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

• Advancing Community Nutrition and Health: Sharing Recent Survey Results
  Amira Resnick, Director, UC ANR Community Nutrition & Health
  (0:01:14)

• Social Media Updates
  UC ANR Social Media Strategist Dora Garay
  (0:17:20)

  PA Break – Paul Tabarez, CFHL, UC Physical Activity Lead
  (0:34:44)

• Defining CFHL, UCCE Community Engagement
  Community Engagement Workgroup
  (0:42:38)

• State Office Updates
  Evaluation Team & IWP Timelines
  (1:06:17)
What you told us about moving forward with this expanded focus.
115 survey responses received!

Across several programs, with many people working across multiple programs.
How do you feel about expanding our programmatic focus?

88% Enthusiastic (yay!)

40% Confused (we'll work on this...!)
Lots of cross-program collaboration is already happening...mostly in:

- Networking
- Sharing Resources
- Co-hosting events
Biggest Barriers to Collaboration are:

- Not enough time
- Not sure how to begin
- Not sure how to sustain activities
You shared what you want to focus on moving forward:
Top 5 Collaborative Activities to Prioritize:

1. Sharing Program Resources
2. Networking & Learning about each other's work
3. Co-hosting public events
4. Cross-training between programs
5. Co-creating new curricula or approaches
Health Topics to Prioritize

Physical health:
- Nutrition, food and water security
- Physical activity

Psychosocial health:
- Positive youth and family development
- Social-emotional health

Economic health:
- Economic security
- Financial literacy

Environmental health:
- Healthy food affordability
- Sustainable food systems
Topics for Professional Development:

- **Physical health**
  - Nutrition, food and water security
  - Sleep quality

- **Economic health**
  - Economic security
  - Financial literacy

- **Psychosocial health**
  - Positive youth and family development
  - Social-emotional health

- **Environmental health**
  - Healthy food affordability
  - Sustainable food systems
Broadening our direction can mean many things:

- Communicating intentionally about the variety of work we're doing
- Looking for ways to work differently within and across our current programs
- Building new program teams to add to our collective capacity
Next Steps:

The Food Literacy and Healthy Lifestyles Program Team members had a "data party" to discuss survey results.

01. Further prioritizing shared goal areas

02. Explore pathways to pursue goals

03. Connect on goal areas across teams

04. Plan for the UC ANR Conference in April
• Check your bios

• Archive old content on Instagram

• Get a link sharing service such as Linktree

• Principles of Community on Facebook
MANAGEMENT PLATFORMS

- Linktree
- Canva
- Buffer
- TeamUp
Social Media Training

Short training videos
- Improving Video Discoverability on YouTube
- Instagram Live
- Facebook Live
- Optimizing LinkedIn

3 ways to make an Instagram Story:
- Swipe from the homepage
- Click on the blue "+" symbol or hold down on your profile

- Resources
- Best practices
- UC ANR statewide social media accounts
TWITTER

STAYING OR LEAVING?
UC ANR SOCIAL MEDIA

• Employee Facebook Group

• Tik Tok @uc_anr

@ucanr
OFFICE HOURS

• Wednesdays
  11 a.m – 12 p.m.
THANK YOU!
QUESTIONS?
Phases of Intensity – Moon Phase Review

100% showing - ALL of your energy
Learning Objectives

• Define Community Engagement (CE)
• Explain the importance of CE
• Describe different stages of CE, including examples of how it applies to CFHL, UCCE
• Connect local CE efforts to the Integrated Work Plan (IWP)
• Document CE efforts
What is Community Engagement?

…the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the wellbeing of those people. It is a powerful vehicle for bringing about environmental and behavioral changes that will improve the health of the community and its members. It often involves partnerships and coalitions that help mobilize resources and influence systems, change relationships among partners, and serve as catalysts for changing policies, programs, and practices (CDC, 1997, Principles p. 9).

(CDC, 1997; Shore, 2006; Wallerstein, 2002).
Why Community Engagement?

• Health Equity
  • Local voices are part of decision-making
  • Voice for underserved communities
  • Local leadership

• Improve health promotion and health outcomes
  • Community involvement, community relevance
  • Empowering the community with UCCE support to take action on nutrition and physical activity issues

• Identify new collaboration opportunities

• Sustainability
  • Community members and organizations invested in healthy living efforts
  • Community unity and trust
September 2022 CFHL, UC Town Hall

- Our Voice Project in Imperial County
- Creating Dynamic Virtual Engagement in Madera County
Community Engagement Stages

<table>
<thead>
<tr>
<th>Outreach &amp; Inform</th>
<th>Ask</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
</tr>
</thead>
<tbody>
<tr>
<td>CFHL, UCCE</td>
<td>CFHL, UCCE</td>
<td>CFHL, UCCE</td>
<td>CFHL, UCCE</td>
<td>CFHL, UCCE</td>
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</tbody>
</table>

Level of Impact
Outreach & Inform

• Setting the Stage: “This is what’s happening in the community.”

• Strategies: website, flyer, mailer

• Examples:
  • Distribute flyers at a school district about curriculum options available for nutrition and physical activity education.
Ask

• Setting the Stage: “What do you think of these ideas?”
• Strategies: meeting
• Examples:
  • Present to school PTA/PTO and facilitate a discussion to seek parent feedback on ideas for a school-wide physical activity event.
Involve

• Setting the Stage: “What ideas do you have to address this community issue?
• Strategies: workgroup, workshop
• Examples:
  • Convene a group of youth and adults and facilitate a discussion about the unused school garden and seek ideas for what to do with the space.
Collaborate

• “Let’s work together to find solutions to this community issue.”
• Strategies: community-based committee
• Examples:
  • Work jointly with school district wellness committee to generate ideas for healthy school celebrations to incorporate into the district wellness policy.
Empower

• “The community cares about this issue and community members are leading an initiative; how can we support you?”

• Strategies: community-led group

• Examples:
  • A group of adults who have been participating in nutrition education sessions express concerns over walkability in their neighborhood. Support them in making the change.
# Integrated Work Plan (IWP)

## IWP Blueprint Structure

<table>
<thead>
<tr>
<th>Foundational SNAP-Ed Objectives</th>
<th>Quality Direct Education</th>
<th>Partnership/Coalition Work and Support</th>
<th>Community Engagement Groundwork and Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PSE Strategies</strong></td>
<td><strong>Nutrition Standards</strong></td>
<td><strong>Behavioral Economics</strong></td>
<td><strong>Healthy Default</strong></td>
</tr>
<tr>
<td><strong>DOMAIN</strong></td>
<td><strong>PSE Settings</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEARN</td>
<td>Early Childhood and Education*</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Schools (K-12)*</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>SAsine and HSA-School*</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Family Resource Centers</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>EAT</td>
<td>Restaurants*</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Congregate Meal Sites/ Center Nutrition Center</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>SHOP</td>
<td>farms (Small and Large)*</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Food Assistance Sites (Banks or Pantries)*</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Farmers Markets*</td>
<td>X</td>
<td>X</td>
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<tr>
<td></td>
<td>FQPA Distribution Sites</td>
<td>X</td>
<td>X</td>
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<tr>
<td></td>
<td>Parks and Open Spaces*</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>PLAY</td>
<td>Bicycle and Walking Paths*</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

* denotes additional focus area

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

PEARS Partnership Module

PEARS PSE Module

PEARS Success Stories

Sustainability Mechanisms

Which of the following are in place to ensure the sustainability of this PSE work in future years? *

<table>
<thead>
<tr>
<th>Option</th>
<th>No Plans to Adopt</th>
<th>Plan to Adopt</th>
<th>In Process / Partially Adopted</th>
<th>Fully in Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>An organization or group that is not dependent on SNAP-Ed funding has assumed responsibility for sustaining the efforts</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>A dependable, on-going source of funding and/or support (other than SNAP-Ed) has been identified</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>One or more policies was adopted, requiring the changes to be maintained</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>A monitoring and reporting system has been implemented</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Support from stakeholders</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
An Evolving Resource

• Ongoing feedback beyond today is welcomed

To share additional examples and ideas:
• Add to Google doc
• Email Andra at amnicoli@ucdavis.edu
• Email Kelley at kmbrian@ucdavis.edu
• Principles of Community Engagement: CDC: https://www.atsdr.cdc.gov/communityengagement/

• International Association for Public Participation: Spectrum of Public Participation: https://www.iap2.org/page/pillars


• ChangeLab Solutions:
  • The Planner’s Playbook
  • Long-Range Planning for Health, Equity & Prosperity

• Regional Nutrition Education and Obesity Prevention Centers of Excellence, PSE Change Center at the University of Tennessee’s Collaboration Readiness Workshop

• The University of Kansas Community Tool Box

• Community Readiness for Community Change
Thank you!

Questions?
State Office Updates
FFY 2022 Statewide Evaluation Survey Results Report

• Statewide evaluation survey results for FFY 2022 found in Box here.
## FFY 2022 Statewide PEARs Summary Report in Box [here](#)

<table>
<thead>
<tr>
<th><strong>Direct Education</strong></th>
<th><strong>Policy, Systems &amp; Environmental</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 58,000 direct ed participants</td>
<td>Estimated reach 108,442 people at sites adopting PSE changes</td>
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<tr>
<td>4,725 preschoolers</td>
<td></td>
</tr>
<tr>
<td>49,972 school aged</td>
<td></td>
</tr>
<tr>
<td>3,761 adults</td>
<td></td>
</tr>
<tr>
<td>495 seniors</td>
<td></td>
</tr>
<tr>
<td>Over 650 unique sites</td>
<td>308 sites working on PSEs</td>
</tr>
<tr>
<td>257 schools</td>
<td></td>
</tr>
<tr>
<td>193 ECE</td>
<td></td>
</tr>
<tr>
<td>84 afterschool</td>
<td>286 sites adopted PSE changes</td>
</tr>
<tr>
<td>130 community</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** For more information, visit www.CalFreshHealthyLiving.org.
Adult Demo Card With ID# - UPDATED!

- **PEARS → Program Activities**
  - English version – no “White” race
  - Brought in line with CDSS adult demo cards
  - Delete old versions saved on your computer
  - Download and use newly posted FFY23 Adult Demo Cards With ID#

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Adult Demographic Cards

- **Without ID#**
  - English
  - Spanish
  - Chinese-Traditional
  - Hmong
  - Tagalog

- **With ID#**
  - English
  - Spanish
Evaluation Office Hours

Reviewing Evaluation Results:

• Jan 24\textsuperscript{th} at 2pm:
  Adult - FBC, ITC

• Feb 7\textsuperscript{th} at 2pm:
  Youth - EATS

Please take time to review your FFY22 results tables with your team and bring your questions!
FFY2023 PEAR S Updates

• CDSS is holding a webinar on January 23rd
  • Topics were already covered in our October PEAR S Office Hour which is posted to our website

• Pathway: PEAR S -> Program Activities
  • FFY 2023 PEAR S Updates/Changes (mostly in Program Activities module)
    • Handout - Summary of FFY2023 Updates/Changes
    • Slides – Oct 25th and 27th Office Hour(s)
    • Recording – Oct 25th Office Hour
Reminder:

Food Behavior Checklist (FBC) pre/post

- Continuing in FFY 2023, all SIAs and LIAs are **required** to use the FBC pre/post survey to evaluate:
  - adult **nutrition** education series
  - in **any** settings
  - when delivering **4+ sessions** over **at least 4 weeks**
    - e.g. Eating Smart Being Active, Eat Healthy Be Active Community Workshops, Eat Smart, Live Strong, MyPlate for My Family, Food Smarts, and, UCCE Connects to You!

- **Adult Evaluation Tools** webpage with resources supporting the FBC administration requirement
Poll question:

During FFY 2023, is your UCCE county/cluster program currently - or do you have plans to - deliver adult nutrition series curricula for which the FBC pre/post survey is used (e.g., 4+ DE lessons over 4+ weeks)?

- Yes
- No
- Maybe
Integrated Workplan (IWP): Timelines

**FFY23 IWP Revisions:**

- **Revision Period:** January 11th - February 10th, 2023
- LIAs can make *minor* or *significant* revisions related to COVID-19. Please consult the [IWP Revision Process Guide](#) table (page 4) on revision definitions.
- The **State Office is recommending UCCE’s avoid making revisions to FFY23 IWP**s, unless one of the following circumstances applies:
  - Work you were doing or planning to do before COVID is no longer a possibility now or in the future (through FFY23)
  - You are doing *new* work as a result of COVID (e.g. working in a new setting or implementing new PSE strategies)
- If you plan to make **significant revisions**, please contact your County Contact and include Andra-amnicoli@ucdavis.edu and MaryAnn- mamills@ucdavis.edu to discuss next steps.

**FFY24-26 IWP Development:**

- **Development Period:** March 27th - April 28th, 2023
- CDSS will copy **SECTION B of FFY20-23 IWP** into the new three-year automation system. LIAs will revise Section B to reflect changes in their planned work over the three year period.
- CFHL, UCCEs will work collaboratively with their LIA partners to build out **Section A**

**General IWP Revision Resources:**

- For detailed instructions on how to make revisions, review the [FFY23 IWP Revision Process Guide for LIAs](#)
- CalFresh Healthy Living Statewide Training website: IWP Basics (recorded); Advanced IWP Training - Jan 18th 10-12pm (will be recorded)
Thank you!

Next Town Hall: Tuesday
February 21, 2023

Image Source: Gellinger via Pixabay/ CC0