University of California CalFresh Nutrition Education Program
Supplemental Nutrition Assistance Education Program (SNAP-ED)

Final Report

Fiscal Year 2012

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University of California
Final Report Fiscal Year 2012

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Riverside
San Francisco and San Mateo
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Santa Clara
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Stanislaus and Merced
Tehama
Trinity
Tulare and Kings
Yolo
Section A: SNAP-Ed Narrative Annual Report for UC CalFresh FFY 12

1. SNAP-Ed Program Overview and Executive Summary

“UC CalFresh Nutrition Education Program - Growing Healthy Families”

UC CalFresh Nutrition Education is pleased to present the 2012 Final Report which highlights the programmatic delivery of SNAP-Ed for the University of California. It includes descriptions of the quality of the evidenced-based nutrition education provided to youth, families and adults delivered by the 31 University of California Cooperative Extension county offices. The program’s primary target audience is CalFresh recipients and those at, or below, 130 percent of the Federal Poverty Level (FPL). Data reported by UC County Cooperative Extension offices indicate that 63% of the nutrition education programs serviced this population in FFY 12. Programs were delivered in 1,114 sites ranging from schools, public housing, faith organizations, SNAP offices and training programs to libraries, homes and various community centers and organizations. UC CalFresh continued to deliver both series-based and workshop education lessons for adults, depending on the venue and participant’s availability. Skills and knowledge-based nutrition education and/or food resource management were provided to adults/parents of children in youth sites (47 percent); family homes (13 percent); job training sites (13 percent); County Welfare Offices (9 percent); shelters/community centers (4 percent); senior centers (3 percent); and other adult delivery sites (13 percent).

Given the mix of adult venues and the growth in school sites that are better suited for the delivery of series-based lessons, adult interventions averaged 2.26 sessions per participant. The program exceeded targeted goals in FFY 12, with an increase of 34% in adult education. In Direct Education (DE) the program achieved 108 percent of its goal, reaching 141,414 eligible Californians. During the year, UC CalFresh achieved over 6.2 million DE contacts. Additionally, UC CalFresh indirect nutrition education provided over 1.2 million impressions, bringing our total reach to over 1.352 million participants. UC CalFresh advocates for repeated and varied approaches to DE as having the strongest potential to effect participant behavior change. In order to achieve this, and as one of the statewide goals, UC CalFresh remains committed to exploring lower cost delivery approaches to sustain repeat impressions and at increasing the coordination of programs at the local level. In FFY12, DE was provided to 1,700 more participants than in FFY 11 on the total numbers served. It is not possible to compare spending and federal reimbursement from FFY 11 since we maintained the cost share model in FFY 11. However, the administrative costs of the program went down from FFY 11.

The UC CalFresh approach aligns with the Social Ecological Model as illustrated by programmatic delivery and multi-level engagement in partnerships throughout the counties (example: San Joaquin County Final Report). A cornerstone of the UC CalFresh Nutrition Education delivery strategy in FFY 12 was enhancing evaluation through the refinement of SMART Objectives for each curricula thereby generating more standardized results to measure county and statewide outcomes. In addition, evaluation activity focused on the development of evaluation protocols, streamlining data collection, designating core signature curriculum, and site observations. In order to further ensure quality evaluation data, the State Office sponsored three Regional Trainings in Evaluation located in Northern, Central, and Southern California. All UC CalFresh staff at Cooperative Extension Offices attended the day long training which encompassed an introduction to evaluation and review of data entry protocols and UC CalFresh portal sites. State Office staff took this opportunity to enhance our ongoing dialog regarding evaluation challenges and lessons learned so that we could share learned best practices across the state.

Overall, UC CalFresh was able to significantly impact adult and family nutrition choices and successfully introduce youth to healthy foods concepts and products. Local programs conducted evaluations on close to 18,000 adult participants and 30,000 youth participating in the UC CalFresh nutrition education programs. Evaluations are finding positive healthy behavior changes amongst the participants. An example of statistically significant adult evaluation delivery results in FFY 12 can be found in Plan, Shop, Save, Cook, a UC signature resource management curricula (see page 20). Continued success in school-based youth delivery has been supplemented by special projects addressing obesity prevention (see OrganWise Guys, page 28 and Fresno County Final Report), use of school based technology (see

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1 There were an additional 5,214 adult participants over FFY 11.
SMART Board, page 27 and Fresno County Final Report) and expanding activity with garden-based curricula (see Los Angeles, San Joaquin, Riverside County Final Reports as examples).

In FFY 12, UC CalFresh continued to enhance our “family-centered” approach to nutrition education by introducing two new family-centered curricula, Healthalicious and Healthy Happy Families. These two curricula accompany Eat & Play Together!, which is being used in ten counties. Evaluation tools are under development for the UC authored Healthy Happy Families in FFY 13. The family-centered approach enhances long-term behavior change by providing direct education to the family instead of providing education to adults and youths separately. Family-centered education increases youth’s familiarity with healthy food and simultaneously provides nutrition and resource management education for the adults/gatekeepers in these youth’s lives. FFY 12 results show significant progress in shifting towards a more family-centered agenda. Fifty percent of educated adults (n=10,429 out of 20,705) were recruited from, or educated at, youth sites. Youth education experienced no growth over FFY 11, given the adult and family-centered focus, coupled with flat funding. However, despite these considerations, UC CalFresh still provided direct education to 120,528 youth under 17.

UC CalFresh’s commitment to ‘growing healthy families’ remains constant. Our efforts to enhance nutrition education through sustained community partnerships, along with ongoing school and family-centered work, addresses multiple levels of the Social Ecological Model. This is demonstrated in the evaluation findings and the qualitative participant responses that follow within this report.

Overall, UC CalFresh was able to significantly impact adult and family nutrition choices and successfully introduce youth to healthy foods concepts and products. Some of the evaluation findings include:

**Adult/Parent Notable Behavior Changes**

**Resource Management (subcategories):**
- 79% know more about saving money on food.
- 79% know more about food ads.
- 77% know more about simple, healthy meals to make at home.
- 45% improved on frequency of planning meals.
- 54% improved use of Nutrition Facts label.
- 33% improved on food security.

When asked if they had compared prices to see if using a coupon is better than buying the store brand:
- 63% had done so and another 29% intended to in the future.
- 69% reported they had used one of the easy ways to save on food.

**Food Taste Tests:**
- 36% had ever tried the targeted food.
- 91% actually tried the target food in the tasting.
- 85% would be willing to try the food again.
- 85% were willing to serve the target food to their family.
Youth/Child Notable Behavior Changes

- 97% of youth now can identify healthy food choices.
- 93% of youth now are willing to try new healthy foods at school.

Overall, across all categories of healthy food items tasted in UC CalFresh youth classes (n=3,630 classrooms):
- 45% of youth reported ever trying the target food before.
- 90% actually tried the food in the classroom during the lesson.
- 71% reported willingness to try the food again at school.
- 65% reported an intent to ask for the healthy food at home.

UC CalFresh achieved the majority of targeted behavior and program goals in 2012; reached a significantly wider audience of SNAP eligible adults and youth with lower cost direct education approaches; increased program evaluation by incorporating results in improving program quality; and continues to look forward to fulfilling our mission through UCCE educators to provide comprehensive, evidenced-based programs in 2013 and in future years.
2. SNAP-Ed Administrative Expenditures

UC CalFresh administrative expenditures are based on to-date costs estimated for Administration of $869,919 and then the percentages allocated on the estimated cost of the Administrative Expense type. The overall estimate for the Administrative Costs are based on the expenditures to-date is about 13.5%.

Costs are distributed accordingly:

<table>
<thead>
<tr>
<th>Administrative Expense Type</th>
<th>% to Total</th>
<th>Estimated Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Office Salaries and Benefits (including reporting costs, evaluation, compliance and EARS)</td>
<td>33.44%</td>
<td>290,910.48</td>
</tr>
<tr>
<td>Administrative Training Functions (excluding Overhead)</td>
<td>6.02%</td>
<td>52,395.21</td>
</tr>
<tr>
<td>Program Salaries, Benefits</td>
<td>38.22%</td>
<td>332,483.00</td>
</tr>
<tr>
<td>Equipment and Program Supplies</td>
<td>1.55%</td>
<td>13,517.64</td>
</tr>
<tr>
<td>Indirect Costs</td>
<td>18.52%</td>
<td>161,074.18</td>
</tr>
<tr>
<td>State Office Space / Maintenance</td>
<td>0.36%</td>
<td>3,096.91</td>
</tr>
<tr>
<td>Overhead Charges</td>
<td>1.89%</td>
<td>16,441.47</td>
</tr>
<tr>
<td><strong>Total Administrative Expense</strong></td>
<td><strong>100%</strong></td>
<td><strong>869,918.89</strong></td>
</tr>
</tbody>
</table>

Administrative expenses reported reflect invoiced and paid amounts to date through 11/05/2012 and are not final based on pending invoices. EARS and Administrative Cost estimations will be updated with subsequent invoicing and payments.
3. SNAP-Ed Evaluation Reports Completed for this Reporting Year

USDA SNAP benefits are intended to reduce food insecurity by increasing access to food and a nutritious diet. A critical element of the SNAP program is SNAP-Ed. The aim of nutrition education is to increase the likelihood that persons participating or who are eligible for SNAP benefits will make healthy food choices within a limited budget and choose physically active lifestyles following the current Dietary Guidelines for Americans and MyPyramid/MyPlate. The UC CalFresh nutrition education program aims to educate SNAP eligible and SNAP recipients on how to improve their health and well-being through individual or group lessons that focus on dietary quality, food security, resource management, food safety and meal preparation. All lessons provided to CalFresh recipients and eligible participants are evidence-based and reflect USDA’s Food and Nutrition Services’ expectation that a variety of approaches should be used to deliver behaviorally-focused and meaningful messages. Such a program will increase the likelihood that SNAP-eligible participants will make positive and lasting changes in food selection, eating choices and nutrition-related behaviors. In addition to the goals set within the USDA SNAP-Ed Guidance, UC CalFresh has also begun to work towards addressing childhood obesity across California’s high-risk, diverse, poor through effective nutrition education and by exploring ways to incorporate the changes in the USDA SNAP-Ed Guidance into the current programs.

UC CalFresh collects evaluation and survey data from SNAP-Ed participants to assess program impact on nutrition-related knowledge and behaviors. While random assignment is the “gold standard” research design for impact evaluation, a quasi-experimental design was used to evaluate a CalFresh program which also provided useful and significant program information. This past fiscal year, UC CalFresh used common evaluation tools to conduct process evaluations, experimental/quasi-experimental design for localized evaluations, and included qualitative measures to assess program effectiveness and contribution. It is assumed that, in the absence of UC CalFresh nutrition education, an individual’s nutrition-related knowledge and behavior will not change between administered pre-tests and post-tests. Therefore, the measured change between pre/post tests can be attributed to UC CalFresh nutrition education efforts and programs. Across varying evaluation methods, UC CalFresh has significantly contributed to both the nutrition knowledge of enrolled participants, supporting and motivating participants in making lasting changes and to the science body through publications.

The UC CalFresh evaluation continues to center on improving the tools, efficiencies and response rates so that the outcomes and quality of programs can be assessed and measured. UC CalFresh, through subsequent evaluations, will seek to simultaneously inform the field of the impact nutrition education has on childhood obesity prevention, food resource management, food selection quality and on reducing food insecurity.

Evaluation Task Force

As mentioned in previous year’s final reports, the Evaluation Task Force was established in 2009 to refine and spearhead implementation of statewide evaluation, develop reports and publications of the evaluation findings and to analyze and provide feedback on the findings to counties. The contributions of the Task Force along with the focus from the State Office on the standardization of the evaluation tools and development of statewide objectives linked to the UC CalFresh core curriculum has shown positive movement and results with the county programs and in the overall ability for statewide measurement of change within the UC CalFresh NEP. The University of California houses some of the leading scholars within the fields of nutrition and/or nutrition education. Academicians are mainly motivated by their ability to improve on or inform their field of study and improve the circumstances of those served through our programs. UC CalFresh seeks to improve the field for the benefit of our eligible targeted audiences through publications in peer reviewed journals. The Task Force led this effort by designing evaluation tools and was able to generate a publication in the Journal of the Academy of Nutrition and Dietetics, entitled “Development and Use of an Evaluation Tool for Taste-Testing Activities by School-Aged Children.” Please see a copy of the Journal Article in Section B.

The following chart illustrates the value of academic program evaluation and demonstrates how a continuous cycle of evaluations can be used for program improvement.
**Evaluation Approaches: Process, Formative and Outcome**

The supportive learning environment created in county UC CalFresh programs encourages participants to increase their knowledge and skills leading to improved nutrition practices for themselves and their families. Programs used a variety of evaluations including formative, process and outcome. The evaluations administered are included in the table on the following pages. They are separated into sections addressing dietary behavior, food security and cost efficiency.

### SNAP-Ed Evaluation Reports Completed for this Reporting Year: Overall Program and Adult

#### UC CalFresh 2012 Evaluations by Key Topic and Demographic Focus

<table>
<thead>
<tr>
<th>Evaluation Method / Tool</th>
<th>Key Goals of Evaluation Approach</th>
<th>Target Audience</th>
<th>FE</th>
<th>PE</th>
<th>OE</th>
<th>IE</th>
</tr>
</thead>
<tbody>
<tr>
<td>REPORTING TOOLS WORKBOOK</td>
<td>Measure program goals to ensure reach, target audience, intended approaches and audiences are educated.</td>
<td>Participating County Programs delivering on behalf of UC CalFresh</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FOOD BEHAVIOR CHECKLIST (FBC)</td>
<td>Measure 19 healthy food questions for participants enrolled in nutrition education classes that are greater than four sessions.</td>
<td>Adults enrolled in education greater than four sessions.</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>INTENT TO CHANGE (ITC)</td>
<td>Measure stated intent to incorporate UC CalFresh delivered nutrition education into respondent's behavior; utilize results to improve workshop delivery approaches.</td>
<td>Adults participating on key nutrition messaging workshops.</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
## UC CalFresh 2012 Evaluations by Key Topic and Demographic Focus

<table>
<thead>
<tr>
<th>Evaluation Method / Tool</th>
<th>Key Goals of Evaluation Approach</th>
<th>Target Audience</th>
<th>FE</th>
<th>PE</th>
<th>OE</th>
<th>IE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADULT TASTE TESTING TOOL</td>
<td>Evaluation tool assessing baseline exposure of participating adults to various healthy foods and willingness to either try again or ask for these products in future.</td>
<td>Adults</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FRESNO FITNESS CAMP 2012</td>
<td>Non-randomized control group quasi-experimental impact evaluation.</td>
<td>Parents and children enrolled within the camp.</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Adult – Food Insecurity

<table>
<thead>
<tr>
<th>Evaluation Method / Tool (MEDC)</th>
<th>Key Goals of Evaluation Approach</th>
<th>Target Audience</th>
<th>FE</th>
<th>PE</th>
<th>OE</th>
<th>IE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAKING EVERY DOLLAR COUNT (MEDC)</td>
<td>Retrospective evaluation assessing participant knowledge change regarding delivered materials.</td>
<td>Adults and young adults [youth 15-18] enrolled in Making Every Dollar Count classes.</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>PLAN, SHOP, SAVE, COOK (PSSC)</td>
<td>Assess behavior change around resource management such as planning meals, shopping and comparing prices, and changes in food security both before and after nutrition education.</td>
<td>Adults and young adults.</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

## SNAP-Ed Evaluation Reports Completed for this Reporting Year: Youth

### UC CalFresh 2012 Evaluations by Key Topic and Demographic Focus

<table>
<thead>
<tr>
<th>Evaluation Method / Tool</th>
<th>Key Goals of Evaluation Approach</th>
<th>Target Audience</th>
<th>FE</th>
<th>PE</th>
<th>OE</th>
<th>IE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEACHER OBSERVATION TOOL (TOT)</td>
<td>Evaluation tool assessing perceived behavior change of enrolled students regarding incorporating healthy food behaviors post UC CalFresh nutrition education delivery. Results of evaluation used to refine educator delivery in subsequent years.</td>
<td>Enrolled youth as observed by Teacher Educators.</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>TEACHER TASTING TOOL (TTT)</td>
<td>Evaluation tool assessing baseline exposure of participating youth to various healthy foods and willingness to either try again or ask for these products in future.</td>
<td>Enrolled youth as observed by Teacher Educators.</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Evaluation Method / Tool</td>
<td>Key Goals of Evaluation Approach</td>
<td>Target Audience</td>
<td>FE</td>
<td>PE</td>
<td>OE</td>
<td>IE</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
<td>-----------------</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
</tr>
<tr>
<td>RAMP RETROSPECTIVE EVALUATION</td>
<td>Retrospective evaluation tool assessing knowledge gain regarding delivered UC CalFresh nutrition education curricula.</td>
<td>Youth</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>EAT FIT RETRO RESULTS</td>
<td>Retrospective evaluation tool assessing knowledge gain regarding delivered UC CalFresh nutrition education curricula.</td>
<td>Youth</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>HAPPY, HEALTHY ME</td>
<td>Evaluation tool assessing knowledge gain regarding delivered UC CalFresh nutrition education curricula.</td>
<td>Youth</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>SMART BOARD FORMATIVE EVALUATION</td>
<td>Formative evaluation utilized to assess preliminary product [SMART nutrition education activities for K-5 youth] success and provide opportunity for refinement.</td>
<td>Youth</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

*Please note: NO impact evaluations were conducted by UC CalFresh in FFY12.*
Process Evaluation: Measuring UC CalFresh’s Success via Reporting Tools Workbooks

UC CalFresh conducted process evaluations during 2012 with data showing the program reached 141,414 participants with direct education. This exceeded the goal of 130,715 and the number of participants reached with nutrition education in FFY 11.

COMPARISONS

<table>
<thead>
<tr>
<th>2012 GOALS vs ACTUALS</th>
<th>2011 vs 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012 GOAL</td>
</tr>
<tr>
<td>ADULT</td>
<td></td>
</tr>
<tr>
<td>YOUTH</td>
<td>32,442</td>
</tr>
<tr>
<td>TOTAL</td>
<td>130,715</td>
</tr>
</tbody>
</table>

UC CalFresh educated 20,886 adults and 120,528 youth, totaling 141,414 for the year. Most participants (81%) self-identify their race as white, either Hispanic/Latino (60%) or not-Hispanic (20.1%). The high proportion of Latinos reflects the significant percentage of Hispanic/Latinos living at or under 130 percent of FPL (26.6 percent of Hispanics live in poverty within California). The following table provides a breakdown of the participants from the year-end data prepared for the EARS report.

<table>
<thead>
<tr>
<th>FFY2011 UC CalFresh Direct Education Participants by Race and Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.A DIRECT EDUCATION RACE/ETHNICITY</td>
</tr>
<tr>
<td>HISPANIC / LATINO</td>
</tr>
<tr>
<td>NOT HISPANIC / LATINO</td>
</tr>
<tr>
<td>TOTAL BY RACE</td>
</tr>
<tr>
<td>AMERICAN INDIAN / ALASKAN NATIVE</td>
</tr>
<tr>
<td>ASIAN</td>
</tr>
<tr>
<td>BLACK OR AFRICAN AMERICAN</td>
</tr>
<tr>
<td>NAT. HAWAIAN OR OTHER PAC. ISLANDER</td>
</tr>
<tr>
<td>WHITE</td>
</tr>
<tr>
<td>MULTIPLE RACES</td>
</tr>
<tr>
<td>AMERICAN INDIAN / ALASKAN NATIVE</td>
</tr>
<tr>
<td>ASIAN</td>
</tr>
<tr>
<td>BLACK OR AFRICAN AMERICAN</td>
</tr>
<tr>
<td>NAT. HAWAIAN OR OTHER PAC. ISLANDER</td>
</tr>
<tr>
<td>WHITE</td>
</tr>
<tr>
<td>TOTAL BY ETHNICITY</td>
</tr>
<tr>
<td>% by ETHNICITY</td>
</tr>
</tbody>
</table>

The majority of the participants (in total) were 53.8 percent female (76,124) versus 46.2 percent male (65,290). When reviewed by program focus (adult versus youth) the majority of adults educated were 78 percent female (16,272) versus 22 percent male (4,614). UC CalFresh specifically targets mothers and gatekeepers for eligible children. The youth population was more evenly distributed: 49.7 percent female (59,852) versus 50.3 percent male (60,676).

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7 [http://www.worldhunger.org/articles/Learn/us_hunger_facts.htm](http://www.worldhunger.org/articles/Learn/us_hunger_facts.htm)
Delivery Sites: Proxy vs. Non-Proxy
UC CalFresh provided nutrition education at 1,114 sites, an increase of 173 locations over FFY 11. This included a wide range of venues 80 of which were proxy sites for SNAP participants. This is displayed below:

<table>
<thead>
<tr>
<th>SITE TYPES</th>
<th>SITES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult education &amp; Job Training Sites</td>
<td>33</td>
</tr>
<tr>
<td>Adult Rehab center</td>
<td>14</td>
</tr>
<tr>
<td>Community Centers</td>
<td>21</td>
</tr>
<tr>
<td>Elderly Service Centers</td>
<td>23</td>
</tr>
<tr>
<td>Emergency Food Assistance Sites</td>
<td>35</td>
</tr>
<tr>
<td>Extension Offices</td>
<td>1</td>
</tr>
<tr>
<td>Farmer’s Markets</td>
<td>1</td>
</tr>
<tr>
<td>SNAP Offices</td>
<td>10</td>
</tr>
<tr>
<td>Food Stores</td>
<td>2</td>
</tr>
<tr>
<td>Public Housing</td>
<td>35</td>
</tr>
<tr>
<td>Individual Homes</td>
<td>69</td>
</tr>
<tr>
<td>Libraries</td>
<td>10</td>
</tr>
<tr>
<td>Churches</td>
<td>7</td>
</tr>
<tr>
<td>Public/Community Health Centers</td>
<td>3</td>
</tr>
<tr>
<td>Shelters</td>
<td>17</td>
</tr>
<tr>
<td>WIC Program</td>
<td>2</td>
</tr>
<tr>
<td>Public Schools - K-12</td>
<td>514</td>
</tr>
<tr>
<td>Public Schools - PreK</td>
<td>59</td>
</tr>
<tr>
<td>Public Schools - AS</td>
<td>36</td>
</tr>
<tr>
<td>Head Start Programs</td>
<td>98</td>
</tr>
<tr>
<td>Other Youth education Sites (parks &amp; Rec)</td>
<td>11</td>
</tr>
<tr>
<td>PreSchools (located in Non CDS Coded site)</td>
<td>74</td>
</tr>
<tr>
<td>AfterSchools (located in Non CDS Coded site)</td>
<td>6</td>
</tr>
<tr>
<td>Community Based Organization</td>
<td>33</td>
</tr>
<tr>
<td>YOUTH SITES</td>
<td>831</td>
</tr>
<tr>
<td>TOTAL SITES</td>
<td>1,114</td>
</tr>
</tbody>
</table>

The locations for adult services increased from 160 in FFY 11 to 283 in FFY 12. We saw an increase in emergency food assistance sites and in individual homes. For youth, it increased from 781 to 831 for the same period of time.
Adult Education – Series, Condensed Sessions and Workshops – Stretching SNAP-Ed Resources

UC CalFresh initiated and delivered various adult series based curricula and workshops to 20,866 enrolled participants*. The following are the curriculum used and number of participants:

- Eating Smart, Being Active = 3,166 participants with a 46% graduation rate*
- Eating Smart Being Active condensed; single session = 1,458

- Making Every Dollar Count = 1,790 participants with a 62.1% graduation rate
- Making Every Dollar Count condensed; single session = 375

- Loving your Family, Feeding your Future = 637 participants

- Let’s Eat Smart and Play Hard Together = 309 participants with a 38% graduation rate**

- Learn-at-Home = 970 interventions.

Graduation rates varied among the different curricula. UC CalFresh has created curriculum with four lessons and continues to review what is the ideal number of sessions for direct education that yields nationally comparable nutrition knowledge or behavior change. UC CalFresh adapted Plan, Shop, Save, Cook as a four-lesson curriculum. This has allowed our programs to best meet SNAP eligible populations who have historically proven difficult to recruit and retain for more than 4-5 meetings given participants’ constraints such as childcare, transportation, and time available. As a result, UC Cal Fresh uses a blended approach, providing series-based nutrition education, condensed content sessions, single lesson workshops taken from approved adult curricula, and Learn-at-Home modules.

Single ‘contact’ delivery covered both standard topic workshops (between 30 minutes and one hour) and extended sessions that occur on a single day. Overall, UC CalFresh delivered 27,184 single session lessons with greatest focus around MyPlate, food shopping/food preparation and fruits and vegetables. This is included in the table below. Workshops were evaluated via the UC CalFresh “Intent to Change” tool. 

Please see the following evaluation section titled “Intent to Change.”

UC CalFresh delivered 4,947 single contact “condensed content” workshops, meaning more than one lesson was delivered during the single session. These are reported as one intervention. In actuality, it should be noted these 4,947 single ‘session’/ ‘contact’ condensed interventions represent a single day’s worth of education (morning session/afternoon session condensed) – covering all of the key content areas within the various curriculum. Series-based interventions, whether delivered in condensed formats or sequential weeks, were evaluated via either curricula appropriate retrospective tools (Making Every Dollar Count) or via the Food Behavior Checklist. Please see the related evaluation sections of this report for the results. We noticed large increases of the workshops over FFY 11. Please see the chart below.

---

* Graduation rate considered to be five sessions or more up to eight separate sessions.
**Numbers of interventions listed are greater than the number of participants due to the mini-workshop approach of providing either single workshops, a series of workshops with key messaging or full series for eligible participants.
***Lets Eat Smart and Play Hard Together’ 10% graduation rate was due to late pilot project delivery within the year post curricula adaptation.
### UC CalFresh Single Contact, Single Topic Based Workshops (n=27,184)

<table>
<thead>
<tr>
<th>WORKSHOP TOPIC</th>
<th># INTERVENTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKSHP HAPPY HEALTHY ME</td>
<td>6,293</td>
</tr>
<tr>
<td>WKSHP GO GLOW GROW</td>
<td>4,881</td>
</tr>
<tr>
<td>WKSHP MYPLATE / MYPYRAMID</td>
<td>4,521</td>
</tr>
<tr>
<td>WKSHP FOOD SHOPPING/PREPARATION</td>
<td>2,087</td>
</tr>
<tr>
<td>WKSHP FRUITS &amp; VEGETABLES</td>
<td>1,737</td>
</tr>
<tr>
<td>ESBA WORKSHOP</td>
<td>1,708</td>
</tr>
<tr>
<td>WKSHP LIMIT ADDED SUGARS / SWEETNERS</td>
<td>1,204</td>
</tr>
<tr>
<td>WKSHP LEARN AT HOME</td>
<td>970</td>
</tr>
<tr>
<td>WKSHP FAT FREE &amp; LOW FAT MILK</td>
<td>909</td>
</tr>
<tr>
<td>WKSHP PROMOTE HEALTHY WEIGHT</td>
<td>458</td>
</tr>
<tr>
<td>WKSHP WHOLE GRAINS</td>
<td>457</td>
</tr>
<tr>
<td>WKSHP FATS AND OILS</td>
<td>437</td>
</tr>
<tr>
<td>MEDC WORKSHOP</td>
<td>375</td>
</tr>
<tr>
<td>WKSHP FOOD SAFETY</td>
<td>354</td>
</tr>
<tr>
<td>WKSHP LEAN MEAT AND BEANS</td>
<td>296</td>
</tr>
<tr>
<td>EAPTI WORKSHOP</td>
<td>192</td>
</tr>
<tr>
<td>PSSC WORKSHOP</td>
<td>153</td>
</tr>
<tr>
<td>WKSHP PHYSICAL ACTIVITY</td>
<td>117</td>
</tr>
<tr>
<td>WKSHP FIBER-RICH FOODS</td>
<td>29</td>
</tr>
<tr>
<td>WKSHP MONEY TALKS</td>
<td>6</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>27,184</strong></td>
</tr>
</tbody>
</table>

### UC CalFresh Single Contact, Multiple Topic Workshops/Key Content Graduation (n=4,947)

<table>
<thead>
<tr>
<th>SINGLE SESSION CONDENSED</th>
<th># INTERVENTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>EAT AND PLAY TOGETHER! (min 4 lessons)</td>
<td>117</td>
</tr>
<tr>
<td>EAT SMART BE ACTIVE (min 6 lessons)</td>
<td>1,458</td>
</tr>
<tr>
<td>LOVING YOUR FAMILY FEEDING THEIR FUTURE (min 4 lessons)</td>
<td>637</td>
</tr>
<tr>
<td>MAKING EVERY DOLLAR COUNT (min 5 lessons)</td>
<td>1,111</td>
</tr>
<tr>
<td>PLAN SHOP SAVE &amp; COOK (min 4 lessons)</td>
<td>1,624</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>4,947</strong></td>
</tr>
</tbody>
</table>

As mentioned earlier, a significant proportion of interventions within the adult population (+18-59) were delivered on traditionally youth sites. UC CalFresh has specifically targeted sites that allow for dual delivery of both youth programming and adult programming in efforts to increase the reinforcement of common messaging and the likelihood of behavior change at the gatekeeper level. The following chart shows the numbers of adults and the locations they were reached.
The average contacts per adult participant within youth venues averaged roughly 2 contacts per adult participant with the greatest concentration of adult delivery happening within the K-12 youth channel. (Please see the table below). Taste Testing of healthy foods and snacks within both the classrooms and for the adult participants receiving UC CalFresh nutrition education worked towards awareness building and was measured for youth with the “Taste Testing Tool” evaluation.
Overall, the UC CalFresh Nutrition Education Program has experienced an increase in serving the adult population. This is seen in the increase in venues, adults reached and in an increase in the average contacts from 2.26 to 2.31 in FFY 12.

**Youth Education: Shaping and Educating Healthy Food Behaviors**

Just as UC CalFresh’s program staff worked to provide important nutrition and resource management education to adults, our educator partners delivered similar education to the eligible youth. In-classroom curricula mainly focused on healthy eating and healthy food awareness. MyPlate education was added to the UC ANR materials; including Reading Across MyPyramid (1,614 educators); Happy, Healthy Me (1,324 educators); Power Play! (792 educators); EatFit (276 educators); and various other approved materials. The vast majority of the youth educated (almost 137,000) received this series-based education. Focus continued to also be placed on experiential learning of nutrition education through series-based garden nutrition education. This delivery reached roughly 30,000 youth. Key curricula utilized were Farm-to-Fork (1,099 educators); Nutrition to Grow On; (168 educators); TWIGS (75 educators); Jump Start Teens (35

---

### UC CalFresh Adult Delivery and average contacts by Site Type

<table>
<thead>
<tr>
<th>SITE TYPES</th>
<th># of SITES</th>
<th>ADULTS EDUCATED</th>
<th>AVERAGE ADULT CONTACTS BY SITE TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRADITIONAL ADULT VENUES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult education &amp; Job Training Sites</td>
<td>33</td>
<td>1,916</td>
<td>2.87</td>
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<tr>
<td>Adult Rehab center</td>
<td>14</td>
<td>705</td>
<td>2.06</td>
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<tr>
<td>Community Centers</td>
<td>21</td>
<td>415</td>
<td>3.43</td>
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<tr>
<td>Elderly Service Centers</td>
<td>23</td>
<td>1,069</td>
<td>1.54</td>
</tr>
<tr>
<td>Emergency Food Assistance Sites</td>
<td>35</td>
<td>2,153</td>
<td>1.44</td>
</tr>
<tr>
<td>Extension Offices</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Farmer’s Markets</td>
<td>1</td>
<td>59</td>
<td>1.00</td>
</tr>
<tr>
<td>SNAP Offices</td>
<td>10</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Food Stores</td>
<td>2</td>
<td>162</td>
<td>1.01</td>
</tr>
<tr>
<td>Public Housing</td>
<td>35</td>
<td>529</td>
<td>2.37</td>
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<tr>
<td>Individual Homes</td>
<td>69</td>
<td>1,885</td>
<td>7.56</td>
</tr>
<tr>
<td>Libraries</td>
<td>10</td>
<td>288</td>
<td>1.40</td>
</tr>
<tr>
<td>Churches</td>
<td>7</td>
<td>392</td>
<td>1.39</td>
</tr>
<tr>
<td>Public/Community Health Centers</td>
<td>3</td>
<td>58</td>
<td>5.03</td>
</tr>
<tr>
<td>Shelters</td>
<td>17</td>
<td>581</td>
<td>3.28</td>
</tr>
<tr>
<td>WIC Program</td>
<td>2</td>
<td>64</td>
<td>2.17</td>
</tr>
<tr>
<td>TRADITIONAL YOUTH VENUES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Schools - K-12</td>
<td>514</td>
<td>5,140</td>
<td>1.79</td>
</tr>
<tr>
<td>Public Schools - PreK</td>
<td>59</td>
<td>318</td>
<td>2.02</td>
</tr>
<tr>
<td>Public Schools - AS</td>
<td>36</td>
<td>192</td>
<td>2.70</td>
</tr>
<tr>
<td>Head Start Programs</td>
<td>98</td>
<td>1,271</td>
<td>2.14</td>
</tr>
<tr>
<td>Other Youth education Sites (parks &amp; Rec)</td>
<td>11</td>
<td>501</td>
<td>2.56</td>
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<tr>
<td>PreSchools (located in Non CDS Coded site)</td>
<td>74</td>
<td>318</td>
<td>2.05</td>
</tr>
<tr>
<td>AfterSchools (located in Non CDS Coded site)</td>
<td>6</td>
<td>52</td>
<td>3.63</td>
</tr>
<tr>
<td>Community Based Organization</td>
<td>33</td>
<td>2,637</td>
<td>2.10</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1,114</td>
<td>20,705</td>
<td>2.31</td>
</tr>
</tbody>
</table>
educators); and Money Talks (31 educators). We also had 641 use Dairy Council and 259 were specified as other. We noticed an overall increase with all of the youth curriculum.

Direct Education Cost per Participant and Cost per Contact Calculations
Data taken from EARS reporting shows the cost per person to be about $45 and a little more than $1 per contact made. UC CalFresh has quantified the cost of nutrition education delivery (calculated on the billed to-date expenses for the program against the FFY 11 EARS data submission). With the increase in adult delivery we would expect a higher overall cost since we have less extenders delivering adult programs. Please see the following table and rationale for included calculations.
### 2012 UC CalFresh COST per PARTICIPANT ESTIMATIONS

#### UC CalFresh DIRECT EDUCATION PARTICIPANTS

<table>
<thead>
<tr>
<th></th>
<th>ADULT</th>
<th>YOUTH</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNAP</td>
<td>11,647</td>
<td>76,391</td>
<td>88,038</td>
</tr>
<tr>
<td>OTHER</td>
<td>9,239</td>
<td>44,137</td>
<td>53,376</td>
</tr>
<tr>
<td>TOTAL</td>
<td>20,886</td>
<td>120,528</td>
<td>141,414</td>
</tr>
<tr>
<td>FFY12 GOAL</td>
<td>32,442</td>
<td>98,273</td>
<td>130,715</td>
</tr>
<tr>
<td>% OF GOAL</td>
<td>64.4%</td>
<td>122.6%</td>
<td>108.2%</td>
</tr>
</tbody>
</table>

#### UC CalFresh CONTACTS

<table>
<thead>
<tr>
<th></th>
<th>ADULT</th>
<th>YOUTH</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNAP</td>
<td>27,214</td>
<td>3,826,780</td>
<td>3,853,994</td>
</tr>
<tr>
<td>OTHER</td>
<td>20,657</td>
<td>2,321,097</td>
<td>2,341,754</td>
</tr>
<tr>
<td>TOTAL</td>
<td>47,871</td>
<td>6,147,877</td>
<td>6,195,748</td>
</tr>
<tr>
<td>FFY12 GOAL</td>
<td>129,768</td>
<td>7,763,567</td>
<td>7,893,335</td>
</tr>
<tr>
<td>% OF GOAL</td>
<td>36.9%</td>
<td>79.2%</td>
<td>78.5%</td>
</tr>
</tbody>
</table>

#### UC CalFresh CONTACTS per PARTICIPANTS

<table>
<thead>
<tr>
<th></th>
<th>ADULT</th>
<th>YOUTH</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNAP</td>
<td>2.34</td>
<td>50.09</td>
<td>43.78</td>
</tr>
<tr>
<td>OTHER</td>
<td>2.24</td>
<td>52.59</td>
<td>43.87</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2.29</td>
<td>51.01</td>
<td>43.81</td>
</tr>
</tbody>
</table>

#### UC CalFresh FEDERAL SPEND FFY2012*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>6,424,079.84</td>
</tr>
</tbody>
</table>

*Invoiced to Date*

#### UC CalFresh COST per CONTACT

\[
\text{Federal Spend} = \$6,424,079.84 / \text{Contacts} = 6,195,748
\]

\[
\text{\$} \quad 1.04
\]

#### COST per PARTICIPANT [FEDERAL]

<table>
<thead>
<tr>
<th></th>
<th>ADULT</th>
<th>YOUTH</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNAP</td>
<td>2.42</td>
<td>51.94</td>
<td>45.39</td>
</tr>
<tr>
<td>OTHER</td>
<td>2.32</td>
<td>54.53</td>
<td>45.49</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2.38</td>
<td>52.89</td>
<td>45.43</td>
</tr>
</tbody>
</table>
Adult Dietary Guideline Evaluations

Adult Intent to Change Evaluation (n = 10,520): Formative and Outcome Evaluation
Because the nutrition education delivery varied for adult audiences due to participant availability and venue specific opportunities and/or limitations, focus was placed on developing evaluation measures to determine the intent of the behavior as a result of the lessons delivered. This included one-time workshops from lesson materials designed to provide key information while remaining simple and easily able to be learned and adopted for both knowledge and behavior change. Evaluating these workshops and the success of UC CalFresh delivery was performed using the Intent to Change (ITC) questionnaire. This evaluation asked the participant’s intention to incorporate newly learned information into future behaviors. The number of evaluations completed in FFY 12 increased over FFY 11.

Findings from the UC CalFresh statewide Intent to Change workshop evaluations are as follows:
- 56% of Participants within the next week will choose a smaller amount of food or beverages more often.
- 59% of Participants within the next week will drink a sweet beverage less often.
- 56% of Participants within the next week will eat fast foods less often.
- 45% of Participants within the next week will eat more than 1 kind of vegetable, more often.
- 58% of Participants within the next week will eat more fruit.
- 52% of Participants will within the next week drink more lower-fat milk products.
- 56% of Participants will within the next week, eat foods from all 5 food groups each day more often.
- 62% of Participants within the next week will eat more whole grains or whole grain products every day.
- 49% of Participants who previously indicated they did not use the “Nutrition Facts” on the food label to choose foods the last time they shopped, indicated they would on the next shopping trip.

Adult Resource Management Evaluations

Food resource management (FRM) education is one of the most requested educational trainings that UC CalFresh offers eligible clients. The ability to successfully procure healthy foods throughout the month while reducing instances of food insecurity (running out of food by month’s end) depends upon an individual’s ability to assess nutritional values of available food resources, their ability to budget their limited food dollars and their ability to critically assess the impact of food marketing on their buying behaviors. UC CalFresh includes food resource management in Making Every Dollar Count and Plan, Shop, Save, Cook.

Making Every Dollar Count (MEDC)
A total of 1,003 participants provided retrospective survey responses representing 7 counties in Northern and Central California (Table 1). Nearly 40% of our participants attended classes in Spanish and the remaining 60% attended classes in English. Over three-quarters (77%) of attendees were female, while nearly half (48%) of participants reported that they or their family received CalFresh benefits. A vast majority (87%) of participants completed the MEDC series of 8 lessons.
Table 1. County participation in MEDC Evaluation (n=1,003)

<table>
<thead>
<tr>
<th>County Name</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butte</td>
<td>36</td>
</tr>
<tr>
<td>Fresno</td>
<td>174</td>
</tr>
<tr>
<td>Kern</td>
<td>411</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>37</td>
</tr>
<tr>
<td>Stanislaus</td>
<td>110</td>
</tr>
<tr>
<td>Tulare</td>
<td>219</td>
</tr>
<tr>
<td>Tuolumne</td>
<td>15</td>
</tr>
</tbody>
</table>

For the retrospective survey, participants are asked to rate their knowledge and skills on a scale of 1 (Low) to 5 (High) on concepts related to setting goals, resource management, meal prep, and food advertising both BEFORE and AFTER the program. We defined “% with Improved Knowledge” as the percentage of participants with any increase or improvement on the scale from pre- to post-program. For example, a participant could indicate BEFORE the program “Knowing simple healthy meals to make” is “1-Low” and then a “2” AFTER the program, and that participant would be counted as a participant with an increase in knowledge. In reality, participants do not report having such small incremental improvements. The distribution of participants’ ratings BEFORE and AFTER is provided in Table 2.

On average, more than three-quarters of participants made improvements in knowledge and skills for all MEDC measures. The new FFY 13 SMART Objectives (three for MEDC) were provided as a reference for gauging program performance in FFY 12. These are defined as a specific minimum percentage of participants demonstrating an increase on: knowing easy ways to save money on food (≥20%); knowing simple healthy meals to make (≥50%); and understanding food ads (≥50%). Results for MEDC exceeded all three SMART Objectives where 79%, 77%, and 79% of participants demonstrated improvements in knowledge respectively. As a result of the MEDC program, approximately two-thirds of participants reported that they have “used one of the easy ways to save on food” or “determined if using a coupon is better than buying the store brand” (Table 3).

Lastly, participants (n=939) provided feedback about the program by answering the question “How much has the MEDC program been worth to you?” A vast majority (93%) rated it 4 or 5, indicating it was a worthwhile program for our participants.
Table 2. Making Every Dollar Count (MEDC) Evaluation Results 2011-2012 (n=1,003)

<table>
<thead>
<tr>
<th></th>
<th>Setting personal goals</th>
<th>Understanding values</th>
<th>Knowing difference between need &amp; want</th>
<th>How to make choices</th>
<th>Knowing personal skills &amp; resources</th>
<th>Knowing community resources</th>
<th>Using resources to make money go further</th>
<th>Knowing easy ways to save money on food</th>
<th>Knowing simple healthy meals to make</th>
<th>Understanding food ads</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pre-Survey %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1 Low</td>
<td>10.8</td>
<td>7.1</td>
<td>9</td>
<td>6.9</td>
<td>10.2</td>
<td>12.5</td>
<td>8.6</td>
<td>8.3</td>
<td>9.4</td>
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<td>2</td>
<td>22.3</td>
<td>18.4</td>
<td>18.9</td>
<td>18.6</td>
<td>21.3</td>
<td>24</td>
<td>21.2</td>
<td>18.3</td>
<td>16.5</td>
<td>18.6</td>
</tr>
<tr>
<td>3</td>
<td>39.9</td>
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<td>36.5</td>
<td>34.8</td>
<td>32.1</td>
<td>29.4</td>
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<td>4</td>
<td>16.5</td>
<td>28.5</td>
<td>23.6</td>
<td>26.6</td>
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<td>20.7</td>
<td>22.9</td>
<td>24.5</td>
<td>25.6</td>
<td>23</td>
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<tr>
<td>5 High</td>
<td>10.5</td>
<td>13.6</td>
<td>21</td>
<td>14.4</td>
<td>12.3</td>
<td>9.5</td>
<td>10.8</td>
<td>14.1</td>
<td>16.4</td>
<td>14.8</td>
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<tr>
<td></td>
<td>Post-Survey %</td>
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<tr>
<td>1 Low</td>
<td>0.2</td>
<td>0.4</td>
<td>0.1</td>
<td>0.3</td>
<td>0.3</td>
<td>0.5</td>
<td>0.2</td>
<td>0.1</td>
<td>0.3</td>
<td>0.8</td>
</tr>
<tr>
<td>2</td>
<td>0.8</td>
<td>0.4</td>
<td>0.6</td>
<td>0.4</td>
<td>0.7</td>
<td>0.6</td>
<td>0.7</td>
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<td>4</td>
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<td>22.7</td>
<td>19.4</td>
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<tr>
<td>5 High</td>
<td>64.4</td>
<td>69.3</td>
<td>77.9</td>
<td>71.1</td>
<td>66.4</td>
<td>64.8</td>
<td>71.9</td>
<td>75.7</td>
<td>75.4</td>
<td>73.5</td>
</tr>
<tr>
<td>% with Improved Knowledge</td>
<td>83.8</td>
<td>79.3</td>
<td>73.1</td>
<td>77.7</td>
<td>79.8</td>
<td>83.25</td>
<td>83.1</td>
<td>79.1</td>
<td>76.7</td>
<td>79.1</td>
</tr>
<tr>
<td>SMART Objective</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY 13</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>&gt; 20%</td>
<td>≥ 50%</td>
</tr>
</tbody>
</table>

Table 3. Reported behaviors as a result of MEDC (n=939)

<table>
<thead>
<tr>
<th>Because of the MEDC program have you:</th>
<th>Yes %</th>
<th>No %</th>
<th>Plan To %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written a personal goal?</td>
<td>67.5</td>
<td>7.6</td>
<td>24.9</td>
</tr>
<tr>
<td>Used the choice-making steps with a decision you needed to make?</td>
<td>75.8</td>
<td>5.4</td>
<td>18.8</td>
</tr>
<tr>
<td>Identified community resources you can use if needed?</td>
<td>78.4</td>
<td>5.5</td>
<td>16.1</td>
</tr>
<tr>
<td>Checked to see if you are eligible for Earned Income Tax Credit?</td>
<td>47</td>
<td>25.2</td>
<td>27.8</td>
</tr>
<tr>
<td>Used one of the easy ways to save on food?</td>
<td>68.6</td>
<td>5.5</td>
<td>25.9</td>
</tr>
<tr>
<td>Determined if using a coupon is better than buying the store brand?</td>
<td>63.3</td>
<td>8</td>
<td>28.7</td>
</tr>
</tbody>
</table>
Plan, Shop, Save, Cook (PSSC)

This was the first year for the statewide use and collection of data for the UC CalFresh signature adult curriculum, Plan, Shop, Save, Cook (PSSC). This curriculum consists of four lessons. As previously described, PSSC was adapted based on program evaluations and participant comments so that the core lessons could be delivered in a four-lesson series. Data from pilot studies from other SNAP-Ed programs showed participant outcomes to be similar with 3-6 lessons versus other programs that were longer.

Evaluation of PSSC consists of a 7-item food behavior pre- and post-test. Twelve counties collected surveys from a total of 1,373 participants. Of these participants, nearly two-thirds (63%) were Latino or reported being CalFresh recipients and nearly one-quarter (24%) of participants were male.

For the pre- and post-surveys, participants are asked to rate the frequency on a scale of 1 (Never) to 5 (Almost Always) in which they engage in food behaviors related to resource management and meal planning. We defined “% with Improved Behavior” as the percentage of participants with any increase or improvement on the scale of 1 to 5 from pre- to post-survey. For example, a participant could indicate “How often do you run out of food before the end of the month?” at pre-survey is “4-Most of the time” and then at post-survey indicate “3-Sometimes”, and that participant would be counted as a participant with an improvement. The distribution of participants ratings both pre- and post-survey are provided in Table 4.

Participants making improvements in any of the behaviors ranged from over a third (35% improved in comparing prices) to over half (54% improved on reading Nutrition Fact labels) of participants. The number of participants who reported “Almost always” or “Most of the time” improved for all behaviors:

- Up by 29% for using nutrition facts label.
- Up by 25% for planning meals.
- Up by 23% for shopping with list.
- Up by 17% for thinking about healthy food choices.
- Up by 13% for varying meals.
- Up by 12% for comparing prices.

We also looked at the association of resource management skills with a food security outcome, using the question “How often do you run out of food before the end of the month?” Although there was no difference in baseline food security among participants who were CalFresh (n=866) or non-CalFresh (n=507), there was a significantly greater change (improvement) in food security for CalFresh participants (p=0.02).

We found that increase in use of resource management skills (change in scores from pre to post) was significantly related to a decrease in running out of food (change in food security score), but only in the CalFresh participants:

<table>
<thead>
<tr>
<th>Group</th>
<th>Correlation and p value</th>
</tr>
</thead>
<tbody>
<tr>
<td>CalFresh</td>
<td>r = -0.13 (p&lt;0.0001)</td>
</tr>
<tr>
<td>Non-CalFresh</td>
<td>r= -0.02 (p =0.73)</td>
</tr>
</tbody>
</table>

We also found that greater improvement in resource management skills (sum of post scores) was significantly related to less running out of food at end of class session (post food security score), but only in the CalFresh participants.

<table>
<thead>
<tr>
<th>Group</th>
<th>Correlation and p value</th>
</tr>
</thead>
<tbody>
<tr>
<td>CalFresh</td>
<td>r= -0.18 (p &lt;0.0001)</td>
</tr>
<tr>
<td>Non-CalFresh</td>
<td>r= -0.06 (p = 0.15)</td>
</tr>
</tbody>
</table>

These results suggest that the combination of resource management education and CalFresh EBT are associated with improved food security for CalFresh participants. In other words, our resource management curricula are a vital component of nutrition education for participants with limited resources.
Table 4. Plan, Shop, Save, Cook (PSSC) Evaluation Results FY 2011-2012 (n=1,373)

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Plan meals</th>
<th>Compare prices</th>
<th>Shop with list</th>
<th>Think about healthy choices</th>
<th>Use “Nutrition Facts” label</th>
<th>Varied meals</th>
<th>Run out of food before end of month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Survey (%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Almost Always</td>
<td>17.4</td>
<td>34.3</td>
<td>21.1</td>
<td>22.6</td>
<td>10.6</td>
<td>31.3</td>
<td>7.8</td>
</tr>
<tr>
<td>Most of time</td>
<td>26.4</td>
<td>29.7</td>
<td>22.2</td>
<td>37.4</td>
<td>18.7</td>
<td>36.6</td>
<td>13.3</td>
</tr>
<tr>
<td>Sometimes</td>
<td>38.6</td>
<td>22.9</td>
<td>25.8</td>
<td>29.8</td>
<td>29.1</td>
<td>25.6</td>
<td>32.1</td>
</tr>
<tr>
<td>Seldom</td>
<td>10.3</td>
<td>7.1</td>
<td>13.8</td>
<td>5.7</td>
<td>20.9</td>
<td>4.6</td>
<td>28.2</td>
</tr>
<tr>
<td>Never</td>
<td>7.6</td>
<td>6.1</td>
<td>17</td>
<td>4.4</td>
<td>20.8</td>
<td>1.9</td>
<td>18.7</td>
</tr>
<tr>
<td>% Always or Most</td>
<td>43.85</td>
<td>64.0</td>
<td>43.4</td>
<td>60.1</td>
<td>29.3</td>
<td>67.9</td>
<td></td>
</tr>
<tr>
<td>Post-Survey (%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Almost Always</td>
<td>30.7</td>
<td>44.8</td>
<td>32.1</td>
<td>38.9</td>
<td>26.6</td>
<td>46.8</td>
<td>6.9</td>
</tr>
<tr>
<td>Most of time</td>
<td>38.7</td>
<td>31.5</td>
<td>33.9</td>
<td>38.7</td>
<td>31.7</td>
<td>34.5</td>
<td>12.6</td>
</tr>
<tr>
<td>Sometimes</td>
<td>22.9</td>
<td>16.7</td>
<td>19.1</td>
<td>17.3</td>
<td>23.2</td>
<td>17.2</td>
<td>25.5</td>
</tr>
<tr>
<td>Seldom</td>
<td>5.3</td>
<td>5</td>
<td>7.5</td>
<td>3.2</td>
<td>11.5</td>
<td>1</td>
<td>28.5</td>
</tr>
<tr>
<td>Never</td>
<td>2.3</td>
<td>2.6</td>
<td>7.4</td>
<td>1.8</td>
<td>7</td>
<td>0.6</td>
<td>26.5</td>
</tr>
<tr>
<td>% Always or Most</td>
<td>69.4</td>
<td>76.3</td>
<td>66</td>
<td>77.6</td>
<td>58.3</td>
<td>81.3</td>
<td></td>
</tr>
<tr>
<td>% Improved behavior</td>
<td>45.6</td>
<td>35.6</td>
<td>43.8</td>
<td>40.2</td>
<td>54</td>
<td>37.6</td>
<td>33.4</td>
</tr>
<tr>
<td>Smart Objective FY 2013</td>
<td>≥ 40% will increase</td>
<td>≥ 40% will increase</td>
<td>≥ 50% will increase</td>
<td>≥ 50% will increase</td>
<td>≥ 50% will increase</td>
<td>NA</td>
<td>≥ 20% will report greater food security</td>
</tr>
</tbody>
</table>

*This means that 46.8% at baseline and 55% at follow-up reported Never or Seldom running out of food before the end of the month*
Adult Taste Testing Tool (TTT)
This evaluation tool is used to capture adult response to food tastings in an effort to increase exposure, willingness and ultimately consumption of whole foods such as vegetables. The educator fills out the Adult TTT by asking participants five questions. Eight counties (n=2,437) utilized this tool with adult participants and found the following:

- 36% Had ever tried the target food prior to the tasting.
- 91% Actually tried the target food in the tasting.
- 85% Would be willing to try the food again.
- 85% Were willing to serve the target food at home to their families.

These results demonstrate that a large majority of adults (85%) introduced to novel foods (only 36% ever tried previously) find them acceptable enough to try again in the future and to serve them to their families. Successful food tastings offer a means of increasing the quantity and types of foods recommended on USDA’s MyPlate to the CalFresh population. Sharing recipes featuring the target food provides information and skills required to incorporate the food into the household. In each county, UC CalFresh strives to use vegetables and fruits grown locally in taste testing and to encourage planting a garden with region/climate appropriate fruits and vegetables. These aspects of the UC CalFresh program help to create important linkages within the community and environmental spheres of the Socio-Ecological model (SEM).

Youth Evaluation

Teacher Observation Tool (TOT) (n = 26,607)
This tool was developed to create an evaluation measure that could be used with the various curriculum delivered by UC CalFresh youth programs. Teachers, youth program leaders, and other extenders at the participating sites are trained to deliver UCCE CalFresh nutrition curricula such as Reading Across MyPyramid (RAMP); Happy Healthy Me; and Eating Healthy from Farm to Fork. Curricula specific evaluations are administered when available. UC CalFresh nutrition educators collect teacher evaluations annually to improve delivery and outcomes of the program. UCCE CalFresh developed a retrospective, web-based teacher evaluation tool as a method for evaluating the effectiveness of the youth nutrition education program. The Teacher Observation Tool (TOT) collects information on teachers' perceptions and observations related to changes in knowledge and behavior of students and themselves after delivering UC developed nutrition curricula.

The TOT questions the teachers on their observations compared to the beginning of the year, more students now do specific behaviors. In 2012, 1,048 teachers completed TOT questions on 26,607 students. Forty-one percent of these students were 1st - 3rd graders, 28% were 4th - 6th graders, and the remaining 31% were preschool or kindergarten students. Half (51%) of these TOTs took place in urban settings; approximately one-third (31%) were in rural settings and the remaining 18% in suburban settings. As a result of UCCE CalFresh nutrition education, the following percentage of teachers “Strongly Agree” or “Agree” that more students now:

- 97% are able to identify healthy food choices.
- 93% are willing to try new foods offered at school.
- 80% wash hands more often.
- 68% choose fruits and/or vegetables in the cafeteria or during classroom parties.
- 63% bring fruit as a snack.

Furthermore, compared to the beginning of the school year teachers are reporting changes in their own behaviors. Some highlights include teachers who report “A lot more often” engaging in the following:

- Over half (56%) encourage students to eat breakfast.
- Over half (55%) encourage the students to be physically active.
• Over one-third (36%) offer healthy food choices to the students (at parties, snacks, rewards).
• 44% make healthier personal food choices.
• 41% remind families to bring healthy snacks for school parties.

Many of these positive changes in teacher and child behavior move beyond the individual factors of the Socio-Ecological Model (SEM) and are affecting environmental settings; specific changes in types of foods used as treats for rewards and parties, board recommendations for school functions and in the homes of children and teachers where the UCCE nutrition education has been provided.

**Taste Testing Tool (TTT) (n = 3,630 classes)**
Exposure to healthy foods is particularly important for children in low-income households where availability of fruits and vegetables is low, and limited resources discourage parents from experimenting with new foods that their children might reject. A goal of the UC CalFresh youth program is to increase willingness to try new healthy foods and encourage children to ask for these foods at home. Other studies have shown willingness to try fruits and vegetables and children asking parents to buy these foods are associated with greater household purchases of fruits and vegetables⁹, and fruit and vegetable consumption in school-aged children¹⁰.

UC CalFresh has developed and validated a simple Taste Test Tool (TTT) to evaluate youth response to food tastings that are coupled with classroom nutrition education. Internal reliability (consistency) of the six TTT items is very good. A special tool validation project was conducted in Fresno, Trinity and Shasta Counties (n= 29 groups, 7-12 youth per group) in 2010. Analysis of the data shows that youth response to the TTT questions in group settings (like a classroom or afterschool setting) was significantly correlated with their degree of liking fruits and vegetables as evaluated in one-on-one tasting sessions. Moreover, youth report that they had asked their families to buy the most popular foods was confirmed in a separate interview with their parents (79% confirmed requests for nectarines and 85%, for cantaloupe) As mentioned in the introduction, these findings are included in a paper that has been published in the Journal of the Academy of Nutrition and Dietetics¹¹.

Overall, across all categories of healthy food items tasted in UC CalFresh youth classes in 2011-12 (n=3,630 classrooms):
• 45% of youth reported ever trying the target food before.
• 90% actually tried the food in the classroom during the lesson.
• 71% reported willingness to try the food again at school.
• 65% reported intent to ask for the food at home.

The data is promising in determining the students’ willingness to try the targeted foods and their willingness to ask for this food at home. One of the new (FFY 13) SMART Objectives for this evaluation tool is to have less than 40% of students report ever trying the target food before. The intent is to expose novel foods to students (such as fruits and vegetables that are not commonly eaten). In FFY 12, we see statewide, this percentage was 45%. Counties were provided with individual reports on their evaluation finding and a list of their targeted foods. County programs can use the results to make informed choices about which foods and food groups to target next year. Findings can also be used to increase the variety of food preferences by pairing foods less desired with those more desired for food tastings to reinforce the nutrition education messages delivered.

**Youth Report Behavior Changes using the RAMP Retrospective Tool (n = 61 classes)**

---
Children in four counties who participated in UC CalFresh’s most used curriculum, “Reading Across MyPyramid” (RAMP) were evaluated. Most of these children (93%) were 1st - 3rd graders and the remaining 7% were in kindergarten. Although matched sets were not obtained, UC CalFresh utilized aggregate classroom results as indicators of relative improvement. The following improvements are noted:

- 44% more children know 3 of the 5 food groups.
- 42% more children are aware that food from the yellow food group should be limited.
- 40% more children are better aware of “always” snacks.
- 41% more children have an increased knowledge around vegetables.
- 41% more children have increased knowledge of Dairy and sources of Dairy products.
- 39% more children know more about physical activities that can be done indoors.
- 40% more children are aware of the importance of drinking water.
- 33% more children learned the importance of family meals.

**Families Report Behavior Changes using Eat and Play Together Retrospective Tool (n = 78 participants)**

San Joaquin County was one of a 5-county committee that pilot tested and conducted a process evaluation of the Let’s Eat Smart, Play Hard Together! curriculum designed to be delivered in a family-centered, parent/child interactive environment. Based on the results, an adaptation of the curriculum was created by the evaluation team, the Eat & Play Together! (EPT) curriculum. EPT more closely fits the needs of UC CalFresh participants and delivery—4 lessons instead of 6. It was also designed in a user, print and cost-friendly format. In September of 2011, the EPT 5-county committee trained program representatives from 18 UC CalFresh counties to teach the Eat & Play Together! lessons to participants learning and interacting in buddy pairs. In FFY 12, twelve (12) counties reported delivering EPT to seventy-eight (78) UC CalFresh participants using a variety of “buddy combinations” as well as traditional methods: 51.3% Adult/Adult Buddies, 47.4% Adult only and 1.3% Adult/Child Buddies. One of the challenges was recruiting parents and children who would be available to attend a series of workshops together. At the same time, the adapted lessons were found to appeal to a wide variety of audiences (youth and adults of all ages) and to be useable in a wide variety of settings (mini-workshops, health fairs, special events and series-based delivery).

The following improvements are noted from this pilot data:

- 63% decreased consumption of snacks such as chips and cheese puffs.
- 56% decreased consumption of soda and sports drinks.
- 46% increased consumption of fruit and vegetables.
- 34% increased consumption of water.
- 55% increased frequency of walking.
- 43% increased frequency of play time with family or friends.
- 47% decreased time spent on watching TV, movies, computers, or video games.

Some of the participant comments also highlight the positive impact on their family’s lives:

> “I learned a lot but mostly it made me more aware of our family's food choices and how we can make healthier decisions.”

> “Loved the tips – so easy and inexpensive. Thanks for raising awareness – we are a healthier family for it!”

> “This was a learning experience. The class has changed my eating habits.”
Fresno Fitness Camp 2011: Quasi-Experimental Impact Evaluation
Promoting Healthy Living through Youth Summer Camp—Fresno County

A pilot study was conducted in FFY 11 and evaluated the effect on anthropometric measurements in youth, ages 8-17, in a 6-week day camp. Through a partnership of Fresno Parks and Recreation and UC Cooperative Extension, low-income youth participated in nutrition education and at least 3 hours of daily physical activity. Among 51 campers with Body Mass Index >95th percentile, significant decreases in weight (-0.15 kg, p<0.045) and waist circumference (-1.5 cm, p<0.0001) occurred. Changing the growth trajectory over the summer may be an important strategy to support accomplishments made during comprehensive school programs. In FFY 12, the camp was held again. During the summer, 56 overweight youth, ages 9-13 years, participated in the 6-week Healthy Lifestyle Fitness Camp (HLFC). The camp included 3 hours of daily exercise and weekly nutrition lessons taught by UC CalFresh Nutrition Education Program. The education program was based on the EatFit curriculum. Parents of the campers also participated in weekly evening nutrition classes taught by the UC CalFresh staff. A comparison group (n=30) of youth, who were participating in another type of summer camp (arts, crafts and other activities) not related to nutrition, was followed simultaneously without exposure to HLFC. Trained staff measured the youths’ weights, heights, and waist circumferences pre-camp, post-camp, and two months later. As a key indicator of abdominal obesity and cardiovascular risk, waist circumference-to-height ratio was measured at all time points. Significant differences were observed pre-post camp in waist circumference-to-height ratio between HLFC (-0.03) and the comparison group campers (-0.01), determined by t-test (p=0.01).

At the end of camp, two focus groups among the campers’ parent were conducted to capture other outcomes, not measured by the surveys. The parents cited many examples of increased nutrition awareness and behavior change, resulting from participation in the camp.

The two focus groups, held in October 2012, involved 2 parent couples and 7 individual parents of African American, Latino and Caucasian children who attended camp summer 2012.

EXPECTATIONS of Camp:

"We hoped to get our kids off the couch for the summer."
-- All parents.

"I hope that the camp would teach my child and me how to eat healthier. Now, when we go to the store she is reading labels telling me what not to buy."
-- Parents of 10 year old Caucasian son

"Even though my daughter does not have a weight problem, she gets teased for being too skinny. She is always asking me how to gain weight and I don't want her to do it the wrong way. I wanted to learn how to help her and this camp seemed like a good free fit."
-- Mother of 10 year old Latina daughter

"My son doesn't have many friends. Kids be asking, 'What's wrong with you...’ so yeah, I wanted him to come to camp to be social. Of course to be healthy too. But the main focus was for him to learn to be social."
-- Mother of 11 year old African American son

"So she (refering to her daughter) was kinda like my encouragement at the same time and so I said, you know I gotta do this for her and then basically for the whole family. So my expectation was to learn to eat healthier and by supporting her. We were all changing and we were all being healthier at the same time. So it was mainly her but also as a family."
-- Parents of Latina 10 year old daughter and 13 year old sister.
The theme of continued SUPPORT was common:

"I was also looking for some type of support because I wanted to be healthy. I wanted to learn to read my labels or you know just overall how to be healthier but sometimes you don’t know where to start. You have the internet and all that good stuff but there’s all kinds of stuff out there. Actually having someone live to talk to that knows what to do is important. So coming here to the parent meetings and having the shows or the cooking demonstrations and tasting it was really supportive for me."
-- Mother of 10 & 13 year old Latina daughters

"It (the parent nutrition classes) was very encouraging because on a budget I can’t just go buy something and put it together and hope that it’s going to taste good, because I could just basically throw away some money right there if it doesn’t come out good. Just trying out the demos and thinking, oh this tastes good, made me think I’ll try it at home that made it easier and gave me more encouragement. So it was also a good support and encouragement for mom yeah for mom and even dad cuz I made him come, it was gonna be a family thing he just doesn’t know that he didn’t have to come, it’s our secret."
-- Mother of 10 year old Latino son

The theme of ACCOUNTABILITY was common:

"It’s almost like because we have that support we have to report to someone we’re accountable but I do have to admit that say as soon as school started it stated to slowed down and if maybe they wouldn’t have the reminder of this focus group back and hey you know those emails and it’s like oohh yeah fitness camp remember."
-- Mother of 10 year old Latina daughter

MEASURING SUCCESS at home in the children:

"The coach told her she did not make the volley ball team, and she responded with ‘that’s ok, I will try next year.’ Then she turned around the next week and ran the mile under 12 minutes. Her goals was to not give up during camp and now we see it at school too."
-- Parents of 10 year old African American daughter

"My son used to just go out to the basketball court and sit on the pavement. Now after camp he starts games with other kids. Then he will come home and ask for vegetables. He is like a new kid."

"So when I had to return all the clothes that I thought he was gonna wear and he saw that ‘oh no they’re too big’ I mean it was just, his self-esteem just um increased tremendously."
-- Mother of 11 year old African American son

"I would catch them, I’d walk into the room and then they’d be doing sit-ups or you know some sort of exercise. So I would catch them wanting to maintain."
-- Mother of 10 year old Latino son

Ideas of MAINTAINING SUCCESS after camp is over:

"It’s almost as if, they were gonna be some events after camp, god he would love that."
-- Mother of 10 year old Latino son

"More frequent contact...or a basketball game, you know, ‘Hey Saturday we are all meeting and we’re gonna play basketball, come if you want!’... yeah we could pot luck and bring healthy things...maybe new recipes!"
-- Combination of all parents

"A good idea would be to get previous parents to help with the next summers camp, to help mentor new parents, a jump start to the camp change."
-- Mother of 14 year old son, who had attended camp two summers in a row

"It would be nice to meet every 2-3 months, have an activity or a hike to brekafast. Or walking, bike riding or a Zumba night through Parks and Recreation."
-- Parents of 10 year old and 13 year old African American daughters.

"It would be more motivation for me and my daughter if we knew there were going to be groups meeting through out the year."
-- Mother of 10 year old Latina daughter
Since 2010, the UC CalFresh program at UCCE Fresno has been piloting SMART Board, an interactive technology available in most schools, to deliver elementary school nutrition education curricula. A major appeal of SMART Board nutrition education is the ability to reach visual and tactile learners and keep them engaged. Photos can be moved by a student’s finger to help bring the printed curriculum to life. For many students, field trips to farms are out of the question due to their school’s limited budget. Through SMART Board nutrition education, teachers can bring images and videos involving agriculture and healthy foods into the classroom. An additional benefit of SMART Board is that it can be updated in real time, quickly and easily. UC CalFresh SMART Board nutrition education has been available to all qualifying Fresno Unified School District elementary sites. Initially, over 60 lessons from Farm to Fork (K-2), RAMP (3rd) and Nutrition to Grow On (4th-6th) curricula were adapted to SMART Board by UCCE Fresno County Youth Division staff. Based upon feedback, these lessons were then modified and regrouped by topic into 20 lessons.

Highlights of the 2012 SMART Board Evaluation Results
UC CalFresh conducted an evaluation of the pilot SMART Board nutrition education in 19 schools. This included surveys to 63 teachers, 1,498 students (K-6th), and 21 administrators. The results are impressive. There is overwhelming interest by teachers to use SMART Board for nutrition education lessons in the future 1-2 times per month. Ninety-two percent cite that SMART Board nutrition lessons seem easy to use. Eighty-five percent of teachers also indicate that SMART Board nutrition lessons would reduce their prep-time compared to printed curricula, and over 90% felt it engaged students more than traditional education delivery methods. Fresno Unified School District is in the process of applying a 3 phase instruction design methodology – focus lesson; practice phase; and closure which includes assessment. Several statements from administrators highlighted the importance of SMART Board activities utilizing this instructional design, and, in particular, the assessment phase. Other comments included: “make sure SMART Board sufficiently aligns to standards”; emphasizing “writing” in SMART Board lessons; possible application of SMART Board nutrition lessons to Pre-K; stressing the importance of trying new foods/vegetarian options for healthy eating; and Spanish translation. One school mentioned making the lessons compatible with Promethean Interactive (not touch sensitive) and incorporating video clips of gardening as well as food kitchen videos. Most importantly, results of the student evaluation showed 85% “really liked” the SMART Board nutrition education and wanted to use it again to learn about healthy eating. Students enjoyed the interactive aspect of touching the white board, the games and activities. Using recent evaluation results, UC CalFresh Fresno staff are completing a final round of improvements to the lessons with the ambition of launching the program statewide in 2013. Three other counties have been working with schools on SMART Board applications; therefore, the expansion of the UC curriculum linked to the SMART Board technology should go smoothly.

The following comments have been extracted from the SMART Board teacher evaluation tool.

Teacher comments:

“Kids love to go up and interact on it. The visuals help them see what is being discussed.”

“Students enjoy the visuals and will participate more readily- they will also pay more attention to the lesson.”

“More students wanted to participate.”

“Loved the lesson! Thank you for helping me include nutrition lessons in my classroom more often!”

“The SMART Board lessons are great resources and engaging for the students. These lessons really help with planning.”

“The lessons are fun and inviting. The kids enjoy the lessons and get a lot out of them.”

“I have noticed that students like to eat healthier foods at recess. They are proud of the healthy food they bring and like to show and tell me about their healthy choice.”
For further information on SMART Board FFY 12 Evaluation results, please see the Fresno County Final Report.

State Office FFY 13 Recommendations
In January 2013, the Fresno UCCE UC CalFresh program will be completing modifications to SMART Board lessons based upon the 2012 evaluation results. The UC CalFresh State Office will be visiting Fresno to observe some of the 2012 revised lessons being delivered in classrooms. Based upon the review and assessment by the State Office, a limited release to County’s interested in using SMART Board nutrition education will occur. An evaluation with this new expanded audience (students, teachers, administrators) will follow. Pending positive results from these evaluations, a statewide release is planned for the beginning of the 2013 school year.

OrganWise Guys (OWG) Obesity Prevention Pilot
Given research trends indicating an increase in the number of overweight children between preschool and grade school (Rhee, 2008), concern has mounted regarding environmental factors affecting dietary behavior. This is being addressed in UC CalFresh through emphasis on preschool and elementary school nutrition education coupled with a family-centered approach to incorporate parents into the learning cycle with their children. In an effort to further combat obesity trends in youth and the family, UC CalFresh is piloting the nationally recognized OrganWise Guys (OWG) program for obesity prevention. This program, which includes a school foodservice and parent component, adheres to multiple facets of the Social Ecological Model.

The Organ Wise Guys (OWG) curriculum, with its emphasis on addressing the school environment through classroom education accompanied by a focus on the family, overall community, and social marketing initiatives, has produced marked success in school programs nationwide for over a decade. In August of 2012, UC CalFresh Fresno County initiated piloting OWG in some of its nutrition education and family-centered activities. Two control and two intervention school sites have been established. A hallmark of the OWG program is providing a doll with plush organs inside it – these organs are also represented as cartoon characters in DVD shorts about the body and nutrition. Additionally, OWG offers nutrition education linkages to school foodservice, newsletters to parents, and social marketing media messages within the school/county creating a “wrap around” (classroom-cafeteria-home) program of nutritional education.

In the FFY 12 report period, to-date, 448 students have been introduced to the OWG program through UC CalFresh. Control sites receive UC CalFresh nutrition education without the obesity prevention program. At this early phase, the program is being piloted to determine acceptance in the area of delivery and, more generally, within the school environment by teachers, administrators (principals), students and parents. The foodservice aspect of the program will be initiated following initial results from teachers, administrators and students regarding their acceptance of OWG classroom curriculum and their willingness to further embrace the program.

As part of the social marketing aspects of OWG, a video was created by the OWG Corporate Office to bring the characters and programs to California. The video can be found at the following link: http://www.youtube.com/watch?v=q4FbnBZIqlw.

UC CalFresh Educator comments:

“The teachers really enjoy the OWG program.”

“The OWG dolls get many compliments which gives me the opportunity to share nutrition information.”
"I did have one preschool parent say how she thinks it is very important for the children to learn about these things because so many lack good nutrition."

"I was very impressed with the kindergarten class that knew all of the OWG characters’ names after only one lesson, 2 months ago."

"Just goes to show when you teach something to children that they enjoy, they are able to retain it better."

State Office FFY 13 Recommendations
Continue implementation of OWG and gathering of evaluation data at the two school sites in Fresno County. Following review of initial data on acceptance and usage, discuss implementation within pilot schools to include the foodservice facilities and link to garden projects.

Two Butte County school treatment & two control sites have been selected for the fall of 2013. This phased-in process will allow Butte County to learn from any challenges Fresno County faced in implementing OWG.

Development and Dissemination of Nutrition Education Kits

No Prep Nutrition Education Kits provide ease of implementation, programmatic compliance, curricular compliance, and encourage increased educator opportunities and dedicated time to nutrition education in the classroom. - San Luis Obispo County, UC CalFresh Office

The No Prep Kit is, as titled, an easy, logical, and accessible method for educators to use nutrition lessons. The No Prep Kit was an innovative response to teacher comments of needing materials that were time efficient, easy to use and fun for the children. The Pendaflex nutrition kits hold color-coded nutrition information paired with California standards. In San Luis Obispo/Santa Barabara Counties, the kits include the following curricula: K - Happy Healthy Me; Grade 1 - Farm to Fork, Grade 1; Grade 2 - RAMP; Grade 3 - a variety of curricula including Nutrition to Grow On, TWIGS, RAMP, Farm to Fork Grade 3. In Yolo County, the kits are used with Happy Healthy Me and RAMP curricula. For the 3-6 year old age group, UC Nutrition Education Kits provide activities for taste-testing, food preparation, story time, food art, kinesthetic activities, and math building lessons related to fruits and vegetables.

The No Prep Kit, developed by the San Luis Obispo and Santa Barbara UC CalFresh county program, was demonstrated at a training hosted by the UC CalFresh State Office for 5 counties. This led to kit implementation in not only San Luis Obispo and Santa Barbara County but also Yolo, Contra Costa and San Joaquin Counties.

Teacher Comments:

"Isn’t it amazing how some basic information can help children rethink their eating habits? The boys sit a little taller when they hear about how much stronger they will be if they eat more vegetables and fruit."
-- Mrs. Withem’s Kindergarten, Esparto Elementary

"The students in my class were truly amazed by our last lesson on the amount of sugar in cereal. Many said that the one with the highest amount was their favorite cereal. My students always look forward to the nutrition lessons because they are hands-on and different from their day-to-day class work,"
-- Mrs. Perez, Third Grade, Esparto Elementary

"The nutrition materials I used led to changes in my life. I lost 30 pounds and started daily Zumba activities at home and work."
-- Mrs. Figueroa, Preschool, Westfield Village Elementary

As a result of the positive feedback regarding the use of kits in various counties, the UC CalFresh State Office, is working on developing prototype kits to be made available for counties to use statewide in FFY
13. We plan to do a comparative evaluation of kit versus non-kit curriculum use in select counties to provide formal feedback on teacher time efficiency and overall acceptance.

**Plan, Shop, Save, Cook Focus Groups Planned for FFY13**

Plan, Shop, Save, Cook curricula was adapted by the Evaluation Task Force and Advisory Committee from one lesson of Eating Smart, Being Active (ESBA). The ESBA curriculum was developed internally and collaboratively with Colorado State University Extension. ESBA is used nationally. Plan, Shop, Save, Cook takes a specific lesson form ESBA and has expanded it for use as a four-part series to teach low-income adults consumer skills necessary to make healthful food choices while stretching their limited resources. It was designed to be used statewide and as an integral part for the expanded adult programming for FFY 12.

In 2013, UC CalFresh plans to conduct focus groups to explore further outcomes that may not be captured in the pre-post surveys used with PSSC. This qualitative work is expected to inform the development of new evaluation questions, as well as yield insights on the needs of our participants for resource management and nutrition education. Plans are underway to conduct a series of focus groups in English and Spanish, using a sampling framework to collect data representative of urban and rural populations in our state.

**UC CalFresh Training Activities and Accomplishments**

The overall goal for training was to increase staff capacity and provide professional development to ensure quality nutrition education is being delivered. The training objective was to increase knowledge and skills in program planning and delivery and in nutrition education through webinars, town halls, and an annual conference.

The training coordinator took another position and decreased time to 20% during FFY12; therefore, not all planned activities were conducted. Recruitment for this position continued into FFY 13. Below is a summary training activities table.

**FFY 12 Town Hall Meetings**

UC CalFresh hosted seven Town Halls on a variety of topics; including evaluation, new curriculum and obesity prevention (See Table A for complete listing). Town Hall recordings are available on the UC CalFresh website. There were a total of 232 participants, and overall satisfaction was 3.96 out of 5. According to survey comments, participants stated that they learned new program updates, news ways of partnering, and new data.
### Table A: List of UC CalFresh Hosted Town Halls, Fiscal Year 2012

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Speaker(s)</th>
<th>Number of Participants</th>
<th>Overall satisfaction (5 = very satisfied)</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 4, 2011</td>
<td>Year End Reporting &amp; Evaluation Update</td>
<td>State Office and Lucia Kaiser</td>
<td>21</td>
<td>N/A</td>
</tr>
<tr>
<td>November 1, 2011</td>
<td>Plan, Shop, Save, Cook</td>
<td>Dorothy Smith, Susan Donohue, Marcel Horowitz, Brenda Roche, Marisa Neelon</td>
<td>33</td>
<td>N/A</td>
</tr>
<tr>
<td>January 3, 2012</td>
<td>Evaluation overview</td>
<td>Lucia Kaiser</td>
<td>45</td>
<td>3.7</td>
</tr>
<tr>
<td>March 6, 2012</td>
<td>ReThink your Drink</td>
<td>Jackie Richardson</td>
<td>44</td>
<td>4.1</td>
</tr>
<tr>
<td>April 3, 2012</td>
<td>Call for Participation</td>
<td>State Office</td>
<td>34</td>
<td>4.1</td>
</tr>
<tr>
<td>June 5, 2012</td>
<td>IOM Report, Accelerate Progress To Prevent Obesity</td>
<td>Pat Crawford</td>
<td>31</td>
<td>N/A</td>
</tr>
<tr>
<td>September 5, 2012</td>
<td>Final report and Evaluation update</td>
<td>State Office</td>
<td>24</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>232</strong></td>
<td><strong>3.96</strong></td>
</tr>
</tbody>
</table>

*This number reflects number of computers logged in so number of participants is most likely higher.

Regional Meetings and Town Hall Webinars will continue to be held during FFY 13. The regional meetings are initially scheduled to focus on the evaluation tools and implementation methodologies. Town Halls will continue to be held monthly by the State Office. The Town Halls have been designed to review programmatic requirements and foster the exchange of information and innovation occurring in the county programs. Additionally webinars are used to provide individual support and training to ensure both administrative adherence to USDA guidelines and simultaneously improve programmatic quality of curricula delivery. All the webinars are recorded to allow online tutorials and ‘on demand’ trainings for future use and reference. Tutorials will be used to train and orient new staff, provide refreshers for existing staff, and improve quality of nutrition education delivered by staff and teacher extenders.

With the changes to SNAP-Ed in the 2013 Guidance, UC CalFresh will be looking towards CDSS and CDPH for greater opportunities to service our clientele. Also, given the unique, existing community-based network infrastructure the Land Grants provide through county based Cooperative Extensions, we will continue to look for ways to enhance the reach and delivery of SNAP-Ed through this existing framework. These include the nutrition education programs, garden-based nutrition education through the Master Gardener programs, linkages to the science and youth leadership efforts of 4H, and through the healthy communities and sustainable agriculture programs. We will also continue to work across the UC campuses and departments for ways to more effectively deliver our nutrition education programs and in reaching our intended audiences.

### Table B: A Summary of Training Activities from October 2011-September 2012

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number Training Events</th>
<th>Number Participated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Trainings</td>
<td>3</td>
<td>88</td>
</tr>
<tr>
<td>Town Hall</td>
<td>7</td>
<td>232</td>
</tr>
<tr>
<td>Webinar with counties*</td>
<td>72</td>
<td></td>
</tr>
<tr>
<td>Annual Conference</td>
<td>1</td>
<td>149</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>83</strong></td>
<td><strong>469</strong></td>
</tr>
</tbody>
</table>

*This includes webinars by State Office staff providing technical assistance to counties.

**Webinars**
The webinars included State Office led interactive webinars, and webinars the State Office participated in for both a national audience and SNAP-Ed Providers in California. County staff also took lead roles in
many of the skills training webinars presented. Three webinars: UC CalFresh 101, Targeting and Exclusivity Waivers were designed to provide UC CalFresh staff (particularly new staff) an introduction to UC CalFresh and skills in program planning (targeting). Each webinar was designed to include a presentation and an application activity (participants practiced what they just learned).

Annual Conference
The UC CalFresh annual conference was again held jointly with EFNEP December 12 -14 in Burlingame, California. There were over 150 participants with 19 topical sessions (six breakout sessions, eight general sessions, two evening sessions 3 physical activity demonstrations and a poster and share session.

The conference objectives included:
1) Advisors and staff will be familiar with UC CalFresh and EFNEP goals and be able to describe at least three specific ways at the county-level to contribute to meeting those goals by the end of FFY 12.
2) Advisors and staff will be equipped to answer questions from participants with current nutrition information on popular topic areas including food safety, nutrition, MyPlate and sugar.
3) Advisors and staff will increase their effectiveness in nutrition education delivery.
4) UC CalFresh advisors and staff will be equipped to deliver Making Every Dollar Count to low-income program participants.

Annual Conference Evaluation
Clickers were again used at the conference to conduct the evaluations following the general sessions. Clickers continue to generate interest (Please see Section B for the UC Delivers publication on the results of the Clicker Pilot project conducted). Feedback from the conference was incorporated into the planning for the FFY 13 conference including logistical details, adding more time for networking and adding more time for nutrition topics. In addition clickers will be used more extensively to collect evaluation information from the participants. An online evaluation survey was sent post-conference. The online survey showed that 77% of participants were satisfied or very satisfied with the training overall. Sixty-four percent reported they will or have applied something they learned at the conference within two months. For example, one respondent commented they will “use strategies to make my audience feel more comfortable.”

Other Weekly Update
While not specifically a training activity communication via a weekly update disseminated research data, new tools and resources as well as “In the News” stories. Excluding holidays, a weekly update—a compilation of resources, articles, UC CalFresh news that would be of interest to SNAP-Ed providers—was compiled and sent out. Although no official evaluation of weekly update has been conducted, staff have requested to be added to mailing list, and the training coordinator has received many positive comments. Some of the counties send out the Update (minus specific UC CalFresh information) to all their partners and collaborative participants.

Website
The website continues to be updated with new tools, resources, materials and UC CalFresh directives. A training center page was added, which included three sections: UC CalFresh trainings (links to recorded webinars and documents), Nutrition (links to online training in basic nutrition, other useful nutrition websites) and Food Safety, and resources (e.g., icebreaker ideas) and evaluation information.

Recommendations for Future Trainings
• Provide training and resources that will inform county programs and other staff on the new requirements or changes found in the USDA Guidance.
• Continue to provide examples and best practices on use of the Socio-Ecological Model.
• Develop a standardized clicker evaluation PowerPoint and reporting templates to provide to the counties through training and mentor assistance.
• Develop additional UC CalFresh staff orientation and fiscal requirement trainings as needed.
• Continue with holding regional meetings on evaluation and programmatic best practices.
• Continue providing resources, ideas and best practices via a weekly electronic update/newsletter.
• Investigate other avenues for training and providing information (e.g., use of social media).
• Incorporate or follow-up with additional training on 2013 conference sessions (evaluation, behavior change and nutrition education).
• Conduct a follow-up training needs assessment.
4. **SNAP-Ed Planned Improvements**

In an effort to employ continuous improvement in our program operation, UC CalFresh has established five overarching goals and supporting operational objectives. These goals were refined for FFY 11 and carried into the FFY 12 Call for Participation for county plan development. The goals for FFY 12 focused on increasing adult education, use of family centered approaches, specific behavioral outcomes, higher awareness of the evaluation objectives; overall programmatic growth, training on program delivery and administrative compliance.

In FFY 12, SMART Objectives were introduced and linked to core curriculum and evaluations. This has provided greater clarity for both UC CalFresh county and state offices in assessing programmatic outputs and outcomes. Training and webinars held during the year assisted with program delivery, exchange of information resources, and evaluation administration. The five statewide goals, and their subsequent objectives, frame county achievements in best practices, promising approaches or innovative methods for nutrition education programming. Each of these planned improvement goals will be discussed in greater depth below.

**FFY12 Program Improvement Goals**

The five program improvement goals remained in place in FFY 12:

- **GOAL 1:** Family-Centered or Adult/Youth Nutrition Education
- **GOAL 2:** Money/Food Resource Management, Education and Training for Teens and Adults
- **GOAL 3:** Enhance key University of California Cooperative Extension (UCCE) and Community Partnerships to Increase Nutrition Education and Delivery Options
- **GOAL 4:** Explore Lower Cost Direct Nutrition Education Delivery Methods
- **GOAL 5:** Program Evaluation and Education Delivery Skills Training

The program is continuing to standardize and streamline evaluation in FFY13.

**GOAL 1: Family-Centered or Adult/Youth Nutrition Education**

*Expand education programs focusing on family-centered, parent-child experience (Youth and Adult) – Reaching parents of eligible children in schools or through agency partnerships with other county programs.*

Based upon the “parents as teachers” model, the family-centered approach engages both adults and children in learning about the relationship between healthy eating, physical activity and a healthy body. The intent is to create a home environment in which all members are able to create, reinforce and maintain a healthy lifestyle.

In FFY 12, Eat & Play Together was adapted to better meet the needs for specific SNAP-Ed (CalFresh) audiences. The curriculum was designed to be delivered in four sessions with both the children and parent (buddy) participating in the hands-on activities. However, one of the documented challenges was recruitment of parents and children who would be available to attend a series of workshops together. At the same time, the adapted lessons were found to appeal to a wide variety of audiences and to be useable in a wide variety of settings (mini-workshops, health fairs, special events and series-based delivery). Hence, this curriculum may be adapted to meet individual needs while other methods for successfully recruiting parents and children may be explored.

In the FFY 13 Plan, UC CalFresh added UC designed Healthalicious; Healthy, Happy Families; and Eat & Play Together! allowing curricula choice options for a comprehensive family-centered approach for nutrition education delivery.
GOAL 2: Money/Food Resource Management, Education and Training for Teens and Adults

Continue to provide nutrition education focusing on key money/food resource training for teens and adults; lower cost solutions for SNAP participants or SNAP eligibles utilizing technology.

Plan, Shop, Save, Cook (PSSC) has been designated the signature adult curriculum for UC CalFresh. This was developed into a four-part series to teach low-income adults consumer skills necessary to make healthful food choices while stretching their limited resources. UC developed curricula, Plan, Shop, Save, Cook and the teen series *Hunger Attacks/Money Talks* is being implemented statewide to address resource management. Currently PSSC has a pre-/post-survey evaluation tool which has presented challenges in collecting matched pre/post sets. Therefore, there are plans to develop and validate a PSSC retrospective tool which will allow participants to reflect on behaviors both before PSSC (retrospective) and after PSSC lessons capturing reported behaviors at two time points.

Lessons from Eating Smart, Being Active were adapted to develop four lessons for Plan, Shop, Save, Cook. It was designed to be used statewide and as an integral part for the expanded adult programming for FFY 12. Counties have been asked to deliver this curriculum with at least 25% of their adult population. Evaluation measures and tools have also been developed to use with these lessons. The ability to successfully procure healthy foods throughout the month while reducing instances of food insecurity (running out of food by month’s end) depends upon an individual’s ability to assess nutritional values of available food resources, their ability to budget their limited food dollars and their ability to critically assess the impact of food marketing on their buying behaviors.

In the county programs:
- Kern County, the Nutrition Advisor continues to train and reinforce important resource management elements for both adults and youth utilizing Making Every Dollar Count.
- San Joaquin County, food resource management education is one of the most requested educational trainings that UC CalFresh offers eligible clients. In the county, over 500 unduplicated participants were reached with food resource management (FRM) training a total of 1385 through four UC CalFresh curricula: MEDC (117), PSSC (161), LFFF (390), and ESBA (409). For MEDC, a sampling of participants indicated 2 out of 3 are using one of the easy ways to save money on food because of the MEDC lessons—therefore improving their chances of not running out of food by the end of the month. Based on the success of SJC UC CalFresh FRM trainings, several agencies have asked for expansion of the FRM component of UC CalFresh to other sites for the benefit of their clientele.
- Santa Clara County, evaluations from a class on preserving foods safely held at the Guadalupe Garden indicated attendees increased knowledge an average of 75% on food safety, the use of water bath canners, and drying and freezing fresh produce. Comments were extremely positive for continuing to offer classes on food preservation to CalFresh eligible individuals.

GOAL 3: Enhance key University of California Cooperative Extension (UCCE) and Community Partnerships to Increase Nutrition Education and Delivery Options

Enhance the quality, delivery and reach of direct nutrition education to SNAP participants through key partnerships and innovative University of California and UCCE Resources.

Partnerships are an essential component to enhance the effectiveness of the lessons and support various methodologies for education strategies and delivery. Through the strength of the well-developed University of California and UCCE statewide programs, UC CalFresh is pleased to continue to foster an array of partnerships supporting nutrition education efforts in California counties and neighborhoods. We continue to work with our partners to reduce duplication of SNAP-Ed efforts, but look for ways to enhance our programs through community planning and strategic partnerships.
For the counties:

- San Joaquin was able to create a partnership with First 5 that enabled them to reach adults and children of all ages and cultural backgrounds. The First 5 educators and their subcontractors were trained by UC CalFresh Family Nutrition Educators enabling the UC CalFresh program to "extend" its reach throughout the county. These included partnerships with various community groups, (El Concilio, Charterhouse Center for Families, Lincoln USD, Family Resource and Referral Center, and Lao Family Empowerment, Stockton USD Preschools, San Joaquin County Education, and Creative Child Care). Additionally, each of these agencies has begun to partner with UC CalFresh on other projects beyond First 5.

- Fresno County was a key organizer for the Lawless Elementary School Block Party. Partnering with the Community Food Bank at Lawless, SNAP-eligible participants received nutrition education from UC CalFresh prior to receiving a bag of food. UC CalFresh also provided nutrition education activities to children in the "Kid’s Zone." Anthem Blue Cross partnered with UC CalFresh and provided “Gardens to Go” to youth participants.

- Fresno County UC CalFresh also provided nutrition education lessons to Ahwahnee Middle School leadership classes in FY12. Topics included how to read a food label, the importance of nutrition education, and training and resources for student-led nutrition advocacy projects. Leadership students decided to educate fellow classmates on the dangers of sugary beverages advocate for lower consumption. The student leadership team created a healthy food snack shack, selling healthy items such as watermelon and nectarines. They also created Power Point presentations and presented information during school lunches as well as during the Ahwahnee Earth Day Event.

Please see Fresno, Riverside and San Joaquin County Final Reports as examples of UC CalFresh extender and partnership activities.

UC CalFresh will continue to deliver and offer programs at County Welfare Offices and the various job training programs. This will be enhanced with the opportunities presented with the CDSS Innovative Grants and the onset of the County Nutrition Action Planning (CNAPs) found in the Local Health Department/County Welfare Office partnerships.

**GOAL 4: Explore Lower Cost Direct Nutrition Education Methods**

*Explore lower cost methods of direct education to enhance and expand UC CalFresh education delivery and possibilities.*

Through its affiliation with the University of California Cooperative Extension, the University of California campuses, and various departments at Davis, UC CalFresh NEP is engaged in an ongoing effort to lower educational delivery cost while providing high quality materials and instruction.

In addition to the partnerships discussed in Goal 3 above, UC CalFresh has also been successful in cultivating relationships with Master Gardeners and 4H volunteer extenders to increase the scope and reach of its nutrition education efforts. Fresno has created the Master Education Extender Team (MEET), modeled after the Master Gardener volunteer program and in an effort to engage students at the secondary level, UC CalFresh piloted the Peer Education Extender Team (PEET) at Fresno High School. This effort supported Fresno Unified’s attempts to regionalize education efforts in the district (see Fresno County Final Report). The goal is to create a professional extender training programs designed to attract skilled volunteer extenders to provide nutrition education. This model allows for greater opportunity to extend the UC CalFresh NEP to even more CalFresh eligibles at minimal costs.

Other examples of exploring lower cost methods:

“No Prep Educational Kits,” will be made available for multi-county dissemination. The intention of the kits is to assist in expanding nutrition education by providing extenders with the necessary tools to
offer education at a lower cost than it would be to utilize a CalFresh nutrition educator. Kits are easy
to use and incorporate California standards. (See pg 29 for further information).

Additionally, Making Every Dollar Count is available as a self-directed web based program. Counties are
couraging their participants to use this online resource. Because personal information is not collected
in the online version, it is difficult to track the use specific to UC CalFresh clients.

The use of technology and web applications was used in the following counties:

- **Contra Costa, Kern, Tulare (others)** with referral to the online application of Making Every Dollar

- **Fresno, Tulare, Kings** with versions of SMARTBoard (CD and Web-based entry) technology for
  classroom presentations

- **Tulare County** with Money Talks for Teens

- **Contra Costa, Yolo, Butte, Fresno and Tulare Counties** are piloting clicker technology which
  offers immediate feedback to educators and participants while reducing staff time spent on
  paperwork associated with evaluation.

**GOAL 5: Program Evaluation and Education Delivery Skills Training**

*Provide evaluation and professional staff development (training) in the areas of program planning,
program execution, and general nutrition, ensuring continuity in the delivery of University of California
quality, science-based nutrition education.*

In FFY 12, UC CalFresh NEP initiated a major statewide evaluation effort to standardize evaluation
protocols which included the development of SMART Objectives for each curricula and the hiring of an
Evaluation Analyst. SMART Objectives were then utilized in statewide evaluation data results.
In FFY 13, UC CalFresh will continue to standardize and streamline evaluation activities throughout the state. To further support this effort, the State Office has scheduled three Regional Meetings with all UC CalFresh staff to provide an introduction to evaluation as a quality feedback method in program planning, review evaluation protocols, SMART Objectives, and answer any questions regarding implementation and website portal access. The State Office will review the evaluation feedback to look for ways to enhance efforts during FFY 13.

**Professional Development/Training**

- Conduct a training needs assessment survey of all county staff.
- Complete at least 7-10 site visits and provide programs with feedback on areas for programmatic improvement.
- Host one 2-day statewide conference for all UC CalFresh staff and partners focusing on key program goals and suggested methods for meeting client needs.
- Host regional Evaluation Orientation meetings focusing on key evaluation tools, procedures and data entry on the new web portal. (accomplished, see above).
- Develop an overview of best practices in program delivery for statewide dissemination.
5. EARS Feedback

Comments regarding any challenges you encountered in gathering and reporting data for EARS and actions taken to resolve or address these challenges:

Overall UC CalFresh’s approach to EARS followed the process implemented in FFY 10 and for the most part was maintained into FFY 12. Based on the feedback and lessons learned in FFY 10 and 11, we were able to adapt the data collection tools and provide additional training and support to the County Extension programs as needed.

One small area of confusion continues with question 3, regarding the race and ethnicity. This data is not readily available and sometimes difficult to collect when linked to Direct Education (DE). These challenges cause the numbers served with multiple sessions through a direct education lessons to be counted as Indirect Education. In actuality the lessons were DE but without ethnic specific data they could not be counted this way. We have also found challenges with the definitions used for Hispanic/Latino as an ethnicity versus it being a race, (per the federal definitions). As reported by the Network, the U.S. Census and American Community Survey both provide a race choice option of “some other race” if a person chooses not to self-identify with one of the standard categories. According to the 2009 American Community Survey, 37% of California Hispanics selected some other race. With 36% of the California population Hispanic/Latino, we do not have a good option to appropriately code the race/ethnic information for this population and therefore need to report these education services as indirect education.

Does FNS need to provide additional EARS training or resources? If yes, specify training topics and/or type of resources needed.

Continue to set up discussion forums or webinars for states to share challenges and ways they overcome or addressed specific issues. This would allow for greater consistency in the data reported nationally. Once a “library” of state based tools currently in use is available, create a section of the SNAP Ed connection site to access and download these collection tools similar to the case studies and EARS “output” reports available. Also, the training modules developed and introduced this year may be helpful.

What, if any, changes did you make in your IT system or manual data collection procedures for EARS in the prior fiscal year? If available, attach a description of updated IT systems and/or manual data collection procedures.

UC CalFresh changed all aspects of the reporting forms and data collection processes in order to address new EARS requirements during FFY 10. This major overhaul in FFY 10 made for minimal enhancements and refinements during FFY 11 and into FFY 12. We are continuing to explore ways to more easily collect the socio-economic and ethnicity data to refine the reporting of DE versus indirect education. We also have worked to further enhance the EARS collection database to make it more user friendly for the county local level reporting. We will explore ways to coordinate the reporting of EARS data into a single system with CDSS and the Network.

Do you plan to make any changes in your IT system or manual data collection procedures for EARS in the next FY? If yes, provide a short summary of changes planned.

Yes. UC CalFresh will continue to enhance the reporting tools and workbooks used by the counties to refine the definitions and increase the quality of data being reported. We are exploring the use of web based data entry. We also will explore ways to collect data that also measure community and environmental issues so that we can better reflect activities we deliver within the various spheres of the Socio Ecological Model.

Will all IAs report actual unduplicated data for EARS in the upcoming fiscal year? If no, why?

Actual unduplicated data is UC CalFresh’s goal, however this is challenging in relation to the costs that are required to make this assurance. Actual unduplicated data points to unduplicated participants [as defined as those reporting 4 elements of SNAP requirements [race/ethnicity, gender, age, SNAP-status] being reported only once [unduplicated counts]. UC CalFresh reports only unduplicated counts, although in some cases visual estimates are used to achieve the four
participant criteria. By nature of including visual estimates, UC CalFresh will always have a very small margin of “estimated” participants. This visual estimate affects primarily adults and for FFY12 is estimated to be roughly 15%. For youth, most of the data comes from the California Department of Education on what is reported for ethnicity. Therefore for the classrooms the data has to be reported as estimates

Share suggestions for modifications to the EARS form, if any. Indicate how the modification would improve EARS, i.e. the reporting process for State, data quality, etc.

As with FFY 10, please clarify race/ethnicity (Hispanic Latino-white Caucasian)

Please consider including a parallel section 6 for participants only missing one or more of the SNAP-Ed direct education qualifying criteria. UC CalFresh and many of the other land grant institutions will be tracking this type of information. We have included those participants with missing information within 8b Indirect education. An “8.c Indirect where programming format is known” would better communicate the indirect [direct] interventions falling outside of formal criteria definitions.

<table>
<thead>
<tr>
<th>FORMAT</th>
<th># DELIVERED</th>
<th>AVG LENGTH OF TIME</th>
<th>% MULTIMEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>SINGLE SESSION</td>
<td>3,604</td>
<td>30 MIN TO 90 MIN</td>
<td></td>
</tr>
<tr>
<td>[2-4] SESSIONS</td>
<td>200</td>
<td>30 MIN TO 90 MIN</td>
<td></td>
</tr>
<tr>
<td>[5-9] SESSIONS</td>
<td>7,235</td>
<td>30 MIN TO 90 MIN</td>
<td></td>
</tr>
<tr>
<td>[10+] SESSIONS</td>
<td>3,410</td>
<td>30 MIN TO 90 MIN</td>
<td></td>
</tr>
</tbody>
</table>

As SNAP-Ed migrates to meet the changes based on the passage of the Healthy Hunger Free Kids Act of 2010, it will be important to consider including qualitative and descriptive data to better capture program results. The current EARS format is not set up to measure community indices or the outcomes the SNAP-Ed state programs are having within the communities they are delivering nutrition education programs. It will be important to set common national objectives or standards to address and measure.
6. Appendices

**Curriculum Development/Adaption**

- **Healthy, Happy Families** is a new curriculum developed by a UC Cooperative Extension Family and Early Childhood Specialist and members of Families with Young Children Workgroup. This family-centered curriculum is designed to supplement a nutrition education program for parents. When used properly, this program has been shown to significantly improve attitudes towards parenting and feeding children. The curriculum is composed of eight mini-lessons to help parents promote healthy eating habits in preschool-aged children, including:
  - Begin healthy habits early
  - Healthy routines
  - Watching children grow
  - Encouraging positive behavior
  - Child’s play
  - Cooking with kids
  - Enjoying family meals
  - Trying new foods

Each lesson is designed to be 15-20 minutes long and includes fun and easy tips and suggestions to allow parents to implement their newly-acquired nutrition knowledge at home. Materials can be used in any order to address relevant participant questions or topics that arise throughout the course. The educator’s workbook includes lesson connection suggestions, connecting each mini-lesson with suggested nutrition education topics.

- **Eat and Play Together!** (completed in FFY 11 and training provided in FFY 12). A Nutrition and Fitness Curriculum for 6-8 Year Old Children and Their Adult Buddies—It was adapted from Let’s Eat Smart & Play Hard Together! (LESPHT), a previously approve curriculum. It is designed as a nutrition and fitness curriculum for 6 to 8 year old children and their adult buddies. The child-adult pairs to learn about nutrition and fitness while having fun together. Participants are engaged in the lessons through hands on nutrition activities, making fruit and vegetable snacks, and participating in fun games and activities to promote physical activity. This four lesson curriculum was adapted using the key principals found in LEDPHT but designed as four lessons each including a knowledge center, food demonstration, physical activity, setting goals and evaluation. The four lessons are; 1) What Does Your Plate Look Like, 2) Beverages, No Sugar Required, 3) Snacks, Make them Healthy, 4) Grains – Get Up and Go. Trainings on the adapted curriculum were conducted in Butte County and San Joaquin Counties with 50 nutrition educators participating.

- **Plan, Shop, Save & Cook** these lessons were adapted by the Advisory Committee and Evaluation Task Force from one lesson of Eating Smart, Being Active (ESBA). The ESBA curriculum was developed by UC in collaboration with Colorado State University Extension, it is used nationally. Plan, Shop, Save & Cook takes a specific lesson form ESBA and has expanded it for use as a four part series to teach low income adults consumer skills necessary to make healthful food choices while stretching their limited resources. It was designed to be used statewide and as an integral part for the expanded adult programming for FFY 12. Previously peer reviewed as part of ESBA, these lessons will be made available on the UC CalFresh website for download.

- **Healthalicious**, Contra Costa/Alameda/Amador/UCD/and others--- developed internally by the Health Promotion and Chronic Disease Prevention Workgroup of the University of California’s Agriculture and Natural Resources (ANR). The development of this curriculum was led by Lucia Kaiser, UC Specialist and co-chair of the UC CalFresh Evaluation Task Force. These materials
target food preparation skills and general nutrition in a family-based setting. This was previously shared with CDSS, but was awaiting finalization from the internal peer review and publication process of ANR. The family-based setting will assist with the family centered approaches used by the Cooperative Extension UC CalFresh programs. We do not have materials specifically designed for family based settings. It has been internally peer reviewed and is being published by ANR.

- **Choose Health….Eat Well (CHEW)** this curriculum will undergo peer review and is expected to be available in the summer of 2012. It has been developed internally by the Health Promotion Workgroup led by Lucia Kaiser. These materials cover general nutrition topics, but are aimed at a senior population. We have used materials from USDA’s Eat Smart, Live Strong, however CHEW was developed and tested with Seniors served by the UC Cooperative Extensions. CHEW will be a good addition of lessons and materials for the Senior Population since there limited materials available.

- **Interactive Poster to Deliver Nutrition Messages—Riverside** Poster interactives were designed to be used for delivery in CalFresh Offices. The traditional group lessons have not traditionally worked well for nutrition education delivery at CalFresh offices. Riverside UC CalFresh developed interactive posters to deliver key nutrition messages in the lobby of CalFresh offices. The posters content included 1) obesity trends, 2) consequences and causes of obesity, 3) recommended caloric intake, 4) amount of calories and fat in fast food, and 5) the need to balance energy intake and output for good health. The posters were used to guide our conversation with the participants while they wait their turn at the CalFresh office. About 89% of the participants were able to answer all of the worksheet questions correctly showing that they understood the concepts that were presented in the poster. In addition, 98% of the participants wrote in positive comments about the changes they plan to make as a result of the information on the poster interactive. Poster display boards will be purchased for counties in FFY 13.

### Journal Publications, Blog Postings & Media

#### Journal Publications


University of California Food Blog – UC information on the creation and consumption of food (http://ucanr.edu/blogs/food/)
The UC ANR Food Blog is accessed by the general public and is produced by a team of writers in a wide range of departments and programs affiliated with the UC Division of Agriculture and Natural Resources (ANR) and are connected with UC Cooperative Extension, UC Davis, UC Riverside and UC Office of the President. The blog reports food-related information generated by UC programs where advisors and specialists conduct research and deliver results on nutrition, food, production and safety. It provides consumers and the public with information and tips about eating for better health. Topics addressed in the blog include nutrition, gardening for food, food safety, obesity, pesticide-residue issues, local food, farmers markets, slow food, home food handling, organic food, food production, food policy and more.

The UC Food Blog also produces separate articles in Spanish at the following web link: http://ucanr.org/sites/Spanish/. The Spanish posts have not been included in the list below.

The following are selected articles published on the UC Food Blog:


Media
The following is a partial list of local media coverage from the county programs:

• MyPlate Video Challenge, Yolo County: http://ceyolo.ucanr.edu/files/131517.mpg

• Farm and Nutrition Day 2012 Media Coverage
  o Photos in the Fresno Bee

• UC Communication Services, News & Information Outreach, Interview with Los Angeles County NFCS Advisor Brenda Roche Wolford
  o Esfuerzos para combater la obesidad (Efforts to combat the obesity epidemic), October 2011
  o Clases enseñan a aprovechar major el dinero para la alimentación (Nutrition education helps to stretch food dollars), April 2012
  o El ahorro al comprar comestibles (Savings and food shopping), May 2012

• Visalia Times Delta (VTD), KMJ Radio.
  o Ag Fest!, October 1, 2011
  o Earlimart Jog-a-thon, January 25, 2012
  o NOGO – Farmerville, March 21, 2012
  o Earlimart Literacy Fair, April 23, 2012
  o NOGO – Woodlake, July 11, 2012
  o Weight of the Nation Screening, July 11, 2012


**Partnership Activities**

UC CalFresh active partnerships enabling and enhancing nutrition education delivery into eligible communities.

- Schools and School Districts; First 5; Kaiser Permanente; John Muir; Dairy Council; Local Health Departments; Food Banks; Mobile Food Pantries; Shelters; Human Service Departments (CalFresh); Migrant Education and Migrant Child Development Centers; Head Start; WIC; Public Libraries; Local Media; Local Farmers; State, County and City Offices of Education; Local Businesses; Master Gardeners; 4-H; Cultural Centers; Employment Services; Homeless Shelters and Programs; Community Centers; Parks and Recreation; Grocery Stores and Supermarkets; Health and Nutrition Councils; YMCA; County Nutrition Action Plans; Salvation Army; Churches and Ministries; CalFresh Offices; Colleges and Universities; Rehabilitation and Recovery Centers; Family Resource Centers; Senior Centers; CalWORKS; Network for a Healthy California; Abuse Shelters and Programs; Faith-Based Organizations

**Case Studies**

**University of California Delivers Web Publications**

- UC CalFresh: Bringing Nutrition Education to Life in Fresno Classrooms
  Submitted 12/2012
  [http://ucanr.edu/delivers/?impact=891&delivers=1]

- Can Clickers Improve the Nutrition Education Experience?
  [http://ucanr.edu/delivers/?impact=870&delivers=1]

- Get Fit Riverbank: A community in action
  [http://ucanr.edu/delivers/?impact=881&delivers=1]

- UC CalFresh and food banks collaborate to promote healthful diet
  [http://ucanr.edu/delivers/?impact=905&delivers=1]

- UCCE equips Californians to stretch their food budgets
  [http://ucanr.edu/delivers/?impact=905&delivers=1]
Awards

UCCE
- Money Talks Workgroup, UC Cooperative Extension 2011 Outstanding Team Distinguished Service Award

Alameda
- California Association of Family and Consumer Sciences Excellence in Extension State Award, March 9, 2012
- 2012 Community Services Award in Nutrition and Wellness, Phi Beta Sigma Regional Award, March 17, 2012
- American Association of Family and Consumer Sciences National Excellence in Extension Award, June 25, 2012

Contra Costa
- Kaiser Permanente – Community Agency Star Award, for sustaining K-12 and parent health education in Kaiser’s Diablo and East Bay Region

San Joaquin
- Anna Martin, NFCS Advisor – SJC Public Health Week Award for conducing and coordinating outreach efforts that promote healthy eating habits to county residents
- Anna Martin, NFCS Advisor – First 5 San Joaquin’s High 5 Award for being a “Super Collaborator”

County-Based Evaluation Findings and County Profiles

County profiles were created for each program to highlight some of the top-level contributions, findings, partnerships and successes. These along with the county year-end reports are included in the appendices.

| Alameda County, Adult and Youth | Sacramento County |
| Amador, Calaveras, and Tuolumne Counties | San Francisco and San Mateo Counties |
| Butte, Colusa, Glenn, Sutter and Yuba Counties | San Joaquin County |
| Contra Costa County | San Luis Obispo and Northern Santa Barbara Counties |
| Fresno County | Santa Clara County |
| Imperial County | Shasta and Trinity Counties |
| Kern County | Stanislaus and Merced Counties |
| Los Angeles County | Tehama County |
| Placer and Nevada Counties | Tulare and Kings County |
| Riverside County | Yolo County |
Section B: Annual Report Summary for Evaluations

As noted above, UC CalFresh did not conduct an impact evaluation as per the USDA definition. However, we are including the publication on the teacher-administered Taste Testing Tool (TTT) that appeared in the Journal of the Academy of Nutrition and Dietetics.

Teacher Tasting Tool (TTT)

This paper describes the development, validation and application of the TTT which can be used in group settings for low-income children receiving SNAP-Ed program delivery. The six-item evaluation tool is intended to capture student willingness to try new foods and ask for them at home, which taps into the reachability of nutrition education beyond the classroom and into the household. Furthermore, our Network partners are requesting use of this tool for its feasibility and capability of yielding valid, reliable information to evaluate student response to foods and to guide SNAP-Ed program delivery. J Acad Nutr Diet. 2012;112:2028-2034. (http://fsnep.ucdavis.edu/program-delivery/evaluation/program-delivery/evaluation)
Development and Use of an Evaluation Tool for Taste-Testing Activities by School-Aged Children

Lucia L. Kaiser, PhD, RD; Constance Schneider, PhD, RD; Concepcion Mendoza, PhD; Gretchen George, MA, RD; Marisa Neelon, MS, RD; Brenda Roche, MS, RD; David Ginsburg, MPH

ABSTRACT

We describe the development and application of a teacher-administered tool for routine program evaluation of food-tasting activities among low-income children and adolescents in a classroom or afterschool setting. This six-item evaluation tool is intended to capture student willingness to try new foods and ask for them at home. Phase 1 involved one-on-one interviews to determine the feasibility of the taste test tool among nine elementary school teachers in 2009 (168 students) and a validation pilot study in 2010 among 114 school-aged students participating in a University of California Supplemental Nutrition Assistance Program Nutrition Education (UC SNAP-Ed) summer program. Phase 2 determined instrument reliability and compared student response by grade level and food category in a convenience sample of 514 UC SNAP-Ed classrooms in 2010-2011. The mean proportion of the classroom ever having tried the foods before was 0.62 ± 0.33, and 0.77 ± 0.27 were willing to ask for the foods at home (P < 0.0001). Compared with younger students (preschool through sixth grade), older students (seventh through 12th grade) were less likely to try the foods in class and less willing to try them again or ask for them at home (P < 0.05). Students reported significantly greater previous exposure and willingness to try the food again for fruits than for vegetables (P < 0.0001). A teacher-administered taste test tool is feasible to use in a group setting and capable of yielding valid, reliable information to evaluate student response and to guide SNAP-Ed program delivery.

ARTICLE INFORMATION

Article history:
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Available online 10 October 2012

Keywords
Low-income
Children
Evaluation
Nutrition education

To complement the home environment, school-based interventions have been successful in helping children learn to like and eat more F/V.\textsuperscript{13-15} Promotion of F/V in a school setting tends to have a greater influence on children’s fruit consumption than on vegetable intakes, which may be related to taste (more sweetness and less bitterness in fruits).\textsuperscript{16-18} The school environment can offer repeated exposure without pressure to a wide variety of F/V, a process that appears to help children learn to like these foods.\textsuperscript{19,20} Some studies suggest that repeated exposure may not consistently work, at least in the school setting and among children who are resistant to eating vegetables.\textsuperscript{21,22} An attractive visual presentation, positive peer influence, and the pairing of novel foods with familiar, well-liked flavors or dips are other strategies that can increase the effectiveness of food-tasting activities and help children learn to like new foods.\textsuperscript{21-24}

The University of California Supplemental Nutrition Assistance Program Education Program (UC SNAP-Ed) (this program is now known as UC CalFresh) provided nutrition education, frequently coupled with food tastings, to 124,105 low-income children and adolescents during 2010-2011.\textsuperscript{25} Exposure to F/V in school is particularly important for children in low-income, food-insecure households where availability of F/V may be low.\textsuperscript{26} One goal of UC SNAP-Ed was to increase willingness to try healthy foods and encourage children to ask for them at home, which is associated with greater household purchases and consumption of F/V.\textsuperscript{27,28} Until recently, the program lacked a systematic and pragmatic way to evaluate food-tasting activities. Because of the large numbers of children and adolescents reached through the UC SNAP-Ed program, it is not feasible to interview students individually or ask students to complete surveys, as is typically done in research studies.\textsuperscript{26,24} For rou-
made suggestions for the instruction guide on presentation of foods and collection of responses. For example, in the taste testing of blood oranges, a teacher commented that saying the name before the tasting would “turn students off” so instead she used the word “fruit.” To avoid negative peer pressure, teachers made the following suggestions: telling the students to wait to express an opinion until all have tried the food; making the food sound “yummy”; explaining the link to health; having students make written responses; inviting students to try foods individually; and using a very positive tone in asking questions. Another suggestion was having the students sit at their desks and wait until the teacher gives a signal, prompting students to taste the food at the same time. Based on the teacher interviews, the authors modified the instruction guide and the TTT items to be used in Phase 2 (see the Figure).

Validation Pilot Study Procedure
The procedure for the pilot study involved conducting a food tasting among 114 boys and girls, aged 8-8 years, participating in UC SNAP-Ed during a summer day camp. The camps, targeting low-income families, were operated by local Parks and Recreation Departments in Shasta, Trinity, and Fresno Counties. Parents signed informed consent forms on the first day of camp. The counselors administered TTT to small groups of campers after they had tasted a fruit or vegetable presented by UC SNAP-Ed staff. At the same time, the campers recorded their responses on a log to show how much they liked each food: $3$ (It’s great. I would ask for it at home), $2$ (It is okay. I might eat it again), and $1$ (I really did not like it). Based on the group TTT, the authors calculated the proportions of campers who would try the food again at camp, try the food again at home, and ask for the food at home. For the same group using the logs, the researchers also calculated the proportion of campers who responded “3” (it’s great), “2” (it is okay), and “1” (did not like). Individual logs are a standard method used in older children to determine the degree of liking a particular food.24

Administration of the TTT Statewide
The procedure in the second phase involved a teacher-administered evaluation of classroom food-tasting activities. Each volunteer teacher was participating in UC SNAP-Ed, using an approved curriculum appropriate for the grade level of the class. The revised instruction guide provided teachers with food safety and presentation tips to follow during classroom food-tasting activities. Generally, UC SNAP-Ed staff decided which foods to provide for taste testing after considering both the focus of the lesson and local availability of food items that might be offered that week in class. Teachers were given a paper version of the TTT to record classroom responses to the target food. Each food tasting focused on one food item, although in many cases the target food was paired with another food (eg, broccoli—the target food—was presented with a dip). After presenting a food for tasting, the teacher asked the students and counted (by show of hands) how many had eaten the food before, were willing to try it again, and were willing to ask for the food at home (see the Figure for all questions). Teachers entered the data in an online survey or, where an Internet connection was not available, gave the paper version to UC SNAP-Ed staff members to enter later.

METHODS
This study was conducted in two phases. The first phase involved feasibility testing of the draft taste test tool (TTT) among elementary school teachers in 2009 and a validation pilot study, conducted among children and adolescents in a UC SNAP-Ed summer day camp program during 2010 to assess convergent validity. This type of validity examines the agreement between two instruments that measure the same construct, where neither instrument can be considered a gold standard.29,30 The second phase determined instrument reliability and the influence of grade level and food categories (ie, food groups) used in the food tasting on student response, as reported by a convenience sample of UC SNAP-Ed teachers and staff in 2010-2011. The protocols for the study were approved by the University of California at Davis Institutional Review Board. In Phase 1, the pilot study required informed consent forms.

TTT Development
The procedure for feasibility testing involved in-depth interviews with nine teachers who volunteered to conduct a food tasting with students in pre-kindergarten through third grade ($n=168$) and use the draft version of the TTT to record student responses. All classrooms were participating in the UC SNAP-Ed program and, therefore, comprised a low-income sample. The students tasted very small amounts of various foods, including blood oranges, dried apples, dried apricots, almonds, broccoli with dip, roasted chestnuts, jicama, and sweet potatoes.

The teachers followed an instruction guide during the food tasting and afterward responded to 10 open-ended questions during an individual interview. Examples of open-ended items included: “Share how you asked this question to your students,” “Tell us how well students in this grade understand this question,” and “Describe any challenges with this question for you or the students.” The full list of questions focused on the teachers’ interpretation of the TTT questions and the ease and accuracy of using the tool. Among the nine teachers, eight said they would be willing to use the TTT with each tasting. Eight said that it was easy to observe the children and to use the tool. To clarify the intent of each question, the teachers suggested several changes in wording. Teachers also
**Statistical Analyses**

Excel (version 14.04756.1000, 2010, Microsoft Corp) spreadsheet data were imported for analysis into the Statistical Analysis System (version 9.2, 2008, SAS Institute Inc). Basic descriptive statistics included means and standard deviations. In Phase 1, Spearman correlation coefficients were calculated to determine convergent validity between the proportion of the group responding affirmatively to TTT and the participants’ logs. In Phase 2, Cronbach’s α coefficient was calculated to examine internal consistency of the TTT. Analysis of variance and the Tukey-Kramer post hoc test were used to determine response differences by grade level and by food category. In the analysis of variance, the classroom was the unit of analysis. A P value <0.05 was considered significant.

**RESULTS**

The 2010 pilot study included 114 children and adolescents (52% girls, 47% boys) participating in UC SNAP-Ed summer day camp nutrition education in three California counties. All were from low-income, SNAP-eligible families, and 90% were either Latino or African American. In 2010-2011 statewide administration of the TTT, 17 counties were represented, including 514 classrooms (reporting for 16,644 students).

**Convergent Validity from the Pilot Study**

To examine how well the group-administered TTT agreed with participants’ food preference logs, data were analyzed for 29 groups with a mean of 9.2 participants per group (range 7 to 12 per group). A strong degree of liking a food, based on the logs, was positively correlated with willingness to try the food again at school (r=0.52; P=0.004), to try the food again at home (r=0.37; P=0.05), and to ask for the food at home (r=0.36; P=0.06).

**Internal Consistency (Reliability)**

Consistency of classroom-level responses to the TTT questions, shown in the Figure, was very good. For all grade levels combined, the overall Cronbach’s α coefficient was .86 (cutoff

---

<table>
<thead>
<tr>
<th>Item</th>
<th>Response options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of students in the class</td>
<td>Fill in blank with number</td>
</tr>
<tr>
<td>County</td>
<td>Pull-down menu with list of all counties (choose 1)</td>
</tr>
<tr>
<td>Grade level</td>
<td>Multiple choice (choose 1 only): preschool, kindergarten, first-third, fourth-sixth, seventh-eighth, ninth-twelfth</td>
</tr>
<tr>
<td>Which nutrition curriculum was used in the class today?</td>
<td>Multiple choice (choose 1 only): with list of all approved curricula</td>
</tr>
<tr>
<td>Name the target food tasted in class today by students (list 1 food only; for example, apple, almonds, yogurt)</td>
<td>Fill in blank with name of food</td>
</tr>
<tr>
<td>Which category best describes the target food tasted in class today?</td>
<td>Multiple choice (choose 1 only): grain, fruit, vegetable, beans, nuts/seeds, milk product, other protein</td>
</tr>
<tr>
<td>How was the food presented?</td>
<td>Multiple choice (choose 1 only): raw, cut-up; cooked; paired with other food</td>
</tr>
<tr>
<td>Before today’s class, how many students had seen this food before?</td>
<td>Fill in blank with number</td>
</tr>
<tr>
<td>Before today’s class, how many students had tasted this food before?</td>
<td>Fill in blank with number</td>
</tr>
<tr>
<td>How many students ate (or tasted) the food today?</td>
<td>Fill in blank with number</td>
</tr>
<tr>
<td>How many students were willing to eat the food at school again?</td>
<td>Fill in blank with number</td>
</tr>
<tr>
<td>How many students were willing to eat this food at home?</td>
<td>Fill in blank with number</td>
</tr>
<tr>
<td>How many students were willing to ask for this food at home?</td>
<td>Fill in blank with number</td>
</tr>
<tr>
<td>Comments?</td>
<td>Teacher may write in any comments</td>
</tr>
</tbody>
</table>

**Figure.** Items and response options included in the final taste test tool for school-aged children used in California (n=514 classrooms).
In the JOURNAL OF THE ACADEMY OF NUTRITION AND DIETETICS, December 2012, Volume 112 Number 12.

In a classroom setting to capture students' previous exposure and response to foods, previous exposure was lowest for the bean group and highest for the fruit. Students were less likely to try the foods during class and at home. The results are consistent with those of other studies that have observed differences in exposure and response by grade level and food category.

In the DISCUSSION, it is noted that teachers can administer the TTT in a classroom or after school setting to capture students' previous exposure and response to foods. Administrative burden is reduced by having a teacher administer the TTT, rather than requiring one-on-one interviews.

Table 1. Proportion of students within the class responding affirmatively to the taste test tool (TTT) questions, by grade level.

<table>
<thead>
<tr>
<th>TTT question</th>
<th>Preschool (n=94 classrooms)</th>
<th>Kindergarten (n=247 classrooms)</th>
<th>First-third grade (n=95 classrooms)</th>
<th>Fourth-sixth grade (n=22 classrooms)</th>
<th>Seventh-12th grade (n=22 classrooms)</th>
<th>All levels (N=514 classrooms)</th>
<th>F</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you ever seen this food before?</td>
<td>0.74±0.35</td>
<td>0.74±0.28</td>
<td>0.71±0.30</td>
<td>0.71±0.40</td>
<td>0.72±0.31</td>
<td>0.72±0.31</td>
<td>0.23</td>
<td>NS</td>
</tr>
<tr>
<td>Have you ever tried this food before?</td>
<td>0.72±0.35</td>
<td>0.71±0.31</td>
<td>0.64±0.31</td>
<td>0.62±0.33</td>
<td>0.65±0.33</td>
<td>0.65±0.33</td>
<td>2.36</td>
<td>0.05</td>
</tr>
<tr>
<td>Did you try this food today?</td>
<td>0.93±0.12</td>
<td>0.94±0.16</td>
<td>0.94±0.16</td>
<td>0.95±0.16</td>
<td>0.94±0.16</td>
<td>0.94±0.16</td>
<td>4.67</td>
<td>0.001</td>
</tr>
<tr>
<td>Would you try this food again at school?</td>
<td>0.82±0.26</td>
<td>0.86±0.21</td>
<td>0.83±0.20</td>
<td>0.84±0.22</td>
<td>0.86±0.31</td>
<td>0.82±0.22</td>
<td>3.64</td>
<td>0.006</td>
</tr>
<tr>
<td>Would you try this food again at home?</td>
<td>0.79±0.29</td>
<td>0.85±0.19</td>
<td>0.82±0.20</td>
<td>0.80±0.25</td>
<td>0.83±0.30</td>
<td>0.80±0.24</td>
<td>3.97</td>
<td>0.003</td>
</tr>
<tr>
<td>Would you ask for this food at home?</td>
<td>0.76±0.31</td>
<td>0.81±0.26</td>
<td>0.78±0.23</td>
<td>0.76±0.27</td>
<td>0.56±0.32</td>
<td>0.77±0.27</td>
<td>4.09</td>
<td>0.003</td>
</tr>
</tbody>
</table>

*Unit of analysis is classroom. Analysis of variance and Tukey-Kramer post hoc test were used to examine grade level differences.

*Significantly different from other values in this row at P<0.05.

**Significantly different from other values in this row at P<0.01.
Table 2. Proportion of students in the class responding affirmatively to taste test tool (TTT) questions, by food category

<table>
<thead>
<tr>
<th>TTT question</th>
<th>Grains (^b) (n=29 classrooms)</th>
<th>Vegetables (^c) (n=168 classrooms)</th>
<th>Fruit (^d) (n=175 classrooms)</th>
<th>Dairy (^e) (n=29 classrooms)</th>
<th>Beans (^f) (n=10 classrooms)</th>
<th>Nuts/seeds (^g) (n=67 classrooms)</th>
<th>Protein (^h) (n=12 classrooms)</th>
<th>All (n=514 classrooms)</th>
<th>F</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you ever seen this food before?</td>
<td>0.81±0.35</td>
<td>0.64±0.29</td>
<td>0.83*±0.28</td>
<td>0.59±0.26</td>
<td>0.43±0.33</td>
<td>0.75±0.31</td>
<td>0.48±0.43</td>
<td>0.72±0.31</td>
<td>10.16</td>
<td>0.001</td>
</tr>
<tr>
<td>Have you ever tried this food before?</td>
<td>0.81±0.35</td>
<td>0.53±0.30</td>
<td>0.78*±0.29</td>
<td>0.51±0.27</td>
<td>0.36±0.29</td>
<td>0.72±0.31</td>
<td>0.57±0.41</td>
<td>0.65±0.33</td>
<td>14.19</td>
<td>0.001</td>
</tr>
<tr>
<td>Did you try this food today?</td>
<td>0.99±0.06</td>
<td>0.91±0.17</td>
<td>0.93*±0.18</td>
<td>0.98±0.04</td>
<td>0.86±0.24</td>
<td>0.96±0.17</td>
<td>0.96±0.11</td>
<td>0.94±0.16</td>
<td>1.81</td>
<td>NS (^i)</td>
</tr>
<tr>
<td>Would you try this food again at school?</td>
<td>0.96±0.09</td>
<td>0.71±0.23</td>
<td>0.86*±0.21</td>
<td>0.81±0.23</td>
<td>0.57±0.25</td>
<td>0.92±0.15</td>
<td>0.91±0.12</td>
<td>0.82±0.22</td>
<td>13.52</td>
<td>0.001</td>
</tr>
<tr>
<td>Would you try this food again at home?</td>
<td>0.97±0.11</td>
<td>0.72±0.24</td>
<td>0.84*±0.22</td>
<td>0.82±0.17</td>
<td>0.53±0.25</td>
<td>0.89±0.20</td>
<td>0.86±0.22</td>
<td>0.80±0.24</td>
<td>12.14</td>
<td>0.001</td>
</tr>
<tr>
<td>Would you ask for this food at home?</td>
<td>0.94±0.16</td>
<td>0.66±0.26</td>
<td>0.82*±0.26</td>
<td>0.79±0.19</td>
<td>0.49±0.24</td>
<td>0.89±0.16</td>
<td>0.85±0.15</td>
<td>0.79±0.26</td>
<td>14.21</td>
<td>0.001</td>
</tr>
</tbody>
</table>

\(^a\) Unit of analysis is classroom. Analysis of variance and the Tukey-Kramer post hoc test were used to examine differences in response to fruit and vegetables. Twenty-four of the food tastings involved >1 food group and could not be categorized.

\(^b\) Grains: 7-grain bread, homemade corn tortillas, cornbread, granola, whole-grain pasta, whole-wheat crackers, whole-wheat tortillas, popcorn.

\(^c\) Vegetables: artichoke, asparagus, bean sprouts, beets (canned and fresh), bok choy, broccoli, butternut squash, cabbage (green and purple), carrots, celery, corn on cob, cucumber, edamame, jicama, lettuce, peas (snap), potatoes, pumpkin, spinach, sweet potatoes, zucchini.

\(^d\) Fruit: apples, avocado, banana, berries (blackberry, raspberry, strawberry), cantaloupe, cherries, grapefruit, honeydew, kumquat, oranges (mandarin), papaya, persimmons, pineapple.

\(^e\) Milk products: low-fat cheese, cottage cheese, low-fat yogurt.

\(^f\) Beans: garbanzo, hummus, 3-bean chili.

\(^g\) Nuts/seeds: almonds, pumpkin seeds, pecans, trail mix, natural peanut butter.

\(^h\) Other protein: hard-boiled eggs, lean ham.

\(^i\) NS = not significant.

*Significantly different from vegetables at \(P<0.0001\).
Program managers can use the TTT to develop targets or objectives for food-tasting activities that are coupled with nutrition education and subsequently to evaluate outcomes. For example, an objective might include <60% of students will report previous exposure to the foods introduced during the tasting activities and >80% will be willing to try the food again at school. Being able to set realistic targets and report accurate outcomes with valid, reliable sources of data is critical to achieving excellence in program delivery and advocating for continued support.

In addition to use for evaluation in a community setting, a main advantage of the TTT is the potential to generate information to plan what foods to offer and how to present the foods to increase consumption among students at school. At present, decisions related to what and how to offer foods are often based largely on local availability of produce and food donations. Although only the response by food category was reported here, the TTT also generates data related to student willingness to try and/or ask for specific foods. Thus, nutrition educators can use the data to categorize foods into one of four categories: high previous exposure and high response (eg, in our study, apples, berries, carrots, and cucumbers), low previous exposure and high response (eg, beets, edamame, grapefruit, and red pepper), high previous exposure and low response (eg, green bell pepper), or low previous exposure and low response (eg, butternut squash and hummus). Categorizing the results can reveal which F/V are good candidates for pairing with F/V that had low previous exposure and high response and low previous exposure and low response. For example, cucumbers might be selected for pairing with hummus at another food tasting. Sharing the results with foodservice administration, school wellness committees, and teachers may encourage offering certain foods, particularly those with low previous exposure and good response, more frequently at school. Optimally, teachers should receive background information on the food and lesson tips on ways to tie the food tasting to other subjects such as social studies.

To reinforce classroom experiences, nutrition educators working with the parents can highlight those healthy foods that students find most appealing. For example, showing families a videotape of a food tasting in the classroom may help convince parents that their children can be receptive to trying new foods. That information, coupled with advice on selection, storage, and simple recipe preparation tips, may be useful in increasing the availability, variety, and accessibility of F/V at home.

Strengths of the study include development and testing of an evaluation tool in a community setting, facilitating the transfer of the findings from research to practice. A large, multicounty sample in Phase 2 allowed for closer examination of student response across grade levels and for different types of foods. The nonrandom sample limits generalizing the findings, especially those related to the degree of liking specific foods, beyond this sample. Another limitation is that only nine teachers (of preschool through third grade) were included in the feasibility testing of the TTT. Finally, validity was only evaluated in a small sample (n=114) of participants at a day camp.

CONCLUSIONS
A teacher-administered TTT can be used to evaluate classroom-level response to food tastings and is capable of yielding valid, reliable, and useful information not only to capture important outcomes, but also to guide program delivery. However, further research related to refinement and testing of evaluation methods is needed in older students. Future longitudinal research should also examine the relationship between willingness to try or ask for new foods, as measured by the TTT, and subsequent food intakes.

References


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STATEMENT OF POTENTIAL CONFLICT OF INTEREST
D. Ginsburg is director of the University of California CalFresh Nutrition Program. The other authors have no conflicts to report.

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ACKNOWLEDGEMENTS
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SMART Board Nutrition Education Evaluation

The following UC Delivers concerning SMART Board pilot of nutrition education in 19 schools within Fresno County includes 63 teachers, 1,498 students and 21 administrators. It has been submitted to UC Delivers and is currently under review. It has been submitted to UC Delivers and is currently under review.

UC CalFresh: Bringing Nutrition Education to Life in Fresno Classrooms

This story is listed as: AI Editor

The Issue

Teachers require educational materials and methods that are effective in continually inspiring and engaging elementary school children to make healthier food choices. This work is critical to public health initiatives, particularly in addressing health concerns regarding early onset obesity. According to the Centers for Disease Control and Prevention, 17% of children ages 2 to 19 are obese—a figure that has tripled among children since 1980. In the next 20 years, it is forecasted that obesity could contribute to 7.6 million new cases of diabetes, 5 million new cases of chronic heart disease and stroke, and more than 400,000 cases of cancer, as recently highlighted in Robert Wood Johnson’s health report card.

What has ANR done?

Since 2010, UC CalFresh Fresno County has been piloting SMART Board, an interactive technology available in most schools, to deliver elementary school nutrition education curricula. A major appeal of SMART Board nutrition education is the ability to reach visual and tactile learners and keep them engaged. Photos can be moved by a student’s finger on a whiteboard to help bring the printed curriculum to life. For many students, field trips to farms are out of the question due to a school’s limited budget. Through SMART Board nutrition education, teachers can bring images and videos involving agriculture and healthy foods into the classroom. An additional benefit of SMART Board is that it can be updated in real time, quickly and easily. UC CalFresh SMART Board nutrition education has been available to all qualifying Fresno Unified School District elementary sites. Initially, over 60 lessons from Farm to Fork (K-2), RAMP (3rd) and Nutrition to Grow On (4th-6th) curricula were adapted to SMART Board by UCCE Fresno County Youth Division staff. Based upon feedback, these lessons were then modified and re-grouped by topic into 20 lessons.

The Payoff

Nutrition Lessons get A+

In 2011-12, UC CalFresh conducted an evaluation of the piloted SMART Board nutrition education in 19 schools which included surveys to 63 teachers, 1,498 students (K-6th), and 21 administrators. The results are impressive. There is overwhelming interest by teachers to use SMART Board for nutrition education lessons in the future 1-2 times per month. Eighty-five percent of teachers also indicate that SMART Board nutrition lessons would reduce their prep-time compared to printed curricula, and over 90% felt it engaged students more than traditional delivery methods. Most importantly, results of the student evaluation showed 85% “really liked” the SMART Board nutrition education and wanted to use it again! Students most enjoyed the interactive element, the games and activities. Using recent evaluation results, UC CalFresh Fresno staff are completing a final round of improvements to the lessons with the ambition of launching the program statewide in 2013.

Clientele Testimonial

Teacher Comments: “I think it is a great help that you are providing the SMART Board (nutrition education) lessons! The lessons I have seen are grade level appropriate and interesting!”

Contact

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Can Clickers Improve the Nutrition Education Experience?

The following UC Delivers article is on the pilot use of clickers in the UC CalFresh nutrition education programs. The pilot saw improved response rates, more accurate demographic data, easier collection of evaluation data and provided immediate feedback to the participants on the lessons being provided.

Can Clickers Improve the Nutrition Education Experience?

The Issue

Nutrition education is an important part of improving the diets of Californians. Despite public awareness about the role of good dietary habits on health, most are not following the Dietary Guidelines for Americans.

UC CalFresh, a University of California program, offers nutrition education to low-income families, youth, and seniors throughout California. The goal is to help people make healthy food choices within limited budgets. UC CalFresh educators collect evaluation data using paper forms, but about 25 percent of participants do not complete the forms, making it difficult to assess participants’ intent to change their eating habits. Innovative strategies to collect data could help participants assess healthful food choices and recognize how they spend their food dollars.

What has ANR done?

UC CalFresh tested “clicker technology” in 2011 to increase participants’ ability to self-assess their food-related habits. Clicker technology uses an interactive PowerPoint coupled with individual handheld devices (clickers) that participants use to answer questions. This technology allows educators to read questions to the class and verify that all participants respond before the results are displayed. Clickers were also used to collect demographic and evaluation data and to assess ease of use and participant satisfaction.

The Payoff

Clickers Enhanced the Experience

The use of clickers resulted in a 100-percent response rate, collection of accurate demographic data, and easier evaluation of the effectiveness of program delivery. The instantaneous display of results provided immediate feedback to the participants and educators.

The educators agreed that clicker technology is more interactive for participants, resulting in high participant satisfaction (94 percent of workshop attendees agreed that clickers were inviting and easy to use; 86 percent recommended their use in future classes). More UC CalFresh programs will use the clicker technology to collect data in adult programs. Additional plans include testing clickers with non-English-speaking adults and youth at school sites in the UC CalFresh program.

Using an interactive tool to assess participant understanding of nutrition and food budgeting topics may increase knowledge retention, lead to improved diets, and better health outcomes.

Contact

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University of California CalFresh Nutrition Education Program Supplemental Nutrition Assistance Education-Program (SNAP-ED)

UC CalFresh County Summaries

Fiscal Year 2012

Submitted January 2013
University of California
SUCCESES

- In FFY 2012, with one half the staff time of nutrition educators, UC CalFresh reached 651 participants or 93% of the target goal.
- UC Cal Fresh delivered nutrition education to 13 agency sites:
  - Adult Education
  - Job Training
  - Adult Rehab Centers
  - Head Start
  - Elderly Services
  - Shelters/Temporary Housing sites

IMPACTS

Improved FBC practices:
- Money Management: 88%
- 76% used grocery list
- 75% planned meals
- 39% compared prices
- 34% used nutrition facts
- 14% not run out of food
- Nutrition: 91%
- Fruits 55%
- Vegetables 48%
- A variety of food 36%
- Salt reduction 44%
- Fat reduction 48%
- Supersized meals 36%
- Eating breakfast 52%
- Food Safety: 53%
- Physical activity: 33%

IMPROVING CALIFORNIA’S HEALTH THROUGH COMMUNITY BASED NUTRITION EDUCATION

County statement:
California at 51% ranks last in SNAP Ed participation of any state and Alameda County is 50% with a Food Access rate of 40.9%. Over 158,804 of households in Alameda County live below the US poverty level; 31% are under age 18; 26% under age 5, and over 8% are 65 and over. Alameda County Food Bank reports about 40,000 (40% children, 18% seniors) seek emergency food each week; over 82% run out of food stamp benefits each month; 47% chose between paying rent and buying food; 38% with children and 39% with seniors experienced hunger.

Serving the Community
The adult program reached 651 unduplicated participants and made 1,101 direct client contacts in communities at greatest risk of obesity and chronic disease. The participants were: 216 seniors over 60; 229 adults age 18-59; and 7 age 5-17. Collaborators were 13 CBOs - Adult education and job training sites, Adult rehabilitation centers, Community-based organizations, Preschools – Head Start programs, Elderly service sites, and Shelter/temporary housing units.

Serving Individuals
Alameda County Adult UC Cal Fresh targets mature and older adults using the curricula “Eating Smart and Being Active” (ESBA) and Plan Shop Save Cook (PSSC). The ethnic composition of participants was 122 (19%) Hispanic/Latino; 24 (4%) African American; 332 (51%) Asian; 4 (1%) Pacific Islander; 166 (25%) White; 2 are multiple ethnicity; and 1 American Indian. The gender makeup was 223 male (34%) and 426 female (66%), and the total contacts is 1,101.

Serving California Agriculture
UC Cal Fresh increased family awareness of the health benefits of fruits and vegetables that led to:
- Increased consumption of fruits by 55%, vegetables 48%, and variety in food choices 36%;
- Increased intake of fruits and vegetables creates more demand for California’s agricultural produce.
- Increased consumption of California’s healthy agricultural products helps to grow the economy.

Serving Education
- An IRB approved ANR CORE Issues research and demonstration project assessed the food safety and nutrition education needs, and evaluated knowledge gained of (n=696) low/fixed income seniors, caregivers, and senior services food handlers in 10 counties. A Cal Ag Manuscript submitted documents a great need for nutrition and food safety education for seniors, caregivers, and food handlers, but shows knowledge gained by seniors was much lower than other participants.
- Data analysis of an IRB approved comprehensive critical social science research assessed the nutrition and wellness beliefs and practices of 140 high risk mothers (from EFNEP/CalFresh families) parenting young children. New and unique insight into food behaviors, family life environments and lifestyle practices of poor and high risk families with young children informs and benefits CalFresh low-income populations. Results were presented to professionals and par-professionals at four forums at the county, state and national level and a peer reviewed manuscript written.

Building Partnerships
The Alameda County Social Services Agency (SSA) has been a continued partner since 1995 as well as over two dozen CBOs including 13 emergency brown bag food sites for seniors. As a result of a SSA special collaborative effort this year we begin to identify the very large unmet nutrition education needs of seniors at risk for food insecurity and nutrition and lifestyle related chronic diseases in low income housing complexes. The unmet needs of at risk seniors has statewide implications. In FFY 2013 we expect to make a comprehensive assessment of the underserved population in Alameda County.
SUCCESSES
Children and adults who participated in UC CalFresh changed their behaviors in the following ways:

- 50% of participants willing to make healthier food choices by reading food labels
- 30% of participants indicated willingness to reduce consumption of sugar-sweetened beverages
- Increased children trying new fruits and vegetables
- Increased awareness of parents offering healthier choices at school events.

The Central Sierra MCP CalFresh Nutrition Education Program provides nutrition education to qualifying adults and youth in Amador, Calaveras and Tuolumne counties. Adult programs are geared toward CalFresh recipients. Youth programs take place in schools where 50% or more students receive free and reduced meals.

Serving the Community
The University of California CalFresh Nutrition Education Program (UC-CalFresh NEP) provides evidenced-based nutrition education to CalFresh recipients and other low-income individuals and families in collaboration with local partners. We act as a vital bridge between the learning and knowledge of the UC system and our community, tailoring the latest science, curriculum and information to the needs, culture and language of our low-income communities. Our goal is to improve the food choices of school children and their families through education and encouragement to make healthy choices and be more physically active.

Serving Individuals
Our education programs focus on helping each person make positive behavior changes, whether it be saving money at the supermarket, planning and preparing healthy foods, increasing physical activity or drinking less sweetened beverages. We provide easy, healthy, delicious options families enjoy.

Serving California Agriculture
All of our educational efforts promote California Agricultural products. More than 5000 parents and youth participated in taste-testing, trying healthy California-produced foods including fruits, vegetables, dairy foods, and protein foods.

Serving Education
Our staff of nutrition educators is dedicated to making it as easy as possible for teachers to encourage healthy food choices through the lessons they teach and the activities they encourage their students to engage in. Engaging classes are also provided for parents who make healthy changes in the foods they feed their families. Our local staff is supported by experts from the University of California who are on the cutting-edge of the latest research and curriculum design.

Building Partnerships
Dedicated to leveraging every opportunity, UC-CalFresh NEP collaborates with dozens of organizations and entities to maximize our successes.

School districts
Food banks
Local businesses
Local media
Master Gardeners
Health Department
First 5
Office of Education
Local farmers
Cal-Works
Public Libraries

This material was funded by USDA’s Supplemental Nutrition Assistance Program - SNAP

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SUCCESSES
Butte County children and adults who participated in UC CalFresh NEP changed their behaviors in the following ways:

- 57.1% of teachers observed that by the end of the year, children bring fruit as a snack regularly.
- 66.3% of teachers now remind families to bring healthy snacks for school parties.
- 99% of teachers observed children could identify healthy food choices by the end of the year.

IMPACTS
Butte, Glenn, Colusa, Sutter and Yuba UC CalFresh NEP is making a vital impact in our community, providing our community’s most vulnerable populations with the information they need to make healthier, wiser food choices:

- 9,687 children served
- 80 schools served
- 383 teachers using UC CalFresh NEP resources
- 384 adults served
- 22 agencies served

IMPROVING CALIFORNIA’S HEALTH THROUGH COMMUNITY BASED NUTRITION EDUCATION

County statement:
The five counties are situated in a vast agriculture region. Butte, Glenn and Colusa counties are often referred to as the Northern Sacramento Valley while Sutter and Yuba Counties are part of the Sacramento Metro Valley. Butte County is the largest county in the cluster and the largest county north of Sacramento. In all five counties, the percent of total population in poverty and percent of children in poverty is at or higher than the State average. The greatest proportion of SNAP participants in the 5-county is white followed by Hispanic, Asian, Black and American Indian. The prevalence of food insecurity and very low food security among adults age 18 and over, below 200% FPL ranges from 30% in Butte to 42% in Sutter County. The median income is less than that of the state.

Serving the Community
The University of California CalFresh Nutrition Education Program (UC CalFresh) provides evidence-based nutrition education to CalFresh recipients and other low-income individuals and families in collaboration with local partners. We act as a vital bridge between the learning and knowledge of the UC system and our community, tailoring the latest science, curriculum and information to the needs, culture and language of our low-income communities. Our goal is to help these families, moms, youth and seniors make better nutrition decisions, maximize limited food budgets and plug-in to our counties unique opportunities.

Serving Individuals
Our program contacts are made through direct and indirect educational methods. Program participants and teachers are provided accurate information and hands-on skill building activities on nutrition, food choices and resource management. In addition to classroom lesson demonstrations, we provide:

- Nutrition presentations and activities at school-wide events such as; Back to School Nights, Healthy Harvest Festivals, Student of the Month, Math Nights, Wake Up to Reading Events, and more. Nutrition Educators use these venues to infuse spirited nutrition education into school and community environments.
- Student Nutrition and Agriculture Field Day is an annual UCCE sponsored event for 4th grade students and teachers interested in learning from Farm to Fork the importance of our food system and choices they make at the market.
- Nutrition Decathlons occur each Spring and Fall. These school-wide nutrition and fitness extravaganzas challenges students’ nutrition knowledge and fitness levels as students cycle through relays, races and agility tracks. Students respond to nutrition trivia questions in order to participate in each activity station.

UC CalFresh Staff
Our program’s greatest asset is our educators. Ten nutrition educators work with school and community agency staff to deliver targeted nutrition education. Our educators are knowledgeable and skilled presenters. Their enthusiasm helps to motivate teachers to deliver nutrition education in the classroom and youth to adopt healthy eating and lifestyle behaviors. Our programmatic design results in positive outcomes for youth and their families.

Building Partnerships
- School districts in Butte, Glenn, Colusa, Yuba and Sutter counties
- Network for a Healthy California
- Farm Bureaus in Butte, Glenn, Colusa, Yuba and Sutter counties
- Department of Employment Services
- Hmong Cultural Center
- Public Health

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IMPROVING CALIFORNIA’S HEALTH THROUGH COMMUNITY BASED NUTRITION EDUCATION

County statement:
Fifty-four percent of adults are overweight or obese; 42% of children ages 5-20 show the same trends; 46,000 individuals have Type II diabetes; 16% of adults live in food insecure households; and 12% of children are living in poverty. The economic costs associated with overweight, obesity, and physical inactivity in Contra Costa County is valued at $1.3 billion. (California Food Policy Advocates, County Profile-2010, 2009 PedNSS Data, Calif. Center for Public Health Advocacy-2009)

Serving the Community
• The University of California Cooperative Extension (UCCE) Nutrition Education Program provides evidenced-based education to address the high rate of overweight and obesity in adults and children, which can lead to chronic disease such as Type II diabetes.
• UCCE nutrition educators deliver programs in collaboration with local partners and act as a vital bridge between the knowledge of the UC system and our community.
• We tailor current health information and curriculum to the needs, culture and language of our communities.

Serving Individuals
• Through our learner-centered workshops, we help limited-income adults adopt healthy eating and fitness habits; maximize their food budgets; keep food safe; and prepare simple, healthy meals.
• We promote an online money management course and federal food assistance programs to improve food security.

Serving Education
• We provide teachers with UCCE curricula, supplies, classroom presentations, food tasting activities and ongoing support to help them educate their limited-income students about healthy eating and fitness habits.
• UC-Cal Fresh Nutrition Educators assists teachers and administrators to create a healthy school environment.
• During 2011-2012 we reached 5,141 youth in collaboration with their teachers.

Serving California Agriculture
• Adults and youth receive education about the health benefits of fresh produce and are exposed to California specialty crops through tastings and cooking activities.
• We provide food system education through our curricula and during Ag Days at an agricultural museum and garden.
• Collaborations with UCCE Master Gardeners, the Farm Bureau and the Contra Costa Fair enhance our “Seed to Table” education.

Building Partnerships
UCCE collaborates with many external organizations and entities to maximize our impact: School Districts & YMCA; Food Bank; WIC & Head Start; First 5 Centers; San Pablo Rec. Dept.; Contra Costa County Workforce Services, Youth Continuum of Services and Health Services; John Muir and Kaiser Permanente; Pittsburg and Bay Point Senior Centers; and many others.

For More information, contact: Marisa Neelon, R.D., M.S., mqneelon@ucanr.edu
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County statement:
UC CalFresh Fresno County Collaborates and leverages UCCE resources to positively impact the nutrition, physical activity, and food buying behaviors of SNAP-eligible families in Fresno County through education and applied research.

Serving the Community
Fresno County has the highest pocket of concentrated poverty in the nation. UC CalFresh collaborates to eliminate duplicative efforts, increase delivery of nutrition education to underserved SNAP recipients and ensure efficient and effective use of SNAP-Ed funding to address the large, on-going need in the community.

Serving Individuals
UC CalFresh has a direct impact on SNAP-eligible families in Fresno County. Over 35% of adults participating in a class series demonstrated improvement of food budgeting skills by not worrying about or running out of food before the end of the month. Over 63% of teachers report that compared to the beginning of the school year, more students bring fruit as a snack.

Serving California Agriculture
Leveraging the resources of UCCE, UC CalFresh integrates agriculture into nutrition education with SNAP-eligible adults and youth. Master Gardeners provide hands-on educative experiences for participants. Tastings offered to students are sourced locally, providing the opportunity for students to experience seasonal, locally available produce.

Serving Education
SNAP-eligible youth receive hands-on lessons and taste testing designed to introduce a variety of healthy foods. SNAP-eligible adults participate in class-series and workshops centered on meal planning, food resource management and feeding their families well.

Building Partnerships
UC CalFresh Fresno County partners with local schools, churches, government agencies and community coalitions to coordinate efforts, eliminate duplication and maximize resources.

Key partners include:
- Fresno Unified School District
- Community Food Bank
- Coalinga-Huron Joint Unified School District
- Firebaugh-Las Deltas Unified School District
- Selma Unified School District
- Fowler Unified School District
- West Hills College
- Fresno City Department of PARCS and Recreation
- Bringing Broken Neighborhoods Back to Life Coalition
- Kaiser Permanente
- Parlier Unified School District
- Department of Public Health
- Department of Social Services
- The County of Fresno
- 8 Private Preschools
- Jobs 2000 and Jobs & Beyond
- The Network for a Healthy California
- Anthem Blue Cross
- Off the Front
- Fresno Housing Authority
- Niño’s Sano, Familia Sana
- Bella Frutta
**SUCCESSES**

- In FFY 2012, Imperial County CalFresh NEP reached over 8,000 participants, exceeding targeted program goals by 65%.
- Imperial County CalFresh has provided nutrition education at over 100 delivery sites including:
  - Public Schools
  - Community Centers
  - Shelters
  - DREC
  - Public Housing Authority

**IMPACTS**

UC CalFresh reached 109 educators delivering a total of 2,921 hrs. in 40 sites

**Youth**
- Over 80% of youth are willing to try and eat again foods tasted

**Adults**
- 70% of participants practice food safety
- 50% eat more fruits and vegetables

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**IMPROVING CALIFORNIA’S HEALTH THROUGH COMMUNITY BASED NUTRITION EDUCATION**

The University of California CalFresh Nutrition Education Program provides evidence based nutrition education to CalFresh recipients and other low-income individuals and families in collaboration with local partners. We act as a vital bridge between the learning and knowledge of the UC system and our community, tailoring the latest science, curriculum and information to the needs the needs, culture and language of our low-income communities. Our goal is to help these families, adult, youth and seniors make better nutrition decisions and maximize limited food budgets.

The UC CalFresh (NEP) provides our community with nutrition education and physical exercise for the entire family.

- The **Youth Program** provides no-cost research based curriculum, support and resources to pre-school through high school teachers in low-income schools to deliver this education in their classrooms. We reached 3,413 youth in FFY12.
- The **Adult Program** provides evidence based nutrition education to CalFresh eligible’s and other low-income individuals and families in collaboration with local partners. We reached 1,162 adults in FFY12.

**Serving California Agriculture**
Connecting youth to Imperial farmers through visits to the Desert Research Extension Center and hands on experience in school gardens.

**Serving Education**
By supporting teachers with training, technical assistance and educational resources that connect nutrition to overall good health. We focus on an education strategy that encompasses food and resource management to assist in stretching CalFresh benefits. UC CalFresh NEP serves education throughout Imperial County.

**Our Partnerships**
- School Districts
- Public Health Department/Nutrition Network – Coordinate nutrition education throughout Imperial County
- Homeless and Abuse Shelters
- ICCOE Pre-Schools – Coordinate and train teachers on nutrition and the school garden
- 4H
- Desert Research and Extension Center (DREC) – offer classes using Farm to Fork curriculum, experience a day on the farm where the also harvest vegetables to take home
- Community Centers – teach food preparation and give recipe to each participant

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IMPRESSING CALIFORNIA’S HEALTH THROUGH COMMUNITY BASED NUTRITION EDUCATION

County statement:
- UC CalFresh helps alleviate pressing economic and health concerns faced by Kern County residents by teaching adults the skills they need to manage their resources more wisely, thereby improving their ability to purchase healthy food.

Serving the Community
- Kern County ranks fourth in the nation for poverty
- One in every four families in Kern County live below the poverty line
- The rate of food insecurity among adults in low-income households has reached 32%
- Obesity in Kern County adults is over 66%

Serving Individuals
- 971 Adults served
- 72 Classes taught
- 370 Adults reached indirectly

Serving Education
- Making Every Dollar Count classes teach participants:
  - Goal setting and making choices
  - Stretching personal and community resources
  - Saving Money on food and food advertising
- Plan, Shop, Save, and Cook classes teach participants:
  - Meal Shopping & Shopping lists
  - Understanding food labels
  - Saving money on food
  - Menu planning for a week

Building Partnerships
- Bakersfield Adult School
- Community Action Partnership of Kern
- West Side Community Resource Center
- Bakersfield City School District
- Bakersfield Homeless Center
SUCCESSES

- In 2011-12, over 800 participants received valuable nutrition education through 213 single session and 934 multi-session classes.
- Program participants made important changes in nutrition and resource management behaviors.
- Garden-enhanced classes encouraged participants to consume and prepare more vegetables at home.
- LA County indirectly reached 1,315 individuals through community outreach events.

IMPACTS

Adults Participants making important changes in behavior:
- 68% Plan meals more often
- 65% Compare prices more often
- 77% Use nutrition facts label more often
- 67% Do not run out of food by the end of the month more often

County statement: Los Angeles County is the most populous county in the United States with close to 10 million residents. Along with this large, diverse population come high rates of poverty, food insecurity and chronic diseases. Fifteen percent of the total population and 20% of children live in poverty in LA County. Thirty-six percent of adults report living in food insecure households. A staggering 57% of adults are overweight or obese and 13% of children are overweight for their age.

Serving the Community
Cooperative Extension fills an important gap in nutrition education for low-income individuals by leading the effort to teach families valuable food resource management skills.

Serving Individuals
UC CalFresh offers program participants a 4-week nutrition education series called “Plan, Shop, Save & Cook”. Participants learn valuable skills such as meal planning, reading the food label and saving money at the grocery store. Program participants make important changes in behavior, resulting in healthier food choices on a limited budget.

Serving California Agriculture
By partnering with UC Master Gardener volunteers, UC CalFresh teaches low-income families how to grow, harvest, and healthfully prepare their own food through garden-enhanced nutrition education lessons called “Fresh from the Garden”. “Fresh from the Garden” teaches program participants to make important changes in nutrition-related behaviors that result in improved diet quality.

Serving Education
UC CalFresh offers one-time workshops and series-based nutrition education classes that meet the needs of program participants. High-quality, research-based educational materials encourage positive behavior change among participants as demonstrated through ongoing evaluation.

Building Partnerships
UC CalFresh provided direct adult nutrition education to 48 sites throughout LA County in 2011-12, including Head Start, public housing, elderly service centers, community-based organizations, rehabs, public libraries, public schools, community centers and shelters.

UC CalFresh program staff and the academic advisor partner with local organizations, oftentimes serving in an advisory role. Examples of local partnerships include:
- Foundation for Early Childhood Education Policy Committee
- Community Development Commission Vision team
- DPSS CalFresh Awareness Month Planning Committee
- Los Angeles Collaborative for Healthy Active Children Coordination Committee

University of California Cooperative Extension, Los Angeles County
Cynthia Orozco, Nutrition Educator (corozco@ucanr.edu)
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**SUCCESSES**

Placer & Nevada Counties UC CalFresh is making a vital impact in our community, providing the most vulnerable populations with the information they need to make healthier, wiser food choices:

- 8 elementary schools served
- 121 teachers helped
- 242 classes taught
- Over 50 adults received nutrition education
- Collaborated in over 6 nutrition education family-centered events.

**IMPACTS**

Knowledge change:

**Youth**
- More than 70% of students are willing to eat sweet potatoes at home after a taste testing.

**Adults**
- Over 67% of participants compare prices and read the nutrition label more often.

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**IMPROVING CALIFORNIA’S HEALTH THROUGH COMMUNITY BASED NUTRITION EDUCATION**

**County statement:**

- Over 19% of youth ages 5-19 in Placer and Nevada counties are overweight.
- Unemployment rates have increased to 14%, leaving 18% of children living in poverty.
- Over 37% of children in Placer and Nevada County qualify for free or reduced lunch. UC CalFresh Let’s Eat Healthy! program educates adults and children about the importance of physical activity, healthy food choices and what these foods do for our body; laying the foundation for healthy eating and lifestyle habits.

**Serving the Community**

- Two hands-on nutrition lessons were taught in 121 classrooms within a qualifying school. These lessons serve as a model for teachers to continue the education. Lesson topics are grade specific and include the following:
  - MyPlate, Food Label reading, healthier food choices, and handwashing.
- Adults in qualifying locations received nutrition education through the Plan, Shop, Save & Cook series.

**Serving Individuals**

- Over 50 adults received nutrition education. Workshop topics included MyPlate, the 2010 Dietary Guidelines, meal planning, shopping and budgeting and reading food labels. Over 67% of adults have stated that they understand why the nutrition facts label is important and are making healthier food choices by using labels as a guide.

**Serving California Agriculture**

- In collaboration with the UC Cooperative Extension’s, Nutrition BEST Program, CSA (Community Supported Agriculture) produce boxes, produce vouchers, tastings and nutrition education were provided to Early Head Start families.

**Serving Education**

- Children and adults receive important nutritional messages through hands-on nutrition classes, tastings of fresh, healthy foods, fun activities and cooking demonstrations.

**Building Partnerships**

- KidZkount - Mothers in Recovery
- Nutrition BEST - Master Gardeners
- First 5 - 4-H
- Live Healthy Nevada County - Partners Family Resource Center
- Public Health - Roseville Home Start Inc.
- CYFAR -
- Nevada Co. DSS -
- WIC -
- Healthy Eating and Active Living Collaborative -
- Placer County Office of Education

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This material was funded by USDA’s Supplemental Nutrition Assistance Program - SNAP

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IMPROVING CALIFORNIA’S HEALTH THROUGH COMMUNITY BASED NUTRITION EDUCATION

The most recent data from California Health Interview Survey shows that 69% of CalFresh eligible adults in Riverside County are overweight or obese, and 34% of low-income teens are overweight/obese or at risk of being overweight. About 36% of children and 87% of teens living in poverty eat less than 5 servings of fruit and vegetables daily. About 32% of adults and youth eat fast food 3 or more times a week.

Serving the Community
Riverside UC CalFresh is making a vital impact in our community, providing our community’s most vulnerable populations with the information they need to make healthier, wiser food choices. We conducted 157 nutrition workshops at 5 homeless shelters, 4 senior centers, 1 church, 2 CalFresh offices, 3 youth opportunity centers, and several Head Start sites.

Serving Individuals
We help families, moms, youth and seniors to make better nutrition decisions and maximize limited food budgets through workshops, small groups or one-on-one interactive poster session.

Serving California Agriculture
We promote buying local produce to increase participant fruit and vegetable consumption. We offer nutrition curricula that promote eating healthy from farm to fork and making connections with school garden and agriculture.

Serving Education
During FFY12, Riverside UC CalFresh partnered with 69 school teachers to deliver EatFit, Money Talks Hunger Attack and Reading Across MyPlate/MyPyramid to 55 sites reaching 3,365 school children and youth.

Building Partnerships
Dedicated to leveraging every opportunity, Riverside UC CalFresh collaborates with dozens of organizations and entities to maximize our successes.

- Alvord Unified School District
- Coachella Valley Unified School District
- Riverside Unified School District
- Desert Sands Unified School District
- Palm Springs Unified School District
- Riverside County Superintendent of Schools
- Indio and Banning DPSS CalFresh Offices
- Riverside County Office on Aging
- Senior Centers (Perris, Banning, Hemet & Moreno Valley)
- First Baptist Church (Coachella)
- Coachella Valley Adult School
- California Family Life Center/Kin Care
- Path of Life Ministries
- Sister Mary Alice Center
- Valley Restart
- House of Decisions
- Lutheran Social Services-Genesis
- Lighthouse Treatment Center
- Indio Center for Employment Training
- YMCA of the Desert
- Perris Library
- Jefferson Transitional Program
- Torres Martinez Desert Cahuilla Indians
SUCCESES

- In FFY 2012, UC CalFresh NEP San Mateo/San Francisco County, reached over 398,000 youth and adult participants.
- $299,962 reported in local support which equates to 209% progress towards our goal.

IMPACTS

Youth
- 70% are willing to ask for and try new food at home.
- Increased our youth program numbers to 153 teachers and 6,615 hours at 32 sites.

Adults
- 70% of adults read the nutrition facts label as a result of attending Plan, Shop, Save and Cook classes.

Counties: San Mateo/ San Francisco Counties have a combined population of a little over 1.5 million people. The poverty rate for San Mateo (7%) is half that of San Francisco (13%), with a combined total of 155,680 people living below the poverty line. Approximately half the residents of both counties are overweight or obese. Childhood obesity rates have decreased slightly in San Mateo, 34% and stayed even in San Francisco in the past three years, 32%.

Serving the Community
The University of California CalFresh Nutrition Education Program (UC-FSNEP) provides evidenced-based nutrition education to food stamp recipients and other low-income individuals and families in collaboration with local partners. We act as a bridge between the learning and knowledge of the UC system and our community, tailoring the latest science, curriculum and information to the needs, culture and language of our low-income communities. Our goal is to help families, moms, youth, and seniors make better nutrition decisions, maximize limited food budgets and plug-in to our counties unique opportunities.

Serving Individuals
The adult education program provides evidence based nutrition education to approximately 300 Cal Fresh recipients in collaboration with local community partners. The youth education program provides no cost curriculum and support to teachers in low-income schools to deliver nutrition and physical activity education to 4,000 students.

Serving California Agriculture
In collaboration with UCCE Master Gardeners, we provide a series of school gardening workshops for educators, parents, volunteers and community members.

Building Partnerships
City College of San Francisco Nutrition Assistant Program
Court and Community Schools: Gateway Center
Daly City Partnership
Donaldina Cameron House
InnVision Shelter Network
Jefferson Elementary School District
Master Gardeners
Ravenswood Child Development Center
Redwood City School District
San Francisco State University Dietetic Program

This material was funded by USDA’s Supplemental Nutrition Assistance Program - SNAP
SUCCESSES
San Joaquin County children and adults who participated in UC CalFresh Nutrition Education changed their behaviors in the following ways:

- 51% of teachers sampled (n=51) observed that by the end of the year, more children choose fruits and/or vegetables in the cafeteria or during classroom parties.
- 96% of teachers sampled (n=51) observed that by the end of the year, more children could identify healthy food choices.
- 63% of adults sampled (n=201) plan to drink sugar sweetened beverages less often.
- 77% of adults sampled (n=538) improved their food resource management skills.
- 49% of adults sampled (n=538) increased their frequency of moderate-intensity physical activity.

IMPACTS
San Joaquin County UC CalFresh Nutrition Education Program is making a vital impact in our community’s most vulnerable populations with the information they need to make healthier, wiser food choices.

- 5521 children served
- 72 schools served
- 221 teachers helped
- 2226 adults served with 11,571 lessons
- $226,946 brought into the county

IMPROVING CALIFORNIA’S HEALTH THROUGH COMMUNITY BASED NUTRITION EDUCATION

County statement:
San Joaquin County is home to an ethnically diverse population of over 685,000. Many of the county’s children live in households where adults struggle with poverty (16% of adults), food insecurity (30.2%) and unemployment (16.5%). The free and reduced price school lunch program, WIC and CalFresh help provide nutrition to many of these individuals and families. At the same time, physical inactivity and unhealthy eating contribute to the high rates of obesity and chronic diseases such as heart disease and diabetes. Sixty-five percent (65%) of adults are overweight or obese and more than 33% of the children (in grades 5, 7, and 9) are overweight.

Serving the Community
The University of California CalFresh Nutrition Education Program (UC CalFresh) provides evidence-based nutrition education to CalFresh recipients and other low-income individuals and families in collaboration with local partners. We act as a vital bridge between the learning and knowledge of the UC system and our community, tailoring the latest science, curriculum and information to the needs, culture and language of our low-income communities. Our goal is to help these families, moms, youth and seniors make better nutrition decisions, maximize limited food budgets and plug-in to our counties unique opportunities.

Serving Individuals
UC CalFresh’s Nutrition Education Program in San Joaquin County offers free experiential, participatory learning opportunities to adults and children. Materials are research-based, theory driven and have won national awards. Our programs include:

- Family-Centered Nutrition Education for parents and their children—includes fun, innovative activities that result in a whole-family understanding of the connection between healthy eating, being active and a healthy body.
- Food Resource Management Education teaches families the importance of healthy eating and physical activity while improving their skills at planning, shopping, saving and cooking.
- Making Every Dollar Count Workshops facilitates participant exploration of money management attitudes and behavior with the goal of improving their ability to afford healthier food choices.
- Fresh from the Garden Workshops connects the health benefits of a vegetable-rich diet through garden-enhanced nutrition education and cooking demonstrations incorporating fresh-from-the-garden vegetables into healthy recipes.
- School-Based Nutrition Education provides training and support for teachers to motivate their students to make positive changes in their food and physical activity choices.
- Senior Nutrition Education encourages older adults to “eat smart and live strong” by increasing their fruit and vegetable consumption and participation in moderate-intensity physical activity.

UC CalFresh Staff
Our UCCE nutrition education program is staffed by three Family Nutrition Educators. Their combined experience, educational and cultural backgrounds bring a deep understanding of nutrition, health and related issues as well as a vast understanding of our diverse populations.

Building Partnerships
NFCS Advisor and UC CalFresh Family Nutrition Educators collaborate with local community-based organizations to provide educational opportunities leading to positive changes for the families they serve. Examples include:

First 5 San Joaquin
Emergency Food Bank & Family Services
El Concilio
UCCE Master Gardeners
Charterhouse Center fro Families
Lao Family
Salvation Army of Lodi
UCCE 4-H Youth Development
Catholic Charities
Public Health Services
Community Partnership for Families
Local Health Plans
Wellness WORKS!
San Joaquin County Office of Education
School Districts
Creative Child Care
Gold County Region Nutrition Network
WIC
Human Services Agency
Migrant Child Development Centers
Head Start
Agricultural Commissioner
Family Resource & Referral Center
Farm Bureau

This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP
SUCCESSES—

- In FFY 2012, UC CalFresh Santa Clara County, reached over 16,600 youth and adults exceeding our goal by more than 100%.
- UC CalFresh expanded its social media outreach to include 131 likes on Facebook, 92 followers on Twitter and 5,000 views on our website.

IMPACTS

Youth

- Youth program reached 263 teachers who delivered 29,918 hours of nutrition education.
- 87% of youth are willing to ask for and try new fruits and vegetables at home.

Adults

- 500 adults graduated
- 83% showed improvement in one or more nutrition practices after completion of class.

IMPRESSING CALIFORNIA’S HEALTH THROUGH COMMUNITY BASED NUTRITION EDUCATION

County statement: Santa Clara County has a population of approximately 1.8 million people. Roughly 11% or 186,000 people lived in poverty in 2010. Of these, 56,660 were children or about 13% of the youth population. An additional $227,607,256 in economic activity would be generated with full participation in CalFresh (food stamps) by all of those eligible. Over half of the population, irrespective of income or ethnicity, is overweight or obese.

Serving the Community: The University of California CalFresh Nutrition Education Program (UC CalFresh) provides evidenced-based nutrition education to food stamp recipients and other low-income individuals and families in collaboration with local partners. We act as a bridge between the education and research of the UC system and our community, tailoring the latest science, curriculum and information to the culture and language of our low-income communities. Our goal is to help families, youth, and seniors make better nutrition decisions and maximize limited food budgets.

Serving Individuals:

The adult education program provides evidence based nutrition education to CalFresh recipients in collaboration with local community partners.

The youth education program provides no cost curriculum, support and resources to pre school through high school teachers in low income schools to deliver nutrition and physical activity education in the classrooms.

Serving California Agriculture: Providing education on food preservation and food safety for adults and garden-enhanced nutrition education for youth.

Building Partnerships:

CalFresh collaborates with dozens of organizations and schools to maximize success, including:

- 12 schools districts and agencies
- 53 after school YMCA programs
- Santa Clara County Public Health Department
- UCCE Master Gardeners
- San Jose Parks and Recreation
- Santa Clara County and San Jose City Libraries
- House on the Hill Rehab Center
- Home Depot
SUCCESSES
- Shasta County children and adults who participated in UC-Cal Fresh changed their behaviors in the following ways:
  - 65 percent increased acceptability of fruits and other healthy options
  - 80.5 percent of school children bring more fruit as a snack
  - 93.5 percent wash hands more often
  - 97.8 percent try new foods offered at school, and 83.3 percent choose fruits and/or vegetables in the cafeteria or during classroom parties
  - 78 percent of adults have improved food resource management practices

IMPACTS
Knowledge change: Shasta County UC Cal Fresh is making a vital impact in providing the community’s most vulnerable populations with the information they need to make healthier and wiser food choices:
Youth
- 6,075 Children served
- 29 Schools served
- 225 Teachers helped
- 10,948 Classes taught
Adults
- 20 Agencies served
- 1,392 Adults served

IMPROVING CALIFORNIA’S HEALTH THROUGH COMMUNITY BASED NUTRITION EDUCATION

Serving the Community
Located in the heart of Northern California, Shasta County covers 3,850 square miles and has a population of 177,223. The unemployment rate is 13.5%. Currently 17.2% live at or below poverty. Only 41.1% of eligible students receive school breakfast. Approximately 62.2% of adults are overweight or obese, 5.8% of children are overweight for their age and about 9.9% of children age 5 years and younger are overweight.

Serving Individuals
The University of California CalFresh Nutrition Education Program provides evidenced-based nutrition education to CalFresh recipients and other low-income individuals and families in collaboration with local partners. We act as a vital bridge between the learning and knowledge of the UC system and our community, tailoring the latest science, curriculum and information to the needs, culture and language of our low-income communities. Our goal is to help these families, moms, dads, youth and seniors make better nutrition decisions, maximize limited food budgets and plug-in to our county’s unique opportunities.

Serving Education
UC-Cal Fresh provides quality nutrition and physical activity education to:
- Schools, After School Programs, Summer Camps and Community Events - educates low income children eligible for the Cal Fresh Program through schools/sites that are 50% and over in the free/reduced lunch program.
- Food Pantries - provides emergency food to families and individuals.
- Alcohol and Drug rehabs - provide programs for substance abuse treatment, including nutrition and physical activity components.
- Head Start and Preschool Programs - Early Childhood Education Programs provide education and training opportunities for Parents.
- Department of Health and Human Services - trains individuals on job skills and provides health related resources, including opportunities for Nutrition Education.
- Senior Citizen Programs - trains seniors on job skills and provides health related resources including opportunities for Nutrition Education.
- Mental Health Agencies - Provides life skills coping opportunities and education.
- Low Income Housing/Apartments - Provides temporary or permanent housing opportunities for individuals and families on limited budgets and includes life skills education.

Building Partnerships
Dedicated to leveraging every opportunity, UC Cal Fresh collaborates with dozens of organizations and entities to maximize our successes.
- Shasta Coalition for Activity and Nutrition
- Northern Hispanic Latino Coalition
- Healthy Shasta Movement
- School Districts
- Shasta Co. Social Services
- Shasta Co. Office of Education
- Growing Local Coalition
- SC CHAMP
- 4H
- City of Redding
- Master Gardener
- Shasta Co. Public Health

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This material was funded by USDA’s Supplemental Nutrition Assistance Program - SNAP
SUCCESSES

Here are some changes Stanislaus & Merced County children and adults have made because of their participation through the UC CalFresh Program:

- More students reported willingness to try fruits and vegetables
- Hand-washing rates among students increased
- More adults read labels before purchasing food
- Adults report better ability to budget resources for food security

*2011-2012 UCCE Survey Data

IMPACTS

- UC CalFresh is making a vital impact in our community’s most vulnerable populations. We provide the information people need to make healthier, wiser food choices. In 2011-2012:
  - 150 teachers trained
  - 7,000 children served
  - 75 adult classes taught
  - 600 adults served

County statement:

In Stanislaus County, 14% of our population lives in poverty, and 37% of the population is food insecure. In Merced County, 21% lives in poverty and 28% of the population is food insecure. Food security is defined by the World Bank as “Access by all people at all times to enough food for an active, healthy life.”

Both counties have high percentage rates of obese adults and children. National data shows that people who live in poverty also tend to be obese or overweight. A UCCE study found that healthy food selection is crucial in preventing obesity for food insecure families.

Serving the Community

The University of California CalFresh Nutrition Education Program provides evidence-based education to clientele and acts as a bridge between the knowledge of the UC system and our community.

In a nutshell, our programs teach families how to change their diets by shopping, preparing and serving more healthful foods to their families. It shows school teachers and students how to make healthy choices for breakfast and lunch. All participants are taught the importance of reading labels and eating more fruits and vegetables.

Serving Individuals

Our programs reach youth, families and seniors. Here is a brief description:

- Adult Nutrition Classes show families how to eat healthy and be food secure
- Adult Money Management Classes teach families how to eat healthy on a budget
- Youth Classes UC Davis Nutrition Curricula help teachers instruct students
- Dirt Fresh News & Tasting Kids Program that highlights local farmers and food
- Nutrition and Gardening Classes help families plant healthy food
- Classes for the Homeless Population educate about importance of eating fruits and vegetables

UC CalFresh Staff

In Stanislaus and Merced Counties, our Advisor and staff of seven professionals bring a wide range of experience. Their deep understanding on nutrition, health and related issues make them invaluable resources to our low-income communities.

Our Partners

Dedicated to leveraging every opportunity, UC CalFresh collaborates with dozens of organizations and entities to maximize our successes. Here are just a few:

- Community Services Agency (CSA)
- Health Services Agency (HSA)
- Network for a Healthy California
- Central Valley Opportunity Center
- Stanislaus County Farm Bureau
- Sierra Vista Child & Family Services
- Senior Citizen Centers (8)
- 4H
- Golden Valley Health Centers
- Ceres Partnership for Healthy Children
- Merced County Office of Education
- Local Farmers Markets
- California Nutrition Action Plan (CNAP)
- Natural Resources & Conservation
- West Modesto King Kennedy Neighborhood Collaborative
- Local Nurseries and Garden Centers
- Healthy Start


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This material was funded by USDA’s Supplemental Nutrition Assistance Program - SNAP
IMPROVING CALIFORNIA’S HEALTH THROUGH COMMUNITY BASED NUTRITION EDUCATION

Serving the Community
Tehama County is located in the upper Sacramento Valley in far northern California. It is a rural area with vast open spaces and a population of 62,941 (2009 estimate). The percentage of people living below poverty level in Tehama County is an estimated 16.5%, with an unemployment rate of 15.1%. Twenty-one percent of students eligible for free and reduced price meals do not participate in the National School Lunch Program. Approximately 63.8% of adults are overweight or obese, 35.8% of 12-14 yrs are overweight and about 12.4% of children age 5 years and younger are overweight.

Serving Individuals
The University of California CalFresh Nutrition Education Program provides evidenced-based nutrition education to CalFresh recipients and other low-income individuals and families in collaboration with local partners. We act as a vital bridge between the learning and knowledge of the UC system and our community, tailoring the latest science, curriculum and information to the needs, culture and language of our low-income communities. Our goal is to help these families, moms, dads, youth and seniors make better nutrition decisions, maximize limited food budgets and plug-in to our county’s unique opportunities.

Serving Education
The University of California Cal Fresh Nutrition Education deliver services to Tehama programs, agencies and institutions such as:
Department of Health and Human Services- trains individuals on job skills and provides health related resources including opportunities for Nutrition Education.
Head Start and Preschool Programs- Early Childhood Education Programs provide education and training opportunities for parents.
Food Pantries- provides emergency food to families and individuals.
Schools, After School Programs, Summer Camps and Community Events - educates low income children eligible for the CalFresh Program through schools/sites that are 50% and over in the free or reduced lunch program.

Building Partnerships
Dedicated to leveraging every opportunity, UC CalFresh collaborates with dozens of organizations and entities to maximize our successes.

• Tehama Office of Education
• Nutrition Network LIA with CSU, Chico
• School Districts
• Tehama County Social Services
• Master Gardener

• City of Tehama
• Growing Local Coalition
• SC CHAMP
• Tehama UCCE 4H Program
• Tehama County Public Health

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IMPROVING CALIFORNIA’S HEALTH THROUGH COMMUNITY BASED NUTRITION EDUCATION

Serving the Community
Trinity County is a large, rugged, mountainous and heavily forested county located in the northwest of California. It covers an area of over two million acres, and as of 2008 its population was 13,786. The unemployment rate is 18.2%. Currently 15.1% live at or below poverty. Only 24.8% of the eligible students received school breakfast. Approximately 57.3% of adults are overweight or obese, 10.3% of children are overweight for their age and 14.6% of children age 5 years and younger are overweight.

Serving Individuals
The University of California CalFresh Nutrition Education Program provides evidenced based nutrition education to CalFresh recipients and other low-income individuals and families in collaboration with local partners. We act as a vital bridge between the learning and knowledge of the UC system and our community, tailoring the latest science, curriculum and information to the needs, culture and language of our low-income communities. Our goal is to help these families, moms, dads, youth and seniors make better nutrition decisions, maximize limited food budgets and plug-in to our county’s unique opportunities.

Serving Education
Department of Health and Human Services- trains individuals on job skills and provides health related resources including opportunities for Nutrition Education.
Head Start and Preschool Programs- Early Childhood Education Programs provides education and training opportunities for parents.
Food Pantries- provides emergency food to families and individuals.
Schools, After School Programs, Summer Camps and Community Events - educates low income children eligible for the CalFresh Program through schools/sites that are 50% and over in the free or reduced lunch program.

Building Partnerships
Dedicated to leveraging every opportunity, UC CalFresh collaborates with dozens of organizations and entities to maximize our successes.

- Trinity Office of Education
- Trinity County Farm Bureau
- School Districts
- Trinity County Conservation District
- Watershed Research & Training Center
- Trinity Coalition for Activity and Nutrition
- Growing Local Coalition
- SC CHAMP
- Trinity UCCE 4H Program

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IMPROVING CALIFORNIA’S HEALTH THROUGH COMMUNITY
BASED NUTRITION EDUCATION

Food insecurity and inadequate nutrition are serious issues for Tulare and Kings counties which rank among the lowest counties in the state in food security for low income residents. More than one quarter of the children live in poverty. Further, two-thirds of the adult population is obese and half of 7th Graders are considered unhealthy.

Serving the Community
The University of California CalFresh Nutrition Education Program (UC CalFresh NEP) provides evidenced-based nutrition education to CalFresh recipients and other low-income individuals and families in collaboration with local partners. We act as a vital bridge between the learning and knowledge of the UC system and our community, tailoring the latest science, curriculum and information to the needs, culture and language of our low-income communities. Our goal is to improve the food choices of school children and their families through education and encouragement to make healthy choices and be more physically active.

Serving Individuals
Our education programs focus on helping each person make positive behavior changes, whether it be saving money at the supermarket, planning and preparing healthy foods, increasing physical activity or drinking less sweetened beverages. We provide easy, healthy, delicious options families enjoy.

Serving California Agriculture
All of our educational efforts promote California Agricultural products. More than 2,000 parents and youth participated in taste-testing, trying healthy California-produced foods including fruits, vegetables, dairy foods, and protein foods.

Serving Education
Our staff of nutrition educators is dedicated to making it as easy as possible for teachers to encourage healthy food choices through the lessons they teach and the activities they encourage their students to engage in. Engaging classes are also provided for parents who make healthy changes in the foods they feed their families. Our local staff is supported by experts from the University of California who are on the cutting-edge of the latest research and curriculum design.

Building Partnerships
Dedicated to leveraging every opportunity, UC-CalFresh NEP collaborates with dozens of organizations and entities to maximize our successes.

School districts
Food bank
Local businesses
Tulare County Nutrition Collaborative
Master Gardeners
Law enforcement
Farm Bureau
First 5
Office of Education
Local farmers
Local media
Public Libraries
Health Department

“Thanks, I couldn’t have done it without all of your support and great ideas/connections you brought in for my kids! They will forever benefit from our collaborative efforts.” Principal

“When I went home, I emptied all my cabinets and read all the labels on every package of food I had, I did not realize just how important reading labels really was!” Parent
As a result of PSSC lessons, 75% of adults reported increased confidence to share nutrition information with family and students. After training with low-income teachers, 91% reported increased confidence to share nutrition information with family and students. After PSSC lessons, 75% of participants will now most often or almost always read nutrition facts when making food choices.

**SUCCESSES**
- 221% increase in adult participation
- 10% increase in youth participation
- 24% increase in sites served
- 79,606 total contacts (358 adults, 79,248 youth)

**IMPACTS**

**Youth**
- Sites sampled 23 different foods; dried apricots, edamame, and honeydew were new to most children and well-received
- 82% of YMCA educators feel students are eating more healthful after using UC nutrition education kits
- "Boys sit a little taller when they hear how much stronger they will be by eating more vegetables and fruit." — Kindergarten teacher

**Adults**
- After training with low-income teachers, 91% reported increased confidence to share nutrition information with family and students
- After PSSC lessons, 75% of participants will now most often or almost always read nutrition facts when making food choices.

**SUCCESSES**

**Serving the Community**

The program participated in various community events and fairs, reaching an estimated 1,645 adults and children. Quarterly newsletters were mailed and an article on the ReThink Your Drink (RYD) campaign was published in the local newspaper, reaching an audience of over 9,400 residents. The Yolo County program also partnered with the Health Education Council to promote RYD on three Sacramento-area television news shows.

**Serving Individuals**

The program currently serves 77 sites including schools, daycare centers, after school programs, non-profit and community based organizations, and public housing. Yolo County had 2,869 active participants receiving a total of nearly 4,291 hours of nutrition education. The youth approach is to deliver nutrition education through the use of pre-prepped nutrition education and activity kits with both individual and group bilingual activities that are grade-level appropriate and meet academic standards. With adults, lessons are delivered through bilingual skill-based discussions and activities that provide new life skills that encourage healthy food resource management skills and child feeding skills. A community based organization serving adults reported, “We really appreciate the value you bring to our program. The clients learn valuable concepts and always enjoy the food as well.”

**Serving California Agriculture**

The program developed Produce of the Month nutrition activities and newsletters used by the Food Bank of Yolo County to promote available produce and increase awareness about seasonal foods. The program participated in the Kids Farmers Markets at two local schools by hosting a nutrition booth teaching the messages of the new MyPlate guidelines and more about the produce they were able to “purchase” at the market. The program participated in the Ag Connection Day sponsored by the local 4-H program and Yolo County Farm Bureau. Over 2,000 local elementary students and teachers visited booths staffed by local agencies promoting awareness in the areas of health, nutrition, and local agriculture.

**Serving Education**

The focus of the Yolo County program is to promote family wellness by educating the teacher, the child, and the parents with the same key nutrition messages. By implementing materials in the classrooms, teachers understand and give nutrition messages to their students which are then taken home to their families through recipes and parent newsletters, and the same messages are then reinforced at parent classes. Materials are provided in English and Spanish to help increase understanding of the message which may lead to behavior changes. A Preschool teacher, using the materials for over three years reported, “The nutrition materials I used led to changes in my life. I lost 30 pounds and started daily Zumba activities at home and work.”

**Building Partnerships**

- Food Bank of Yolo – nutrition booth at Kids Farmers Markets, Produce of the Month activity sheets
- First 5 Yolo – parent nutrition education classes, promoting “ReThink Your Drink” campaign
- Health Education Council – promoting “ReThink Your Drink” campaign in the community
- Local schools, daycares, and other sites – implementing nutrition education lessons
- YMCA (Winters, Woodland) – annual teacher nutrition education trainings
- Yolo County Department of Employment and Social Services – promoting CalFresh program and enrollment amongst Yolo County residents
- Yolo County 4-H and Master Gardener Programs – nutrition enhancements to After School programs, Ag Connection Day
- Yolo County Ag Department – collaborating on future plans to develop materials for Farm to School grant
- Yolo County Health Department – collaborating to maximize dissemination of materials to local residents