



UNIVERSITY OF CALIFORNIA
cal fresh Nutrition Education

SNAP-Ed Narrative for UC CalFresh

FFY 2017

Section A.

SNAP-Ed Program Overview:

UC CalFresh Nutrition Education Program strives to improve the health of Californians through providing nutrition education and physical activity aligned with policy systems and environmental change initiatives that transforms the way people in communities ***learn, live, work, shop, eat, and play***. This is accomplished through:

- Partnering with state and local agencies to design and build initiatives and programs that strengthen community health impacts through ongoing participant engagement and stakeholder involvement.
- Applying a collective impact framework to bring people together in a structured way to achieve long lasting social change - moving from a common agenda and shared vision to integrated activities.
- Tailoring programs to address community needs and environmental assets.
- Embracing programs that apply data collection and continuous quality improvement methods to drive transformative initiatives at the local level.

Progress in Achieving Overarching Goals:

In 2017, UC CalFresh Nutrition Education county programs collectively demonstrated measureable progress in achieving four of the California SNAP-Ed statewide goals. For Goal 1 and MT1 Healthy Eating Behaviors, evaluation findings showcase statistically significant gains from pre to post in surveyed adult participants (n=1,080) fruit and vegetable consumption (over 3/4 cup more) and reduced soda consumption (11% points). For Goal 3, 83% of surveyed adult participants (n=1,549) reported improving at least one food resource management behavior (MT2) and a statistically significant improvement in food security (12% points). For Goals 4 and 5, UC CalFresh programs reported making at least one nutrition-related policy, system, or environmental (PSE) change at 236 sites/organizations (MT5) and at least one physical activity-related PSE change at 187 sites/organizations (MT6) with representation of 94% of the 31 county programs.

Major Achievements:

- ***Direct Education*** - Evidence-based direct nutrition and physical activity education continues to be the hallmark of the UC CalFresh Program. During FFY 2017, UC CalFresh provided direct education to 162,220 SNAP-Ed eligible participants. Those provided with direct education included 22,759 youth ages 0-4, 121,375 school-aged youth (5-17 years old), 16,381 adults (18-59 years old), and 1,705 seniors (60 years and older).
- ***Curriculum Fidelity*** - UC CalFresh continues to provide leadership in moving both the California SNAP-Ed state-level program and UC CalFresh program towards delivering direct education programs with fidelity. During 2017, curriculum fidelity was defined for California SNAP-Ed, guidelines for modifying curriculum were developed, and a process for recording modifications was put into place for all SNAP-Ed funded programs in California including UC CalFresh.
- ***Policy, Systems, and Environmental Change (PSE)*** - During FFY 2017, UC CalFresh county programs reported adopting at least one nutrition or physical activity related policy, system, or environmental change at 303 sites/organizations reaching an estimated 134,549 SNAP-Ed-eligible persons – predominately students. Some of the most common nutrition-related PSEs pertained to edible gardens, Smarter Lunchrooms Movement (SLM) strategies and Farm-to-School. The most common physical activity-related PSEs included increasing the quality of and access to structured Physical Activity (PA), improving PA

facilities/equipment/structures, increasing opportunities for unstructured PA, incorporating PA into the school day/classroom and improving Physical Education (PE) quality. Updating and implementing wellness policies was another common PSE related to both nutrition and physical activity.

- **Delivery sites** – UC CalFresh county programs reported delivering SNAP-Ed programming (Direct Education, Indirect Education and/or PSE activity) at 1,116 sites across 31 counties. The most frequently reported setting types included Schools (K-12, elementary, middle and high) 491 sites, Early Care and Education Facilities (includes childcare centers and day care) 289 sites, Individual Homes/Public Housing 78 sites and Before/After-School Programs 54 sites.
- **Smarter Lunchrooms Movement (SLM)** - During the School Year 2016-2017, UC CalFresh SLM Technical Assistance Providers (TAPS) conducted 101 SLM scorecard assessments at 71 school sites. For schools assessed more than once (n=47), average scores increased by 9.7 points compared to the previous assessment.
- **Physical Activity Integration** - All 31 counties have integrated physical activity into their SNAP-Ed programming. In addition, 27 out of our 31 county programs reported PA-related PSE changes adopted in FFY 2017.
- **Shaping Healthy Choices Program (SHCP)** - The SHCP provided comprehensive programming in 36 classrooms in 16 schools within six county clusters that involved direct nutrition and physical activity education. The SHCP provided support for school gardens, regional sourcing of fresh produce in school meals, participation on committees to integrate SHCP program activities into the school wellness initiatives, and professional development.
- **Youth Engagement** - Collectively, the Public Health Institute (PHI) Center for Wellness and Nutrition (CWN), the UC Davis Center for Regional Change (CRC), and the UC Division of Agriculture and Natural Resources (ANR) 4-H collaborated to provide 12 trainings for more than 150 staff across California on youth engagement and PSE strategies. These trainings and technical assistance lead to six county programs initiating youth engagement initiatives.
- **Training and Technical Assistance (TA)** - During FFY 2017 UC CalFresh provided 53 in-person trainings, 27 webinar trainings, and 2 self-paced online training modules, directly or in partnership with our SNAP-Ed-funded and non-SNAP-Ed-funded partners. UC CalFresh staff continued to provide subject matter expertise as part of the SNAP-Ed coordinated training workgroups. UC CalFresh State Office and Local Implementing Agency (LIA) staff also served on the planning teams for three regional SNAP-Ed Promising Practices Exchanges.

Major Setbacks:

- **Staffing** – workload continues to be a significant challenge due to the ongoing development of comprehensive programming. This has impacted workload and staffing in the following areas:
 - **PSE development & refinement:** Given that each site has specific interventions, staffing and needs, tailoring direct education to coordinate effectively with PSE activities is complex. This requires additional staff responsibilities and often new skills at the site, and ongoing communication and collaboration with other local funded and non-funded partners. Counties have consistently reported challenges with maintaining staff. This is due to the variety of reasons including new duties required to perform to implement PSE efforts, pay and advancement. The UC CalFresh State Office continues to meet with UC ANR Human Resources to explore options to address staff classifications and staff turnover.

The State Office appreciates the new staff authorized with the carry-in funding but has not been able to move forward on filling positions due to space issues. The office is planning on relocating in FFY18.

PEARS: Transition to the Program Evaluation and Reporting System (PEARS) reporting system took a considerable amount of state and local staff time. The State Office assisted in defining PSE PEARS definitions and led statewide workshops orienting staff to the system. Unanticipated joint SIA level work occurred due to interpreting and refining definitions to coincide with the new Education and Administration Reporting System (EARS) form. The leadership and contribution from the UC ANR Nutrition Policy Institute was much appreciated and also instrumental in helping to refine the PSE PEARS for all of the states.

- **Branding Activities:** With CDSS embarking on the rebranding and the reestablishment of the State Nutrition Action Committee (SNAC), we look forward to working together on common statewide messaging and initiatives that further demonstrate the collective capacity and impacts of SNAP-Ed efforts in California.

Overall assessment:

From State Implementing Agency activities to local County Nutrition Action Plans (CNAPS), cultivated partnerships and coordinated efforts are stimulating systems change through orchestrated multiagency initiatives. PSE changes documented in this report illustrate UC CalFresh building comprehensive programming efforts. For example, of our 303 PSE sites:

- 129 or 43% are implementing edible gardens where participants eat, work, and learn.
- 96 or 32% are implementing the Coordinated Approach to Child Health (CATCH).
- 95 or 31% are utilizing the Smarter Lunchrooms Movement.
- 74 or 24% are working with schools or districts on updating/implementing Wellness Policies.
- 61 are promoting and supporting Farm-to-School/Fork.

One recent story highlighted in UC Delivers (see Appendix #4, Case Studies: [Cafeteria Promotions Enhance Farm to School Efforts](#)) describes Santa Clara and San Mateo school cafeteria promotions featuring local farm produce. By fostering relationships between school food service directors and local farmers, offering garden-enhanced nutrition education and cafeteria promotions to students, and providing incentives for parents to purchase fruits and vegetables at local farmers markets, UC CalFresh demonstrates how direct education coupled with PSE activities can transform behavior. Other PSE initiatives are detailed in this report's PEARS PSE summary table.

UC CalFresh continues to pursue a vision of SNAP-Ed comprehensive delivery through state and local capacity building, as well as delivering, evaluating and sharing the results of programming. The strategies employed by UC CalFresh have demonstrated the delivery of programs which reach SNAP-Ed participants effectively, incorporate their feedback, and provide results that move individuals and communities toward healthier lifestyles.

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

Primary Approach	New Projects Implemented During FFY 2017
Direct	<i>Healthy Choices in Motion</i> , a physical activity curriculum, was developed and piloted in 8 classrooms. This curriculum utilizes inquiry-based education and experiential learning approaches to facilitate understanding of physical activity concepts and development of problem-solving skills so students can make evidence-based decisions about engaging in physical activity.
Indirect	No new projects.
Social Marketing	No new projects.
PSE	In FFY 2017, no “new” PSE projects were implemented; however, county programs further developed and expanded their PSE change approaches to supplement ongoing direct and indirect education. In terms of PSE evaluation, plate waste assessment using the Quarter-Waste Observation Method was an evaluation approach new to UC CalFresh that was implemented at three schools to evaluate menu item selection and food waste at schools implementing Smarter Lunchrooms Movement strategies in addition to nutrition education and youth engagement at some sites.

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

Primary Approach	Ongoing Projects Operational During FFY 2017
Direct	<p>Youth Direct Education - UC CalFresh continues to provide youth direct education in 30 counties through the University of California Cooperative Extension Program (UCCE). Educational channels utilized to provide educational services included preschool, school, and after school programs. Youth programs focused on nutrition, physical activity, and garden-based education.</p>
	<p>Adult Direct Education - UC CalFresh continues to provide adult direct education in 31 counties through UCCE. In sites such as community centers, SNAP-Ed-eligible adults participated in nutrition, physical activity, and food resource management education.</p>
	<p>Family-Centered Education - As a component of the adult direct education, SNAP-Ed-eligible adults received family-centered education using curriculum that integrates nutrition education, child feeding, and child development.</p>
	<p>Curriculum Fidelity - UC CalFresh continues to focus on maintaining curriculum fidelity by providing training and technical assistance to UC CalFresh LIAs and other LIAs in collaboration with the other State Implementing Agencies (SIAs).</p>
Indirect	<p>Indirect Education - It continues to be offered through newsletters, social media, events, press contacts, etc.</p>
Social Marketing	<p>UC CalFresh does not currently engage in social marketing, but we look forward to being included in the SNAP-Ed Statewide Campaign efforts.</p>
PSE	<p>UCCE county teams continue to expand their PSE activities and reported PSE changes for sites/organizations in 29 counties. The most common types of settings where UC CalFresh programs are working with partners to undertake PSE changes are schools (164 sites/organizations in 25 counties), Early Care and Education (72 sites in 12 counties) and Before/After-school Programs (49 sites in 11 counties). Focus areas for PSE efforts include:</p> <p>Edible Gardens - Garden-related PSE changes were reported for 129 sites across 23 counties.</p> <p>Smarter Lunchrooms Movement (SLM) - 23 counties also reported implementing SLM at 95 sites.</p> <p>Wellness Policy - 17 counties reported working on School or Early Childhood Education wellness policies at 74 sites.</p> <p>Physical Activity Integration - 27 counties reported making at least one PA-related PSE change at 187 sites/organizations. 18 counties specifically referred to implementing Coordinated Approach to Child Health (CATCH) as part of their PSE activities at a total of 96 sites.</p> <p>Youth Engagement Initiative - Continuing to build on the progress from the previous year, CWN, CRC, and UC ANR 4-H collectively expanded SNAP-Ed youth engagement in numerous ways such as: increasing adoption of strategies in new counties, strengthening existing practices, incorporating new strategies, and maximizing partnerships for local implementation and statewide training.</p>

SNAP-Ed Administrative Expenditures

Type of Administrative Expense:	Percent of Total Administrative Expenditures for each Implementing Agency by Type of Expense	
	Name of IA: University of California, Davis CalFresh	
	% values	\$ values
Administrative Salary	40.15%	\$433,914.04
Administrative Training Functions	0.83%	\$8,928.34
Reporting Costs	28.19%	\$304,663.05
Equipment/Office Supplies	1.07%	\$11,543.40
Materials	5.86%	\$63,259.68
Operating Costs	3.03%	\$32,754.19
Indirect Costs	19.74%	\$213,341.66
Overhead Charges (space, HR services, etc.)	1.13%	\$12,226.16
Total SNAP-Ed Administrative Expenditures	100.00%	\$1,080,630.52

UC CalFresh Administrative expenditures are based on to-date costs estimated for SNAP-Ed Administration out of total program costs of \$4,621,670.20 for the FFY 2017 fund. The percentages of the Administrative Expense Types are based on these estimate costs. The overall estimate for the Administrative Costs based on the expenditures is about 23%.

SNAP-Ed Evaluation Reports Completed for this Reporting Year

During FFY 2017, UC CalFresh programs used a variety of evaluations, including formative, process, outcome and impact linking to California's Statewide Objectives. The evaluations administered are included in the following table.

UC CalFresh 2017 Evaluations by Key Topic and State Objective						
Project Name	Key Project Objectives	Target Audience	FE	PE	OE	IE
UC CalFresh SNAP-Ed Activities from all 31 California Counties Evaluation Report 1: Tracking Policy, Systems and Environmental Activities by Site Through Program Evaluation and Reporting System (PEARS)	Track policy, systems, and environmental change (PSE) activities to ensure reach, target audience, & intended approaches.	Participating County Programs delivering on behalf of UC CalFresh and Various Stakeholders – USDA, CDSS, partners		X	X	
Smarter Lunchrooms Movement of California Collaborative (SLM of CA) Evaluation Report 2: SLM Self-Assessment Scorecard and Online Reporting	Evaluate the lunchroom to identify areas for improvement and to track change. An online survey collected county's scorecard data.	Food service staff and school administrators	X	X	X	
UC CalFresh SNAP-Ed Activities from all 31 California Counties Attachment 3: Measuring UC CalFresh's Direct Education Success via Adult & Youth Evaluation tools	Assess direct education progress in achieving individual-level outcomes and SMART objectives.	Participating County Programs delivering on behalf of UC CalFresh and Various Stakeholders – USDA, CDSS, partners	X		X	
Shaping Healthy Choices Program (SHCP) Attachment 4: SHCP Evaluation Report FFY 2017	Provide summary findings on the variety of SHCP evaluation conducted during the year e.g. program fidelity, program outcomes and impacts pertaining to participant knowledge and Body Mass Index, compliance with School Wellness Policies and educators' self-efficacy.	SHCP target audience is 4-6 Grade Youth Evaluation target audience pilot counties, UC CalFresh and Various Stakeholders – USDA, CDSS, partners		X	X	X
Youth Engagement: Initiative (Attachment 5: Mid-Point Assessment Report)	Assessment to gauge engagement levels and progress on increasing youth engagement strategies.	Participating UCCE Programs delivering on behalf of UC CalFresh		X		

Evaluation Reports number 1-5 are attached as a separate document.

SNAP-Ed Planned Improvements:

UC CalFresh continues to work on improving the comprehensiveness and quality of SNAP-Ed services so that policy, systems, and environmental changes support the evidence-based nutrition education and obesity prevention programs in the 31 UC CalFresh County programs. With the real-time data entry and reporting PEARS provides, the State Office will look for ways to enhance the overall programmatic feedback and highlight opportunities through the Weekly Update newsletter and Town Hall Meeting webinars. The chart below addresses planned improvements.

Project Name/ Description	Issue(s) to Address	Planned Modification/ Improvement
Adult and family PA programming	Provide county programs with additional strategies on how to integrate PA into adult and family programming.	Adult programs will further develop walking clubs, implement the PA component of <i>Eat Smart Be Active</i> curriculum, and build upon existing partnerships to explore intergenerational opportunities (i.e. CATCH OASIS Program and California Department of Aging).
Educational Materials, Curricula and Evaluation Tool Translations	Counties have expressed the need for UC developed educational materials and curriculum to be translated into languages that meet the needs of program participants.	Program team staff will identify UC developed educational materials, curricula and evaluation tools to be translated into Asian languages per request of county programs.
Incorporation of Online Nutrition Education Programs	County programs have expressed interest in incorporating online nutrition education curricula into their programs.	Program team staff will continue to explore the integration of online nutrition education curriculum such as the eatfresh.org Mini Course and others developed by the California SNAP-Ed training team into county programs.
Program and Evaluation Reporting System (PEARS)	The need for a common and single reporting system to collect and summarize all SNAP-Ed activity both for EARS reporting and SNAP-Ed Evaluation Framework indicator reporting.	In FFY 2018, UC CalFresh county programs will report all SNAP-Ed activity through PEARS and UC CalFresh will no longer be supporting/collecting the Reporting Tools Workbooks (RTW). UC CalFresh is also piloting the collection and summary of direct education survey data through the PEARS with two pre/post adult surveys.
Further Identification or Development, Testing and Dissemination of Evaluation Tools	Counties have expressed an interest in additional evaluation tools, especially those pertaining physical activity, common PSE strategies, appropriate for preschoolers and coordinated with other ANR programming.	Evaluation staff will identify opportunities to pilot and further disseminate evaluation tools that support measurement of SNAP-Ed Evaluation Framework indicators. They will also work with the 4-H evaluation staff to incorporate the recently released revised 4-H evaluation tools into evaluation of UC CalFresh youth engagement activities where appropriate.

Project Name/ Description	Issue(s) to Address	Planned Modification/ Improvement
Youth Engagement Initiative	To improve the effectiveness and build upon the trainings conducted in FFY 2017.	PHI, CRC, and CA 4-H will implement a Regional Cohort Model for training and technical assistance for FFY 2018. Three cohorts will include groups of nutrition educators, supervisors, and/or advisors who are implementing the same youth engagement program model (either Youth Participatory Action Research or Teens as Teachers) along the same trajectory. This model will allow for people to come together at strategic points in the process for collective training and learning, and receive on-going technical assistance and program development support.
The Smarter Lunchrooms Movement	To ensure the utilization of the most updated assessment SLM tools developed by the Cornell BEN Center.	All County Programs implementing SLM will use the new, 60-Point SLM Scorecard and the Smarter Mealtimes Scorecard for childcare settings. The new 60-point scorecard employs the same evidence-based strategies of the original, 100-point scorecard, in a more streamlined, user friendly format. Additionally, staff implementing SLM in childcare settings will utilize the Smarter Mealtimes Scorecard to assess childcare meal environments, and identify strategies for implementation. Both tools will be utilized by all implementing counties to ensure consistency.
Shaping Healthy Choices Program	Low consent rates and lack of dietary intake data.	SHCP staff will work closely with UC CalFresh educators to implement techniques that have been demonstrated to improve consent rates. Fruit and vegetable intake data will be collected through an objective and valid tool, the Veggie Meter, which measures skin carotenoid deposits and is a marker for fruit and vegetable intake.

Other Accomplishments

Other Accomplishments	Staff/partner trainings	Conference presentation &/or journal publications	Curriculum development	Partnership activities	Case studies	Award	Additional documentation provided in appendix
See Appendix 1 – Staff/partner trainings	X						X
See Appendix 2 – Conference presentations		X					X
See Appendix 3 – Partnership Activities				X			X
See Appendix 4 – Case Studies					X		X
See Appendix 5 – Participant Feedback and Successes							X
See Appendix 6 – Detail on Other Programmatic Accomplishments							X
See Appendix 7 – Journal Publications		X					X

Appendices:

Other Accomplishments - Appendices 1-7 are attached as a separate document.