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

Ann Banchoff, MSW, MPH
Director of Community Engagement

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

Advocate:
Advocate for local improvements

Change:
Change your community for the better
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
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.

Comments are critical!
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?

There's 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

Example of themed data map

Theme: Crossings and Crosswalks
Step Two: Discuss

Discover aspects of your community that impact healthy living

Discuss your findings with other citizen scientists

Advocate for local improvements

Change your community for the better
Facilitated discussion

- 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:
  – 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

What makes it easy or hard to walk/bike 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.
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.
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

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

R Seguin, Prevent Chronic Disease, 2015; J Sheats, J Urban Health, 2017; B Chrisinger, Front Public Health, 2018
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
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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
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
DORALICIA GARAY

Social Media Strategist
.mail dgaray@ucanr.edu

@ucanr
SOCIAL MEDIA LIFE CYCLE

- listen
- measure
- engage
- goals
- strategy

Ref. Only
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
FACEBOOK INSIGHTS
FACEBOOK INSIGHTS
FACEBOOK INSIGHTS
## CALCULATORS

### Facebook Metrics Calculator - Post Metrics

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**FACEBOOK METRICS CALCULATOR - POST METRICS**

- **ORGANIC: Video Views**
  - (SUM of COLUMN A) Lifetime: Organic Video Views - Lifetime: Number
  - 0

- **PAID: Video Views**
  - (SUM of COLUMN AE) Lifetime: Number of times your video was viewed
  - 0

- **LIVE: Video Views**
  - (Total of Video Views from Live Videos) (highlighted in yellow) (AE)
  - 1776

- **ORGANIC: Active Post Engagements**
  - (SUM of Total Reactions, Comments and Shares - PY: complete this)
  - 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 Consumption")
  - 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))
  - 1776
INSTAGRAM INSIGHTS

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

You received +77.1% more content interactions compared to Jul 26 - Aug 1.

Accounts Reached: 940 (+40.5%)
Content Interactions: 147 (+77.1%)

Your Audience
Total Followers: 2,751 (+0.2%)

Content You Shared
## CRUNCHING NUMBERS

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WHAT WORKED? WHAT DIDN’T?

3x videos posted

Wildfires

Series "Facebook" Point "October" Value: 43,798
Deterioration of forest health increases the risk of catastrophic forest fire.

- Multi-year drought + Excessive forest density leads to:
  - Trees more vulnerable to bark beetle
  - Bark beetles preferentially killing big pine trees
  - Dead needles in canopies increase ignition

- Within a few years:
  - Small trees form dense canopies that are less fire resilient
  - Trunks and branches fall and become surface fuels

- Over the next decade:
  - Whole dead trees fall, increase in fire and coarse surface fuels on forest floor
  - Fallen trees allow sun to dry out surface fuels

- Ignition of fire by any means:
  - Surface and lodged fuels contribute to more intense fires
  - Updrafts burn at high temperatures for longer periods

Managing live tree density and excessive surface fuel accumulation requires careful planning and management to maintain a safer forest environment.


SUMMARY

• Choose your metrics and stick to them.
• Track metrics monthly.
• Adapt to changes.
Resources:
ANR Social Media Policies and Resources
Thank You!

QUESTIONS?
Social Media Checklist

• Eldon Bueno, CalFresh Healthy Living, UCCE Tulare/Kings
Curriculum Bundles Review and Location

• Tammy McMordo, CFHL, UC State Office
• Rosalinda Ruiz, CFHL, UCCE Stanislaus/Merced
• Itzel Palacios, CFHL, UCCE Riverside County
Promotional Materials: Curriculum Bundles Review & Location
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  
rlruiz@ucanr.edu

Tammy McMurdо  
tjmcmurdo@ucdavis.edu

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

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

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<th>Indirect Activities</th>
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*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!
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