CalFresh Healthy Living, UC Town Hall: Agenda

• Expanding SNAP at California's Farmers' Markets-Jenna Fahle, Ecology Center (01:30)

  • Extender Model Implementation: Interviews with Counties & A Nutrition Update—Dr. Anna Jones, Center for Nutrition in Schools (22:30)

• Programs In Action
  • Alameda-Master Gardener (39:45)
  • Yolo-Early Childhood Education-Direct-Ed (44:10)

• State Office Updates (52:52)
Expanding SNAP at California’s Farmers’ Markets

Presented by: Jenna Fahle, MSPH, RD
Farmers’ Market Access and Equity Program Manager
Jenna@ecologycenter.org

Ecology Center

August 2020
MISSION: to inspire and build a sustainable, healthy, and just future for the East Bay, California, and beyond

Founded in 1969 - Addressing Zero Waste, Sustainable Living, Food & Farming, & Climate Action
Ecology Center Food & Farming Programs

- Operate 3 Berkeley Farmers’ Markets
- Bay Area Seed Interchange Library
- Berkeley Food Policy Council
- California Alliance of Farmers’ Markets
- Market Match Program
- California Farmers’ Market EBT Support
- Participation in Training & Technical Assistance Nationally on Healthy Food Incentive Programs
Ecology Center and EBT at Farmers’ Markets
CalFresh at the Farmers’ Market
Personalized EBT Assistance

Personalized support & online toolkit readily available with step-by-step info:

- FNS application process
- Point-of-Sale device
- Scrip ordering
- Staffing and redemption models
- Record-keeping and accounting tips and templates
- Vendor education tips
- Promotion and outreach ideas
- Contact info to reach us
Market Match Program Basics

Doubles federal benefit dollars to spend on fruits and vegetables at farm-direct outlets

- “Spend $10 in CalFresh, get $10 for fruits and vegetables at market”

Available at over 300 farmers’ markets and other farm-direct outlets in 38 California counties

CalFresh is matched State-wide; other federal benefits, such as WIC, may be matched depending on location
Funding Structure

USDA - National Institute of Food & Ag
Gus Schumacher Nutrition Incentive Program (GusNIP)

CDFA - Office of Farm to Fork
California Nutrition Incentive Program

Other Funding + In-kind Donation

50 Market Match Partners / Regional Lead Organizations
Over 10 Years of Market Match

Roots of Change
Market Match Enables Healthy Food Choices

85% of shoppers are buying different kinds of fruits and vegetables*

73% of shoppers have increased the amount of fresh fruits and vegetables they buy each week*

9 mil. servings of vegetables provided to families at no-cost through Market Match in 2019

Being able to eat new foods has completely changed the way my family and I live our lives. We understand the importance of a healthy lifestyle.*

*USC FINI Evaluation
*Market Match Participant
In 2019, farmers’ market shoppers*

- Spent over $3 million in CalFresh at Market Match sites
- Received $2 million in Market Match incentives
- Created 281,000 shopper transactions

Farming is a struggle with slim margins. [Market Match] means we bring dollars back to some of the most high-need rural communities in the State.*

*Ecology Center Data
*Market Match Farmer
Farmers’ Markets provide an essential marketplace for farmers, especially new and small farms.

Farmers’ Markets support food literacy through relationships between people and local producers.

Farmers’ Markets help decentralize the food supply - a necessary protection from disaster and system shock.
Farmers’ Markets & COVID-19
• Statewide database & map of farmers’ markets maintained by Ecology Center
• Describes which farmers’ markets accept EBT and which have Market Match
• English and Spanish

FMFinder.org
Describes which benefits are accepted in addition to EBT in market listing
What can you do?

- Explore FMFinder.org tool
- Sign up for our newsletters and social media, so you can get learn more about Market Match
  - EC newsletter, MM newsletter
  - Marketmatch.org
- Incorporate systems-thinking into your nutrition education
- Support policy / political change that support local food systems, small farmers, and farmers’ markets and their connection to food access/equity
FARMERS’ MARKET
ACCESS + EQUITY

Jenna Fahle
Program Manager

Carle Brinkman
Food and Farming
Program Director

Lucy Asako Boltz
Program Coordinator

Heidi Kleiner
Program Coordinator

Jacqui VanLiew
Program Coordinator

jenna@ecologycenter.org,
510-548-2220x236
Extender Model Implementation
Interview Themes

Anna Jones, PhD
Assistant Project Scientist
Center for Nutrition in Schools
Department of Nutrition
University of California, Davis
Background and Methods
Extender Programming

• Individuals other than CalFresh Healthy Living, University of California Cooperative Extension (CFHL, UCCE) staff implementing programming
• Can include:
  • School teachers
  • After school staff
  • Staff employed by community partners (nonprofits and public agencies)
  • Youth educators
  • Volunteers (community members, such as parents/guardians and senior citizens)
Interviews

• Purpose was to learn more about how extender models are implemented across the state by CFHL, UCCE staff
• Interview questions drafted by Center for Nutrition in Schools (CNS) staff and reviewed by CFHL, UC State Office teams for edits and revisions
• Selection criteria for interviews were that participants oversee or participate regularly in extender programming in one of the counties/clusters selected
• Conducted via Zoom between April 6 and May 4, 2020
Interview Participants

- Eight interviews with 17 staff members
  - 4 Nutrition, Family, and Consumer Sciences Advisors
  - 8 Program Managers/Coordinators/Supervisors
  - 5 Community Education Specialists

- Counties and clusters that participated included:
  - Tulare/Kings Counties, Riverside County, Yolo County, Placer/Nevada Counties, Central Sierra Cluster, Butte Cluster, San Joaquin County, and San Luis Obispo/Santa Barbara Counties
Interview Results
Number of Years Implementing Extender Programming

- 25% for 1 – 5 Years
- 50% for 5 – 15 Years
- 25% for 16 – 25 Years

2 Counties/Clusters
4 Counties/Clusters
2 Counties/Clusters
Type of Education Implemented with Extenders

**Nutrition Education**
8 Counties/Clusters

**Physical Activity Education**
7 Counties/Clusters

**Garden Education**
7 Counties/Clusters

California’s CalFresh Healthy Living, with funding from the United States Department of Agriculture’s Supplemental Nutrition Assistance Program (SNAP), produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit www.CalFreshHealthyLiving.org.
Nutrition Education

Settings
Schools
After School
Home
Community Settings

Audience
Youth/Students
Families
Adults

Extenders
School Teachers
Youth Educators
Local Community Partner Staff
Volunteers

Physical Activity Education

Settings
Schools
After School
Community Settings

Audience
Youth/Students

Extenders
School Teachers
Youth Educators
Local Community Partner Staff
After School Staff

Settings
Schools
After School
Community Settings

Audience
Youth/Students

Extenders
School Teachers
Local Community Partner Staff
Volunteers

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Key Findings
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Common Themes

- Strong Relationships
- Tailored Programming and Flexibility
- Training
- Materials, Resources, and Support

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Strength of Relationships is Critical

- Necessary at every stage:
  - Successful recruitment
  - Training
  - Program implementation
- Address sustainability goals
- Tailor programming
- Allowed further relationship building within the community

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Flexibility and Tailoring to the Needs

- Right “fit” for extender programming within the community
- CFHL, UCCE staff willing and able to adapt to meet both their and extenders:
  - goals
  - interest
  - comfort levels
  - standards
Types of Training for Extenders

• Comprehensive training before the extender began teaching
• Ongoing training throughout program implementation
• Lesson demonstrations
  • Before the extender started teaching, 2 – 3 lesson demonstrations by CFHL, UCCE educator
  • A final demonstration to conclude the programming for the extender
Materials and Resources Offered

• Program support for extenders was categorized into three categories:
  • Resource support
  • In-person support
  • Remote support

Created by supalerk laipawat from Noun Project
Resource Support

- Curriculum supplies
- Lesson packets or kits
- Cooking demonstration and tasting supplies
- Garden materials and supplies
- Physical activity materials and supplies
- Program pacing guides
- Program evaluation tools

In Person Support

- Delivered cooking demonstrations or tastings
- In-person check-in meetings
- Provided connections to local community partners
- Active presence at school site to serve as a convenient recourse
- Participation in school events
- Assistance in evaluation

Remote Support

- Emails to check-in
- Phone calls to check in
- Program newsletters with background information, current health news, other relevant information

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Positive Impacts, Challenges, and Next Steps
Positive Impacts of Extender Programming

- Increased education and messaging reach
- Strong relationship between CFHL, UCCE staff and extenders
- Networking
- Further relay healthy messaging, build healthy behaviors, and empower the community
- Community interest in continued and expanded programming
- Sustainability of extender programming
- Cohesive messaging
- Expanded use of the school garden by the community
- Inform future programming and projects
Challenges of Extender Programming

• Lack of school teacher extender time
• Staff retention with both CFHL, UCCE staff and extenders
• Materials, resources, and CFHL, UCCE staff time required to continuously supply, support, and train extenders.
• Ensuring program fidelity and tracking data for extender programming.
• Sustaining buy-in for extender programming.
• Finding the right curriculum “fit” for the extender
• Lack of transportation for youth educators.
Future Directions – Best Practices Guide

• Successful methods
  • Identifying sites or programs that may benefit from extender programming
  • Setting and communicating expectations for extenders

• Specific guidance
  • Ensuring curriculum fidelity
  • Data collection and tracking

• Templates and sample procedures
Relevance of Interview Findings to Education During COVID-19

- Strong Relationships
- Tailored Programming and Flexibility
- Training
- Materials, Resources, and Support

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Acknowledgements and Attribution

The authors would also like to thank all the CFHL, UCCE staff that participated in the interviews and shared their valuable insights and experiences.

- Center for Nutrition in Schools
  - Rachel J. Colorafi, BS
  - Anna M. Jones, PhD
  - Rachel E. Scherr, PhD
- CalFresh Healthy Living, UC
  - Andra Nicoli, MA
  - Kamaljeet Singh-Khaira, MS

Additional contributions provided by:
- Center for Nutrition in Schools
  - Rachel N. Yee, BS
  - Melanie A. Gerdes, BS
- CalFresh Healthy Living, UC
  - MaryAnn Mills, MPH
  - Tammy J. McMurdo, MS, RD

- “Activity” icon by Supalerk Laipawat from the Noun Project
- “Partner” icon by Supalerk Laipawat from the Noun Project
- “Talk” icon by Johanna from the Noun Project
- “Training” icon by Musmellow from the Noun Project
- “Collaborate” by ArmOkay from the Noun Project
- All other images from Pixabay.com
Thank You
Alameda County in ACTION!

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Plant distribution to Oakland Unified School District Families

In partnership with Oakland Unified School District Health and Wellness and Nutrition Services, Alameda County Master Gardeners and CFHL Educators have teamed up to distribute over 3,000 plants and Activity Kits across 15 school sites throughout Oakland.

Tomatoes, basil, cilantro, beans, peppers, cucumbers, eggplant, summer and winter squash, tomatillos
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### Color! Tomatoes come in many colors.

Los tomates vienen en muchos colores.

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### Try It! Eat the Rainbow

#### Eat the Rainbow Graphing and Goals

In this series students will investigate fruits and vegetables of all the hues of the rainbow. Eating fruits and vegetables of different colors provide the body with varied nutrients, vitamins, minerals, and antioxidants that we need to function fully. Each color has different nutrients and supports different organs and systems.

Work with family members throughout the week to graph your rainbow foods and create goals!

- For this activity you will need paper and a pencil. Grab crayons, markers, or colored pencils if you’d like to add color!
- Each family member makes a graph and decorates it.

#### Sample Graph:

<table>
<thead>
<tr>
<th></th>
<th>Red</th>
<th>Orange</th>
<th>Yellow</th>
<th>Green</th>
<th>Blue</th>
<th>Purple</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strawberries</td>
<td>Carrots</td>
<td>Sweet potato fries</td>
<td>Lettuce</td>
<td>Peas</td>
<td>Spinach</td>
<td>Cucumber</td>
</tr>
</tbody>
</table>

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### Plant Giveaway

Grow your own food at home!
Yolo County
ECE Direct Education

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Staying Connected: Highlights from the Field

Yolo County ECE Direct Education

• **WHAT:** Delivering ECE Curriculum Resources during COVID-19

• **WHEN:** ECE sites are receiving curriculum lesson materials with new protocols

• **WHERE:** Migrant Sites, State Preschools, Child Development Centers

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CFHL, UCCE Yolo
Early Childhood Education Team

Christie Hedrick
clhedrick@ucanr.edu

Laura Quinones-Neri
lquinonesneri@ucanr.edu

Program Website:
http://yolonutrition.ucanr.edu/Preschool_Nutrition_Education/

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State Office Updates
Guidance on Sharing Resources with other LIA’s or SIA’s

• Reference Email sent on: Wednesday, August 12
  • Entitled “Guidance on Program Delivery Product Sharing.”

• Q&A Time: please ask Kamal any questions you have regarding this email and guidance.
PEARS UPDATES

• Impact Dashboard

• FFY2020 PEARS closing dates
Where to find it?
Impact Dashboards

SNAP-Ed Highlights
SNAP-Ed aims to improve the likelihood that persons eligible for SNAP will make healthy food and lifestyle choices. The following charts and maps summarize some of the efforts related to this goal.
Select the best filter

- Reporting periods:
  - SNAP-Ed 2019 (October 1, 2018 - September 30, 2019)

- Users
- Units
- Sites

Interventions

Settings

Complete

[Reset] [Apply]
Activities by City

City: South Lake Tahoe
Program Activities: 61
PSE Activities: 6
Indirect Activities: 32
Total Activities: 99
Top Settings by Activity

Activity Breakdown:
- Program Activities: 2,572
- PSE Activities: 176
- Indirect Activities: 338
- Social Marketing Campaigns: 0

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Top Settings by Reach

- Schools (K-12): 300k
- Early care and education facilities: 120k
- Food assistance sites, food banks, and food pantries: 50k
- Before and after-school programs: 25k
- Farmers markets: 10k

**Reach Breakdown**
- Program Activities: 12,456
- PSE Activities: 5,170
- Indirect Activities: 8,113
- Social Marketing Campaigns: 0
Direct Education

Educators engage community members directly through evidence-based nutrition education programs. These interventions teach the knowledge and skills needed to make healthy nutrition and physical activity choices within a limited budget.

Participants: 971,456
Sessions: 684,447
Hours: 433,555

Age Breakdown:
- 5 to 17: 78.3% (76,075 People)
- Less Than 5
- 18 to 59
- 60 Plus
- Prefer Not To Respond
- Unknown
Indirect Activities

Indirect intervention efforts can reach a broader audience through the distribution of information and resources. For example, newsletters, social media, emails, and community events are avenues for indirectly reaching SNAP recipients.

Top Intervention Channels by Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard copy materials</td>
<td>575</td>
</tr>
<tr>
<td>Nutrition education</td>
<td>550</td>
</tr>
<tr>
<td>reinforcement items</td>
<td></td>
</tr>
<tr>
<td>Community events / fairs</td>
<td>120</td>
</tr>
<tr>
<td>- in which participated</td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td>30</td>
</tr>
<tr>
<td>Other, please specify</td>
<td>0</td>
</tr>
</tbody>
</table>

Total Estimated Reach: 29,618,899

Newly Reached: 812,566

* # not reached by a corresponding Program Activity, PSE Site Activity, or Social Marketing campaign.
Policy, Systems, & Environmental Changes (PSE)

PSE approaches focus on the underlying systems that create the structures in which we work, live and play. Efforts in this area can often have more far-reaching and long-term impacts towards healthier living. Visit http://bit.ly/37CslhT to learn more and for some examples of PSEs.

PSE Activity Pipeline

- Site(s) contacted and agreed to participate (186)
- Planning and preparation for implementation (i.e., assessment, training, etc.) (233)
- Started implementation of changes (207)
- Continued to implement changes (261)
- Worked to maintain changes (204)
- Conducted follow-up assessments (204)
### Total Changes Adopted

<table>
<thead>
<tr>
<th></th>
<th>1505</th>
</tr>
</thead>
</table>

### Top Nutrition Changes

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>111</td>
<td>Initiated or expanded use of the garden for nutrition education</td>
</tr>
<tr>
<td>81</td>
<td>Reinvigorated or expanded an existing edible garden</td>
</tr>
<tr>
<td>61</td>
<td>Edible gardens (establish, reinvigorate or maintain food gardens)</td>
</tr>
<tr>
<td>48</td>
<td>Initiated or expanded use of onsite garden produce for meals/snacks provided onsite</td>
</tr>
</tbody>
</table>

### Top Physical Activity Changes

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>129</td>
<td>Improved quality of structured physical activity</td>
</tr>
<tr>
<td>120</td>
<td>Increased or improved opportunities for structured physical activity</td>
</tr>
<tr>
<td>43</td>
<td>Increased or improved opportunities for unstructured physical activity time/free play</td>
</tr>
<tr>
<td>43</td>
<td>Implemented new or expanded restrictions on use of physical activity as punishment</td>
</tr>
</tbody>
</table>
Other Impact Dashboard Charts

• Roles of SNAP-Ed Funding in PSE Site Activities
• PSE Sustainability Mechanisms
• Partnerships by Type
• Coalition Members by Sector
• Partnership Assistance Provided/Received
• Depth Of Relationships

ALL Auto-generated in a matter of moments!
Able to Share links to Dashboard maps & charts

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Encourage teams to

- Look at the Impact Dashboard
  - Try different Filters
  - Try Share function
- Look at other PEARs reports
  - EARS Data
  - Unit Snapshots
  - Indicator Metrics (only supervisors/advisors)
- Continue your excellent efforts for complete and accurate PEARs reporting

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Timeline for PEARs FFY2020 reporting

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>Now through October 2, 2020</td>
<td>UCCE County/Cluster programs complete all PEARs Data Entry for FFY2020</td>
<td>Counties</td>
</tr>
<tr>
<td>October 2 – October 14th</td>
<td><strong>PEARS Data Cleaning</strong></td>
<td>State Office</td>
</tr>
<tr>
<td></td>
<td><strong>Please refrain from entering any new information into PEARs after October 2, 2020.</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PEARs will be open, however the CFHL, UC State Office will be working with the County Staff to clean any outstanding data errors/issues.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Please do not make changes unless you are requested by the State Office to do so.</strong></td>
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Evaluation Updates

• Expect to receive two separate emails this week

• #1 – communication about FFY2020 portal closure dates for the various participant surveys

• #2 – Qualtrics survey about current plans/needs for online administration of participant surveys and an optional evaluation needs planning tool
Box Updates

All changes have been made and box is back online

- SO-County-Specific_Documents
- SO-Curriculum
- SO-Eval_AssessmentTOOLS
- SO-Eval_Completed_Assessments
- SO-Eval_Statewide_Evaluation_Results
- SO_COVID19_Resources
- SO_Program_Initiatives
Box Updates Poll

Would you like the state office to host Box Office Hours to review the updates in real time and answer any questions you have?

- Yes
- No
FFY21 SNAPshot Updates

- Update SNAPshot based on FFY21 IWP
- Due to State Office 9/21
- More details in email sent 8/17
- Contact SO County Contact with questions

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**CalFresh Healthy Living, UC Program SNAPshot** - (an adaptation of CCC)

<table>
<thead>
<tr>
<th>County:</th>
<th>Choose County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Fiscal Year</td>
<td>FFY</td>
</tr>
<tr>
<td>REVISED By &amp; Date:</td>
<td></td>
</tr>
</tbody>
</table>

**Participant Reach**
Target numbers by age will aggregate from the DE participant numbers entered below. Actuals will aggregate if entered from the audience reached in the DE section below.

<table>
<thead>
<tr>
<th># of DE Participants</th>
<th># Policy, Systems, &amp; Environmental (PSE) Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YOUTH</strong></td>
<td></td>
</tr>
<tr>
<td>0-4</td>
<td></td>
</tr>
<tr>
<td>5-17</td>
<td></td>
</tr>
<tr>
<td><strong>Optional: Actual Reach:</strong></td>
<td>Target Participant Reach</td>
</tr>
<tr>
<td>ADULT</td>
<td></td>
</tr>
<tr>
<td>18-59</td>
<td></td>
</tr>
<tr>
<td>60+</td>
<td></td>
</tr>
<tr>
<td><strong>Optional: Actual Reach:</strong></td>
<td>Optional: Actual Reach:</td>
</tr>
</tbody>
</table>

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Nutrition Update – Nutrition and Immune Boosters: Separating Fact from Fiction

Tuesday, August 25
11:00 AM – 12:30PM
Registration link on Training Calendar

How supplements are regulated
Supplement claims about boosting the immune system
Healthy lifestyle choices that impact immune function

Presented by Dr. Anna Jones,
UC Davis Center for Nutrition in Schools

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What’s Up? Thursday

Thursday, August 27
2:30 – 3:30 PM

Watch your e-mail for agenda and log-in information!
NERI Order for FFY 2021

• In light of the current situation, at this time, there will not be a Nutrition Education Reinforcement Items (NERI) Order in FFY 2021.
  • The State Office will reassess the need for NERI at a later time.

• Many CFHL, UCCE programs still have many NERI items in stock that were ordered last year.
  • Distribution of NERI items to participants should follow the guidance in CFHL, UC Program Directive 2019-02 and in the USDA SNAP-Ed Guidance.

Questions?
Please contact your CFHL, UC State Office County Contact.
Curriculum Orders FFY 2021

• Shipping and Receiving of Curriculum Orders
  • County office – if open and receiving shipments or
  • Alternate shipping location – justification needed

• EatFit and Up4it Student Workbook Orders
  • Hard copy, electronic and combo versions available
  • Complete Qualtrics Survey with number needed
  • The State Office will place order through UC ANR catalog and provide counties with links to documents.

• Reprographics Curriculum Orders
  • Counties will place order through Reprographics using MyPrint.

Questions?
Please contact Ryan Keeler or Tammy McMurdoo.
<table>
<thead>
<tr>
<th>Adult curriculum</th>
<th>Youth Curriculum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan, Shop, Save and Cook</td>
<td>Go, Grow, Glow</td>
</tr>
<tr>
<td>Eat Healthy, Be Active Community Workshops</td>
<td>Happy Healthy Me</td>
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<tr>
<td>Eating Smart, Being Active</td>
<td>My Amazing Body</td>
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<tr>
<td>Healthy, Happy Families</td>
<td>Good For Me and You</td>
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<tr>
<td>Fresh From the Garden</td>
<td>It’s My Choice</td>
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<tr>
<td>Making every Dollar County</td>
<td>Serving Up My Plate (all 3 levels)</td>
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<td>EatFit</td>
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<td>Discovering Healthy Choices</td>
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<td>Up4it</td>
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<td>TWIGs</td>
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<td>Eat and Play Together</td>
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<td>Nutrition to Grow On</td>
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<td>Learn, Grow, Eat, Go</td>
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</table>
How to Implement Physical Activity in ECE Settings while Physical Distancing

• **Date:** (Th) August 27, 2020

• **Time:** 10-11:30am

• **Goal:** The goal of this webinar training is to share ideas and successes on how to implement physical activity in ECE settings during the current COVID-19 emergency. You can register on the [CDPH Training and Events Calendar](https://www.cdph.ca.gov/TrainingandEventsCalendar) or click [here](https://www.cdph.ca.gov/TrainingandEventsCalendar).
Thank you!

Next Town Hall:
Tuesday,
September 15