What are some ways you consult with community members?

*Link in chat*
CalFresh Healthy Living, UC Town Hall: June 21, 2022 Agenda

• Farmer’s Market Pilot Results & Future Implications – Stephanie Carrillo and Emilie McClintic, Public Health Institute (00:01:39)

• PA Break – Annabelle Factura, CFHL, UCCE San Joaquin County (00:21:58)

• Feature Presentation: Smarter Lunchrooms Movement Basics – Smarter Lunchrooms Movement Workgroup (00:28:32)

• County Program Highlight – Chris Wong, CFHL, UCCE Imperial County (00:47:24)

• State Office Updates (00:57:31)
FARMERS MARKET INITIATIVE
June 21, 2022
Local Products

State Nutrition Action Council
California State Nutrition Action Council

California SNAC is a state-level collaborative with active representation from all state agencies and nonprofits that implement USDA FNS programs.
California SNAC

Vision: Helping Californians reach their fullest potential across the lifespan through improved nutrition and quality of life.

Purpose: The California State Nutrition Action Council (SNAC) is a partnership of USDA-funded organizations and like-minded partners working collectively to improve the health of Californians, especially low-income populations.
Partner Acknowledgements

California Department of Social Services
California Department of Education
California Department of Aging
California Department of Food and Agriculture
California Department of Public Health
California State University, Sacramento
Catholic Charities of California
CalFresh Healthy Living, University of California
University of California, Davis, Center for Healthcare Policy & Research
University of California, Division of Agriculture and Natural Resources
FMI Technical Assistance Team
Center for Wellness and Nutrition

Amy DeLisio
Director
Center for Wellness and Nutrition

Stephanie Carillo
Division Director of Programs
Center for Wellness and Nutrition

Amber Martin
Communications Project Manager
Center for Wellness and Nutrition

Emilie McClintic
Research Associate
Center for Wellness and Nutrition
Farmers Market Initiative
Farmers Market Initiative Overview

- Promote Farmers Markets through state and local partnerships
- Support the Health of CalFresh (SNAP) Shoppers
  - Increase consumption of fruits and vegetables
- Support Local Farmers and Economy
- Increase Buying Power
  - Maximize CalFresh, Market Match, WIC, and Senior FMNP benefits
SNAC FMI GOAL:

Increase redemption rates of CalFresh and Market Match and to support farmers and low-resource shoppers to maximize their purchasing power for fresh California-grown produce.
Farmers Market Initiative 2021

9 Intervention Counties
Emphasis on the Central Valley
San Joaquin, Fresno, Riverside, San Bernardino, Tulare and San Luis Obispo, Santa Barbara, Madera, and Monterey

35 Farmers Markets
Accepting all FNS benefits
Primarily promotional efforts

4 Markets engaged in the CalFresh Healthy Living Food Navigator Program
Staffed by PHI CWN
San Joaquin, Fresno and Madera counties
3 additional counties implemented food navigator activities
2021 Criteria for Selecting Markets

- Market accepts CalFresh, Market Match, and WIC
- SNAC partners provide services in the region
- Market operates on at least one weekday
- Market demonstrates high need based on density of SNAP-Ed populations
- Market has approximately $1,000 of annual CalFresh redemption
- Local partner connections and interest in participating
2021 FMI Promotional Tools

- Brochures
- Flyers
- Postcards
- Posters

All materials printed in English and Spanish
COVID-19 Modifications
Virtual Promotions
Direct Mail
Digital Mail
Social Media
Virtual Education Activities

COVID-19 Best Practices

Market Materials
Key Findings and Results
Methods

SNAP-Ed Evaluation Framework key indicators tracked: ST7, ST8, MT5, MT8

Local Partner Success Stories

FMI Promotional Tracking Logs

CalFresh and Market Match data, YOY comparisons
## SNAP-Ed Evaluation Framework Indicator 2021 Results

### ST7: Organizational Partnerships

<table>
<thead>
<tr>
<th>35 markets as cooperators</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 local FNS partner cooperators</td>
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</table>

### ST8: Multi-Sector Partnerships and Planning

| 10 state-level SNAC partners at the coalition level. |

### MT5: Nutrition Supports Promotions

| 15,754 promotional materials distributed at farmers’ markets and community sites |
| 47,786 promotional materials distributed through email, direct mailing, and text message |

### MT8b Agriculture (number of new markets offering bonus buck incentives)

| 9 markets began offering Market Match and were selected to participate in the FMI as a result. |
| This intervention supported a 25.7% increase in intervention markets accepting Market Match. |

### MT8e Agriculture (reach)

| 334,031 individuals with household incomes below 185% of the Federal Poverty Level in all zip codes where the intervention farmers’ markets were held. |

*Source: American Community Survey, 2014-2018, 5-year estimates, Table S1701*
Results: CalFresh and Market Match Redemption Data

Market Match and CalFresh Average Percent Change in New Intervention Markets Compared to State Markets

- Calfresh Distributed ($) per Month: 34.35% change
- Calfresh Redeemed ($) per Month: 36.34% change
- Market Match Distributed ($) per Month: 39.68% change
- Market Match Redeemed ($) per Month: 42.62% change

2020 Average per Market  2021 Average per Market
Results: CalFresh and Market Match Redemption Data

Total Market Match and CalFresh Redemptions in New Intervention Markets, 2021 Compared to 2020

Market Match Redeemed ($) per Month
- 2020: $11,067.00
- 2021: $20,695.00

CalFresh Redeemed ($) per Month
- 2020: $14,967.00
- 2021: $28,560.00
Results: CalFresh and Market Match Redemption Data

*Market Match and CalFresh Monthly Average Redemptions, 2018-2021*

- **CalFresh Redeemed ($) per Month**
- **Market Match Redeemed ($) per Month**
## Recommendations

<table>
<thead>
<tr>
<th>Signature Initiative</th>
<th>Include the FMI promotions and on-site food navigator activities as a CFHL signature program in the Integrated Work Plan and develop a method for capturing it in PEARs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue</td>
<td>Continue coordination with CDFA and Ecology Center to track redemption trends and maintain up-to-date information for Market Match.</td>
</tr>
<tr>
<td>Support</td>
<td>Continue to support connections, cooperation, and coordination across state and local partners to ensure sustained efforts that increase access to farmers markets welcoming FNS benefit recipients.</td>
</tr>
<tr>
<td>New Approaches</td>
<td>Seek new approaches for expanded and enhanced engagement with CalFresh-eligible families to ensure sustainability (e.g., digital efforts, food navigator community linkages).</td>
</tr>
</tbody>
</table>
Next Steps

- Launch implementation of FMI this Summer
- Continue to work with CDFA and the Ecology Center
- Align FMI/FMN activities with Integrated Work Plan strategies and provide PEARs support
- Plan for a statewide roll out of FMI/FMN in FFY23
  - Expand FMI/FMN training to all LIAs
  - Develop tools and resources
What questions do you have?
Thank you!

Farmers Market Initiative

Questions: CFHLsupport@dss.ca.gov
PA Break: Be Well Played
Yeti Hunt Run
Brain Break

Punch, kick, jump and dodge the angry yeti in this fun exercise!
Smarter Lunchrooms Basics
Who We Are

Anna Jones
State Office

Julie Lefko
Santa Clara County

Melissa Ussery
Butte Cluster

Tami Sandeen
Shasta Cluster

Martha Lopez
Imperial County

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.
How Do You Support School Foodservice Programs?

https://www.menti.com/gpfn75e8ju
What is SLM?

A smarter lunchroom is one that influences students toward choosing healthier, more nutritious foods.

• Gives students an opportunity to select and consume a balanced diet while providing a spectrum of choices.
• Applies research-based principles that use low or no-cost solutions with a focus on the cafeteria environment and the promotion of healthful eating behaviors.
The mission of the **Smarter Lunchrooms Movement of California** (SLM of CA) is to provide training and technical advising for school food service in CA.
Why is SLM Important?

- **40%**: Offering vegetables in two locations can result in students taking up 40% more.
- **54%**: Holding recess before lunch can increase vegetable and fruit consumption by 54%.
- **100%**: Moving fruit from a stainless steel tray to a colorful fruit bowl can double sales.
- **30%**: Giving healthy food choices fun, descriptive names - for example, calling green beans “Supercharged green beans” - can increase consumption by over 30%.
- **70%**: Offering sliced fruit can increase student consumption by over 70%.
- **70%**: Suggesting students take a fruit can increase the number of students eating (not just taking) a fruit by as much as 70%.

Icons made by Freepik from www.flaticon.com

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Reducing Food Waste is a Big Motivator!

Great way for the whole school to benefit

• Helps the students
• Helps foodservice
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.
Move More White Milk

Highlight the Salad

Focus on Fruit

Vary the Veggies

Boost Reimbursable Meals

Lunchroom Atmosphere

Student Involvement

School Community Involvement

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Five-step Path to Building a Smarter Lunchroom

1 Engage!
Establish relationships with key stakeholders

2 Spot!
Assess the Lunchroom using SLM Scorecard

3 Plan!
Create a Smarter Lunchroom Action Plan

4 Do!
Implement the Action Plan

5 Prove!
Complete a new SLM Scorecard

Icons made by Freepik from www.flaticon.com
Going Over the Scorecard

• Highlight with foodservice the parts of the scorecard they excelled in
• Use aspects that motivate foodservice to encourage them to improve the lunchroom
  • Reducing food waste
  • Increased participation in school meals
  • Serving more local produce
  • Connecting the lunchroom to the school community with nutrition education and gardens
Sustainability

• Building relationships
• Partnership
Building relationships

- Food service
- Principal
- Teachers
- Students
- Community Stakeholders
Partnership

• Partner with other LIAs and local health education programs to help make a districtwide effort

• Keep communication open
Examples of SLM Work Being Done

Harvest of the Month Stickers

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Tastings of produce that will be served at school
Posters and Signage

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Resources Available

SLM Resources on CFHL, UC website

https://uccalfresh.ucdavis.edu/initiatives/slm

SLM of California website

https://www.healthyeating.org/our-cause/partners/slm_california
Comments/ Questions
Thank you!

For questions and more information please reach out to:
Anna Jones
anajones@ucdavis.edu
Image Credits:

• Smarter Lunchrooms Movement and Smarter Mealtimes Movement graphics courtesy of the Smarter Lunchrooms Movement National Office
• Icons used on Lunch Meal Pattern Components, Why is SLM Important?, and Five-step Path to Building a Smarter Lunchroom made by Freepik from www.flaticon.com
• SLM Scorecard photos of lunch lines, milk carton, students eating, “Let’s Grow Healthy” sign, and cooking demo by USDA; CC BY 2.0, via Flickr
• SLM Scorecard photos of vegetables by Free-Photos from Pixabay; salad by Dawit on Unsplash
CalFresh Healthy Living, UCCE Imperial County Highlights of the Year
Partnership with Imperial County Office of Education’s Federal and State Preschools

CalFresh Healthy Living, UCCE Community Education Specialist II, Rigoberto Ponce leads physical activity fun and supports garden PSE change at 14 preschool sites.
Direct Education

Go, Glow, Grow lesson with Jefferson Elementary Kinder in Calexico
New Garden PSE Change Effort
Finley Elementary SPED Class
Virtual Direct Education

Distance Learning remains available for next school year

Delivering Up4It with 4th graders at Dool Elementary and Meadows Elementary.
Indirect Education

Farm-to-Preschool Festival

Imperial County Office of Education Family Literacy Day!
Adult & Senior Education

Garden PSE change at senior and family housing sites in Calexico
Villa de las Flores

Plan, Shop, Save & Cook

PACIFIC SOUTHWEST Community Development Corporation

CalFresh

UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources
Youth Engagement at C.U.S.D.

Youth-led Participatory Action Research project with Calexico High School Eco-Garden Club, coordinated with CTE Culinary Department.
Chef Fernando Nunez

Preparing a fresh salad with greens from the garden.
Eco-Garden YPAR students assembled garden kits for Dool Elementary.
Youth Engagement at C.U.H.S.D.

Desert Oasis High School
Central Union High School
Southwest High School

CTE Career Readiness
CTE Sports Medicine

Distributed a district wide water access survey gathering over 1000 responses
YPAR Water Access Survey
Survey Results

How many cups of water do you drink in a day? (Two cups= One water bottle)

1,039 responses

0 cups: 19 (1.8%)
1 cup: 55 (5.3%)
2 cups: 116 (11.2%)
3 cups: 115 (11.1%)
4 cups: 187 (18%)
5 cups: 126 (12.1%)
6 cups: 152 (14.6%)
7 cups: 50 (4.8%)
8 cups: 219 (21.1%)
On a scale of 1-10, how would you rate the school's water? 1 being the lowest and 10 being the highest.

1,039 responses
Farm-to-School Conference

IMPERIAL VALLEY FARM TO SCHOOL CONFERENCE & AG TOUR
JUNE 15TH & 16TH, 2022

Calling all Teachers
Principals/Admin
Food Service Staff
Food Pantry Staff

REGISTER
ucanr.edu/farm-to-school

Join us for a two-day conference to explore Farm to School concepts and activities, agriculture nutrition curriculum, receive resources, and explore Imperial Valley Agriculture and Natural Resources

Questions? Contact ucmeng@ucanr.edu

Cal Fresh
UCCE
UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources
Best STEP Forward

TAT Cooking Academy hosted in El Centro and Calipatria

www.beststepforward.org
Thank you!
State Office Updates

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USDA FNS Update: AJFA Poster & Non-Discrimination Statement Update

USDA FNS has updated language on the And Justice For All (AJFA) poster and Non-Discrimination Statement to include gender identity and sexual orientation and new contact information for SNAP & FDPIR.

Action Accomplished:

- All Counties have sent AJFA Poster order requests to the State Office by June 17th
- The CFHL, UC website has been updated to include revised resources and information.

Action Required:

- Please keep all current AJFA posters up until new posters are received. This is a phased-in process.
- All new printing must have the 2022 NDS update.
- CFHL, UCCE webpages must be updated by mid-August with the new Non-Discrimination statement at the bottom or footer of the CFHL, UCCE webpage.
- FAQs will be posted on the CFHL, UC website under Administration>Communication Resources

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CalFresh Healthy Living, UCCE Webpage Update Checklist

- Located on the CFHL, UC Website Administration > Communication Resources webpage
- CalFresh Healthy Living, UCCE Webpage Update Checklist

<table>
<thead>
<tr>
<th>Item</th>
<th>Status/Date</th>
<th>Staff Initials/Date (once completed)</th>
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</thead>
<tbody>
<tr>
<td>Have you updated the logo?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UCCE office logo is on top of this page and on the communication resources webpage in the link provided under logos and trademark.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does the webpage include the UC ANR Non-Discrimination Statement?</td>
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<tr>
<td>Does the webpage include the SNAP eligibility statement?</td>
<td></td>
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<tr>
<td>Has your included your latest County Profile?</td>
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<tr>
<td>Do you have links to your Social Media Accounts?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Please create links to accounts only if you plan to review item regularly.</td>
<td></td>
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<tr>
<td>Do you have local contacts and email addresses?</td>
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</tr>
<tr>
<td>Illustrate Your Commitment to Community Public Health Excellence</td>
<td></td>
<td></td>
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<tr>
<td>Add 1-2 County/Cluster Annual Best Practice Content</td>
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UC Deliver Stories

Highlight 1 Success Story or Quarterly Success Stories

Use the |Who We Are, What We Do, Who We Reach| from the CFHL UC website & tailor to your county program.
FFY23 Ordering Updates

• Thank you for completing the FFY23 NERI and CURRI surveys!

• We will be sending confirmation emails this week to all counties, with the requested orders that were entered.

• If you have any questions, please reach out to myself, Ryan Keeler (crkeeler@ucdavis.edu).
YPAR Summer Training Institute, July 2022

• July 19th, 10am-12pm: Introduction to YPAR
• July 21st, 10am-12pm: Orientation to YPAR
  Scaffolded Approaches & Resources
• July 26th, 9am-12pm: YPAR Using Photovoice

Registration is open!

For questions, contact Brandon Louie at bplouie@ucdavis.edu
EVALUATION Team – PEARs Q3 review

• Per Mid-year Evaluation check in calls and 6/15 email, please aim to enter **PSE activities, Partnerships and Coalitions** to date by 6/30

  ✓ entries **do not** need to be marked complete.
  ✓ Add PSE needs assessment completed

• **SO evaluation team aiming to review and send back any issues by mid-July**
Next Evaluation Office Hour – date TBD

• Date TBD – July

• FFY 2023 Updates to EATS youth pre/post survey – Grades 4th and higher

• Please bring your questions and share your experience
Timeline for End of Year FFY 2022 Evaluation Survey Portal Closure Dates

July 1, 2022 - Youth Engagement surveys in Qualtrics
- YPAR Student Retrospective
- YPAR Project Assessment
- Teens as Teachers survey
- Youth Leader survey

July 29, 2022 – Additional Youth/Teacher surveys in Qualtrics
- Teacher Observation Tool (TOT)
- Physical Activity Teacher Observation Tool (PA TOT)
- Large Group Taste Test Tool (LG TTT)

July 29, 2022 – Youth EATS surveys in PEARs
- Eating and Activity Tool for Students -Elementary (EATS-Elem) pre/post – School Year 2021/2022
- Eating and Activity Tool for Students -Elementary (EATS-MS/HS) pre/post – School Year 2021/2022

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Timeline for End of Year FFY 2022 Evaluation Survey Portal Closure Dates

Aug 31, 2022 – Remaining Taste Test Surveys in Qualtrics
  o Teacher Tasting Tool (TTT)
  o Preschool Taste Test Tool (Pre-K TTT)

Sept 30, 2022 - Remaining Youth/Adult surveys in PEARS
  o What Did You Learn? (WDYL)
  o Intent to Change Surveys (ITCs)
  o Food Behavior Checklist + Adult Physical Activity Survey (FBC+PA) pre/post
  o Plan, Shop, Save & Cook (PSSC) pre/post
  o Healthy, Happy Families (HHF)
  o Adult Physical Activity Survey (APAS)

Any concerns about proposed dates - please contact Angie akeihner@ucdavis.edu or Barbara bmknelly@ucdavis.edu
FFY 2023 Site List
Thank you for submitting your FY23 Site Lists
We Appreciate all of your hard work !!!

• The State Office will be reviewing and reaching out to counties for clarification on any questions regarding the site list between **June 13 and July 1, 2022**.
  
  • Please respond quickly to emails from Melanie Gerdes or Jennifer Quigley.
  
  • SIAs are responsible for making any final updates during this timeframe
  
  • SIAs to reach out to LIAs for clarification or documentation necessary for final submission
  
  • LIAs will have read-only access to Site Lists from June 14 to July 30
  
• Please refrain from access the site list (add, Change, or Delete sites) during this time

Questions or concerns: Contact Melanie Gerdes and Cc Jennifer Quigley
PEARS Training Sessions

- PEARS Training Registration Website
  - Registration information can also be found on the CFHL, UC Training Calendar

- PEARS Database Training Participant Guides

- An active PEARS account is needed to make the best use of each session. If you need assistance with your PEARS account, please reach out to the State Office

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Thank you!

Next Town Hall:  
Tuesday,  
August 16, 2022