

CalFresh Healthy Living, UC Town Hall: Agenda

- Rethinking Farm to School
Alexa Norstad, Director of Programs, Center for Ecoliteracy
(01:15)
- Physical Activity Break
Paul Tabarez, CFHL, UC State Office
(19:55)
- County Highlights: A guide to working with students to generate CFHL, UC+ UCCE Social Media Content
Rosalinda Ruiz, CFHL, UCCE Stanislaus/Merced
(28:38)
- State Office Updates
(56:16)

Rethinking Farm to School: Strategies for SNAP-Ed



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ECOLITERACY

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ECOLITERACY**



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California Food for California Kids is an initiative of the Center for Ecoliteracy



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the quality of the
food in schools

RETHINKING SCHOOL LUNCH

A planning framework from the Center for Ecoliteracy

SECOND EDITION



CENTER FOR ECOLITERACY

1 in 3 U.S. children ages 2-19 who are overweight or obese

3 TIMES Increase in percentage of obese young people between 1980 and 2008

FOOD AND HEALTH



THE GOAL

To offer nutritious, appealing school meals and effective education about nutrition so that students can achieve their full academic potential and learn to make healthful choices.

1999 Year first school food policy was adopted by a U.S. public school district

2006 Year 10 state school and district policy was adopted by a U.S. public school district

WELLNESS POLICY

THE GOAL

To develop, implement, monitor, and evaluate policies that offer a vision and framework for providing healthy meals as well as teaching about nutrition and the relationships between food, health, culture, and the environment.



13 HOURS Time spent per year by classroom school teachers on nutritional education



50 HOURS Time an elementary per year to include relevant change

TEACHING AND LEARNING

THE GOAL

To deepen students' knowledge, skills, and attitudes related to where our food comes from, how it is produced, and the connections between our food, our health, and the environment.



195 MILLION Schoolchildren receiving free or reduced-price lunch in U.S. each day

CONFIDENTIALITY MATTERS. Some schools or districts may provide privacy for all kids, including those on free or reduced-price meal programs.



THE DINING EXPERIENCE



THE GOAL

To create an inviting dining ambience that encourages healthy interaction and healthy eating—a place that students enjoy, that makes the lunch period a time they look forward to, and that helps them feel safe and valued at mealtimes.

1,500 MILES Average distance commercially sourced food may travel to reach the school cafeteria

9,000 Approximate number of schools participating in farm-to-school programs that include relationships between local farms and schools

PROCUREMENT

THE GOAL

To find practical ways to supply the school meal program with healthy, fresh, local, and sustainably grown produce and products.



80% Students in a federal study who cited long lunch lines as an issue in school cafeteria



FACILITIES

THE GOAL

To create dining facilities that offer fresh, locally grown food, while serving as inviting places to eat as well as learning centers that support classroom lessons.



88% Nutrition services directors who do enough of their most pressing problem

72% Elementary schools that eat more to produce than the recommended rate

FINANCES

THE GOAL

To make the shift to fresher, healthier, more nutritious food municipality-wide.



\$600 MILLION Estimated amount lost per year in school meals in the National School Lunch Program

18,670 POUNDS Lunch trash generated per year by the average elementary school

WASTE MANAGEMENT

THE GOAL

To initiate a waste management program for school lunch that reduces waste and helps students understand the need to conserve natural resources.



80%+ Food service staff members who are probably hesitant to implement or even discussing food preparation methods, given appropriate programs of professional development



PROFESSIONAL DEVELOPMENT

THE GOAL

To provide nutrition services staff and teachers with the professional training and support they need to offer meals featuring fresh and local food and to teach students about the relationship between food, health, and the environment.



\$10 BILLION Amount spent yearly substituting food and beverage for any restricted to children

7,600 Television food advertisements the average child aged 12-17 watches every year

MARKETING AND COMMUNICATIONS

THE GOAL

To help school districts successfully promote healthy meal programs and meaningful learning environments to parents and students.



1 in 3 U.S. children ages 2-19 who are overweight or obese

3 TIMES Increase in percentage of obese young people between 1980 and 2010

FOOD AND HEALTH



THE GOAL

To offer nutritious, appealing school meals and effective education about nutrition so that students can achieve their full academic potential and learn to make healthful choices.

1999 Year first school food policy was adopted by a U.S. public school district

2006 Year that all schools and districts participating in federal nutrition programs were required by Congress to adopt wellness policies

WELLNESS POLICY

THE GOAL

To develop, implement, monitor, and evaluate policies that offer a vision and framework for providing healthy meals as well as teaching about nutrition and the relationships between food, health, culture, and the environment.



13 HOURS Time spent per year by classroom school teachers on nutritional education

50 HOURS Time an extended per year to achieve relevant change



TEACHING AND LEARNING

THE GOAL

To deepen students' knowledge, skills, and attitudes related to where our food comes from, how it is produced, and the connections between our food, our health, and the environment.



195 MILLION Schoolchildren receiving free or reduced-price lunch in U.S. each day

CONFIDENTIALITY MATTERS. Schools with 100 or more preschoolers for all data, including those on free or reduced-price meal programs.



THE DINING EXPERIENCE



THE GOAL

To create an inviting dining ambience that encourages healthy interaction and healthy eating—a place that students enjoy, that makes the lunch period a time they look forward to, and that helps them feel safe and valued at mealtimes.

1,500 MILES Average distance commercially sourced food now travels to reach the school cafeteria

9,000 Approximate number of schools participating in farm-to-school programs that include relationships between local farms and schools

PROCUREMENT

THE GOAL

To find practical ways to supply the school meal program with healthy, fresh, local, and sustainably grown produce and products.



80% Students in a federal study who cited long lunch lines as an issue in school cafeteria



FACILITIES

THE GOAL

To create dining facilities that offer fresh, locally grown food, while serving as inviting places to eat as well as learning centers that support classroom lessons.



88% Nutrition services directors who do enough or their most pressing problem

72% Elementary-level teachers that eat lunch in a kitchen due to the convenience rate

FINANCES

THE GOAL

To make the shift to fresher, healthier, more nutritious food financially viable.



\$600 MILLION Estimated amount lost per year in school meals in the National School Lunch Program

18,670 POUNDS Lunch trash generated per year by the average elementary school

WASTE MANAGEMENT

THE GOAL

To initiate a waste management program for school lunch that reduces waste and helps students understand the need to conserve natural resources.



80%+ Food service staff members who are probably hesitant to support or even discontinue food preparation methods, given appropriate programs of professional development



PROFESSIONAL DEVELOPMENT

THE GOAL

To provide nutrition services staff and teachers with the professional training and support they need to offer meals featuring fresh and local food and to teach students about the relationship between food, health, and the environment.



\$10 BILLION Amount spent yearly subsidizing food and beverage for any residential children

7,600 Television food advertisements the average child aged 12-17 watches every year

MARKETING AND COMMUNICATIONS



To help school districts successfully promote healthy meal programs and meaningful learning environments to parents and students.

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Project Overview

Rethinking Farm to School

Project Purpose

Cultivate the capacity of CalFresh Healthy Living, UC Local Implementing Agencies (LIAs) to expand and enhance local food procurement initiatives in school districts.

Project Phases

- Needs Assessment (Yr 1)
- Toolkit and Training Resources (Yr 2)
- Trainings and Technical Assistance (Yr 3)
- Assessment and Program Management (Ongoing)

What's to come
during the Needs
Assessment phase?

Needs Assessment Goals

- **BASELINE:** Status of Farm to School activities in CFHL, UC districts
- **CAPACITY:** CFHL, UC staff capacity to support Farm to School activities and local procurement
- **RESOURCES:** Useful resources and materials and gaps that remain

Needs Assessment Focus

- **NEEDS:** What do LIAs need to support their collaboration with school districts?
- **PRIORITIES:** What are your priorities for advancing this work?
- **PREFERRED FORMATS:** What are the preferred formats for resources, trainings, and ongoing technical assistance?

Statewide Survey

Regional Focus Groups

Report and Recommendations

Working Well

- Garden-based direct education
- The smarter lunchroom movement materials
- Taste tests
- In-person experiential trainings for LIAs (regional)
- Virtual Harvest of the Month Materials

Gaps that Remain

- Scaling Farm to School activities
- Working with food service directors on local procurement
- Increasing youth-led projects
- Marketing materials and toolkits
- School Meals for All implementation
- Food waste recovery and prevention

Questions?

Thank You

Health Promotion Through Social Media

CalFresh Healthy Living
UCCE-Stanislaus State
University Intern Project

Eat Cucumbers

A 1/2 cup of sliced cucumbers provide a source of water, a vital nutrient for the body.

UC CE UNIVERSITY OF CALIFORNIA
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Whole grains contain three parts: the bran, the germ, and the endosperm.

Choose Whole Grains

The bran and germ keep your body healthy, skin glowing, and hair shiny.

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PLANNING FOR HUNGER

to avoid the drive-thru

Keep tasty & nutritious foods in the car.

Snacks like dried fruits and nuts.

Longer Trip?

Pack a cooler and stock with foods like fresh fruit/vegetables, low fat yogurt, and hummus.



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A 1/2 cup of sliced cucumbers provide a source of water, a vital nutrient for the body.

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Agriculture and Natural Resources



AN ADULT, ORDER CHILD
SIZED MEALS AS WELL.
COME WITH FRUIT,
AND/OR WATER.

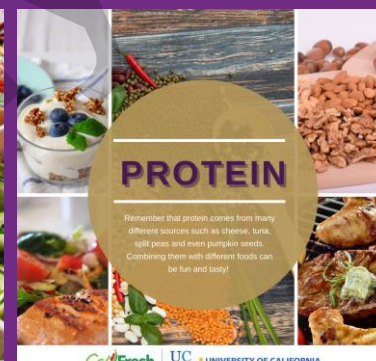


CHOOSE FOOD OPTIONS THAT ARE "BAKED," "GRILLED," "ROASTED," & "STEAMED"

Take-out!
Make it healthy!

PLATE YOUR OWN PORTIONS & OPT FOR WATER OR UNWEETENED DRINKS

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PROTEIN

Remember that protein comes from many different sources such as cheese, tuna, split peas and even pumpkin seeds. Combining them with different foods can be fun and tasty!

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Grow Herbs Indoors

- Have the convenience of fresh herbs at home!
- The kitchen can be a great spot to snip fresh herbs and use them while cooking.
- Herbs need as much light as possible. At least 6 hours of sun daily is ideal.
- Don't forget to water!

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PLANNING FOR HUNGER

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Keep tasty & nutritious foods in the car.

Snacks like dried fruits and nuts.

Longer Trip?

Pack a cooler and stock with foods like fresh fruit/vegetables, low fat yogurt, and hummus.



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Agriculture and Natural Resources

Meeting Agenda:

Background: Partnership Development

- Internship Structure

- Internship Outcomes

Partnership

- CalFresh Healthy Living, UCCE Stanislaus County and California State University Stanislaus.
- Kinesiology Department
- Health Promotion Students

Background

- Spring 2018
-
- Third semester doing an online internship.

2021 project:

Promote health education through social media by creating campaigns that follow our guidelines and promote our program's branding and presence within our local communities.

Internship expectations:

01

Follow our
program's
guidelines

02

Use
approved
resources

03

Don't wait
until we
have a
meeting to
ask
questions

04

All meetings
will be
working
meetings

Spring 2021 Internship

- Project 1:
National Nutrition
Month Campaign
- Project 2:
Social Media Campaign

National Nutrition Month Topics

- **Whole grains**
- **Protein**
- **Stress buster**
- **Healthy fats**
- **Takeout**
- **Takeout- Child meal options**

National Nutrition Month Text Example:

Whole grains contain three parts: the bran, the germ and the endosperm. The bran and germ help keep your body healthy, your skin glowing and your hair shiny.

<https://www.eatright.org/food/nutrition/healthy-eating/what-is-a-whole-grain>

Social Media Campaign Topics

- Harvest of the Month
- Physical Activity
- Nutrition through gardening
- Food Safety

Each deliverable must:



Approved sources



Reflect our program's overall message



Appropriate for our audience



Fit the platform(s) our program is currently using

Sources

List of sources the students could use to create their deliverables:

- Photo sources
- Approved information sources
- CalFresh Healthy Living Guidelines
- ANR Guidelines

Resources

List of resources the students could use to develop their deliverables:

- Graphic creating apps/websites
- Video editing apps/websites
- Live zoom demonstrations and examples on using the resources

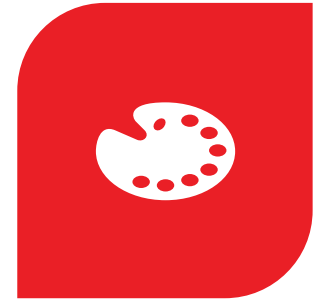
Guidelines:



TEXT



LOGO



COLORS

Guidelines: Colors

Primary Color Palette

This is the primary color palette for all CalFresh Healthy Living communications. Purple and either green should be prioritized with the remaining three colors used more sparingly. In addition to these primary colors, each partner can select several individual accent colors or choose a color grouping from the accent palette (see next page).

Each color should be applied at 100% tint to preserve the impact and strength. The primary colors should be featured in all media including: TV, print, outdoor, educational materials, branded gear, and digital and social media.

Primary Colors

		
CMYK C69/M100/Y10/K1	CMYK C51/M0/Y100/K0	CMYK C86/M17/Y95/K3
RGB R112/G43/B132	RGB R139/G197/B63	RGB R0/G148/B77
HEX COLOR #702B84	HEX COLOR #8BC53F	HEX COLOR #00944D
PANTONE 526 C	PANTONE 368 C	PANTONE 7740 C
		

Secondary Colors

	
CMYK: C100/M93/Y7/K1	
RGB: R43/G56/B143	
HEX COLOR: #2B388F	
PANTONE: 287 C	
	
CMYK: C21/M99/Y97/K0	
RGB: R236/G28/B36	
HEX COLOR: #EC1C24	
PANTONE: 485 C	
	
CMYK: C22/M96/Y87/K13	
RGB: R175/G42/B48	
HEX COLOR: #AF2A30	
PANTONE: 1805 C	

Accent Color Palette

The accent palette provides a range of colors inspired by food, water, and the seasons. The palettes harmonize with the brand's primary color palette. Selecting individual colors from this broad spectrum is acceptable. Partners can use the accent colors in addition to CalFresh Healthy Living's primary and secondary colors.

Accent Colors

	
CMYK: C0/M59/Y71/K0	CMYK: C4/M13/Y99/K0
RGB: R251/G134/B84	RGB: R248/G211/B17
HEX COLOR: #FB8054	HEX COLOR: #F8D311
PANTONE: 1635 C	PANTONE: 115 C
	
CMYK: C58/M0/Y31/K0	CMYK: C70/M29/Y16/K0
RGB: R89/G207/B195	RGB: R77/G150/B186
HEX COLOR: #59CFC3	HEX COLOR: #4D96BA
PANTONE: 570 C	PANTONE: 7459 C
	
CMYK: C80/M100/Y35/K32	
RGB: R89/G27/B82	
HEX COLOR: #451B52	
PANTONE: 2627 C	

Internship Outcome:



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Internship Outcome: Collaborations



Social Media Workgroup:
Develop training tools for staff



Youth Engagement Workgroup:
Develop youth engagement
opportunities in health promotion

What the students said.....

"Thank you so much Rosalinda! I really enjoyed this experience and getting to work with you and the rest of the team! 😊 ♥"

-Vivian Montes, Intern

"Thank you! You taught me so much not just about the internship but the field in general."

-America Morales, Intern

"Thank you, Diana! Literally, so much! You were so helpful and made this such a great experience."

-America Morales, Intern

"Thank you so much Rosalinda for all your help this semester!!!! I couldn't have had a better preceptor than you and Jaci 😊 Have a wonderful summer and God bless! 🙏"

-Valentina Delgado-Mendoza, Intern

QUESTIONS? COMMENTS?



State Office Updates

FFY 2021 Annual Report Timeline & + Information

<https://uccalfresh.ucdavis.edu/>

August 30, 2021	Templates Posted - Updated county annual report, profile and SNAP shot for reporting templates posted and email sent to Advisors/Supervisors
November 15, 2021	FY21 PEARS Program Data and Evaluation Results - SO to post in Box on rolling basis. Will send email. To populate Section B of the annual report template and evaluation results to include in achievements.
December 1, 2021	Drafts Due - County annual report, profile and SNAP shot with FY21 actuals– upload to BOX – Annual Report – FY21 folder
Dec 16, 2021	Feedback – State Office County Contacts provide feedback on versions by adding comments into the files saved in Box
January 10, 2022	Final version - Final versions of county reports, profiles and SNAP shots with FY21 actuals submitted in BOX

Thank you!

Next Town Hall: Tuesday, January 18, 2022



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