

Template A: SNAP-Ed Narrative for UC CalFresh

FFY 2018

SNAP-Ed FFY 2018 Narrative Annual Report – Template A

Section A.

SNAP-Ed Program Overview:

Progress in Achieving Overarching Goals:

In 2018, UC CalFresh Nutrition Education county programs collectively demonstrated measureable progress in achieving four of the California SNAP-Ed statewide goals.

- For Goal 1 and MT1 Healthy Eating Behaviors, evaluation findings showcase statistically significant gains from pre to post in surveyed adult participants (n=835) fruit and vegetable consumption (.85 cup more) and reduced soda consumption (15% points).
- For Goal 3, 84% of surveyed adult participants (n=1,162) reported improving at least one food resource management behavior (MT2) and a statistically significant improvement in food security (12% points).
- For Goals 4 and 5, UC CalFresh programs reported policy, systems and environmental (PSE) activities at 404 sites and reported making at least one nutrition-related PSE change at 273 sites/organizations (MT5) and at least one physical activity-related PSE change at 182 sites/organizations (MT6) with representation of 31 of the 32 county programs.

Major Achievements:

During FFY 2018, UC CalFresh's 32 county programs continue to build and strengthen comprehensive programming through:

Training & Technical Assistance

- Outstanding training and ongoing technical support in fiscal, administrative, program and evaluation. This includes PEARS monthly office hours as well as one-on-one TA calls with Local Implementing Agency (LIA) staff.
- 31 in-person trainings, 49 webinar trainings, and five self-paced online training modules, directly or in partnership with our SNAP-Ed-funded and non-SNAP-Ed-funded partners. UC CalFresh staff continued to provide subject matter expertise as part of the SNAP-Ed coordinated training workgroups.

Program Delivery

- Delivering SNAP-Ed programming at 1,177 sites.
- Direct education provided to 110,865 SNAP-Ed eligible participants

Policy Systems and Environmental Change

- Across 32 counties, more than 1,000 PSE changes at 350 sites, reaching 142,028 participants reported

Partnerships

- Partnering with over 800 non-funded organizations

Transitions: Several state program and evaluation transitions have also occurred:

- Hiring a New Director
- Training and administering the new PEARS reporting system
- Regular collaboration with SIA colleagues to develop an automated FFY20-22 Integrated Work Plan (IWP)

SNAP-Ed FFY 2018 Narrative Annual Report – Template A

Major Setbacks:

Local Level Staffing

- Counties have consistently reported challenges with maintaining staff. This is due to the variety of reasons including new duties required to implement PSE efforts, pay and advancement. The UC CalFresh State Office continues to meet with UC ANR Human Resources to explore options to address staff classifications and turnover.

Program Planning and Reporting:

- SNAP-Ed in California has been undergoing transitions that include automation in planning (IWP) and reporting (PEARS). While these integration and automation activities have the opportunity to standardize and improve our collaborative efforts and impact, they have also added significant work load for state staff.

Overall assessment:

PSE changes documented in this report illustrate UC CalFresh continuing to build comprehensive programming at sites. For example, of our 350 PSE sites with at least one change:

- 136 or 39% are implementing edible gardens where participants eat, work, and learn.
- 123 or 35% are implementing the Coordinated Approach to Child Health (CATCH).
- 102 or 29% are utilizing the Smarter Lunchrooms Movement.
- 62 or 18% are working with schools or districts on updating/implementing Wellness Policies.
- 32 or 9% are promoting and supporting Farm-to-School/Fork.

The strategies employed by UC CalFresh have demonstrated effective reach to SNAP-Ed participants, incorporation of their feedback, and program delivery results that are moving individuals and communities toward healthier lifestyles.

SNAP-Ed FFY 2018 Narrative Annual Report – Template A

Number of New Projects Implemented During The Reporting Year By Identified Primary Approach:

Primary Approach	New Projects Implemented During FFY 2018
Direct	<ul style="list-style-type: none"> The Center for Nutrition in Schools worked to shorten the Discovering Healthy Choices curriculum and refine lesson delivery time to be more consistent. Decision to make these changes resulted from feedback of county-based educators that were implementing the program. Two new models of SHCP implementation were piloted with effectiveness of implementation to be evaluated. First model is a 2-year pilot with full curriculum and program activities being delivered over 2 years. The second model is a 3- year pilot with students being exposed to <i>Nutrition to Grow On</i> curriculum during the first year and the SHCP curriculum and program activities over the following 2 years.
Indirect	No new projects.
Social Marketing	During FFY18, the UC CalFresh at both the state and county level participated in several social marketing campaigns including Rethink Your Drink Day, Healthy Snack Day and Food Waste Prevention week. County programs received marketing materials and were prepared to participate in these events through UC CalFresh Town Hall webinar presentations prior to the events.
PSE	<ul style="list-style-type: none"> In an effort to support emerging PSE work around gardening, the UC CalFresh State Office collaborated with the California Department of Public Health and the UC Master Gardener Program to develop and deliver three, two-day garden trainings in northern, central, and southern California. The trainings aimed to build the capacity of SNAP-Ed Local Implementing Agencies to support and sustain school and community gardens. All County Programs implementing SLM transitioned to the new, 60-Point SLM Scorecard and the Smarter Mealtimes Scorecard for childcare settings. The new 60-point scorecard employs the same evidence-based strategies of the original, 100-point scorecard, in a more streamlined, user-friendly format. Additionally, staff implementing SLM in childcare settings utilized the new Smarter Mealtimes Scorecard to assess childcare meal environments, and identify strategies for implementation. In FFY18, CATCH Global certified 4 UC CalFresh LIA staff as regional CATCH PE Community Master Trainers who can train trainers and build the capacity within the UC CalFresh program and California SNAP-Ed, reaching more teachers and students throughout the school year. This will allow the county programs to provide ongoing regional training to teachers, increasing access to physical activity and providing opportunity for a system-wide change over time.
Cross-cutting	During FFY2018, UC CalFresh and all 17 county/cluster programs transitioned from the excel-based Reporting Tools Workbooks (RTW) to full implementation of the web-based Program Evaluation and Reporting System (PEARS) for all SNAP-Ed activity reporting. UC CalFresh also piloted the collection and summary of direct education evaluation through the PEARS with two pre/post-adult surveys. This transition required considerable communication, changes to processes and collaboration; but ultimately has been very worthwhile as PEARS provides a common and single reporting system to collect and summarize all SNAP-Ed activity both for EARS and SNAP-Ed Evaluation Framework indicator reporting.

SNAP-Ed FFY 2018 Narrative Annual Report – Template A

Number of Ongoing Projects That Were Operational During the Reporting Year Identified by Primary Approach:

Primary Approach	Ongoing Projects Operational During FFY 2018
Direct 110,865 SNAP-Ed eligible participants	Youth Direct Education - UC CalFresh continues to provide youth direct education in 31 counties through the University of California Cooperative Extension Program (UCCE). Direct education programming was provided in preschool, school and afterschool settings. Youth programs focused on nutrition, physical activity, and garden-based education. During FFY 2018, UC CalFresh provided direct education to 9,724 youth ages 0-4, 89,370 school-aged youth (5-17 years old).
	Adult and Family-Centered Direct Education - UC CalFresh continues to provide adult direct education in 29 counties through UCCE. In sites such as community centers, SNAP-Ed-eligible adults participated in nutrition, physical activity and food resource management education. During FFY2018, UC CalFresh provided direct education to 10,453 adults (18-59 years old), and 1,318 seniors (60 years and older). As a component of the adult direct education, SNAP-Ed-eligible adults received family-centered education using curriculum that integrates nutrition education, child feeding, and child development.
	Curriculum Fidelity - UC CalFresh continues to focus on maintaining curriculum fidelity by providing training and technical assistance to UC CalFresh LIAs and other LIAs in collaboration with the other State Implementing Agencies (SIAs). During 2018, the California SNAP-Ed Curriculum Modification Guidelines were updated to better reflect program activities and training was provided to local programs on how to modify curriculum activities while maintaining fidelity. Local programs also began recording curriculum modifications using the Curriculum Modification Sharing Site.
Indirect 144,258 est. new reach	Indirect Education - It continues to be offered through newsletters, social media, events, tastings, press contacts, etc.
Social Marketing	UC CalFresh does not currently engage in social marketing, but we look forward to being included in the SNAP-Ed Statewide Campaign efforts.
PSE 142,028 SNAP-Ed eligible persons	UCCE county teams continue to expand their PSE activities and reported PSE changes for sites/organizations in 31 counties. The most common types of settings where UC CalFresh programs are working with partners to undertake PSE changes are schools (177 sites/organizations in 28 counties), Early Care and Education (80 sites in 13 counties) and Before/Afterschool Programs (59 sites in 13 counties). Focus areas for PSE efforts include: Edible Gardens - Garden-related PSE changes were reported for 136 sites across 27 counties. Smarter Lunchrooms Movement (SLM) - During the 2017-2018 School Year, UC CalFresh SLM Technical Advising Professionals (TAPs) conducted 94 SLM scorecard assessments at 71 school sites. For schools assessed more than once (n=21), average scores increased by 6.1 points compared to the previous assessment using the new 60 point SLM scorecard. In PEARS, 21 counties reported implementing SLM at 102 sites. Wellness Policy - 16 counties reported working on School or Early Childhood Education wellness policies at 62 sites.

SNAP-Ed FFY 2018 Narrative Annual Report – Template A

	<p><i>Physical Activity Integration</i> – All 32 counties have integrated physical activity into their SNAP-Ed programming. In addition, 27 counties reported making at least one PA-related PSE change at 182 sites/organizations. 21 counties specifically referred to implementing Coordinated Approach to Child Health (CATCH) as part of their PSE activities at 123 sites.</p> <p><i>Youth Engagement Initiative</i> - Collectively, the Public Health Institute (PHI) Center for Wellness and Nutrition (CWN), the UC Davis Center for Regional Change (CRC), and the UC Division of Agriculture and Natural Resources (ANR) 4-H collaborated to provide 11 trainings for more than 200 staff across California on youth engagement and PSE strategies. The YE Team established regular communication and check-ins and ongoing individualized coaching for thirteen county programs implementing youth engagement strategies--including direct and indirect nutrition education, as well as PSE strategies such as Smarter Lunchrooms Movement (SLM) and Youth-led Participatory Action Research (YPAR). The YE Team supported the local engagement of 189 young people; this includes 57 Youth Researchers, 76 Teen Teachers, 27 Young Gardeners, and 29 Young Committee Members.</p> <p><i>Shaping Healthy Choices Program (SHCP)</i> - The SHCP provided comprehensive programming in 30 classrooms in 13 schools within ten county clusters that involved direct nutrition and physical activity education along with supporting school gardens, regional sourcing of fresh produce in school meals, participation on committees to integrate SHCP program activities into the school wellness initiatives, and professional development.</p>
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SNAP-Ed FFY 2018 Narrative Annual Report – Template A

SNAP-Ed Administrative Expenditures

Type of Administrative Expense:	Percent of Total Administrative Expenditures for each Implementing Agency by Type of Expense	
	Name of IA: University of California, Davis CalFresh	
	% values	\$ values
Administrative Salary	35.58%	\$642,964.80
Administrative Training Functions	5.43%	\$98,160.20
Reporting Costs	24.98%	\$451,443.37
Equipment/Office Supplies	1.86%	\$33,537.49
Materials	7.82%	\$141,387.28
Operating Costs	3.15%	\$56,857.83
Indirect Costs	19.73%	\$356,485.37
Overhead Charges (space, HR services, etc.)	1.45%	\$26,192.04
Total SNAP-Ed Administrative Expenditures	100.00%	\$1,807,028.38

UC CalFresh Administrative expenditures are based on to-date costs estimated for SNAP-Ed Administration out of total program costs of \$7,729,822.78 for the FFY 2018 fund. The percentages of the Administrative Expense Types are based on these estimate costs. The overall estimate for the Administrative Costs based on the expenditures is about 23%.

SNAP-Ed FFY 2018 Narrative Annual Report – Template A

SNAP-Ed Evaluation Reports Completed for this Reporting Year

UC CalFresh 2018 Evaluations by Key Topic and State Objective						
Project Name	Key Project Objectives	Target Audience	FE	PE	OE	IE
UC CalFresh SNAP-Ed Activities from all 32 California Counties Evaluation Report 1: Tracking Policy, Systems and Environmental Activities by Site Through Program Evaluation and Reporting System (PEARS)	Track policy, systems, and environmental change (PSE) activities to ensure reach, target audience, & intended approaches.	Participating County Programs delivering on behalf of UC CalFresh and Various Stakeholders – USDA, CDSS, partners		X	X	
Smarter Lunchrooms Movement of California Collaborative (SLM of CA) Evaluation Report 2: SLM Self-Assessment Scorecard and Online Reporting	Evaluate the lunchroom to identify areas for improvement and to track change. An online survey collected county's scorecard data.	SLM of CA members. Food service staff and school administrators		X	X	
Smarter Lunchrooms Movement and Nutrition Education Evaluation Report 3: Results from Tray Waste Assessments at Schools implementing SLM and Nutrition Education	Evaluate changes in the selection and waste of lunch menu items at schools implementing SLM and nutrition education.	SLM of CA members. Food service staff and school administrators. Participating County Programs delivering on behalf of UC CalFresh and Various Stakeholders – USDA, CDSS, partners.		x	x	
UC CalFresh SNAP-Ed Activities from all 32 California Counties Attachment 4: Measuring UC CalFresh's Direct Education Success via Adult & Youth Evaluation tools	Assess direct education progress in achieving individual-level outcomes and SMART objectives.	Participating County Programs delivering on behalf of UC CalFresh and Various Stakeholders – USDA, CDSS, partners	X		X	
Shaping Healthy Choices Program (SHCP) Attachment 5: SHCP Evaluation Report FFY 2018	Provide summary findings on the variety of SHCP evaluation conducted during the year e.g. program fidelity, program outcomes pertaining to participant knowledge and Body Mass Index, and school site wellness assessment.	SHCP target audience is 3-7 Grade Evaluation target audience pilot counties, UC CalFresh and Various Stakeholders – USDA, CDSS, partners		X	X	
Youth Engagement Initiative Attachment 6: Moving From Serving Youth to Engaging Youth – Youth-led Policy, Systems and Environmental Change Interventions in UC CalFresh Nutrition Education	Three case studies designed to highlight the youth-led participatory action research (YPAR) process and inspire other SNAP-Ed programs to adopt similar approaches for authentically engaging young people in policy, systems and environmental (PSE) changes strategies focused on nutrition, wellness, food access and physical activity.	Participating UCCE Programs delivering on behalf of UC CalFresh and other SNAP-Ed programs.		X	X	
Physical Activity Integration Attachment 7: Results from Physical Activity Evaluation Tool Piloting at Preschools and Schools with Playground Stencils and/or Implementing CATCH	Evaluate changes in the physical and social environment as well as in individual behaviors of teaching staff and students at preschools and schools painting playground stencils and implementing structured physical activity through CATCH.	Participating UCCE Programs delivering on behalf of UC CalFresh and other SNAP-Ed programs		X	X	

Evaluation Reports number 1-7 are attached as a separate document.

SNAP-Ed FFY 2018 Narrative Annual Report – Template A

SNAP-Ed Planned Improvements:

Project Name/ Description	Issue(s) to Address	Planned Modification/ Improvement
Educational Materials, Curricula and Evaluation Tool Translations	Counties continue to express the need for UC developed educational direct education materials and curriculum to be translated into languages that meet the needs of program participants.	Program team staff will continue to identify UC developed educational materials, curricula and evaluation tools to be translated into Spanish and Asian languages per request of county programs. The state office is also identifying an appropriate vendor to use for multiple language translations.
Incorporation of Online Nutrition Education Programs	County programs have expressed interest in incorporating online nutrition education curricula into their programs.	Program team staff and the UC CalFresh Curriculum Committee will continue to explore the selection and integration of online nutrition education curriculum such as the eatfresh.org Mini Course, Eat! Move! Win! by Dairy Council of California, and others developed by the California SNAP-Ed training team into county programs.
Program and Evaluation Reporting System (PEARS)	Further improve the efficiency and utilization of program activity reporting	Based on county program PEARS user feedback, UC CalFresh has shared with CDSS a number of recommendations and our county programs are especially looking forward to the additional data summary/report features the Kansas State University (KSU) team plans to add to PEARS in the coming year.
Further Identification or Development, Testing and Dissemination of Evaluation Tools	Counties have expressed an interest in additional evaluation tools, especially those pertaining physical activity, common PSE strategies, appropriate for preschoolers and coordinated with other ANR programming.	Evaluation staff will identify opportunities to pilot and further disseminate evaluation tools that support measurement of SNAP-Ed Evaluation Framework indicators. An area of particular focus will be to pilot evaluation tools for capturing whether participant PA behavior improved after implementing PA Programming. Additionally, the SIA Evaluation Workgroup members are planning to select and pilot outcome evaluation tools that could be commonly used by all SNAP-Ed implementing agencies.
Youth Engagement Initiative	Build upon on the success of cohort model, continue to expand youth engagement in UC CalFresh programming and help strengthen local participation and participant retention.	For FFY 2019, PHI, CRC, and CA 4-H will continue to implement a Regional Cohort Model for training and technical assistance. An additional youth leadership cohort will be added bringing the total number to four. Additional planned improvements include working with the State Office to support youth engagement programming.

SNAP-Ed FFY 2018 Narrative Annual Report – Template A

Project Name/ Description	Issue(s) to Address	Planned Modification/ Improvement
School Wellness Policy	Build capacity of UC CalFresh staff to provide technical assistance to schools and districts in their strengthening school wellness policy work.	In FFY19, the UC CalFresh State Office will collaborate with PHI and the Center for Nutrition in Schools to develop a UC CalFresh Local School Wellness Policy toolkit. Additionally, the team will provide in-person trainings to increase the capacity of UC CalFresh staff to support schools to strengthen, implement, and evaluate school wellness policy implementation. The three agencies will work together to provide ongoing technical assistance and support to county programs.
The Smarter Lunchrooms Movement	Develop a training program to increase local control of TAP Certification	In partnership with the SLM of CA, the UC CalFresh State Office will implement a new training model to increase the number of certified TAPs at the local level. Through the new model, the SLM of CA will identify experienced TAPs in each county program to become TAP Master Trainers. The Master Trainers will train community partners to become TAPs. This new model will increase local control of training and will build capacity at the county-level to provide increased and improved technical assistance to schools implementing SLM.
Shaping Healthy Choices Program	Loss of extender participation shortly after pre-data collection and before start of the program.	Planned use of a shortened version of the curriculum along with focused extender training and additional partner support to improve implementation of SHCP curriculum by extenders. Further examine alignment of the SHCP curriculum with California Common Core and Next Generation Standards.
School and Community Gardens	Lack of state-level support and expertise for UC CalFresh county programs implementing school and community gardens	The UC CalFresh State Office intends to hire a new program lead to develop support materials and provide ongoing training and technical assistance to county programs working on school and community gardens. The program lead will collaborate with the UC Master Gardener program to build the capacity of our UC CalFresh staff to support and sustain edible gardens at the local level.