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)

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

ENGLISH

EAT RIGHT WHEN MONEY’S TIGHT
NEW PROGRAMS HAVE OPENED UP TO HELP ALL OF US REBOUND FROM THE PANDEMIC

Ask us about nutrition programs to keep you and your family nourished.

Learn how our team can help at [your agency website].
Sign up for benefits in just 10 minutes at CalFresh.org.

CHINESE

尽管口袋紧也要吃得巧

全新援助计划已启动帮助遭受疫情影响的我们

您的健康我来顾，

与我们有关营养援助计划

SPANISH

ALIMENTACIÓN SALUDABLE AUN CUANDO EL DINERO SEA POCO

HAY NUEVOS PROGRAMAS DE NUTRICIÓN DISPONIBLES PARA AYUDAR A RECUPERARNOS DE LA PANDEMIA

Pregunte por los programas de nutrición para que usted y su familia se mantengan sanos.

VIETNAMESE

Ăn Ngon Khi Tài Chính Eo Hep.

Hãy đáp với các chương trình dinh dưỡng để giúp bạn và gia đình được khỏe mạnh.

Tên họa sách ở trên từng trang chú thích bài (thông số và cách làm bài)
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.
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
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](http://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.

<table>
<thead>
<tr>
<th>#</th>
<th>Date</th>
<th>Distribution type (Email, Online Chat, Text message, Newsletter, Direct Mail)</th>
<th># of people to whom you sent materials</th>
<th>Type of Material (Flyer, Testimonial, SNAC INFORMATION &amp; RESOURCES)</th>
<th>Language(s) (English, Spanish, Traditional Chinese, Vietnamese)</th>
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<td>Vietnamese; English</td>
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**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.

<table>
<thead>
<tr>
<th>#</th>
<th>Date</th>
<th>Social Media Platform (Facebook, Instagram, Twitter)</th>
<th>Post Topic (SNAC, New Food Programs, Farmers Markets &amp; Market Match, CalFresh Dollars)</th>
<th>Post Topic (Saves When You Shop, Stretch Your Food Budget, Other)</th>
<th>Language(s) (English, Spanish, Traditional Chinese, Vietnamese)</th>
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Estimated # of Facebook Account Followers: 
Estimated # of Instagram Account Followers: 
Estimated # of Twitter Account Followers: 

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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
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:
  o Teacher flyer
  o Curriculum checklist
  o Curriculum flyer
• Administration Video Script
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
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

<table>
<thead>
<tr>
<th>TECHNICAL ASSISTANCE</th>
</tr>
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<tbody>
<tr>
<td>Jennifer Quigley</td>
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<tr>
<td>Melanie Gerdes</td>
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</table>
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 PEAR$ – 8/10
  - **Adult** surveys in Qualtrics – 9/16
  - **Adult** surveys in PEAR$ – 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

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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)
Thank you!

Next Town Hall: Tuesday
August 17, 2021