

CalFresh Healthy Living, UC Town Hall: Agenda

- Stanford University-Our Voice Citizen Science Initiative: A Community Engagement Approach for Assessing and Improving Food and Physical Activity Environments (00:02:00)
- PA Break (00:32:19)
- Understanding Social Media Analytics (00:37:24)
- Social Media Checklist (01:00:38)
- Curriculum Bundles Review and Location (01:09:20)
- State Office Updates (01:26:11)



Our Voice: Citizen Science for Community Health Improvement

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Director of Community Engagement

Healthy Aging Research & Technology Solutions (HARTS) Lab
Stanford Prevention Research Center
Stanford University School of Medicine

A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES

BAY AREA REGIONAL HEALTH INEQUITIES INITIATIVE





Health Equity

According to the National Academy of Medicine:

*Health equity is the state in which **everyone** has the opportunity to attain full health potential and no one is disadvantaged from achieving this potential because of social position or any other socially defined circumstance.*

Promoting health equity means creating the conditions in which individuals and communities have what they need to enjoy full, healthy lives.



Citizen Science or “Community Science”

Most commonly (back to Founding Fathers):

“Public participation in environmental research”

For us, it's a way of ensuring that the voices of ordinary people are centered and amplified in efforts to improve community health.



Our Voice Goals

- Give community members a new way of documenting their community experiences and perspectives
- Support community members in using their own data to help inform local changes and build healthier communities
- Advance health equity through community-driven change



The *Our Voice* Process

Discover



Discover aspects of your community that impact healthy living

Discuss



Discuss your findings with other citizen scientists

Advocate



Advocate for local improvements

Change



Change your community for the better



Step One: Discover

Discover



Discover aspects of your community that impact healthy living

Discuss



Discuss your findings with other citizen scientists

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Advocate for local improvements

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Change your community for the better



The Stanford Discovery Tool™

A simple mobile app that community members can use to document parts of their neighborhood or community that promote or hinder healthy living



- Geotagged photos and narratives
- Positive/negative ratings
- Walk maps
- 13 languages
- Users ages 9 to 90!

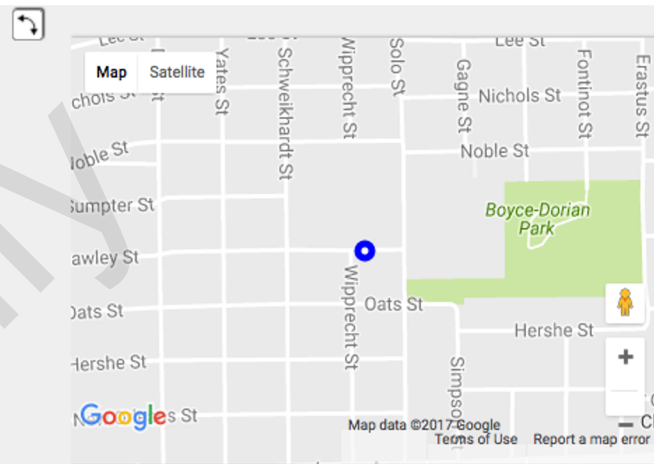


Data Collection and Storage

- Guiding question to focus data collection on specific theme
- Data uploaded to secure server
- Only environmental data (no faces, etc.)
- All data anonymous – not linked to the person who gathered it
- Community findings grouped together



Comments are
critical!



Good or Bad for the community



I took the photo because as you can see from the left of the picture, there is a sidewalk, and then we have a crosswalk going across the street, but it leads to a ditch. So that needs to be fixed. There needs to be an extension of the sidewalk to the sidewalk on the side there to the right.



Always great to recognize
and build on assets

_id : GTDENVER_2c6bfea9be041652_1_1491928571564

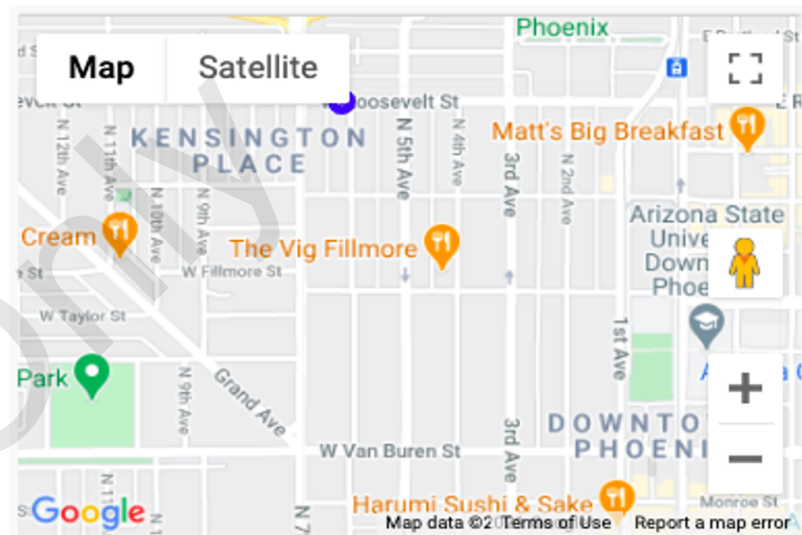
Good or Bad for the community

😊

Beautiful wide spacious sidewalk going up and over the bridge on the east side of the bridge. Nothing on the west side of the bridge.



Sometimes both positive and negative aspects emerge (choose both!)



Good or bad for the community?



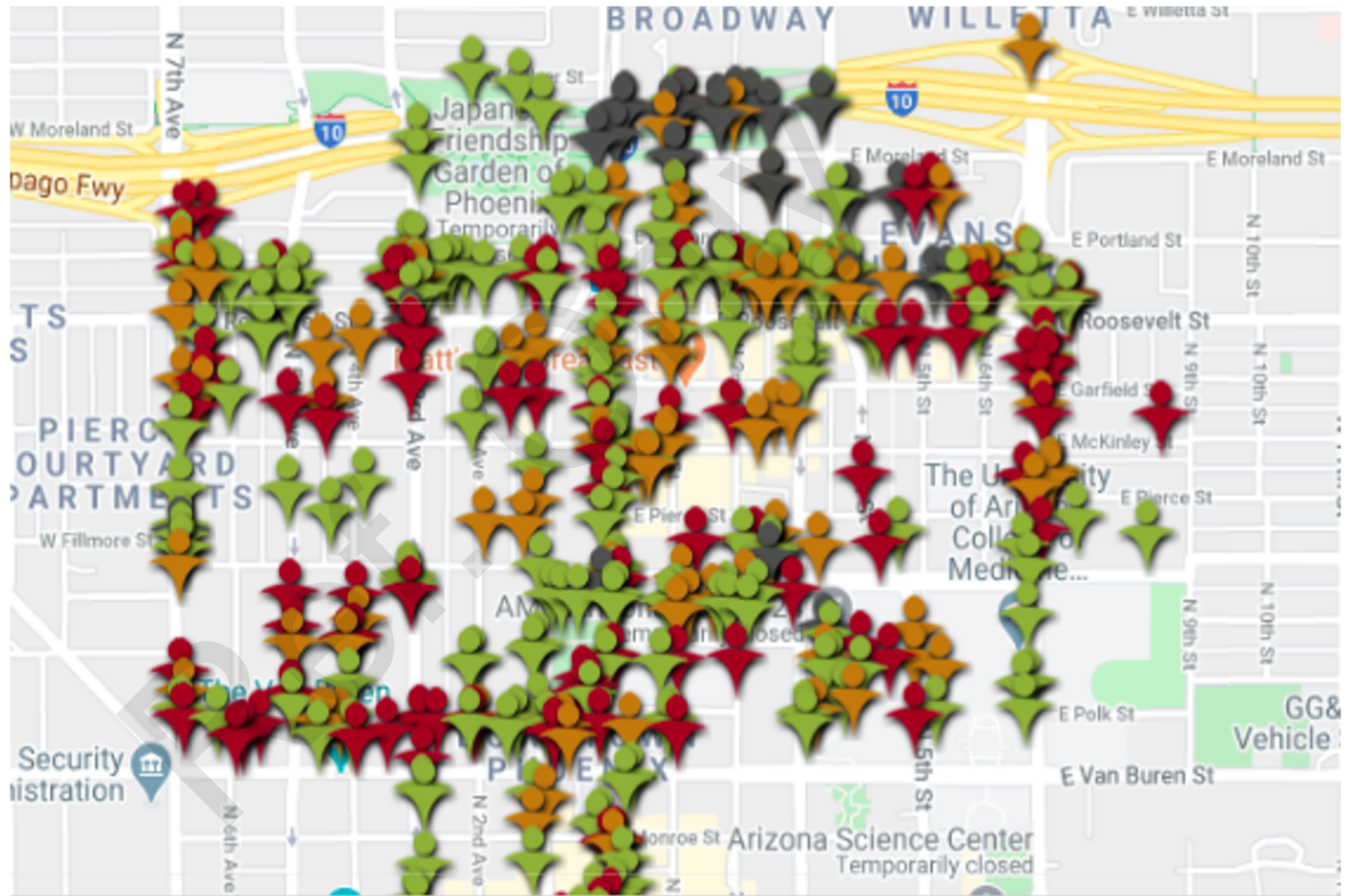
Why did you take this picture?



Theres a circle k on both ends of the sector that we walked, good for snacks but not very healthy

Can use
grouped data
to identify
community
“Hot Spots”

- **Green** = positive features
- **Red** = negative features
- **Orange** = mixed positive & negative features

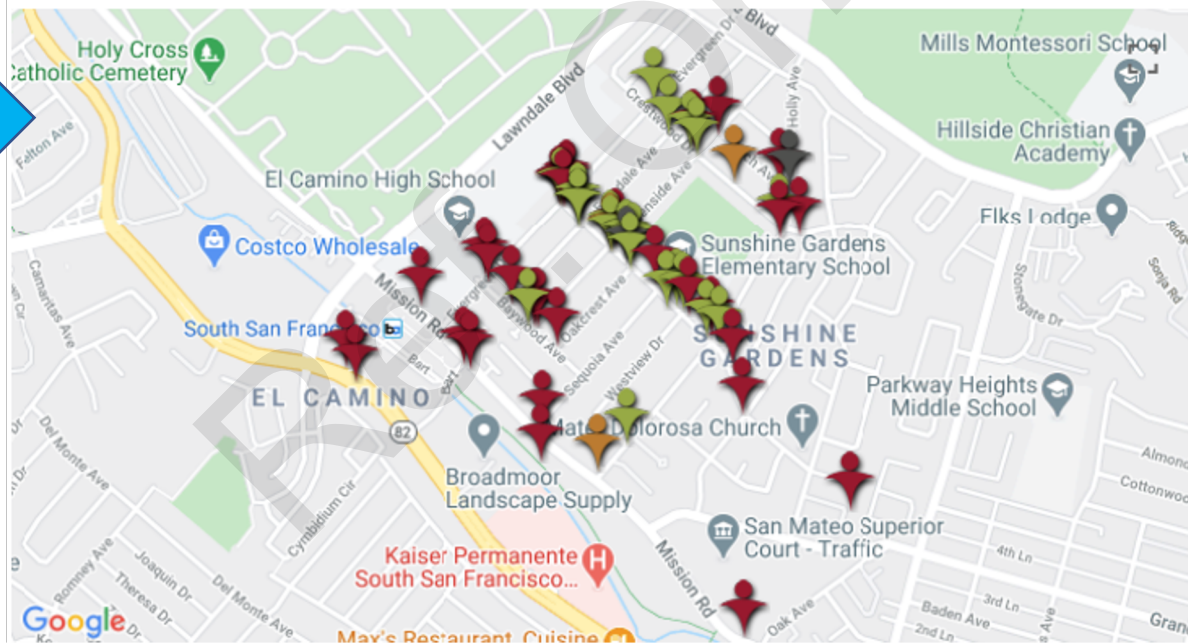




Data Tagging and Sorting

Theme : Crossings and Crosswalks

Example of themed
data map





Step Two: Discuss

Discover



Discover aspects of your community that impact healthy living

Discuss



Discuss your findings with other citizen scientists

Advocate



Advocate for local improvements

Change



Change your community for the better



Facilitated discussion

In-person or virtual!

- Review group findings
- Identify common themes
- Discuss strengths, challenges
- Brainstorm specific ideas for change
 - Focus on feasibility





Step Three: Advocate

Discover



Discover aspects of your community that impact healthy living

Discuss



Discuss your findings with other citizen scientists

Advocate



Advocate for local improvements

Change



Change your community for the better



Step Three: Advocate

- Share findings and specific recommendations with other community members and key decision-makers.

Pedestrian Safety

Recommendation: Ensure maintenance at crosswalks so that pedestrians are visible to traffic.

Sample Citizen Scientist recommendations using Discovery Tool data



View of pedestrians and wheelchair is blocked by bushes for cars turning right (Kelly and Hwy 1). Remove bushes or make “No turn on red”.



Good or Bad for the Community?





Step Four: Change!

- Work together with community members, decision-makers, and other stakeholders to create a healthier community.



Initial Projects Engaging Low-Income, Ethnically-Diverse Older Adults in Northern California

What makes it easy or hard to eat healthy food in this community?

What makes it easy or hard to be physically active in this community?



Residents of senior affordable housing sites:

- Used Discovery Tool to identify neighborhood assets and barriers to physical activity and healthy eating
- Organized their data to advocate for changes



Initial Project Successes

- Created a **safer walking environment** through revising/repairing streets, sidewalks
- Improved **access** to senior center
- Helped seniors develop a **community garden**
- Local organizations taught seniors how to **garden & cook vegetables**
- Resident reports of enhanced **social cohesion**
- New city funds for **environmental analysis**
- “Ripple Effect” - residents formed a **Senior Advocacy Team**





Safe Routes to School Projects

- Partnered with Santa Clara County Public Health Dept. and San Mateo County Office of Education
- Engaged parents, students, teachers, administrators and local stakeholders
- Impact:

What makes it easy or hard to walk/bike to school?

- Increased community engagement
- Walking School Bus
- Infrastructure improvements
- New events and amenities at schools - bike rodeos and racks
- Increased rates of walking/biking to school





Transportation Access and Equity

- Fully-remote facilitation
- Engaged youth, older adults, immigrants
- Everyone did data collection at their own convenience
- Met on Zoom to discuss findings
- Presented findings and recommendations to City Council Mobility Subcommittee

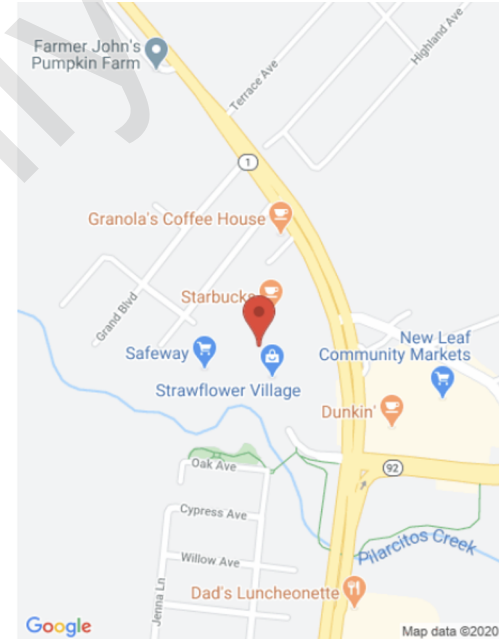
What makes it easy or hard to get around without a car in this community?

Bus Stops

Recommendation: Post bus schedules/Add benches and shelters at major bus stops.



Good that the bus stops at CVS and Safeway. It would be nice if a bench and/or shelter was available and a schedule posted.



Good or Bad for the Community?

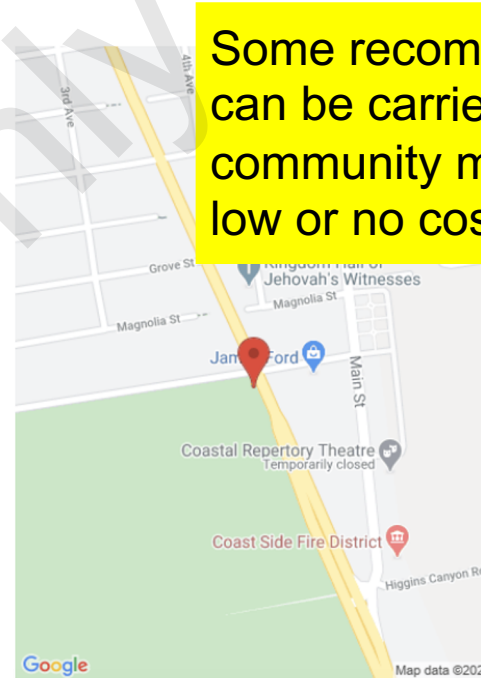


Trail Maintenance

Recommendation: Engage community
to help care for additional trails.



Good bike path connection to Wavecrest,
but getting overgrown Maintenance issue!



Some recommendations
can be carried out by
community members at
low or no cost

Good or Bad for the Community?





Transportation Access and Equity

IMPACT (so far)

- New funding for trail maintenance & bicycling, pedestrian safety
- New bus shelters/benches
- Further assessments to inform post-COVID Coastside recovery





Community projects on Food Access & Quality

4 Rural Communities, Upstate NY: (Cooperative Extension)

Observations re Buying Food:

- To decrease \$, large purchases in supermarkets outside of town
- Staples bought at small stores in-town

“I appreciated walking around; restaurants I hadn’t seen before.”

Healthy Corner Stores, Camden, NJ: (The Food Trust)

- Issues of safety, physical accessibility
- Needed better selection/display of healthy foods

FOOD

San Mateo Co., CA Low-income Seniors:

Barriers to Healthy Food:

- Higher \$ of healthy items
- Need to go to **multiple stores** for lower prices
- **Mobility/transport** issues

“I take 3 buses to get here to buy better quality food.”

Hartford, CT Food Systems:

- Understanding food “**swamps**” (full of unhealthy food; 3 city areas)
- Primary food shoppers



OK, but how do OV projects *happen*?

- Planning, training, implementation support and technical assistant from the OV Team
- Tailored to local priorities
- Facilitated virtually or in-person
- Can complete in as little as 4-6 weeks

Task	Lead	How Long
Facilitator orientation and training	Stanford OV team	1 hour via Zoom
Recruit and register participants, share project schedule	Local facilitator with OV team	Determined locally
Train citizen scientists	OV Team	1 hour
Data collection by citizen scientists	Local facilitator	Determined locally (avg 3-7 days)
Create data reports for group	OV Team	2-5 days
Facilitate community meeting(s)	Local facilitator with OV team	2-3 hours
Document citizen scientist activities and project results	Local facilitator with OV team	Ongoing

Task	Lead	How Long
Facilitator orientation and training	Stanford OV team	1 hour via Zoom
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That's right, folks... as little as 4-6 weeks!



***Our Voice* Community Engagement**

- Recognizes community expertise
- Allows diverse community members to be a part of problem identification and solution building
- Improves communication and collaboration among community members, local organizations, and policy makers
- Can improve the upstream factors that impact health behaviors and health outcomes *for everyone*
- It's fun and inspiring!



Next Steps, Part 1



- Try out the Discovery Tool!
 - Search “[Our Voice Discovery Tool](#)” on AppStore/Google
 - Login: DUCCF
 - Password: 2021
- Temporary code **for demonstration purposes only** – not for actual project data.
 - Uploaded data goes to Stanford server (not UC)
- Send questions to ourvoiceinfo@stanford.edu



Next Steps, Part 2

- If you are interested in being considered for one of the three FY22 pilot sites, you can complete an interest form and initial planning worksheet (will be sent to all Advisors, Managers and Supervisors).
- Send form to bmknelly@ucdavis.edu and Kelley kmbrian@ucdavis.edu by Sept 30, 2021.
- If you need more information to decide, let Barbara and Kelley know. Happy to set up call to discuss!

Many Thanks!



Learn more about *Our Voice* at
<http://ourvoice.stanford.edu>

Email ourvoiceinfo@stanford.edu

PA Break

UC Davis Stretch Video

- https://www.youtube.com/watch?v=HiERpbm_aEg

UC ANR

UNDERSTANDING SOCIAL MEDIA ANALYTICS



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources



DORALICIA GARAY

Social Media Strategist

✉ dgaray@ucanr.edu



→ @ucanr

SOCIAL MEDIA LIFE CYCLE



WHAT IS THE **DATA** GOING TO SHOW US?



DEMOGRAPHICS

- Age
- Gender
- Location
- Language



COMMUNITY AND COMPETITORS

- Who are your followers
- You vs. competitors



CONTENT

- Impressions
- Reach
- Clicks
- Engagements
- # of posts

SOCIAL MEDIA DATA

- Understand your audience.
- Create content strategy.
- Optimize your content.



BEST PRACTICES



- Choose **what** to measure.
- Download **native reports**.
- **Export** reports 5-7 days after end of month.



FACEBOOK INSIGHTS

- Total Likes
- New Likes
- Page Reach/Impressions
- Post Engagement: Reactions, comments, shares, link clicks
- Total Posts

Manage Page

- Inbox
42 new comments
- Business Apps
- Events
- Resources & Tools
- Creator Studio
- Manage Jobs
- Notifications
144 new
- Insights
- Publishing Tools

Promote

The image shows a screenshot of the Facebook page for 'UC Agriculture & Natural Resources'. The page header includes the profile picture (UC ANR logo), the name 'UC Agriculture & Natural Resources', and the bio '@ucanr - Government Organization'. Below the header is a navigation bar with links for Home, Shop, Reviews, Videos, and More. A 'Promote' button is visible. The main content area features a 'Create Post' section with options for Photo/Video, Get Messages, and Feeling/Activity. There are also sections for 'Add Chat to your Website', 'Create Ad', and 'Boost a Post'. The left sidebar shows the 'Manage Page' menu with various tools and notifications.



FACEBOOK INSIGHTS



Manage Page

- Inbox**
42 new comments
- Business Apps**
- Events**
- Resources & Tools**
- Creator Studio**
- Manage Jobs**
- Notifications**
144 new
- Insights**
- Publishing Tools**

[Promote](#)

UC ANR **UC Agriculture & Natural Resources**
@ucanr · Government Organization [Edit Learn More](#)

[Home](#) [Shop](#) [Reviews](#) [Videos](#) [More](#)

[Promote](#) [Search](#) [More](#) [UC ANR](#)

Add Chat to your Website
Drive sales and provide support by adding Messenger to your website.
[Get Started](#)

Create Ad [See All](#)
How would you like to grow your business?

[Create New Ad](#)
Make an ad using text, photos or videos to

[Boost a Post](#)

Create Post

[Photo/Video](#) [Get Messages](#) [Feeling/Activity](#)

[Create](#) [Live](#) [Event](#) [Job](#) [More](#)



FACEBOOK INSIGHTS

UC Agriculture & Natural Resources > Page Insights

Page Insights

- Overview
- Creator Studio
- Followers
- Ads
- Shops
- Likes
- Reach
- Page Views
- Actions on Page

Promote

Learn more insights under Creator Studio

Now you can monitor all your contents insights under Creator Studio and learn how to optimize for better distribution!

Dismiss Go to Creator Studio

Orders and Messages Insights Unavailable

Due to privacy rules in some regions, the reporting of messaging-related insights are unavailable right now. Businesses may see impact to reporting on message and order data. Affected metrics will show a "—" in place of affected data.

Learn More

Page Summary Last 7 days

Results from Jul 30, 2021 - Aug 5, 2021
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page July 30 - August 5	Page Views July 30 - August 5	Page Likes July 30 - August 5
	93 Total Page Views ▼36%	10 Page Likes ▼41%

We have insufficient data to show for





FACEBOOK INSIGHTS

UC Agriculture & Natural Resources > Page Insights

Page Insights

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Dismiss

Export Insights Data

Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type

☒ Page data
Key Page metrics for engagement, like sources and audience details.

☐ Post data
Key post metrics for reach, impressions and feedback.

☐ Video data
Key video metrics including views, unique views, paid views and organic views.

File Format

Excel (.xls) ▾

Date Range

July 10, 2021 - August 6, 2021 ▾

Layout

All Page Data ▾

Facebook Page Terms

Cancel Export Data

Orders and M

Privacy

Learn More

Page Summary

Results from Jul 30 - August 5

Note: Does not include data from the time zone of

Actions on Page

July 30 - August 5

Page Views

July 30 - August 5

93

Total Page Views ▼36%

Page Likes

July 30 - August 5

10

Page Likes ▼41%

CALCULATORS

	A	B	C	D	E	F
4	Tag	Permalink	Post Message	Type	Posted	Lifetime Post Total Reach
5					5/31/21 8:45	672
6	54157891898	https://www.f	As we reflect this #MemorialDay, let us remember and honor th Photo		5/30/21 4:10	373
7	54157891898	https://www.f	Sharing information, lending a helping hand, and caring about t Photo		5/30/21 8:30	329
8	54157891898	https://www.f	We're excited to feature Tri Counties Bank as a sponsor of our 2 Photo		5/28/21 2:00	450
9	54157891898	https://www.f	One week from today, UC ANR is hosting Big Dig Day, 24-hours Photo		5/26/21 2:36	766
10	54157891898	https://www.facebook.com/ucanr/posts/10157924282766899	Photo		5/25/21 2:48	560
11	54157891898	https://www.f	What are the solutions for climate change-impacted grapes? #n Photo		5/23/21 10:35	621
12	54157891898	https://www.f	On June 4, we're hosting #BigDigDay, 24-hours to give where y Photo		5/21/21 11:54	392
13	54157891898	https://www.f	Big Dig Day of Giving Link		5/19/21 6:58	658
14	54157891898	https://www.f	Sign up to receive future issues of our email newsletter, Connec Photo		5/18/21 6:43	1299
15	54157891898	https://www.f	Targeted wintertime flooding on #agriculture fields could improv Photo		5/17/21 5:57	854
16	54157891898	https://www.f	From how to water your plants to removing weeds from your lai Photo		5/14/21 1:02	1355
17	54157891898	https://www.f	There's no better time to prepare your home for fire season thai Photo		5/13/21 5:39	744
18	54157891898	https://www.f	Paying tribute and expressing gratitude to the generations of As Photo		5/13/21 11:02	669
19	54157891898	https://www.f	Local promotoras - volunteer health workers - team with CalFre Photo		5/10/21 5:34	1382
20	54157891898	https://www.f	We partnered with Southern California Mountains Foundation, ai Photo		5/8/21 11:44	776
21	54157891898	https://www.f	Fresno County 4-H's reacted to the 2020 Creek Fire by offering Link		5/7/21 5:55 PI	134134
22	54157891898	https://www.f	Up to 60% of the human adult body is water. We need water to Photo		5/5/21 1:49 PI	832
23	54157891898	https://www.f	Congratulations to Sustainable Agriculture Research and Educat Photo		5/4/21 5:56 PI	861
24	54157891898	https://www.f	UC ANR operates nine Research and Extension Centers (RECs) t Photo		5/3/21 5:37 PI	621
25	54157891898	https://www.f	"Bathink Your Drink" Public Health Workshop Oakland Housing Link			

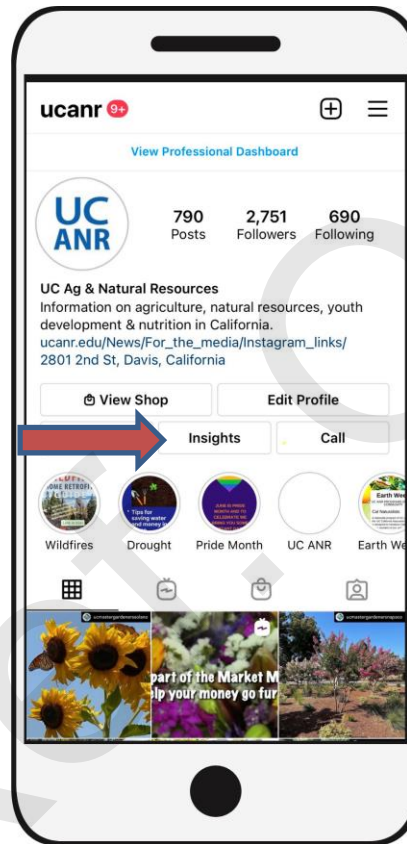
FACEBOOK METRICS CALCULATOR - POST METRICS		
ORGANIC: Video Views (SUM of COLUMN AD Lifetime Organic Video Views - Lifetime: Nur		0
PAID: Video Views (SUM of COLUMN AE Lifetime: Number of times your video was vi		0
LIVE: Video Views (Total of Video Views from Live Videos (highlighted in yellow) (AE)		0
ORGANIC: Active Post Engagements (SUM of Total Reactions, Comments and Shares - FYI: complete thi		3,132
ORGANIC: Reactions (Likes) (SUM of LIKE from COLUMN J)		2,207
ORGANIC: Comments (SUM of COMMENT from COLUMN K)		79
ORGANIC: Shares (SUM of SHARE from COLUMN L)		846
ORGANIC: Link Clicks (SUM of "Link Clicks" in COLUMN L from "Lifetime Post Consumpti		408
Total Posts Published (Number of posts created by team and published during month)		48
LIVE: Engagements (Sum of all likes, comments and shares from LIVE videos (highlighted in YELLOW))		



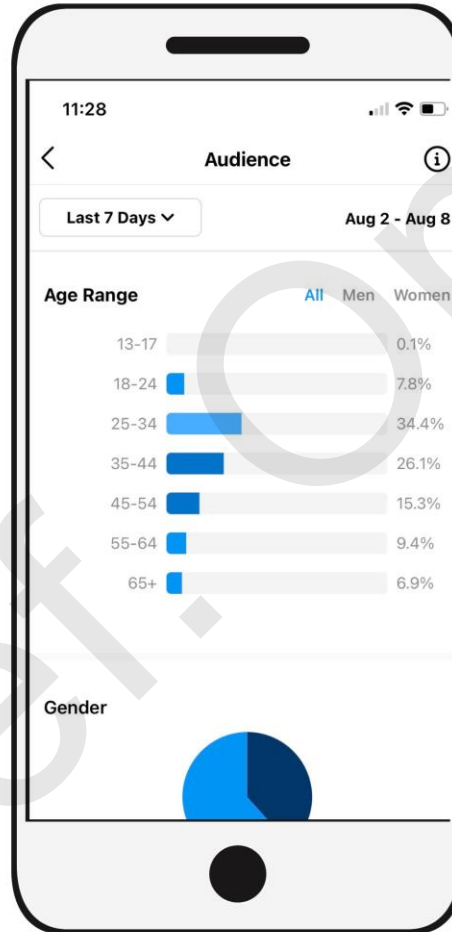
INSTAGRAM INSIGHTS

- Total Likes
- New Likes
- Page Reach/Impressions
- Post Engagement: (Reactions, comments, shares, link clicks)
- Total Posts





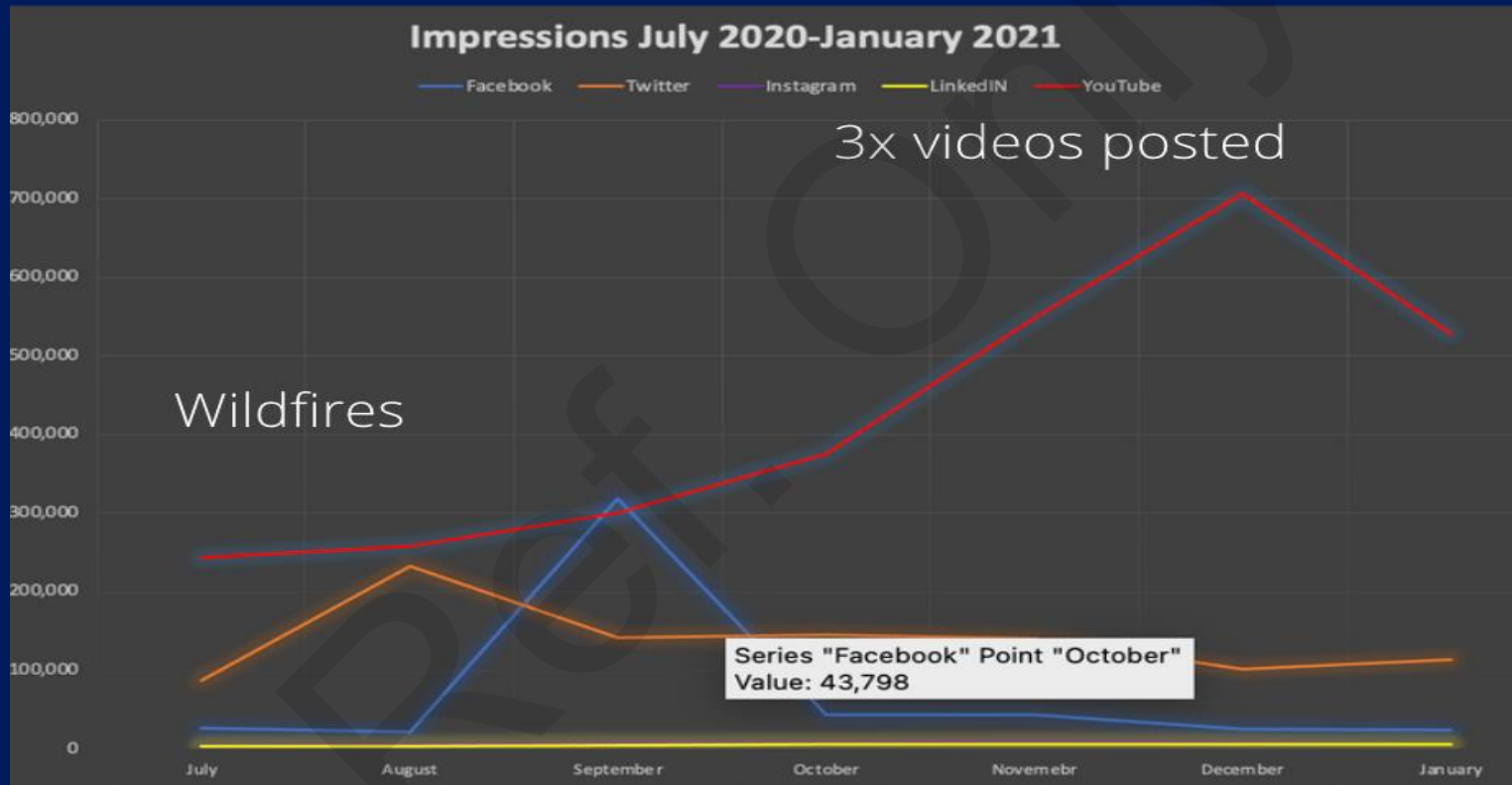




CRUNCHING NUMBERS

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	TOTAL	2019/2020 Goa
	25,167	25,571	26,524	27,007	27,566	28,120	28,572	29,588	31,029	31,640	33,568	33,916	26,524	
	144,904	286,986	498,471	235,945	245,828	197,767	195,126	173,961	812,780	338,794	804,670	177,123	4,112,355	
	4,021	14,113	15,899	4,669	4,343	4,424	4,038	3,700	60,181	6,812	53,552	3,248	179,000	
	694	2,431	1,612	762	493	605	684	648	983	8,883	5,783	314	23,892	
	156	162	216	195	199	174	123	94	120	121	136	146	1,842	
	July	August	September	October	November	December	January	February	March	April	May	June		
	6,216	6,254	6,754	6,794	6,811	6,838	6,872	7,536	8,512	8,614	10,038	10,052	6,754	
	25	38	497	43	18	19	32	644	890	93	1,419	11	3,729	
	26,629	22,108	318,328	43,798	43,628	25,593	24,793	21,076	33,401	24,967	39,353	23,568	647,242	
	801	645	11,628	891	723	719	654	699	2,257	1,514	3,132	878	24,541	
	620	502	7,727	654	538	574	491	545	1,929	911	2,207	636	17,334	
	37	30	1,342	57	44	52	48	26	81	28	79	53	1,877	
	144	113	2,558	180	141	93	115	128	247	80	846	89	4,734	

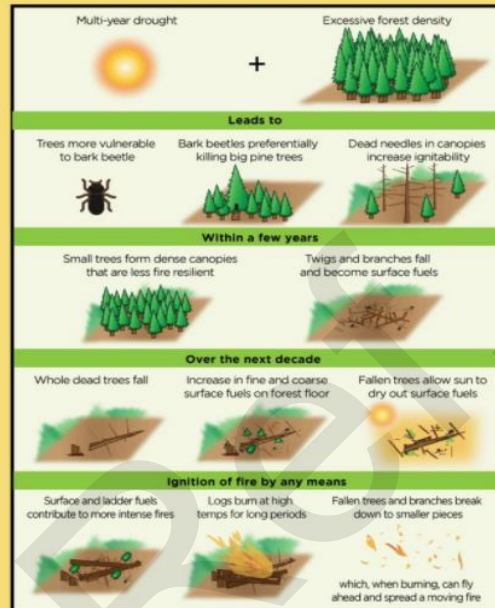
WHAT WORKED? WHAT DIDN'T?





DIG DEEPER

DETERIORATION OF FOREST HEALTH INCREASES THE RISK OF CATASTROPHIC FOREST FIRE



MANAGING LIVE TREE DENSITY AND EXCESSIVE SURFACE FUEL ACCUMULATION CAN HELP IMPROVE FOREST HEALTH AND REDUCE WILDFIRE RISK

UC Agriculture & Natural Resources
Published by Hootsuite
September 11, 2020

The massive die-off of conifers in the Sierra Nevada between 2012 and 2018 was predictable and unprecedented. Sadly, it is also likely to happen again, said UC Cooperative Extension forestry advisor Susie Kocher.

Kocher and two colleagues produced a 20-page publication that summarizes current research on tree mortality and outlines actions that can be taken to make the forest more resilient and reduce wildfire risk.

<http://ow.ly/RFHD50BorJR>

Edit

218 36 Comments 2.5K Shares

Like Comment Share

View 17 more comments Oldest

Roberta Mcpheeters
Some insurance companies won't pay if it's a natural disaster if you can prove it's arsonist they have to pay so what's that tell you

Like Reply Message 25w 1

Debbie Torres
This was taught to us years ago in College forestry classes..but certain Gov. Interests have kept things the same..no logging or forest preventive care has happened!

Like Reply Message 25w 5

SUMMARY

- Choose your metrics and stick to them.
- Track metrics monthly.
- Adapt to changes.

Resources:

ANR Social Media Policies and Resources

University of California, Division of Agriculture and Natural Resources

Communication Services & Information Technology



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?
 - o Make sure everyone in your unit is on board with this new adventure. Seek help from co-workers in setting up policies and procedures. Know how to respond to negative comments and spam.



Ask CSIT a question

Home

Marketing

- Toolkit
- ▢ Social Media Toolkit
 - ▢ Best Practices
 - ▢ Blog Best Practices
 - ▢ Community Guidelines
 - ▢ Twitter
- Promotional Flyers
- Textbook Review

Thank You!

QUESTIONS?

Social Media Checklist

- Eldon Bueno, CalFresh Healthy Living, UCCE Tulare/Kings

Curriculum Bundles Review and Location

- Tammy McMurdo, CFHL, UC State Office
- Rosalinda Ruiz, CFHL, UCCE Stanislaus/Merced
- Itzel Palacios, CFHL, UCCE Riverside County

Promotional Materials: Curriculum Bundles Review & Location

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.

CalFresh Healthy Living, UCCE is prepared to deliver lessons in the following areas:

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

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

CalFresh Healthy Living, UCCE [Enter County Name Here]

[Enter Educator Name and County Contact Information Here]

CalFresh Healthy Living **UNIVERSITY OF CALIFORNIA** **UC CE** **UNIVERSITY OF CALIFORNIA**
Agriculture and Natural Resources

Pre K & K

Please select the materials you are interested in discussing with your CalFresh Healthy Living, UCCE educator:

Nutrition Education

Curricula/Resources	Number of lessons	Lesson Power-Point Slides	Presenter notes	Student Work-books	Virtual Work-sheets	Lesson Videos	Book Reading Videos
Happy Healthy Me	9	X	X			X	X
Go Glow Grow	6	X	X			X	X

Garden Enhanced Learning

TWIGS	9	X	X			X	
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Physical Activity

CATCH	9						X
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NOTE: All curriculum listed are available for in-person or distance learning.

For more information contact: CalFresh Healthy Living, UCCE
County Educator Insert your name and email here.
CalFresh Healthy Living, UCCE Disclosure

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GO GLOW GROW

Foods for You
the goal of the curriculum is to help children establish healthy eating and physical activity habits that will last a lifetime.

Preschool
3-5 years old

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

- Recognize MyPlate and know that it is a guide to healthy eating.
- Identify Go, Glow, and Grow foods.
- Know that children need physical activity every day.
- Know when and how to appropriately wash their hands.

The Go Glow Grow Nutrition Curriculum for Preschoolers simplifies the USDA's MyPlate into just three categories labeled - Go, Glow, and Grow. Each of the sections corresponds to the effect that these food groups have on the body.

Curriculum Highlights:

- 6 Lessons
- English & Spanish Language
- Virtual Lesson Videos
- Presenter Notes
- Lesson PowerPoint Slides
- Book Reading Videos
- Lesson Kits
- Curriculum Standards Met (list)

What Teachers are Saying...

"I appreciate the focus and engaging approach of the Go, Glow, Grow curriculum. The children were so into the lessons, and we had about one week and one day for the children to try it at home."

What the Data Says

Teachers who delivered Go, Glow, Grow reported that more children:

- Identified healthy foods
- Washed their hands
- Engaged in physical activity

For Enrollment and More Information, please contact:
Educator Name or Program Name | Email Address | Phone Number

CalFresh'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.

Promotional materials to get you started!...

- **Promotional Flyers**
 - For: Parents, Teachers and Administration
- **Promotional Video Scripts**
 - Guidelines
 - Scripts for: Parents, Adult programming and Administration
- **Promotional Videos**
 - Eating Smart Being Active Promo video
 - Youth Engagement Promo video



CFHL, UC Website: Administration → Communications Resources → Promotional Materials

Curriculum Promotional Bundles



- **Why use them?**

Pre-assembled bundles of curricula
promotional flyers for extenders

- **Where to find them?**

- Google Drive

https://drive.google.com/drive/folders/1GpWRtmS0rZmpBGwnt_c9AbUTfLBHLy2r

- CFHL, UC website - *Coming Soon!*

- **Walk-through - How to use them.**

Questions?



Rosalinda Ruiz

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Tammy McMurdo

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Andra Nicoli

amnicoli@ucdavis.edu



State Office Updates

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

CLOSED

Any concerns about proposed dates -
please contact Barbara
bmknelly@ucdavis.edu or Angie
akeihner@ucdavis.edu



Gearing up for FFY 2022 Evaluation

- Will be updating evaluation data collection portals and recommendations for FFY 2022 to be ready by October 1
- Email communication soon about EATS pre/post recommendations
 - Very important evaluation survey
 - Schools going back into session expect some UCCE teams might need materials sooner than Oct 1



New All SIA/LIA Adult Nutrition Series Evaluation Requirement for FFY2022

- Training – Tuesday, Sept 14th @ 1pm
- Use shortened version of Food Behavior Checklist (FBC) pre/post survey
- Collected/Entered in PEARS
- Email with Registration information to follow



PEARS Reminders

- Please continue to add all Program and Indirect activity data into PEARS for FFY21
 - The state Office will be cleaning the data continuously in Q4
 - Please respond to any cleaning emails as soon as possible

QUARTER	DATES	Program Activities	Indirect Activities	Partnerships & Coalitions	PSE Activities	Success Stories
Q1	Oct. 1 – Dec. 30	✓	✓			✓
Q2	Jan. 1 – Mar. 30	✓	✓	✓		✓
Q3	Apr. 1 – Jun. 30	✓	✓	✓	✓	✓
Q4	Jul. 1 – Sept. 30	✓	✓	✓	✓	✓

All programmatic data should be entered into PEARS as it occurs throughout the fiscal year, or as soon as possible. The last day to enter new data into PEARS has typically been just a few days after the end of the fiscal year (September 30)

Programmatic Data Collection

Office Hours | Program & Indirect Activities

- **FFY 2022 Programmatic Data Collection | 08•12•2021**



- [Recording](#)
- [Slides](#)
- [Forms Crosswalk](#)
- [Tracking Tools Guide and Quality Assurance Workflow](#)

- **Next Office Hours FFY 2022-Q1**

- November 9, 2021 1:00 – 2:00

- [Zoom Meeting Link](#)

- **Technical Assistance Program and Indirect Activities**

- Jennifer Quigley | jaquigley@ucdavis.edu

CFHL, UC School Garden COP

Date: August 26th, 2021

Time: 10:00-11:30am

Registration: <https://ucdavis.zoom.us/meeting/register/tJMpduiqrDguH9Mgfex1pQnYJcCOmcQSEoVw>



Local School Wellness Policy: Triennial Assessment Webinar for Technical Assistance Providers

Save the Date!

Date: September 16th

Time: 10:00-11:00am

Registration: Coming Soon!



THE TRIENNIAL ASSESSMENT TEMPLATE FOR LOCAL EDUCATIONAL AGENCIES

Presented by the California Local School
Wellness Policy Collaborative



CalFresh Healthy Living LIA Forum

- February 28- March 22, 2022 in Garden Grove CA
 - Registration information coming soon!
- Poster submissions
 - Email from CDSS coming soon!
- Speaker and Session Proposals
 - See 8/4/21 email from CDSS
- Success Stories
 - contact MaryAnn if you are interested in sharing your story



CATCH Lesson Demo Videos

Now available on CFHL,UC Google Site

- ✓ 11 Afterschool Kids Club
- ✓ 14 ECE
- ✓ 2 K-2 PE
- ✓ 8 3-5 PE



Promotional Video on YouTube:

<https://youtu.be/jWiyAJtYFHQ>

Smarter Lunchrooms Movement of CA Community of Practice

August 19, 2021



- ✚ Learning From Our Past, Planning For Our Future
- ✚ Visit the [Training & Events Calendar](#).
- ✚ Send questions to CASNAP-EdTraining@cdph.ca.gov.



Smarter Mealtimes Movement Community of Practice

September 1, 2021



- ✚ Encouraging Healthy Eating, One Meal at a Time
- ✚ Visit the [Training & Events Calendar](#).
- ✚ Send questions to CASNAP-EdTraining@cdph.ca.gov.



Nutrition Update

Plant-Based Meat and Milk Alternatives

Take them or 'Leaf' them?

**October 13, 2021
1:00 to 2:30 PM**

**Presented by:
Anna Jones, PhD**

**Pre-Registration
Required**

**See CFHL, UC Website
Training Calendar**



FFY23-25 CFHL Curriculum Needs Assessment Survey

- **Survey purpose** - To assess curriculum needs for FFY23-25 work plan
- E-mailed on August 16 to Advisors/Managers/Supervisors
- 1 Survey per County/Cluster
- Complete by **August 27, 2021**



Thank you!

Next Town Hall: Tuesday, September 21



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