing to a healthy body.

Curriculum Highlights:

- ✓ 5 Lessons
- ✓ English/Spanish parent materials
- ✓ Available for in person, virtual and/or hybrid model delivery
- ✓ Virtual lesson videos
- ✓ Lesson PowerPoint slides
- ✓ Presenter notes
- ✓ Book reading videos
- ✓ Lesson kits
- ✓ Curriculum Standards met

What Teachers are Saying

"My class really enjoyed it! It was different and the students were engaged." – Imperial County Teacher

What the Data Says....

Teachers who delivered My Amazing Body reported that more students strongly agree/agree:

Statement	Strongly Agree/Agree (%)
Willing to try new foods	90%
Now identify healthy food choices	85%
Bring fruits and/or veggies to meals	80%
Choose fruits and/or veggies in the cafeteria or during classroom parties	75%

For More Information, please contact:

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Chat:

- Does this bundle approach meet your needs?
- What other items could be included in promo bundles?

Website Walk

- **Communication Resources webpage** – “big picture” materials
 - School Health Fair
 - School District Meeting
 - CNAP Meeting
- **Curriculum webpage & Promo Materials Google Drive folder** – “curriculum specific” promo materials
 - Teacher meeting
 - After school program staff meeting

Questions?



Staff Appreciation



Rosemary Carter





Chutima Ganthavorn





State Office Updates

FFY 2022 Site List Updates

- **June 14 – July 2, 2021**

- CFHL, UC State Office will begin reviewing and working with counties to finalize sites.

- **July 3 – 23, 2021**

- CDSS reviews Alternative Methodology Site Change requests by July 23
- All questions and clarifications must be addressed

TECHNICAL ASSISTANCE

Jennifer Quigley

jaquigley@ucdavis.edu

Melanie Gerdes

magerdes@ucdavis.edu

Evaluation Office Hour – June 29th @1pm

- Next Evaluation Office Hour – 6/29 @1pm
- *Please bring your questions and share your experience with new evaluation tools*
 - Topic - PSE reporting



EVALUATION Team – PEARS Q3 review

- PEARS Q3 review 6/7 email
- **PSE activity** Q3 reporting – complete by **COB 7/12**
 - ✓ PSE activities do not need to be marked complete.
 - ✓ Add needs assessment completed.
- **Partnership and Coalition** Q3 reporting by **COB 8/16**



Timeline for End of Year FFY 2021 Evaluation Survey Portal Closures

- FFY2021 evaluation survey portal closure
 - ✓ **Youth** surveys in **Qualtrics** – 8/10
 - ✓ **Teacher** surveys in **PEARS** – 8/10
 - ✓ **Adult** surveys in **Qualtrics** – 9/16
 - ✓ **Adult** surveys in **PEARS** – 9/30

Any concerns about proposed dates -
please contact Barbara

bmknelly@ucdavis.edu or Angie
akeihner@ucdavis.edu if have



Evaluation Check-in Calls – Late July

Schedule with each UCCE county/cluster leadership team – aiming for 7/21-7/29

Focus

- wrap-up FY 21 evaluation activities
- FY 21 PSE reporting
- anticipated FFY22 programming and evaluation plans.



EatFresh.org Mini Course Guidance



- Includes guidance about:
 - Recruiting and promoting the course
 - Using referral codes
 - Codes for recruiting via the web and social media
- Using the Mini Course with high school students
 - How to request site-specific codes
- Obtaining data for participants who used specific county referral codes
- Entering Mini Course data into PEARS

Where to Find the EatFresh.org Mini Course Guidance and Referral Codes

1. CFHL, UC Website
 - [Adult Curriculum Page](#)
 - [Youth Curriculum Page](#)
2. [Adult Distance Learning Guidance](#)
3. Box
 - CalFresh Counties > SO-Curriculum > ADULT > EatFresh Mini Course

Questions? Contact Anna Jones
(anajones@ucdavis.edu)

Adult Nutrition Education Curriculum

UC CalFresh Nutrition Education > Curriculum > Adult Nutrition Education Curriculum

The curricula listed on this page are the most commonly used Adult curricula by CFHL, UC County programs. Descriptions and links for obtaining or ordering the curriculum are listed below.

For the full breakdown of which evaluation tools are recommended for use with each curriculum, please refer to the following document: [FFY 2021 Recommended Evaluation Tools and SMART Objectives](#).

EatFresh.org MiniCourse

- Healthy eating doesn't have to be confusing! The [EatFresh.org Mini Course](#) boosts your nutrition, cooking, and healthy living knowledge. Each of the 15 self-paced topics takes 5-10 minutes to complete. Learn how to eat healthy, save money and cook easy, tasty meals.
 - [EatFresh.org Mini Course Guidance](#)
 - [County Referral Codes](#) for the EatFresh.org Mini Course

EatFresh.org MiniCourse

- (Grades 9-12) Healthy eating doesn't have to be confusing! The [EatFresh.org Mini Course](#) boosts your nutrition, cooking, and healthy living knowledge. Each of the 15 self-paced topics takes 5-10 minutes to complete. Learn how to eat healthy, save money and cook easy, tasty meals. This curriculum can be assigned to high school students to complete in class or if working asynchronously from home.
 - [EatFresh.org Mini Course Guidance](#)
 - [County Referral Codes](#) for the EatFresh.org Mini Course

Thank you!

Next Town Hall: Tuesday August 17, 2021



Image Source: [Gellinger](#) via Pixabay/ CC0