

# FOCUS ON NUTRITION: HEALTHY CALFRESH INITIATIVE

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Ana Bolanos, Chief, SNAP-Ed Programs  
California Department of Social Services



# AGENDA

- Welcome
- Overview of SNAP-Ed California
  - Connecting CalFresh to SNAP-Ed
- Statewide Projects
- Healthy CalFresh Initiative
  - Farmers' Market Campaign
  - Rethink your Drink (Event-in-a-Box)
  - EatFresh.org
- Q & A

# WHAT IS SNAP-ED?

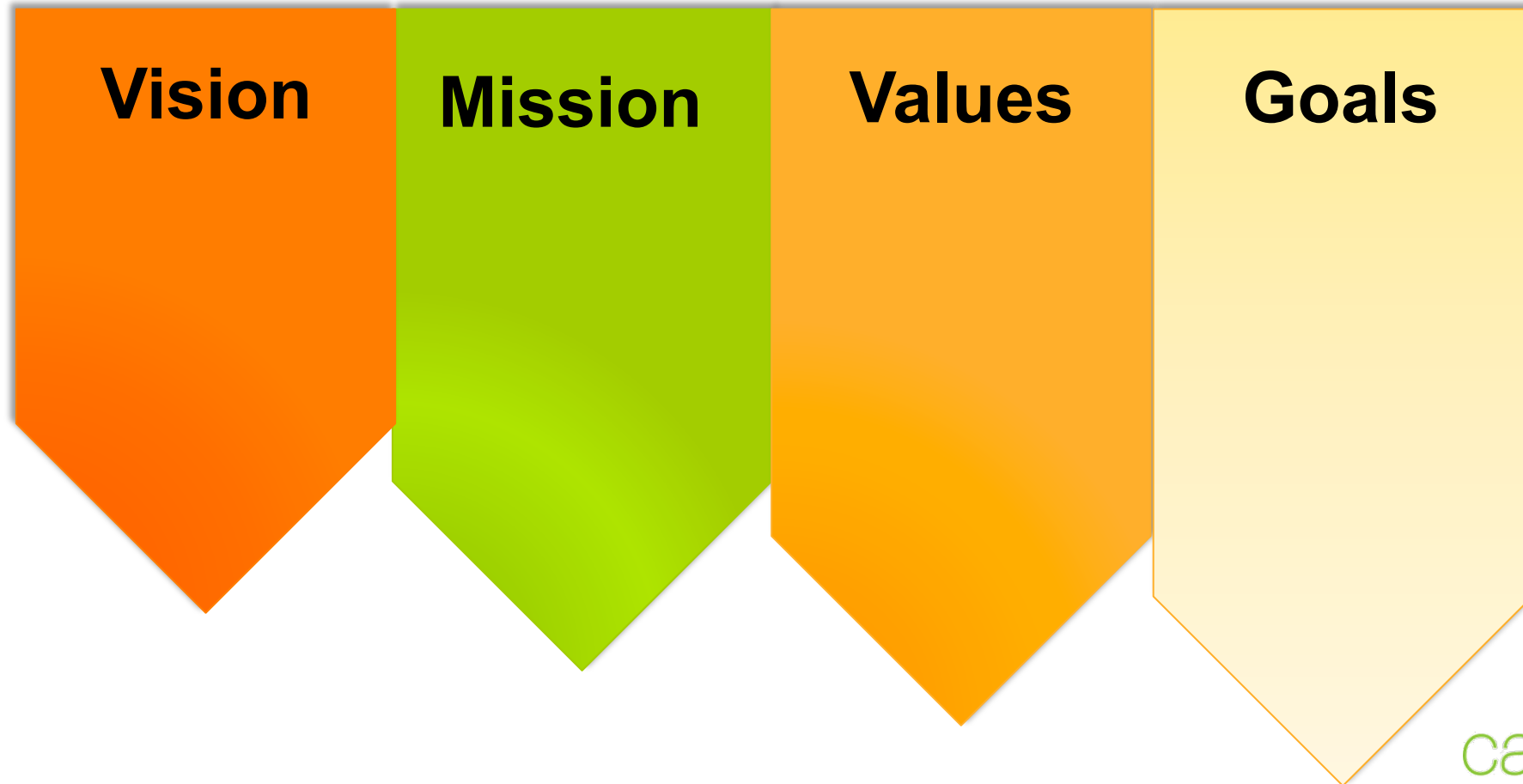
## SNAP-Ed:

- Teaches people using or eligible for SNAP about good nutrition and how to stretch their food dollars
- Build partnerships in communities to implement social marketing campaigns and nutrition education classes
- Make healthy choices the easy choice through policy, systems and environmental changes



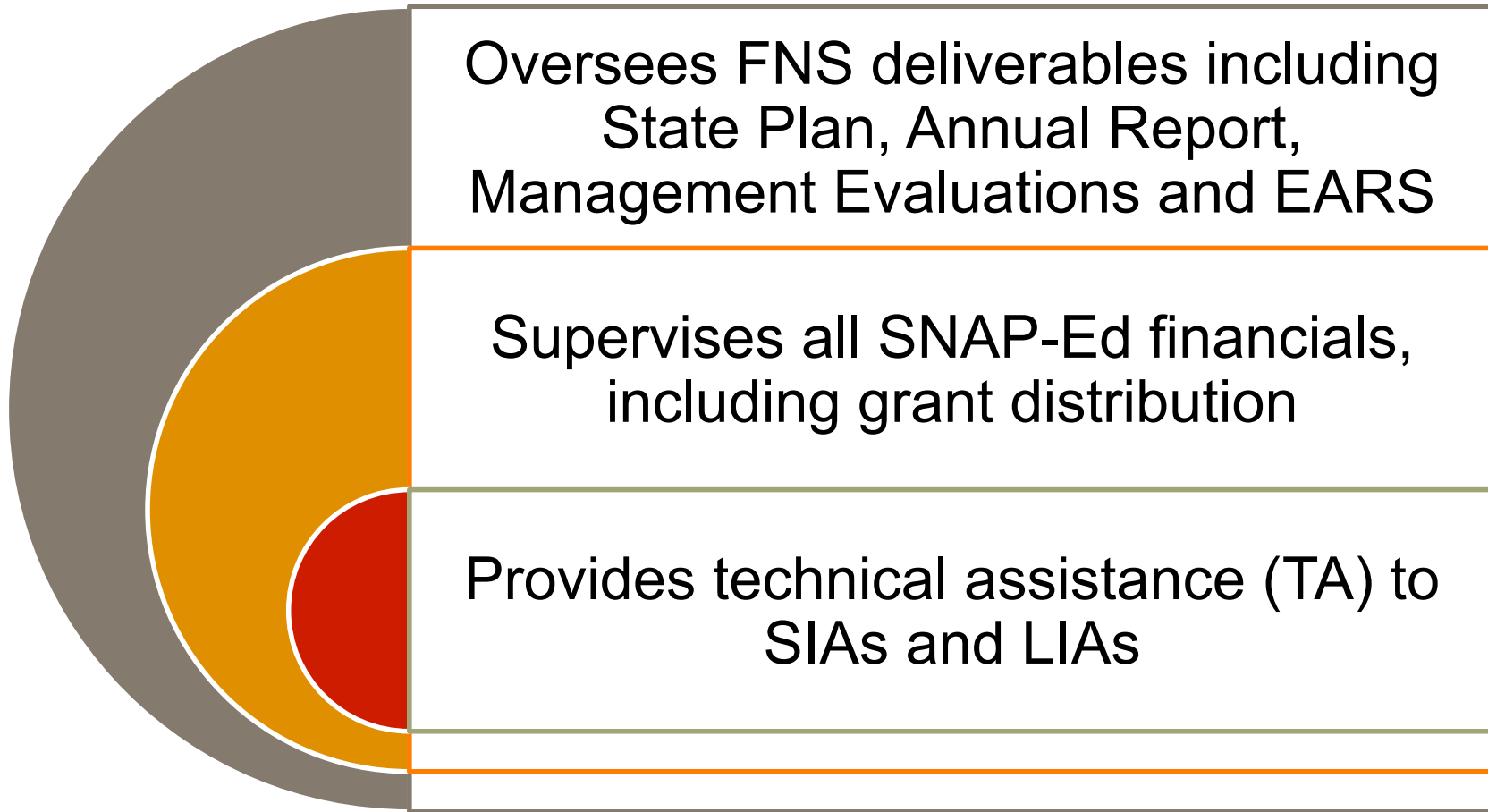
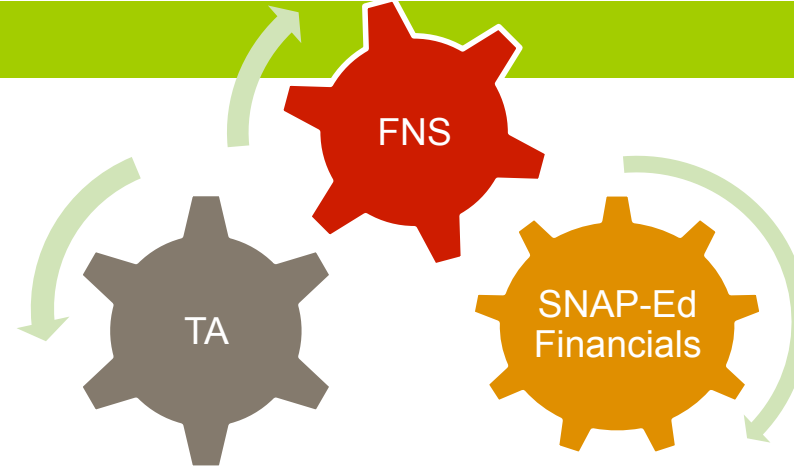


# CALIFORNIA SNAP-ED: AT A GLANCE





# CDSS' ROLE





# STRENGTHEN CALFRESH & SNAP NUTRITION EDUCATION CONNECTION

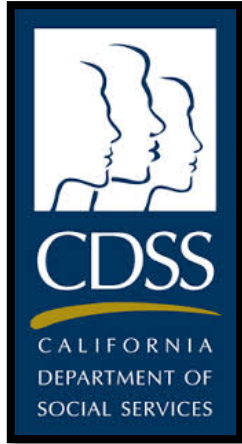


# SNAP-ED STATEWIDE PROJECTS

## Partnerships and Initiatives



# STATE NUTRITION ACTION COMMITTEE (SNAC)





# STATEWIDE BRANDING PROJECT

## California Department of Social Services



## Cal Fresh



PSS&C



## California Department of Health



## State of California



**STATEWIDE EVALUATION:  
PROGRAM EVALUATION AND REPORTING SYSTEM  
(EARS) EVALUATION**



# THE HEALTHY CALFRESH INITIATIVE



Supplemental funding to spark ongoing, statewide collaboration between CalFresh and SNAP-Ed.



Three ready-made campaigns to engage your participants through CalFresh best practices from April - June and beyond





# THREE READY-MADE CAMPAIGNS FOR LOCAL SOCIAL SERVICE AGENCIES

## Get More at the Farmer's Market

*CalFresh participants purchase healthy, seasonable grocery options – and use Bonus Bucks/Market Match - through local*

## ReThink Your Drink Event-In-A-Box

*Reducing sugar-sweetened beverage consumption through community education on statewide event day May 16th.*

## EatFresh.org

*Equipping CalFresh participants with easy-to-use recipes and online tools.*

# GET MORE AT THE FARMERS' MARKET



Amy DeLisio, MPH RD  
Deputy Director  
Public Health Institute  
Center for Wellness and Nutrition

# GET MORE AT THE FARMERS' MARKET

## □ Two Campaign Components

- Get More at Farmers' Market Campaign
- SNAC Farmers' Market Pilot Project

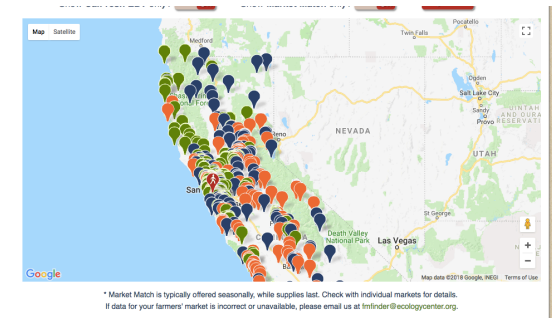
## □ Support the Health of CalFresh Shoppers

- Increased Buying Power
  - EBT & Market Match
  - Other Food and Nutrition Benefits



# CALIFORNIA NUTRITION INCENTIVE PROGRAM (CNIP)

- ❑ Federal Funding 2014 Farm Bill: Food Insecurity Nutrition Incentive (FINI) Grant Program
- ❑ State Funding: AB 1321 (Ting, 2015)
  - Administered by the California Department of Food and Agriculture
  - Doubles CalFresh Food dollars
  - Supports California Farmers
    - California grown fresh fruits and vegetables



# GET MORE AT THE FARMERS' MARKET CAMPAIGN

**OBJECTIVE:** Help CalFresh participants purchase healthy, seasonable fruits and vegetables through increased awareness of benefits and buying power at local Farmers' Markets including Bonus Bucks and Market Match.

## HOW IT WORKS

An integrated campaign that runs from May - July, 2018 that can be leveraged at events, one on one interactions, emails and more to raise awareness of benefits that can be used at local Farmer's Markets.

## TOOLS AND TA

- Brochure (using benefits at the Farmer's Market)
- Customizable flyer (local markets, activities)
- Pre-printed recipe cards feature seasonable fruits and vegetables (from Eatfresh.org) and reusable market bag
- Campaign Guide (Instructions, Checklists, Tips, and Social Media Posts)
- Webinar to review all materials as well as how to execute

# SNAC FARMERS' MARKET PILOT FORMATIVE RESEARCH

## Geo-Mapping



## Site Selection Criteria

- Over 50% of residents live at or below 185% of the federal poverty level
- Density of services and programs from SNAC partners
- Area contains farmers markets accepting EBT and Market Match
- Accept WIC and Senior Farmers' Market Nutrition Program Coupons

# SNAC FARMERS' MARKET PILOT SITES

## □ Inland Empire

- Riverside
- San Bernardino

## □ Central Valley

- Fresno
- Tulare

## □ Pilot activities implemented locally May-July 2018

- Marketing and Outreach plan
  - Digital and paper
  - Social media
- On-site Farmers' Market Nutrition Education
  - Educational resources and activities
  - Taste testing and food demonstration



# SNAC FARMERS' MARKET PILOT

## ❑ Evaluation Plan

- Using SNAP-Ed Evaluation Framework Measures
- Food and Nutrition benefit sales increases

## ❑ Final Report

- 1-pager developed for decision makers

## ❑ Next Steps

- Recommendations
- Policy Implications





# RETHINK YOUR DRINK EVENT IN A BOX

Stephany Cavatoni  
Rescue Agency

# ReThink Your Drink Event-In-A-Box

**OBJECTIVE:** Reduce sugar- sweetened beverage consumption among CalFresh recipients through community education events on our statewide event day - May 16

## HOW IT WORKS

Rethink Your Drink Event In A Box is designed to provide an easy, simple way to implement and support an engaging event for CalFresh participants. Events can be hosted by any community partner or your agency.

## TOOLS AND TA

- Educational Materials, Event Activities and Giveaways (Games, Surveys, Stickers)
- Printed Promotional Materials (Flyers, Posters, Table Display Cards)
- Comprehensive Event Guides (Instructions, Checklists, Tips, and Social Media Posts)
- Webinar to review all materials as well as how to execute (May 2)

# EXAMPLES OF RETHINK YOUR DRINK



# EATFRESH.ORG

Alexandra Neidenberg  
Leah's Pantry

# EATFRESH.ORG

**OBJECTIVE:** Provide CalFresh recipients with easy-to-use, seasonable recipes and online tools that help them with healthy living

## HOW IT WORKS

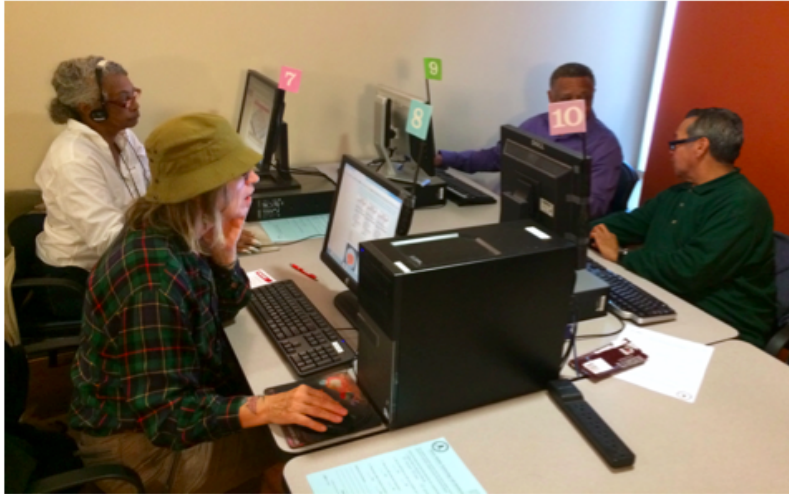
During CalFresh outreach, enrollment and continuing communications, distribute printed materials, provide verbal referrals, run on-site demos for Eatfresh.org

## TOOLS AND TA

- 5 different recipe cards
- Posters
- DVDs
- Free weekly emails that reinforce nutrition and cooking messages through Eatfresh.org
- Campaign Guide (Instructions, Tips, and Social Media Posts)
- Webinar to review all materials as well as how to execute



# EATFRESH.ORG EXAMPLES



A screenshot of the eatFresh.org website homepage. The header includes the logo, navigation links (Recipes, Meal Plans, Discover Foods, Ask a Dietitian, Lifestyle, My Local Resources), and a search bar. The main content area features a 'Find Recipes' sidebar with categories like 'Most Popular Recipes' and 'Very Quick Recipes', and a 'Recipe of the Month' section for 'BBQ Baked Beans and...'. At the bottom, there are three promotional banners: 'Apply for cal fresh', 'Take the FREE EatFresh.org MiniCourse', and 'VIDEO: How to Use EatFresh.org'.

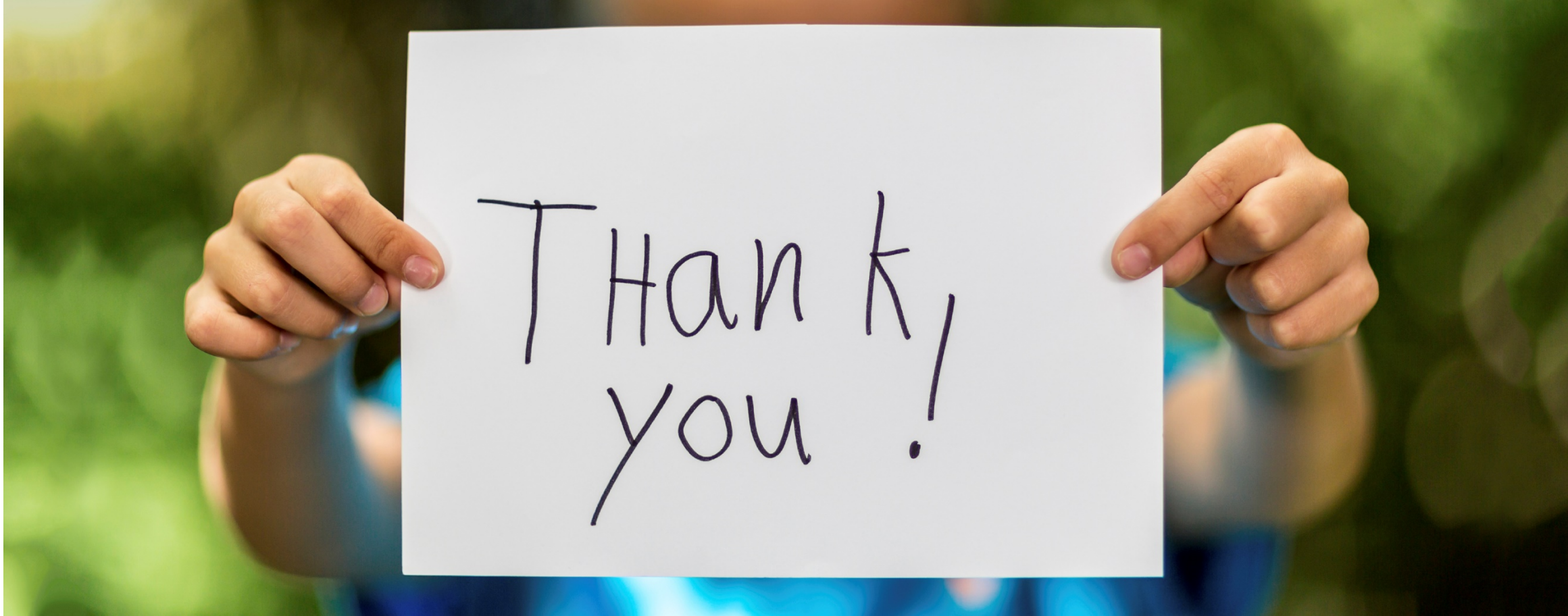
A screenshot of a quiz titled 'The Finished Recipe' on the eatFresh.org website. The question asks, 'What food groups does this Turkey Chili contain?' and provides a 'Done' button. The quiz uses a 'MyPlate.gov' diagram with five food groups: Fruits, Grains, Dairy, Protein, and Vegetables. A checklist on the left shows 'Fruit', 'Vegetable', 'Protein', and 'Dairy' selected. A 'Chef Tip' icon is also visible.



# QUESTIONS?









# CONTACT INFORMATION



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For more information about the initiatives please visit:

<http://www.cdss.ca.gov/inforesources/CalFresh/Supplemental-Nutrition-Assistance-Program-Education/CalFresh-Initiative> or

Email Terica Thomas at [healthycalfresh@dss.ca.gov](mailto:healthycalfresh@dss.ca.gov)