

Ice Breaker

- Take a few minutes to reflect on FFY2024
 - What was your biggest accomplishment?
 - What was your biggest challenge?



CalFresh Healthy Living, UC Town Hall: September 17th Agenda

Refresher – CFHL, UC Guidance on Use of Products and Brand Names in Curriculum (1:18)

Lyn Brock, MA, RD, Training Specialist and Tammy McMurdo, MS, RDN
Curriculum and Direct Education Lead, CFHL, UC State Office

Social Media Orientation (New Staff and Veterans) (15:26)

Doralicia Garay, Social Media Strategist, UC ANR and Daisy Valdez, CFHL,
UCCE Social Media Workgroup Lead

PA Break (37:23)

Paul Tabarez, MS, M.Ed, Physical Activity Project Manager, CFHL, UC State
Office

State Office Updates (42:26)





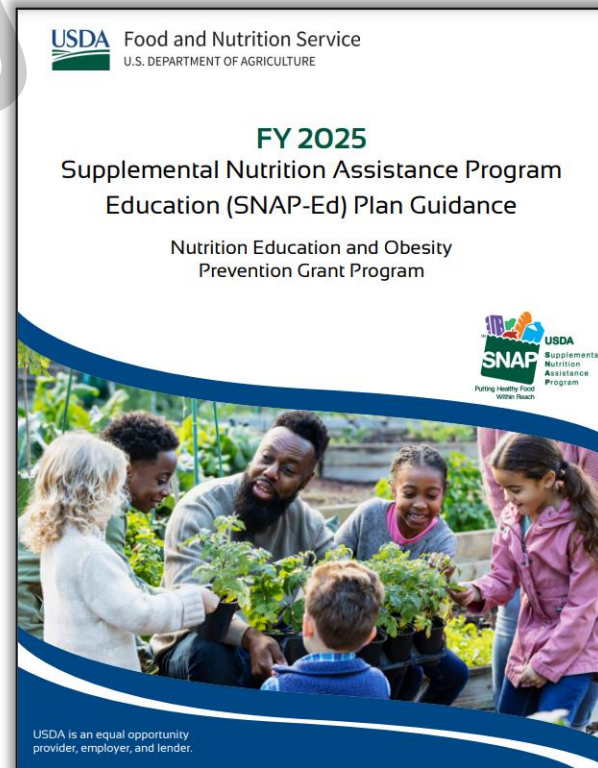
Refresher - CFHL, UC Guidance on Use of Products and Brand Names in Curriculum

SNAP-Ed Guidance – Branded Materials

FY25 SNAP-Ed Guidance (branding guidance continued since 2021) – link on CFHL, UC website under Administration

Section 3: SNAP-Ed Requirements and Program Details

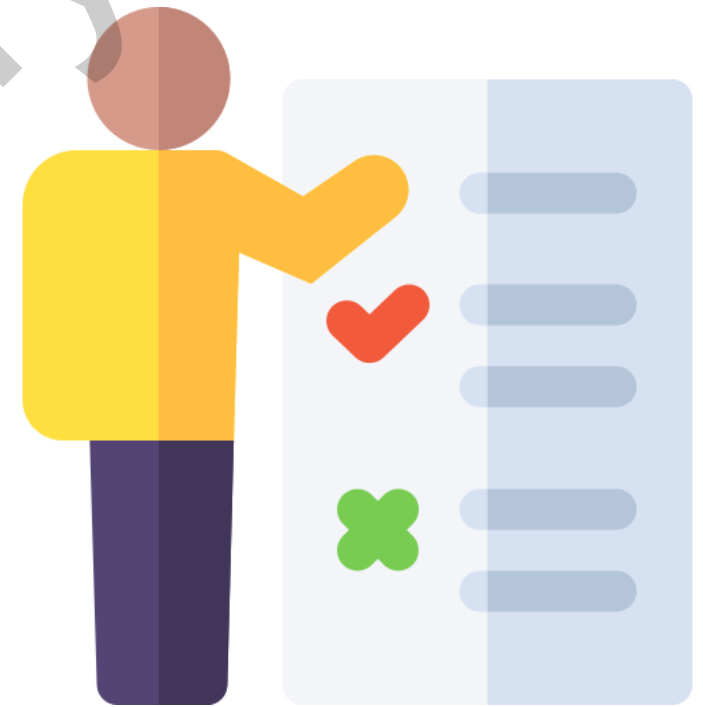
“If a State or implementing agency chooses to use an evidence-based curriculum or validated evaluation tool that includes brand name products as illustrations, the agency must blur or otherwise obscure brand names and clearly identifiable logos.”



CFHL, UC Guidance Interpretation

CFHL, UC Guidance document

- Relates to nutrition education and promotion materials
- Applies to materials CFHL, UC staff provide
- Does not apply to materials participants bring to class
- Includes mascots and characters



Guidance icons created
by Freepik - Flaticon



CFHL, UC Guidance

- Food Packages: obscure all logos and brand names
- Restaurant Nutrition Information: use SO provided generic menus with nutrition information
- Coupons: CFHL, UC staff will not provide coupons for use during lessons



Coupon icons created by Freepik - Flaticon

Guidelines in Practice - Examples

Label-reading activity

- Remove or cover brand names and logos
- Note: does note apply to packages participants bring to class

Recipe demos

- Remove or cover brand name/logo
- Turn products so brand name/logo not visible
- Transfer package contents into container



Packaging icons created by Freepik - Flaticon

Resources

Curriculum Resources in Box and Google Drive

Example: restaurant nutrition information handouts

Not Allowed



McDonald's USA Nutrition Facts for Popular Menu Items

We provide a nutrition analysis of our menu items to help you balance your McDonald's meal with other foods you eat. Our goal is to provide you with the information you need to make sensible decisions about balance, variety and moderation in your diet.

Nutrition Facts	Serving Size	Calories	Calories from Fat	Total Fat (g)	% Daily Value**	Saturated Fat (g)	% Daily Value**	Trans Fat (g)	Cholesterol (mg)	% Daily Value**	Sodium (mg)	% Daily Value**	Carbohydrates (g)	% Daily Value**	Dietary Fiber (g)	% Daily Value**	Sugars (g)	Protein (g)	% DAILY VALUE			
																			Vitamin A	Vitamin C	Calcium	Iron
Burgers & Sandwiches																						
Big Mac	7.6 oz (215 g)	550	260	29	45	10	51	1	75	25	970	40	46	15	3	13	9	25	4	2	25	25
Quarter Pounder® with Cheese+	7.1 oz (202 g)	520	240	26	41	12	61	1.5	95	31	1100	46	41	14	3	11	10	30	10	2	30	25
Quarter Pounder Bacon Habanero Ranch+	8.3 oz (235 g)	610	280	31	48	13	64	1.5	105	35	1180	49	46	15	3	14	10	37	8	20	25	30
Quarter Pounder Bacon & Cheese+	8 oz (227 g)	600	260	29	45	13	63	1.5	105	34	1440	60	48	16	3	12	12	37	6	15	25	30
Quarter Pounder Deluxe+	8.6 oz (244 g)	540	250	27	42	11	54	1.5	85	28	960	40	45	15	3	13	9	29	10	8	25	30
Double Quarter Pounder with Cheese++	10 oz (283 g)	750	380	43	66	19	96	2.5	160	53	1280	53	42	14	3	11	10	48	10	2	30	35
Hamburger	3.5 oz (100 g)	250	80	9	13	3.5	16	0.5	25	9	480	20	31	10	2	6	6	12	2	2	10	15
Cheeseburger	4 oz (114 g)	300	110	12	19	6	28	0.5	40	14	680	29	33	11	2	7	7	15	6	2	20	15
BBQ Ranch Burger	4.1 oz (116 g)	350	140	16	24	6	30	0.5	45	15	680	28	37	12	3	11	7	16	4	0	20	15
Grilled Onion Cheddar	4.1 oz (115 g)	310	120	13	21	6	30	0.5	40	14	660	27	33	11	2	8	7	15	2	0	20	15

Updated -Allowed

Nutrition Facts for Popular Menu Items at Hamburger Restaurant

We provide a nutrition analysis of our menu items to help you balance your meal with other foods you eat. Our goal is to provide you with the information you need to make sensible decisions about balance, variety and moderation in your diet.

Nutrition Facts	Serving Size	Calories	Calories from Fat	Total Fat (g)	% Daily Value**	Saturated Fat (g)	% Daily Value**	Trans Fat (g)	Cholesterol (mg)	% Daily Value**	Sodium (mg)	% Daily Value**	Carbohydrates (g)	% Daily Value**	Dietary Fiber (g)	% Daily Value**	Sugars (g)	Protein (g)	% DAILY VALUE			
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Training Resources

Recorded training (41 minutes)

Slides from training

Any questions (ever!) – contact
Tammy McMurdo and/or Lyn Brock



Video icons created by
popcornarts - Flaticon



UC ANR
Social Media Resources
CalFresh Healthy Living, UC

September 17, 2024

 **UNIVERSITY OF CALIFORNIA**
Agriculture and Natural Resources

Working with Strategic Communications

- Articles
- Branding
- Press releases
- Social media strategy
- Spanish content development
- Translation
- Training
 - Branding 101
 - Video production
 - Working with the Media
 - Social media best practices



Doralicia Garay
Social Media Strategist
dgaray@ucanr.edu

Follow ANR on social media:
@ucanr

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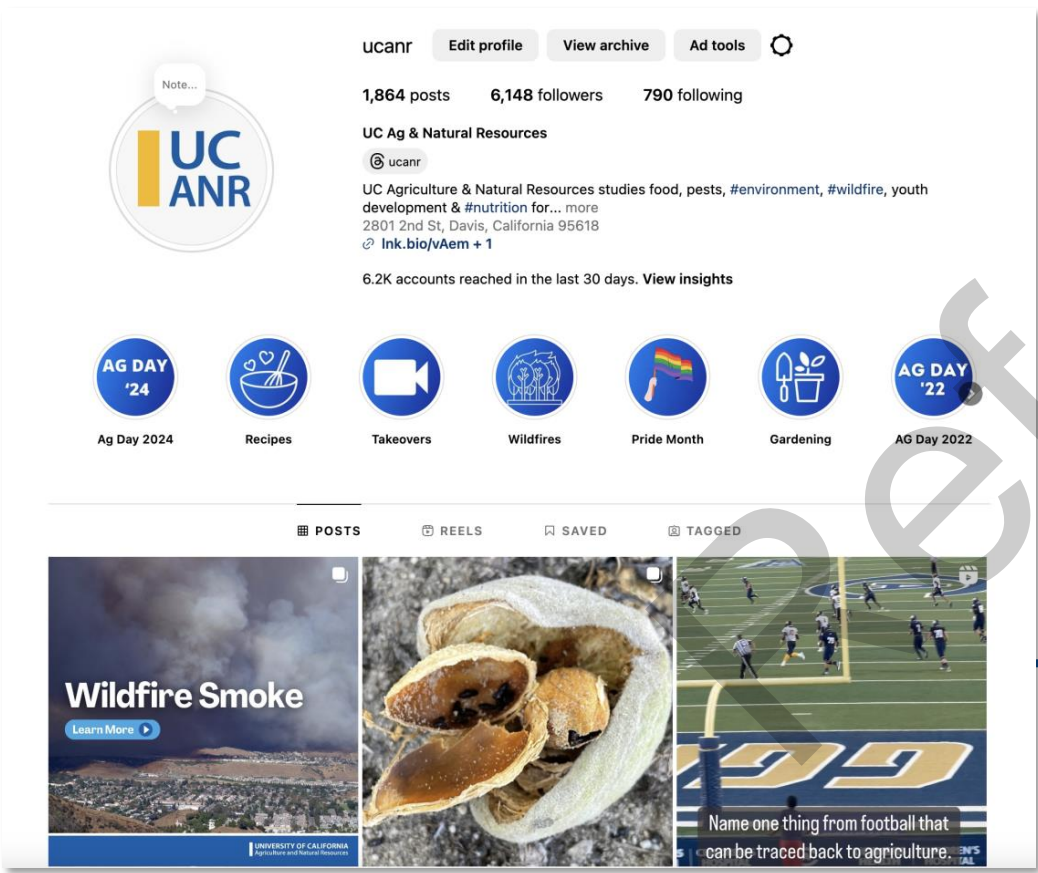
Doralicia Garay

Social Media Strategist

dgaray@ucanr.edu

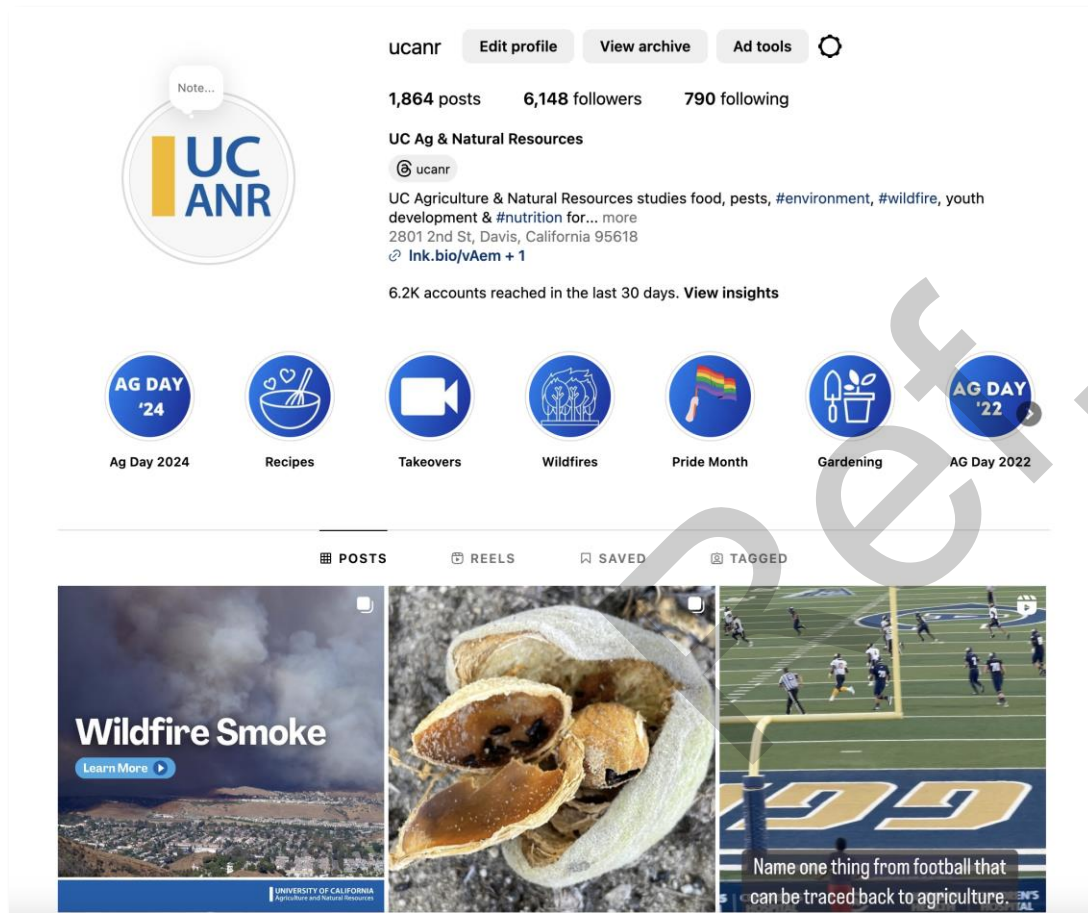
Follow ANR on social media:
@ucanr

Account Basics



- Check branding
- Bios should match
- Do you have a backup?

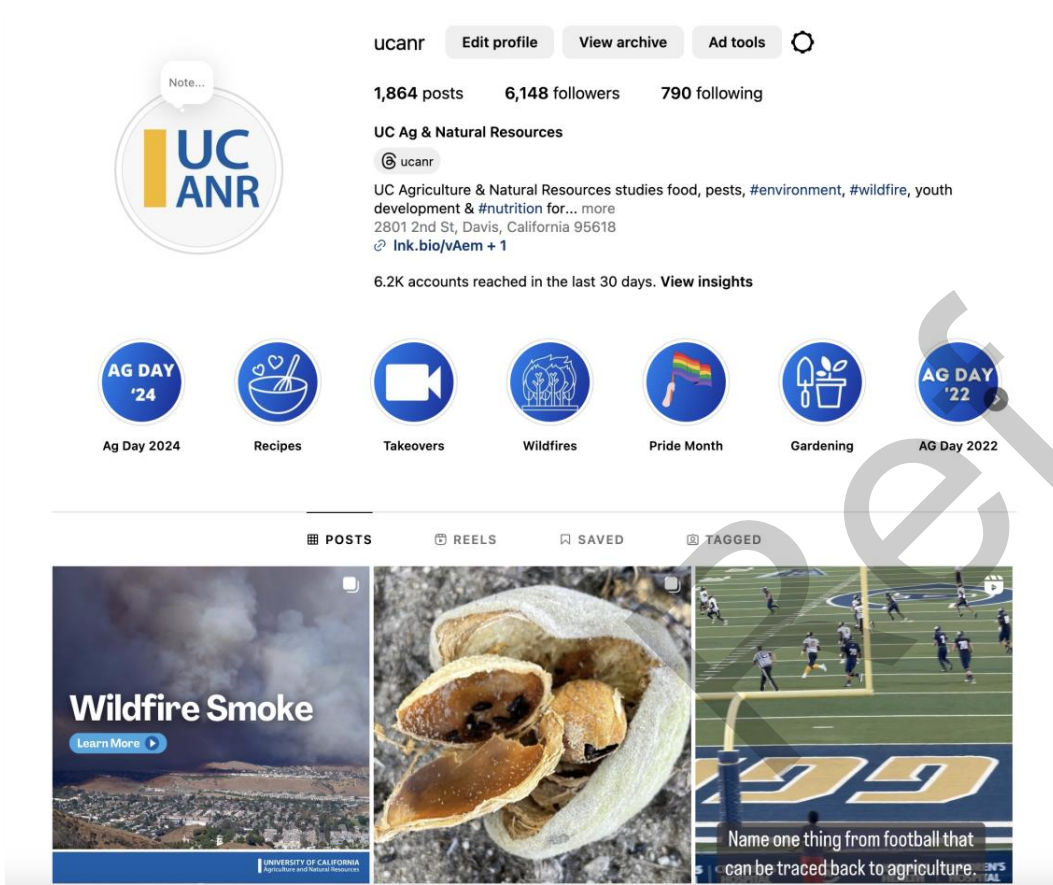
Account Basics



- Check branding
- Bios should match
- Do you have back-up?

- Check for accessibility
- Image release

Account Basics



- Check branding
- Bios should match
- Do you have back-up?
- Check for accessibility
- Image release
- Pay attention to analytics! (impressions, reactions, comments, shares, link clicks)

Social Media Toolkit

Guidelines and Policies

- Set-up requirements
- Managing difficult conversations
- Official social media policies for UC-branded accounts
- Platform-specific guidelines

Social Media Toolkit

How-to videos...

- Instagram Stories/Reels
- How to use hashtags
- TikTok

Some Useful Features

Top right: speed, filters, and timer.

Bottom right: upload a pre-recorded video

Bottom left: fun effects



The Impact of Video

2020-2021

2022-2023



Impressions
Engagement



Impressions
Engagement






Impressions
Engagement

Impressions: total number of times your content is displayed (regardless if it was clicked on)

Engagement: a measure of how people are interacting with your content (comments, likes, shares, favorites, direct message, etc.)

The Impact of Video

		2020-2021	2022-2023	
	Impressions	356,000	554,000	+56%
	Engagement	20,000	23,000	+15%
	Impressions	76,000	355,000	+368%
	Engagement	4,800	14,100	+191%
	Impressions	48,000	143,000	+219%
	Engagement	2,100	9,000	+328%

Impressions: total number of times your content is displayed (regardless if it was clicked or not)

Engagement: a measure of how people are interacting with your content (comments, likes, shares, favorites, direct message, etc.)

Accessibility Resources

Accessibility Guide

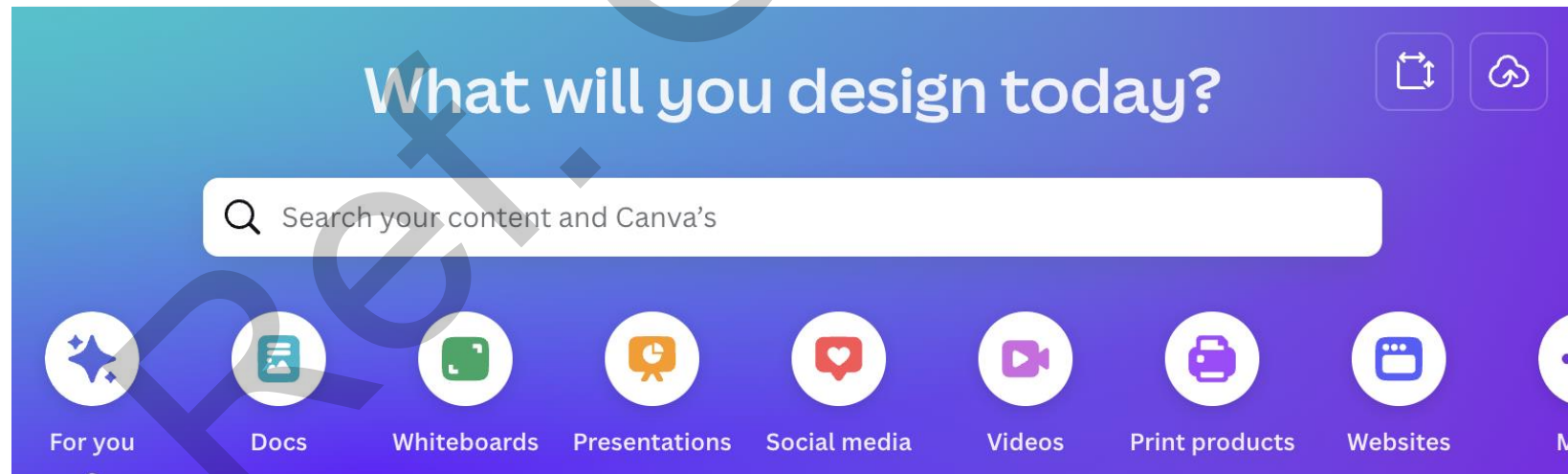
- Post Copy
- Graphics
- Alt Text
- Image Description
- Video Captions

The screenshot shows an Airtable spreadsheet with the following columns: Name, Post Copy, Alt Text, Image Description, Video Description, Video: Closed Captions, and Video. The rows list various social media post types, with blue dots indicating which accessibility features are present for each.

	Name	Post Copy	Alt Text	Image Description	Video Description	Video: Closed Captions	Video
1	Instagram In-Feed Image	•	•	•			
2	Instagram Reel	•			•		
3	Instagram Story: Image			•			
4	Instagram Story: Video				•		
5	Twitter Image or GIF	•	•	•			
6	Twitter Video	•			•	•	
7	Facebook Image	•	•	•			
8	Facebook Text	•					
9	Facebook Video	•			•	•	
10	Facebook GIF	•			•		
11	Facebook Story			•			
12	TikTok	•			•		
13	LinkedIn Image or GIF	•	•	•			
14	LinkedIn Video	•			•		
15	Discord	•	•	•	•		
16	YouTube Video	•			•	•	
17	YouTube Post	•		•			
	Reddit	•					

Canva – UC Agreement

*Individual Seats - \$94/annually



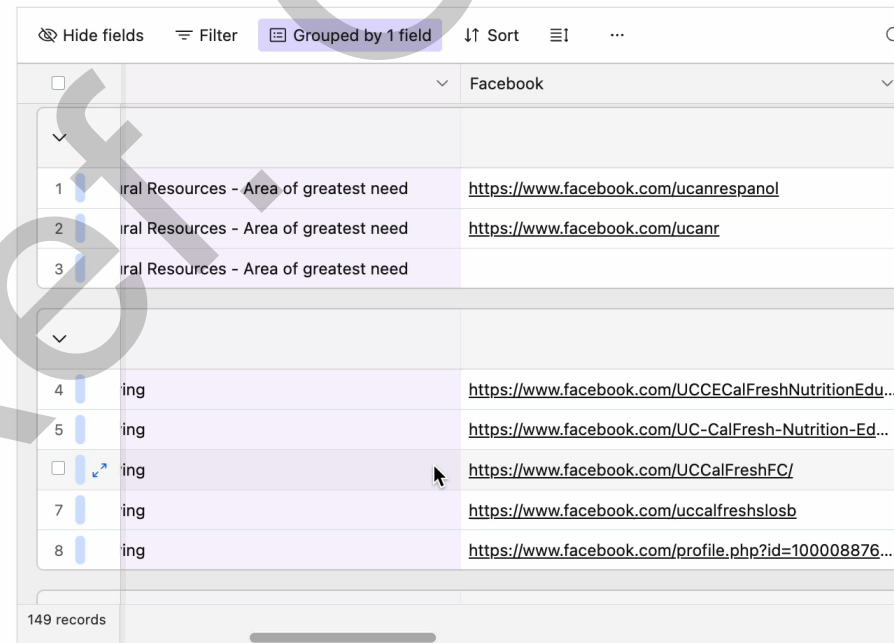
Leverage Community and Influencers

UC ANR Accounts

ANR Platforms

Strategic Communications social media accounts

The [Strategic Communications team](#) at UC ANR supports the following official social media accounts. UC ANR programs and Cooperative Extension offices support their own official social media accounts.



<input type="checkbox"/>			Facebook
1	1	Natural Resources - Area of greatest need	https://www.facebook.com/ucanrespanol
2	2	Natural Resources - Area of greatest need	https://www.facebook.com/ucanr
3	3	Natural Resources - Area of greatest need	
4	4	ing	https://www.facebook.com/UCCECalFreshNutritionEdu...
5	5	ing	https://www.facebook.com/UC-CalFresh-Nutrition-Ed...
6	6	ing	https://www.facebook.com/UCCalFreshFC/
7	7	ing	https://www.facebook.com/uccalfreshslosb
8	8	ing	https://www.facebook.com/profile.php?id=100008876...

149 records



Doralicia Garay

Social Media Strategist

dgaray@ucanr.edu

- **OFFICE HOURS: Wednesdays, 11 a.m. -noon**

Wellness Break

Paul Tabarez

CFHL, UC State Office



<https://youtu.be/CGw0rFaMyE8>





State Office Updates



CalFresh Healthy Living 2025 Forum

From Steps to Strides: Moving California Toward Better Health

March 10-12, 2025 • Town and Country Resort, San Diego, CA

Call for Proposals due September 20

- Submit a training session or pre-Forum workshop idea via the **CFHL 2025 Forum Submission Form**




Website Update: Program Review Checklist

The updated Program Review Checklist is now available on the CFHL, UC Website under:

- **Curriculum > Resources & Support Materials > Lesson Support Resources and Tools**

Lesson Support Resources and Tools

- [Certificate of Participation \(English\)](#) NEW
- [Certificate of Participation \(Spanish\)](#) NEW
- [Lesson Observation Tool](#)
 - In SNAP-Ed, use of evidence-based curricula helps us improve the effectiveness of our nutrition education interventions. Using the Lesson Observation Tool as a peer monitoring tool ensures that the curricula is being delivered as intended and the lesson is in compliance with USDA and UC requirements.
- [Program Review Checklist](#)
 - The Program Checklist assists Advisors, Program Supervisors/Managers and staff to ensure integrity and establishment of continuous quality improvement practices in SNAP-Ed programming. It is advised that a review of sections of this tool occur in staff meetings on a regular basis.



Program Review Checklist

Instructions: This checklist is a guide to focus discussions during State Office Site Visit debrief meetings only, it does not need to be filled out for Site Visits. It can also be used as a programmatic overview for Advisors/Supervisors and may be reviewed in sections during county staff meetings to facilitate compliance and continuous quality improvement discussions.

Basic Overview

- FFY 2022 Non-Discrimination Statements on website and materials
- AJFA poster visible to participants during lessons/activities/garden enhanced learning
- No disparaging comments (e.g., sugary drinks, fast food)
- CFHL Branding on materials
- Annual training requirements are being met by all staff

AREAS OF EXCELLENCE/MODELS OF BEST PRACTICES

Program Success, PSE delivery (Gardens, PA, SML, SHC, Youth Engagement), IWP progression on 3 yr. timeline, cooperation/coordination with other agencies, etc.

CHALLENGES

i.e., Duplication of services, coordination with other agencies, PSE integration..

- *If duplication of services exists, how is it addressed?*

COLLABORATION

Discuss and comment on engagement in communication with other SNAP-funded programs and community organizations in your county, including meeting and collaboration with community partners.

<input type="checkbox"/> CNAP / _____# meetings	<input type="checkbox"/> Community Based Organizations
<input type="checkbox"/> County Welfare Office	<input type="checkbox"/> UCCE partners (EFNEP, Master Gardeners, 4-H)
<input type="checkbox"/> Local SNAP-Ed partners (LHD, CCC, Aging)	<input type="checkbox"/> Other, can include local coalitions:
<input type="checkbox"/> Other FNS programs	

EVALUATION

1. CFHL, UC Recommended Evaluation Tools and SMART Objectives: ([Evaluation](#) webpage)
 - a. Do you know where to access them? Yes No
 - b. Do you know how to apply them? Yes No
2. Do Community Educators or trained extenders administer evaluation tools based on the delivery approach and identified curriculum? Yes No

This material was funded by USDA's Supplemental Nutrition Assistance Program – SNAP. This institution is an equal opportunity provider. Visit www.CalFreshHealthyLiving.org for healthy tips.

FFY 2024 Annual Report Timeline and Materials posted to CFHL, UC [home page](#)

FFY 2024 Annual Report
Timeline & Information

+



FFY 2024 Annual Report

[FFY 2024 County Annual Report Timeline Detail](#)

September 20, 2024

- EatFresh.org Mini Course data disseminated to counties

October 3, 2024

- PEARS "Closed" for all CFHL, UC LIA's | Complete all FY24 PEARS Data Entry
 - UCCE teams will not be able to enter any new FFY2024 information into PEARS after **October 3rd**

October 4, 2024

- PEARS will switch over to **FFY 2025** reporting

October 4-25, 2024

- State Office will conduct final review of PEARS FFY24 data
 - State Office will identify any remaining errors and email or call UCCE Program Managers/Supervisors
 - UCCE teams' will confirm updates proposed by State Office



FFY 2024 Annual Report Templates Now Available!

FFY 2024 Annual Report Templates ^{NEW}

[FFY24 County/Cluster Narrative Annual Report Template](#)

[FFY24 County Profile Template](#)

FFY24 Annual Report SNAPshot Template -

County-specific SNAPshot templates have been posted into the Annual Report County Specific folders in BOX



PEARS



- **PEARS Close FFY 2024**

- **October 3, 2024**

- All Data must be entered and marked as complete

- **October 4, 2024**

- PEARs will switch over to FFY 2025 reporting

- **October 4th - 25th**

- The State Office will complete final data review
 - SO will identify any remaining issues and email or call UCCE Program Managers/Supervisors
 - UCCE County/Cluster teams will need to review and confirm changes
 - SO will make updates and changes once confirmed



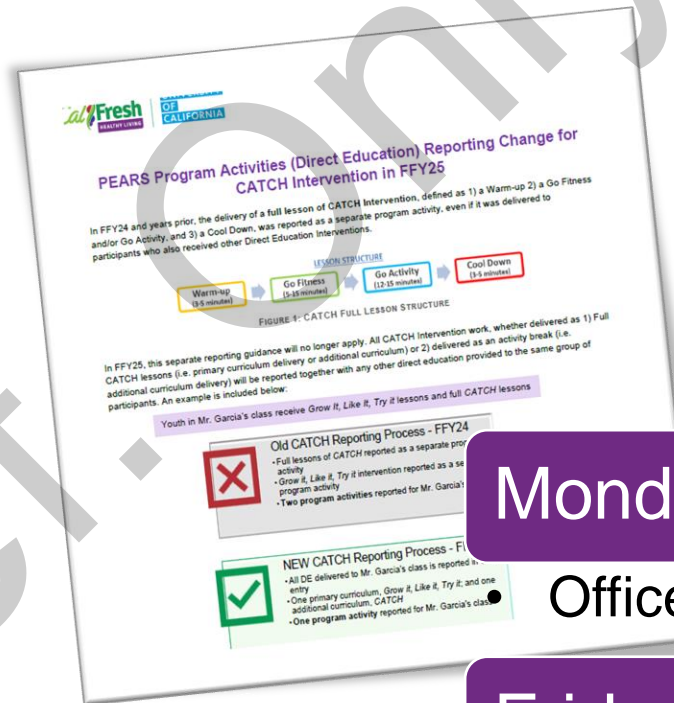
Got Questions about PEARS End-of-year work? Attend Office Hours!

- **Program & Indirect Activity Office Hours**
 - Every **Monday** thru 9/30
 - 2:30-4pm
 - Register to attend
 - Every **Thursday** thru 9/26
 - 9:30 – 11am
 - Register to attend
- Need more support?
 - Request a **one-on-one meeting** for topic-specific questions:
 - PSE
 - Partnerships & Coalitions
 - Success Stories

Program & Indirect Activities	PSE Activities & Surveys	Partnerships & Coalitions	Success Stories
Melanie Alexander (916) 450-2805	Angie Keihner (916) 450-2807	Barbara MKNelly (916) 450-2801	Andra Nicoli (916) 450-2817
magerdes@ucdavis.edu	akeihner@ucdavis.edu	bmknelly@ucdavis.edu	amnicoli@ucdavis.edu

PEARS Reporting Change for CATCH Intervention in FFY25 – Starting **10/1/24**

- In FFY24 and years prior, the delivery of a **full lesson** of CATCH was reported as a **separate** program activity
- In FFY25, this separate reporting requirement will **no longer apply**
- Review **one-pager** and attend **office hours** for more information



Monday, 10/7/24

• Office Hour

Friday, 10/11/24

• Office Hour



FFY 2024 Results for 8 Evaluation Surveys Already Analyzed & Saved in Box

- **Teacher Observation Tool (TOT)** – n=565, from 20 Counties
- **Physical Activity Teacher Observation Tool (PA-TOT)** – n=31, from 6 Counties
- **Large Group Taste Test Tool (LG-TTT)** – n=234, from 16 Counties
- **YPAR Retrospective Survey** – n=18 from 1 County
- **YPAR Project Assessment** – n=20 from 1 County
- **Teens as Teachers Survey** – n=62 from 3 Counties
- **Youth Leader Survey** – n=42 from 2 Counties



FFY 2024 Evaluation Survey Portal Closure Dates

Sept 30, 2024 - 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)



Welcome, Avelino!



Image By [Thor Deichmann](#) from [Pixabay](#)



Avelino Cruz, Business Office Assistant
avecruz@ucdavis.edu
(916) 450-2814

FFY 2024 Federal Fiscal Close Reminders

To ensure all appropriate expenditures post to the September 2024 ledger:

- **By Friday, 9/20/2024:**
 - Submit PCard & Travel expense reports in AggieExpense
 - County Directors, Pls and other Supervisors approve PCard expense reports, Travel expense reports in AggieExpense, and Requisitions in AggieEnterprise

For purchases of perishable items & CFHL, UC mileage occurring after 9/20/2024:

- Mileage accrued between 9/21/2024 and 9/30/2024 submitted in AggieExpense **ASAP but no later than Wednesday, 10/2/2024.**
- PCard expenses reconciled in AggieExpense **ASAP but no later than Friday, 10/4/2024.**



FFY 2024 Federal Fiscal Close Reminders *(cont.)*

- **By Friday, 9/27/2024:**

- Employees submit biweekly timesheets for pay period 9/15/2024 – 9/28/2024

- **By Monday, 9/30/2024:**

- Supervisors approve biweekly timesheets for pay period 9/15/2024 – 9/28/2024

If you have any questions, please reach out to:

- Kamaljeet Khaira (kjkhaira@ucdavis.edu)
- Lindsay Hamasaki (lmhamasaki@ucdavis.edu)
- Leslie Lipman (llipman@ucanr.edu)



FFY 2025 NERI and Curriculum Ordering Updates

- **Advantage Publications** – Making Every Dollar Count Slide Rulers
 - Orders shipped. Please confirm receipt if not done yet.
- **Visualz** – ‘Official Taste Tester’ Sticker Rolls
 - Orders shipped. Please confirm receipt if not done yet.
- **BEPA** – BEPA 2.0 Activity Card Sets
 - Orders shipped.
- **Fresh Baby** – Liquid Crystal Fridge Thermometers, MyPlate Plastic Plates, Kid’s Garden MyPlate Plastic Plates, Food Label Magnifiers
 - Orders shipped.



FFY 2025 NERI and Curriculum Ordering Updates

- **Reprographics & UC ANR Catalog** – Printed Curriculum, EatFit and Up4It
 - Orders processing. Shipping updates to follow.
- **School Specialty** – CATCH Activity Boxes, Equipment Starter Sets, Equipment Early Care Starter Sets
 - Some orders shipped; others still processing.
- **ID Me**
 - Shipped: Tablecloths, Measuring Sets, Cutting Boards, Produce Brushes, Radish/Carrot Seed Packets, Aprons, and Reusable Shopping Bags. Please confirm receipt if not done yet.
 - Pending: Water Bottles

Questions: Fernanda (fcpereira@ucdavis.edu), Tammy (tjmcmurdo@ucdavis.edu), or Ryan (crkeeler@ucdavis.edu).

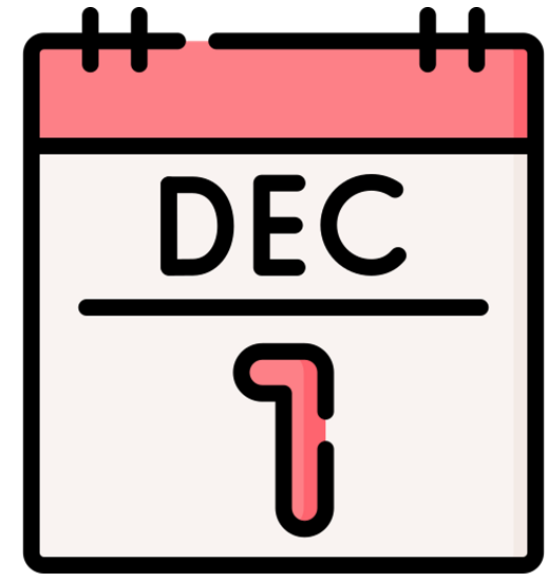


FY25 CFHL Civil Rights Training

For FY25 and beyond – Civil Rights training must be completed by **December 1** each year

Training Options:

- Live webinars: October 1, 2, and 9
- Self-paced – FY25 training will be posted following live webinars



December icons created by Freepik - Flaticon

**MORE
INFO**

Required Ongoing Trainings – CFHL, UC website
CFHL Statewide Training website and newsletter



Eating Smart • Being Active 2023 Updates

Thursday, September 19 from 10:00am – 11:30am

Registration – see CFHL, UC Training Calendar

- Tips for implementing new activities added to the lessons
- Share strategies you have found successful



Update icons created
by Freepik - Flaticon



Nutrition Update Webinar

October 2, 2024 from 1:00 to 2:00 PM

Registration - see CFHL, UC Training Calendar

Topic: **Supporting a Healthy Gut Microbiome: Part 2 - Eating for Two (You and Your Gut Microbes).**

Presented by Jennifer Smilowitz, PhD



FFY 25 Youth Engagement Leadership Calls

Date and Time	Topic
November 7, 2024, 1:00-2:30pm	Youth Engagement Initiative Overview
February 6, 2025, 1:00-2:30pm	Youth Engagement: Putting It Into Practice
May 1, 2025, 3:00-5:00pm	Youth Voices: Highlights and Celebrations
August 7, 2025, 1:00-2:30pm	Celebrating Youth Engagement in FFY25



Save the Dates!

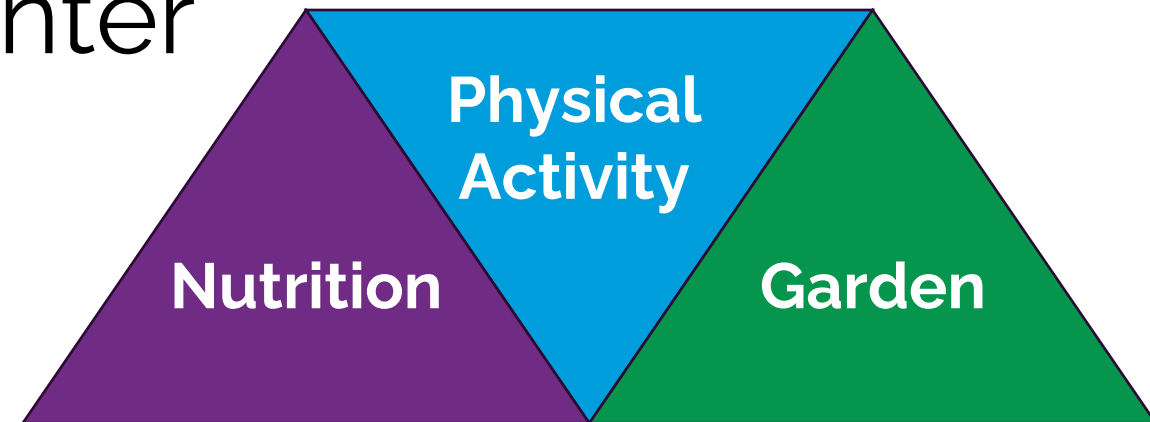
Youth as Teacher Extenders Training

January 15 & 16, 2025

UC ANR Conference Center

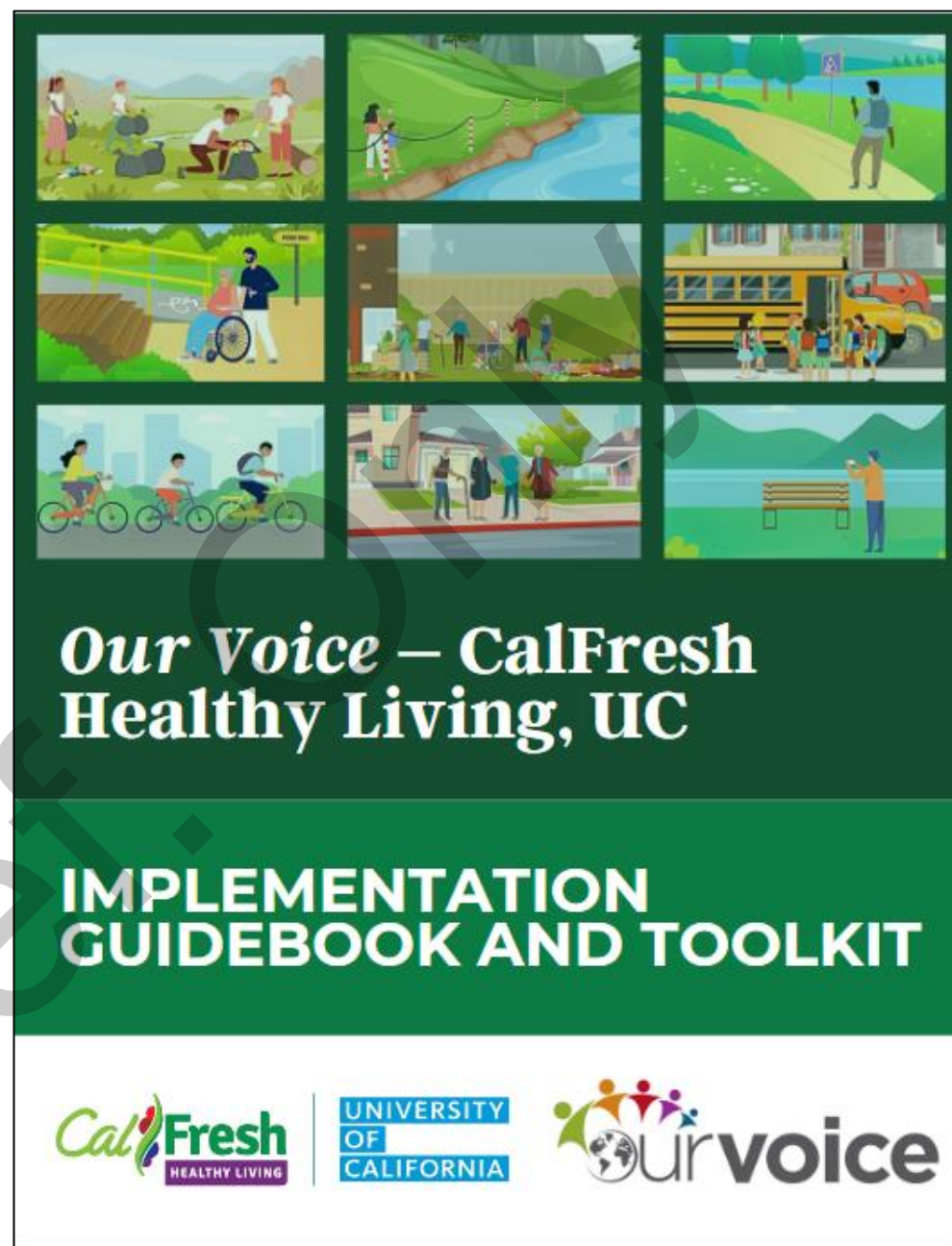
Davis, CA

Questions: Kelley Brian –
kmbrian@ucdavis.edu



Our Voice Toolkit

Barbara: bmknelly@ucdavis.edu
Kelley: kmbrian@ucdavis.edu



Poll!

What are your current interests and plans in facilitating an **Our Voice project in FFY25**?

- Very interested and have a project idea in mind
- Interested but don't currently have a project idea
- Somewhat interested but unsure about next steps
- Not interested in FFY25



Thank you!

Next Town Hall: Tuesday October 15, 2024



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