CalFresh Healthy Living, UC Town Hall: August 16th Agenda

• Agriculture Institute of Marin – Andy Naja-Riese and Karimah Hay (00:03:10)

• PA Break – Chris Wong, CFHL, Imperial County UCCE (00:47:21)

• State Office Updates (00:56:44)

• Break

• UC ANR Human Resources – Bethanie Brown (Supervisors, Advisors and State Office Staff only) (01:07:33)
Do you have a mobile farmers market or food truck in your area that services low-food access communities with fresh fruits and vegetables?

(Respond in chat box)
The Rollin’ Root
A mobile market operated by Agricultural Institute of Marin
Welcome

• Welcome and introductions
• Goals of the Town Hall
• Introduction to AIM and our programs
• Overview of the Rollin’ Root
• Role of Ambassadors
• Data tracking
• Future Plans and Lessons Learned
• Q&A
Today’s Presenters

Andy Naja-Riese
Chief Executive Officer

Karimah Hay
Rollin’ Root Manager
AIM’s Mission

AIM’s mission is to educate, inspire, and connect communities, responsible farmers, and producers as part of a healthy, Earth-friendly, equitable local and regional food system.
About AIM: Vision

We envision a responsible food and farming system that is environmentally beneficial, economically viable, and socially just.
AIM’s Guiding Principles

1. Strengthen local and regional food systems.
2. Enhance opportunities for small to mid-size producers.
3. Promote short supply chains: from the producer to shopper.
4. Encourage responsible production of agriculture, food, and artisan products with an emphasis on organic and regenerative practices.
5. Promote integrity and transparency in our markets.
6. Provide education on the farm, in the classroom, at the market, and online.
7. Support and influence policy by advocating for a healthier, equitable food system.
8. Address food-related racial and economic inequalities among producers, shoppers, and communities.
9. Promote access to healthy, nutrient-dense foods among all people.
10. Commit to climate action.
The Need

- Marin County, California has one of the highest rates of income inequality.
- In San Francisco, 1 in 4 residents at risk of food insecurity – largely affecting low-income households of color.
- Mobility and price are biggest barriers to accessing local foods.
- Aging population experiencing isolation and loneliness.
- Persistent inequities in food access by race/ethnicity and geography.
Who We Are

501(c)(3) educational non-profit in operation for 39 years

- Operate 9 Bay Area Certified Farmers Markets and the Rollin’ Root mobile market
- Represent 390+ farmers, fishers, ranchers, food purveyors, and artisans from 43+ California counties
- Deliver Diggin’ education programs in schools, on the farm, at markets, and online
- Curate the Bounty Box produce program to promote farm-fresh nutrition access
- Operate CalFresh/EBT, Market Match, WIC and Senior Farmers Market Nutrition Programs
- Promote a viable and sustainable food system focused on food access and food equity
Our Solution: A Mobile Farmers Market

The Rollin’ Root is a food truck stocked with seasonal fruits, vegetables, and dairy products from the farmers’ market.

Our goal is to increase equitable access to fresh, healthy food grown on local farms and to provide nutrition education in underserved communities.
The Rollin’ Root

Mission

The Rollin’ Root’s mission is to increase equitable access to fresh, healthy food grown on local farms and to provide nutrition education in underserved communities.

Community Partners

- Marin County Health and Human Services
- Marin Food Policy Council
- SF-Marin Food Bank
- Interfaith Sustainable Food Collaborative
- ExtraFood.org
- Marin Community Fridges
- Booker T. Washington Community Service Center
- One Treasure Island
- The Village
- San Francisco Food Security Task Force
Rollin’ Root Operations
Partner Sites & Route

**Mondays**
- 9am – 10am  
  Main St. & Dillon Beach Rd.  
  (Tomales)
- 11am – 12pm  
  Hog Island Oyster Co.  
  (Marshall)
- 12:30pm – 2pm  
  Walnut Place  
  (Point Reyes, EAH Housing)

**Thursdays**
- 9am – 10am  
  Martinelli House  
  (San Rafael, Mercy Housing)
- 11am – 12pm  
  Marin Valley Mobile Country Club  
  (Novato, Senior Housing)
- 1pm – 2pm  
  Market Day at Marin City Community Services District  
  (Marin City)
- 2:30pm – 3:30pm  
  Maria B. Freitas Senior Community  
  (San Rafael, Mercy Housing)
Partner Sites (continued)

Friday:
- 10am – 10:30am
  Mackey Terrace
  (Novato, EAH Housing)
- 11am – 11:30am
  Bennett House
  (Fairfax, Mercy Housing)
- 12pm – 12:30pm
  Victory Village
  (Fairfax, RCD Housing)
- 1pm – 2pm
  Marin Heath
  (Greenbrae, County Hospital)

Saturday – San Francisco
- 10:30am – 11:00am
  Treasure Island
- 12:00pm – 1:30pm
  Visitacion Valley Greenway
- 2:30pm – 3:30pm
  New Liberation Community Church
Nutrition Education Lessons

Calabacín, Moras, y Almendras

Este plato es la manera perfecta de reforzar los hábitos. El calabacín contiene 93% de agua, y las moras son ricas en antioxidantes, vitaminas, y niveles saludables de azúcar. Las almendras son una fuente de proteínas saludables, grasa saludable, y vitaminas como vitamina E, vitamina B6, y calcio. Estas combinaciones de alimentos ayudan a promover un estilo de vida saludable y a fortalecer la salud del corazón.

Sobre el Calabacín...
- Las bifidus ayuda a reforzar la función del tracto digestivo, lo que puede ayudar a prevenir enfermedades gastrointestinales.
- Las carotenoides en el calabacín pueden ayudar a prevenir enfermedades como el cáncer de mama.
- La vitamina C en las moras puede ayudar a prevenir enfermedades infecciosas.

Sobre las Moras...
- La vitamina C en las moras puede ayudar a prevenir enfermedades infecciosas.
- Las prolactinas en las moras pueden ayudar a prevenir enfermedades como el cáncer de mama.
- La vitamina B6 en las moras puede ayudar a prevenir enfermedades infecciosas.

Sobre las Almendras...
- Las almendras son una fuente de proteínas saludables, grasa saludable, y vitaminas como vitamina E, vitamina B6, y calcio. Estas combinaciones de alimentos ayudan a prevenir enfermedades infecciosas.
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Zucchinis, Blackberries, & Almonds

This cucumber, blackberry and almond salad is both healthy and tasty! It becomes sweeter with time, is packed with cinnamone, and cucumber flavors. Almonds are not a necessity but they add a nice crunch. Give it a try and see how much you can enjoy this salad.

About Zucchinis...
- Did you know you can "give" or "eat" Zucchinis. Zucchinis have a high water content, keeping it hydrated. Add some lemon to your recipes and your taste buds will thank you.
- Zucchinis are rich in fiber, promoting healthy gut microbiomes.

About Blackberries...
- Just like nuts, off-season berries contain the daily recommended value of vitamin C.
- Blackberries boast higher fiber content than almost any fruit, promoting healthy digestive, metabolic, and immune system functions.

About Almonds...
- Nuts are a special food that contains protein, fat, and fiber, making them especially satiating and nutrient dense.
- Almonds are rich in fiber and natural minerals like magnesium, manganese, and vitamin E, promoting heart health and healthy body weight.
- Blackberries are rich in fiber and natural minerals like magnesium, manganese, and vitamin E, promoting heart health and healthy body weight.

Get Inspired with recipe videos from The Rollin' Root

Scan the code or go to bit.ly/3OEhQKt to watch more!
RR Ambassadors

- Promote the Rollin Root
- Build Good Will
- Collect Input & Share community feedback with AIM staff so improvements can be made over time.
- Explain Safety Protocols
- Distribute weekly availability list prior to the day of The Rollin’ Root visit, when possible
- Assist nutrition education staff in delivering lessons, which may include: help setting up produce, distributing recipe cards, encouraging attendance and answering questions
- Receive compensation ($100 monthly)
Nutrition Benefit Programs Stretch Food Dollars
<table>
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<tr>
<th>Metric</th>
<th>Q1, 2022</th>
<th>Q2, 2022</th>
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<tbody>
<tr>
<td>How many Rollin' Root stops per week?</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>Approximate/average number of people served per week</td>
<td>115</td>
<td>130</td>
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<tr>
<td>Amount of food sold in dollars</td>
<td>$25,142.44</td>
<td>$36,715.54</td>
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<tr>
<td>Number of ambassadors</td>
<td>9</td>
<td>11</td>
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<tr>
<td>CalFresh/EBT redeemed</td>
<td>$5,254.88</td>
<td>$7,784.01</td>
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<tr>
<td>Market Match: $10 in discounts per day</td>
<td>$3,890.92</td>
<td>$4,443.35</td>
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<tr>
<td>Number of participants reached in nutrition lessons</td>
<td>80-100 per week</td>
<td>80-100 per week</td>
</tr>
<tr>
<td>Number of farmers supported</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td>Number of farms certified organic</td>
<td>16</td>
<td>20</td>
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Gross sales increased from $38,000 in Year 1 to $119,696 in Year 3, representing a 209% increase.

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<tr>
<th>Year</th>
<th>Sales</th>
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<tr>
<td>0</td>
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<tr>
<td>1</td>
<td>$100,000</td>
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<tr>
<td>2</td>
<td>$120,000</td>
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<tr>
<td>3</td>
<td>$140,000</td>
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**Annual Sales**

- Year 1: $38,000
- Year 2: $119,696 (209% increase)
- Year 3: $140,000
Use of Nutrition Benefits tripled between Year 1 to Year 3, largely driven by food needs in Covid-19 and program expansion.
**10 Most Popular Items Purchased, Last 12 months**

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>Cucumber</td>
<td>3371</td>
</tr>
<tr>
<td>Avocado- Big</td>
<td>2917</td>
</tr>
<tr>
<td>Blackberry</td>
<td>1875</td>
</tr>
<tr>
<td>Raspberry</td>
<td>1763</td>
</tr>
<tr>
<td>Avocado</td>
<td>1357</td>
</tr>
<tr>
<td>Carrots</td>
<td>1257</td>
</tr>
<tr>
<td>Corn</td>
<td>1239</td>
</tr>
<tr>
<td>Red &amp; Green Butter Lettuce</td>
<td>1229</td>
</tr>
<tr>
<td>Spinach BAG</td>
<td>1063</td>
</tr>
<tr>
<td>Tomato</td>
<td>1009</td>
</tr>
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Lessons Learned

- Community involvement is necessary from the early planning stages to create a friendly stop that is age-friendly and meets cultural needs.
- Community champions are necessary to help recruit and engage Ambassadors from within the community.
- It is important to maintain program flexibility to make changes as needed.
Coming Soon - A New Culturally Responsive Communications Strategy

- After additional analysis and one-on-one interviews with participants, we are planning to:
  - Move away from a stock or mass email approach to communications
  - Avoid savior mentality or approach
  - Prioritize needs + timelines of community
  - Resist transactional nature of relationship
  - Acknowledge that Rollin’ Root’s immediate goal may not be mutual in priority or urgency
  - Do not ask for how communities can advance AIM’s mission without offering benefits to them
  - Do not devalue others’ time, skills, vantage, expertise (value it accordingly)
Conclusion

• The Rollin’ Root has created meaningful change in the systems and environment of nutrition access for Bay Area older adults and families.

• The Rollin’ Root is increasing AIM’s capacity to connect farmers with older adult communities, teaching important nutrition lessons in the process of supporting farms.

• AIM anticipates continued growth of this program, increasing the number of participants over time, with outcomes that show an increase in consumption of fruits and vegetables.
Contact Info

Andy Naja-Riese
CEO, Agricultural Institute of Marin
andy@agriculturalinstitute.org

Karimah Hay
Rollin’ Root Manager
karimah@agriculturalinstitute.org

www.agriculturalinstitute.org
www.rollinroot.org
Physical Activity Break
with
Christopher Gomez Wong
CE Supervisor
CFHL, UCCE Imperial County

Eat Smart, Live Strong
Nutrition Education for Older Adults
Exercises from Eat Smart, Live Strong

Begin your exercise session by taking 5 deep breaths — in through your nose and out through your mouth. It is important to keep breathing deeply throughout the exercise session.

1. Walking in Place

- Stand up
- Walk in place, raising knees as high as possible
- Continue for 2 minutes
- Breathe deeply while walking

2. Leg Curls

- Stand behind chair and grasp its back
- Keeping knees together, lift your right leg to make a right angle
- Count to 10 holding this position
- Lower foot to the floor
- Repeat 5 times
- Repeat with left leg
3 Upper Body Twists

- Stand with feet apart and hands on hips
- Slowly turn upper body as far as possible to the left
- Hold this position, counting to 5
- Slowly turn upper body as far as possible to the right
- Hold this position, counting to 5
- Repeat 10 times

1 Toe Raises

- Stand behind chair, holding its back with both hands
- Lift straight up, rising onto toes
- Hold this position for 5 seconds
- Lower to a resting position, with heels on the floor
- Repeat 10 times
**Side Leg Raises**

- Stand behind chair, holding its back with one hand
- Keeping back and both legs straight, slowly lift right leg 6-10 inches out to the side
- Hold right leg out for 10 seconds
- Repeat 5 times
- Repeat with left leg

**Leg Lifts**

- Sit in a chair
- Straighten right leg
- Lift leg as high as is comfortable
- Lower leg, keeping it extended and elevated
- Repeat 8 times
- Repeat with left leg

* For additional challenge, use 1-pound ankle weights
1. **Stand Up and Sit Down**

- Start in a seated position with arms crossed
- Stand up, trying not to use arms
- Sit down, trying not to use arms
- Repeat 10 times

2. **Arm Raises**

- Sit or stand
- Begin with arms straight down at sides, palms inward
- Raise both arms to side, shoulder height
- Hold position for 1 second
- Slowly lower arms
- Repeat 10 times

* For additional challenge, use 1-pound hand weights
2. Shoulder Rolls

- Sit or stand with straight posture
- Roll shoulders forward
- Repeat 10 times
- Roll shoulders backward
- Repeat 10 times

4. Ankle Rotations

- Sit or stand with straight posture
- If sitting, lift both feet off the floor
- If standing, hold back of chair and lift right foot off the floor
- Rotate ankle(s) in a circle in one direction – Repeat 10 times
- Rotate ankle(s) in a circle in the other direction
- Repeat 10 times
- If standing, repeat with left foot

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.
1. **Neck Rolls**

- Sit or stand with straight posture
- Roll head towards right shoulder
- Roll head towards back
- Roll head towards left shoulder
- Roll head towards chest
- Do these motions fluidly, 10 times in one direction
- Repeat 10 times in the other direction

3. **Wrist Rotations**

- Sit or stand with straight posture
- Hold both hands in front of body, arms outstretched
- Rotate wrists in a circle in one direction
- Repeat 10 times
- Rotate wrists in a circle in the other direction
- Repeat 10 times
State Office Updates
• **Registration** is now open!

• Pre-Forum Workshops (10/17) require pre-registration and have limited seating. For LIAs Only.

• **Hotel Reservations** please make them promptly; Reservation cut-off date is 10/2 or when the block fills up.

• **Covid 19 Safety:**
  • Will follow CDC, State and Local Guidelines
  • Full vaccination encouraged and masking strongly recommended in all enclosed spaces at hotel, except while actively eating or drinking.
Update: FFY 2022 AJFA Poster and NDS

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

As a reminder, per SNAP-Ed Guidance: “And Justice for All” posters are posted whenever and wherever SNAP-Ed services/education/interventions are provided.

Action Accomplished:

- All Counties sent AJFA Poster order requests to the State Office by June 17th
- The CFHL, UC website, Communication Resources webpage has been updated to include the new version of NDS and AJFA poster and an FAQ for your convenience.
- CalFresh Healthy Living, UCCE webpages have been updated with the 2022 Non-Discrimination statement link at the bottom or footer of the CFHL, UCCE webpages.
- CalFresh Healthy Living Program Directive 22-02: Revised NDS and AJFA Poster is on the CFHL, UC website under Administration>Program Directive
- Social Media posts: should include the short version of NDS only if there is program information or SNAP benefit information in the post (instructions in the Social Bee in Active News Beet)

Action Required:

- Please keep all current AJFA posters up until new posters are received.
  - This is a phased-in process. A process for discussing poster replacement with sites and replacing posters will be sent upon receipt of posters.
- All new printing must have the 2022 NDS.
PEARS Fiscal Close FFY 2022

- **October 4, 2022**
  - PEARS will switch over to FFY 2023 reporting
- **October 3, 2022**
  - All Data must be entered and marked as complete
- **October 4th - 14th**
  - The State Office will complete final data cleaning

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<tr>
<th>Program &amp; Indirect Activities</th>
<th>PSE Activities and Surveys</th>
<th>Partnerships &amp; Coalitions</th>
<th>Success Stories</th>
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</thead>
<tbody>
<tr>
<td>Jennifer Quigley (530) 754-4137</td>
<td>Angie Keihner (530) 752-8813</td>
<td>Barbara McKnelly (530) 754-7796</td>
<td>Andra Nicoli (530) 754-9059</td>
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<tr>
<td><a href="mailto:jaquigley@ucdavis.edu">jaquigley@ucdavis.edu</a></td>
<td><a href="mailto:akeihner@ucdavis.edu">akeihner@ucdavis.edu</a></td>
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<td><a href="mailto:amnicoli@ucdavis.edu">amnicoli@ucdavis.edu</a></td>
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PEARS

• PEARS Training
  • All trainings have been recorded and will be available soon.
    • Please check our PEARS Main page
    • Please use the Participant Training Guide when viewing these recordings
FFY 2023 EATS pre/post Refresher Evaluation Office Hour – held Aug 3rd

Materials all posted to Youth Evaluation webpage

- Hard copy of survey
- Administration Protocol
- Training Webinar
  - Recording
  - PPT
- Link to PEARs – to generate online survey links or for data entry

4th and Higher Grades

Eating and Activity Tool for Students (EATS)

Please use the FFY23 CalFresh Healthy Living, UC Recommended Evaluation Tools and SMART Objectives to identify which of the three EATS modules (e.g., Fruits and Vegetables (FV), Sweetened Beverages and Water (SB), and/or Physical Activity (PA)) are most appropriate to administer to evaluate the diverse series-based direct education and PSE interventions you deliver. EATS is available both as a paper and online survey designed for in-person administration with students in 4th grade and higher receiving a minimum of six sessions of series-based direct education delivered over at least four weeks. If you have any questions, please contact Angie Keihner (akeihner@ucdavis.edu) at the CalFresh Healthy Living, UC State Office.

- English Survey
- Spanish Survey - coming soon
- Administration Protocol
  - Spanish Administration Script - coming soon
- Training Webinar
- Training PPT slides
- EATS in PEARs for data entry
Gearing up for FFY 2023 Evaluation

• **FFY 2023 Recommended Evaluation Tools and SMART Objectives** – updated posted to Evaluation webpage

• Will be updating evaluation data collection portals for FFY 2023 to be ready by October 1
Timeline for End of Year FFY 2022 Evaluation Survey Portal Closure Dates - CLOSED

July 1, 2022 - Youth Engagement surveys in Qualtrics

July 29, 2022 – Additional Youth/Teacher surveys in Qualtrics – TOT, PA-TOT, LG TTT

July 29, 2022 – Youth EATS surveys in PEARs
Timeline for **UPCOMING** End of Year FFY 2022 Evaluation Survey Portal Closure Dates

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

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

Any concerns about proposed dates - please contact Angie ajkeihner@ucdavis.edu, Barbara bmknelly@ucdavis.edu or Lolita lcquintero@ucdavis.edu
Nutrition Update – “Decoding” Dietary Patterns

Presented by
Anna Jones, PhD
CalFresh Healthy Living, UC

September 14, 2022
1:00 – 2:30 pm

Registration Link:
https://ucanr.zoom.us/meeting/register/tJEtd-GppjotGt0dHWOqH__jLock5eMqq_RW
Thank you for joining the Town Hall!

Next Town Hall: Sept 20

If you are a Supervisor, Advisor or State Office Staff please stay online for a meeting with UC ANR’s Interim Human Resources Director, Bethanie Brown.
UC ANR HR Updates
Recruitment and Retention
General HR Updates
General HR Updates

HR has been hiring!

- Response times and job posting times have improved vastly over the last two months. Training is underway and improvements to timelines and communications will continue to be made.

- As a result of the hiring blitz, we were approved to hire an additional 2 Staff HR Partner positions. The positions are open until filled and we are preparing for the interview stage.

For critical needs:

- Bethanie Brown – Interim Executive Director
- Ian Smith – Staff HR and E&LR Manager
- Fiona Wei – Staff HR Supervisor (first point of escalation, if needed)
Recruitment and Retention
Recruitment and Retention

**Increased Paid Advertising**
In addition to the many sites, UC ANR currently advertises with, we have now made a two-year investment into automatically advertising all new open recruitments, including staff and academic positions, on both ZipRecruiter and HigherEdJobs.
### UC ANR PAID ADVERTISING SITES

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<tbody>
<tr>
<td>ANR Jobs Webpage</td>
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<tr>
<td>UCOP Jobs Webpage</td>
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<tr>
<td>TAM (UCPath) or UC Recruit</td>
</tr>
<tr>
<td>UC Talent Management List Serve</td>
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<td>Circa.com*</td>
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<td>DiversityJobs.com*</td>
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<td>ZipRecruiter</td>
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<tr>
<td>HigherEdJobs</td>
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*These DEI focused sites also post on a variety of statewide and local job search pages.*
Recruitment and Retention

ANR@Work

Please check your emails for a message from VP Glenda Humiston and respond to the survey by Friday, August 19, 2022.

Ombuds

The UC Davis Ombuds Office will start providing UC ANR staff and faculty with off-the-record conflict management services as of July 1, 2022. The Ombuds Office operates confidentially, informally, impartially and independently. Phone: (530) 754-7233, Web: https://ombuds.ucdavis.edu.

More to Come

Human Resources continues to work on new and exciting plans to encourage retention among employees. We will continue to reach out!
Resources
Looking for HR Status Updates

HR Help Desk: https://ucanrhelp.zendesk.com
Forms (Data Changes): https://wfa.ucanr.edu/
HR Website: https://ucanr.edu/sites/anrstaff/Personnel_Benefits/
HR Jobs Page: https://ucanr.edu/About/Jobs/

More to Come

• Human Resources is continuing to work on a plan to update the HR website to ensure easy access to information and better search results.

• More forms to be automated for easier routing and viewing, coming soon.
QUESTIONS?