

FEDERAL FISCAL YEAR 2021



CREATING A HEALTHIER CALIFORNIA

CalFresh Healthy Living, California's Supplemental Nutrition Assistance Program-Education (SNAP-Ed), supports Californians who live in households with incomes at or below 185% of the Federal Poverty Level in achieving healthy behaviors through nutrition and physical activity education, community changes, and social marketing. In Federal Fiscal Year (FFY) 2021, CalFresh Healthy Living reached over 2.1 million adults, adolescents, and children.

CALFRESH HEALTHY LIVING PROGRAMS

DIRECT EDUCATION

Direct Education interventions are interactive classes that engage CalFresh Healthy Living-eligible participants in learning about nutrition and physical activity.



5,755

Direct Education interventions conducted across the state



1,573

Sites administered direct education



134,471

Direct Education participants reached

POLICY, SYSTEMS AND ENVIRONMENTAL CHANGES

Policy, System, and Environmental (PSE) interventions improve health in communities with at least 50% of households eligible for CalFresh Healthy Living by increasing access to healthy food, promoting healthy dietary choices, and expanding opportunities for physical activity.



3,563

nutrition and physical activity PSE changes across the state



1,116

Sites had PSE changes



2,059,874

estimated Californians reached

SOCIAL MARKETING

The Healthy Victories social marketing campaign uses targeted paid media and statewide events to encourage Californians to make small changes that lead to victories in overall health.

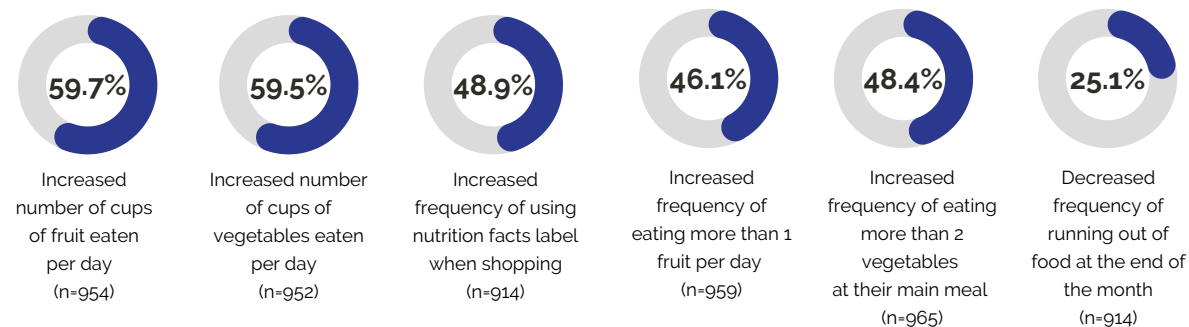
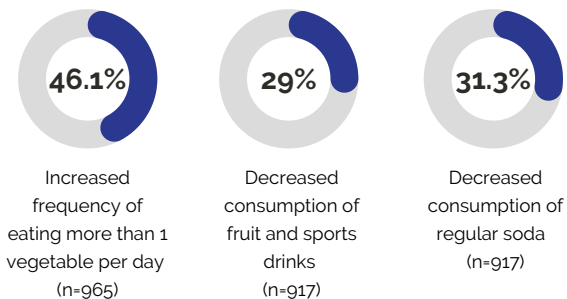


83%

83% of surveyed households in FFY 2021 reached by the Healthy Victories Campaign

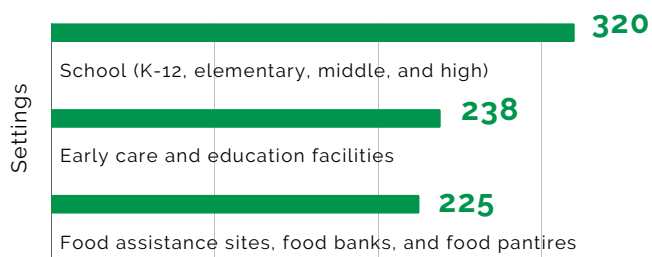
DIRECT EDUCATION IMPACTS

Among surveyed adults participating in **Direct Education** classes on nutrition:



PSE IMPACTS

Top 3 settings in which PSE work took place:



TOP THREE NUTRITION PSEs

NUTRITION PSE CHANGES	NUMBER OF CHANGES
1. Established, invigorated, or maintained edible gardens	270
2. Initiated or expanded use of the garden for nutrition education	208
3. Used interactive educational display, to prompt healthy eating behavior choices close to the point of decision	141

TOP THREE PHYSICAL ACTIVITY PSEs

PHYSICAL ACTIVITY PSE CHANGES	NUMBER OF CHANGES
1. Increased or improved opportunities for structured physical activity	135
2. Improved quality of structured non-Physical Education (PE) activity	99
3. Increased or improved opportunities for unstructured physical activity time/free play	78

For more information, contact: CalFreshHealthyLiving@dss.ca.gov

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