CalFresh Healthy Living, UC Town Hall: Agenda

• Rethinking Farm to School
  Alexa Norstad, Director of Programs, Center for Ecoliteracy
  (01:15)

• Physical Activity Break
  Paul Tabarez, CFHL, UC State Office
  (19:55)

• County Highlights: A guide to working with students to generate CFHL, UC+ UCCE Social Media Content
  Rosalinda Ruiz, CFHL, UCCE Stanislaus/Merced
  (28:38)

• State Office Updates
  (56:16)
Rethinking Farm to School: Strategies for SNAP-Ed
CENTER FOR ECOLITERACY
CALIFORNIA FOOD FOR CALIFORNIA KIDS®

California Food for California Kids is an initiative of the Center for Ecoliteracy
the quality of the food in schools
FOOD AND HEALTH

THE GOAL
To provide delicious, nutritious, and safe meals that promote health and wellness.

WELLNESS POLICY

13 HOURS

Two sessions can be combined in a multi-day workshop.

TEACHING AND LEARNING

THE GOAL
To provide a comprehensive, hands-on learning environment that promotes critical thinking and problem-solving skills.

THE DINING EXPERIENCE

THE GOAL
To create a welcoming and inclusive environment that supports diverse cultures and dietary needs.

PROCUREMENT

THE GOAL
To promote sustainable and ethical purchasing practices that support local businesses and reduce environmental impact.

FACILITIES

80%

Reduce facility waste by 80% in one year.

FINANCES

88%

Increase the number of students participating in financial aid programs to 88%.

WASTE MANAGEMENT

$600

Reduce waste by $600 per year.

PROFESSIONAL DEVELOPMENT

80%

Offer professional development opportunities to 80% of employees.

MARKETING AND COMMUNICATIONS

$10,000

Increase marketing budget by $10,000.

THE GOAL
To help students achieve their academic and career goals while promoting health and wellness.
Project Overview
Rethinking Farm to School
Project Purpose

Cultivate the capacity of CalFresh Healthy Living, UC Local Implementing Agencies (LIAs) to expand and enhance local food procurement initiatives in school districts.
Project Phases

- Needs Assessment (Yr 1)
- Toolkit and Training Resources (Yr 2)
- Trainings and Technical Assistance (Yr 3)
- Assessment and Program Management (Ongoing)
What’s to come during the Needs Assessment phase?
Needs Assessment Goals

- **BASELINE:** Status of Farm to School activities in CFHL, UC districts
- **CAPACITY:** CFHL, UC staff capacity to support Farm to School activities and local procurement
- **RESOURCES:** Useful resources and materials and gaps that remain
Needs Assessment Focus

- **NEEDS:** What do LIAs need to support their collaboration with school districts?

- **PRIORITIES:** What are your priorities for advancing this work?

- **PREFERRED FORMATS:** What are the preferred formats for resources, trainings, and ongoing technical assistance?
Statewide Survey
Regional Focus Groups
Report and Recommendations
Working Well

- Garden-based direct education
- The smarter lunchroom movement materials
- Taste tests
- In-person experiential trainings for LIAs (regional)
- Virtual Harvest of the Month Materials
Gaps that Remain

- Scaling Farm to School activities
- Working with food service directors on local procurement
- Increasing youth-led projects
- Marketing materials and toolkits
- School Meals for All implementation
- Food waste recovery and prevention
Questions?
Thank You
Health Promotion Through Social Media

CalFresh Healthy Living
UCCE-Stanislaus State University Intern Project

Eat Cucumbers
A 1/2 cup of sliced cucumbers provide a source of water, a vital nutrient for the body.

PLANNING FOR HUNGER
To avoid the drive-thru
Keep tasty & nutritious foods in the car.
Snacks like dried fruits and nuts.

 Longer Trip?
Pack a cooler and stock with foods like fresh fruit/vegetables, low fat yogurt, and hummus.

Choose Whole Grains
The bran and germ keep your body healthy, skin glowing, and hair shiny.

Grow Herbs Indoors
Have the convenience of fresh herbs at home.
The kitchen can be a great spot to help grow fresh herbs and use them while cooking.

 Herbs need as much light as possible. At least 6 hours of sun daily is ideal.

Eat Cucumbers
A 1/2 cup of sliced cucumbers provide a source of water, a vital nutrient for the body.
Meeting Agenda:

- Background: Partnership Development
- Internship Structure
- Internship Outcomes
Partnership

- CalFresh Healthy Living, UCCE Stanislaus County and California State University Stanislaus.
- Kinesiology Department
- Health Promotion Students
Background

- Spring 2018
- Third semester doing an online internship.
2021 project:

Promote health education through social media by creating campaigns that follow our guidelines and promote our program’s branding and presence within our local communities.
Internship expectations:

01 Follow our program’s guidelines
02 Use approved resources
03 Don’t wait until we have a meeting to ask questions
04 All meetings will be working meetings
Spring 2021 Internship

- Project 1: National Nutrition Month Campaign
- Project 2: Social Media Campaign
National Nutrition Month Topics

- Whole grains
- Protein
- Stress buster
- Healthy fats
- Takeout
- Takeout- Child meal options
Whole grains contain three parts: the bran, the germ and the endosperm. The bran and germ help keep your body healthy, your skin glowing and your hair shiny.

https://www.eatright.org/food/nutrition/healthy-eating/what-is-a-whole-grain
Social Media Campaign Topics

- Harvest of the Month
- Physical Activity
- Nutrition through gardening
- Food Safety
Each deliverable must:

- Approved sources
- Reflect our program’s overall message
- Appropriate for our audience
- Fit the platform(s) our program is currently using
Sources

List of sources the students could use to create their deliverables:

- Photo sources
- Approved information sources
- CalFresh Healthy Living Guidelines
- ANR Guidelines
List of resources the students could use to develop their deliverables:

- Graphic creating apps/websites
- Video editing apps/websites
- Live zoom demonstrations and examples on using the resources
Guidelines:

TEXT

LOGO

COLORS
Guidelines: Colors

Primary Color Palette

This is the primary color palette for all CalFresh Healthy Living communications. Purple and either green should be prioritized with the remaining three colors used more sparingly. In addition to these primary colors, each partner can select several individual accent colors or choose a color grouping from the accent palette (see next page).

Each color should be applied at 100% tint to preserve the impact and strength. The primary colors should be featured in all media including TV, print, outdoor, educational materials, branded gear, and digital and social media.

Secondary Colors

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<th>CMYK</th>
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Accent Color Palette

The accent palette provides a range of colors inspired by food, water, and the seasons. The palettes harmonize with the brand’s primary color palette. Selecting individual colors from this broad spectrum is acceptable. Partners can use the accent colors in addition to CalFresh Healthy Living’s primary and secondary colors.
Internship Outcome:

**Look for "Whole Grain" in the ingredient list**

- Barley, quinoa, oats, brown rice, whole grain pasta, breads, and snacks on whole grain breads.

**Eat Cucumbers**

A 1/2 cup of sliced cucumbers provide a good source of vitamin K.

**Grow Herbs Indoors**

- Have the convenience of fresh herbs at home!
- The kitchen can be a great spot to snip fresh herbs and use them while cooking.
- Herbs need as much light as possible. At least 6 hours of sun daily is ideal.
- Don’t forget to water!

**Enjoy a bike ride!**

Regular physical activity makes you feel good about yourself.

**Play a Game of Tag**

Playing tag is a good way of having fun and being active.

**Kitchen Herbs**

Basil, rosemary, and parsley are great herbs to have in your kitchen. Add shallots, garlic, peppermint, or fennel to create extra flavorful dishes!
Internship Outcome: Collaborations

Social Media Workgroup:
Develop training tools for staff

Youth Engagement Workgroup:
Develop youth engagement opportunities in health promotion
What the students said.....

“Thank you so much Rosalinda! I really enjoyed this experience and getting to work with you and the rest of the team! 😊❤️”

-Vivian Montes, Intern

“Thank you! You taught me so much not just about the internship but the field in general.“

-America Morales, Intern

"Thank you, Diana! Literally, so much! You were so helpful and made this such a great experience."

-America Morales, Intern

“Thank you so much Rosalinda for all your help this semester!!!! I couldn't have had a better preceptor than you and Jaci 😊 Have a wonderful summer and God bless! 🙏”

-Valentina Delgado-Mendoza, Intern
QUESTIONS? COMMENTS?
State Office Updates
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<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
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<tbody>
<tr>
<td>August 30, 2021</td>
<td><strong>Templates Posted</strong> - Updated county annual report, profile and SNAP shot for reporting templates posted and email sent to Advisors/Supervisors</td>
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<tr>
<td>November 15, 2021</td>
<td><strong>FY21 PEARs Program Data and Evaluation Results</strong> - SO to post in Box on rolling basis. Will send email. To populate Section B of the annual report template and evaluation results to include in achievements.</td>
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<tr>
<td>December 1, 2021</td>
<td><strong>Drafts Due</strong> - County annual report, profile and SNAP shot with FY21 actuals– upload to BOX – Annual Report – FY21 folder</td>
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<td>Dec 16, 2021</td>
<td><strong>Feedback</strong> – State Office County Contacts provide feedback on versions by adding comments into the files saved in Box</td>
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<tr>
<td>January 10, 2022</td>
<td><strong>Final version</strong> - Final versions of county reports, profiles and SNAP shots with FY21 actuals submitted in BOX</td>
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[https://uccalfresh.ucdavis.edu/](https://uccalfresh.ucdavis.edu/)
Thank you!

Next Town Hall:
Tuesday, January 18, 2022