

# Federal Fiscal Year 2020



## Supporting Healthy, Active, and Nourished Lifestyles

Nearly a third of California residents are eligible for CalFresh Healthy Living, California's Supplemental Nutrition Assistance Program-Education (SNAP-Ed), which supports healthy eating and active living across the lifespan. In response to the COVID-19 pandemic, CalFresh Healthy Living implemented new, innovative ways to reach Californians to support their nutrition and health in Federal Fiscal Year (FFY) 2020.



### Direct Education

Direct Education interventions are interactive classes that engage CalFresh Healthy Living-eligible participants in learning about nutrition and/or physical activity. During the COVID-19 pandemic, the need for social distancing prompted Direct Education programs to develop and implement new technological approaches.



**7,313**

Direct Education interventions



**244**

Newly initiated Direct Education activities in response to COVID-19



**247,252**

Participants reached across the state

### Policy, Systems and Environmental Changes (PSEs)

With new evidence for the effectiveness of its PSEs, CalFresh Healthy Living is dedicated to complementing Direct Education efforts with PSE interventions.



**3,749**

Nutrition and physical activity PSE changes



**97**

New PSEs introduced in response to COVID-19



**1,182**

Sites implemented PSE interventions



PSEs reached Californians

**2,179,326** times



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## Highlights



### CalFresh Healthy Living Works

Statewide survey of CalFresh Healthy Living-eligible families showed:

- Communities with more PSEs consumed less sugar-sweetened beverages and added sugars
- Dietary quality improved over three years for California women, teenagers, and children
- Very low food security decreased from 19.3% to 14.0% of households from before to shortly after the economic downturn due to COVID-19



### Healthy Victories Media Campaign

CalFresh Healthy Living launched a statewide media and advertising campaign to educate CalFresh Healthy Living-eligible Californians about available resources to encourage small changes that lead to big victories in overall health.



- The campaign included television, radio, social and digital media, and billboard advertising
- Californians viewed English and Spanish videos 48 million times
- Virtual Days of Action provided engaging activities and healthy recipe demonstrations during the stay-at-home orders

### SNAC Farmers Market Initiative

The State Nutrition Action Council (SNAC) is a partnership of USDA-funded organizations. The SNAC *Get More at the Farmers Market* initiative helped eligible Californians discover, purchase and enjoy more California-grown produce.

- Participating markets saw a 77.0% gain in CalFresh and Market Match redemption
- Market Match allows eligible participants to double their bucks at farmers markets



For more information, contact: [CalFreshHealthyLiving@dss.ca.gov](mailto:CalFreshHealthyLiving@dss.ca.gov)

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