



CALIFORNIA SNAP-Ed

ANNUAL REPORT 2021



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EXECUTIVE SUMMARY

CalFresh Healthy Living, California's Supplemental Nutrition Assistance Program-Education, supports eligible Californians in achieving healthy behaviors through nutrition and physical activity education, community changes, and social marketing. The California Department of Social Services oversees four State Implementing Agencies: CalFresh Healthy Living, University of California; California Department of Aging; California Department of Public Health; and Catholic Charities of California, Inc. The State Implementing Agencies work through a network of Local Implementing Agencies and community partnerships to reach diverse CalFresh Healthy Living-eligible.

STATEWIDE RESULTS

In Federal Fiscal Year 2021, CalFresh Healthy Living promoted healthy eating and active living across the lifespan for over 2.1 million eligible Californians through both in-person and virtual programming in 53 out of California's 58 counties. CalFresh Healthy Living collaborated with local partners on policy, systems, and environmental change interventions, reaching an estimated 2,059,874 Californians across 1,116 sites. A total of 134,471 Californians participated in nutrition and physical activity classes across 1,573 sites, and those surveyed reported significant improvements in healthy eating and food resource management behaviors. Additionally, the statewide social marketing campaign reached an estimated 83% of households surveyed in Federal Fiscal Year 2021.



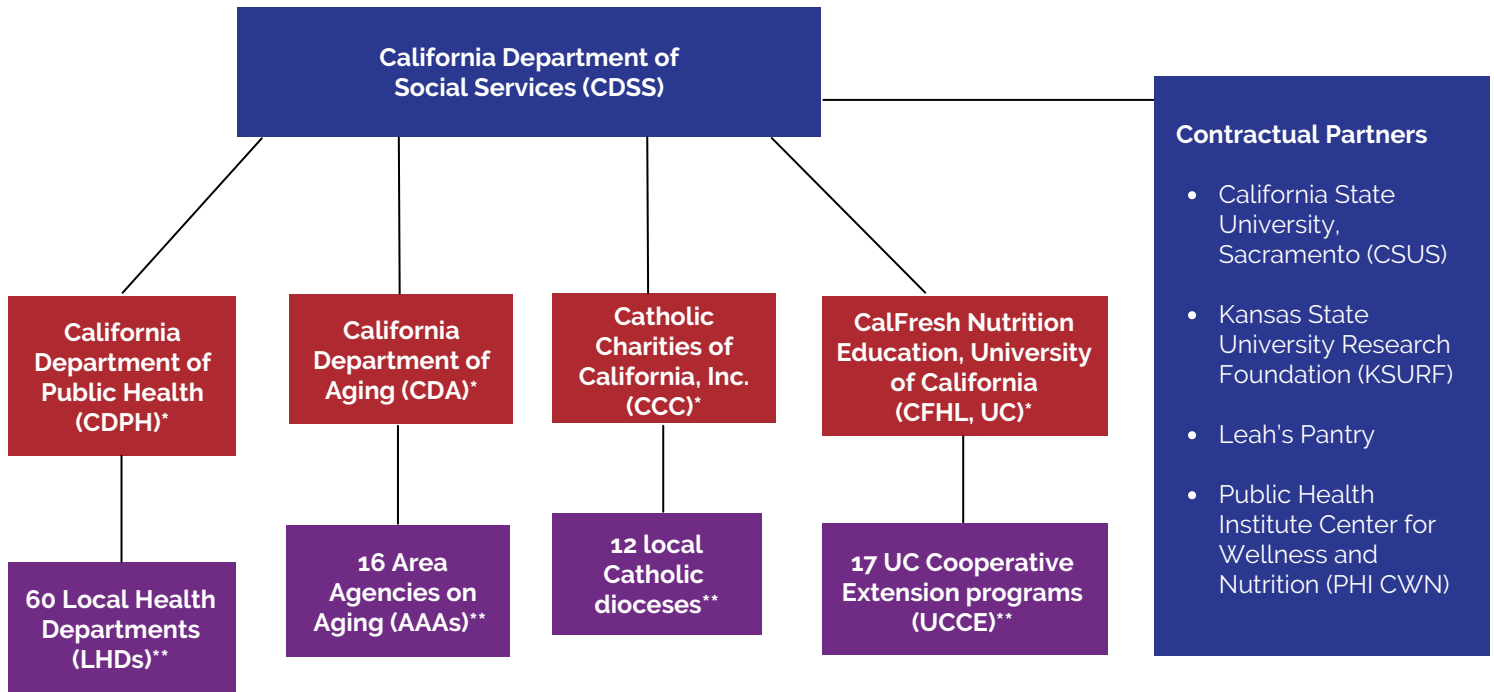
PROGRAM OVERVIEW

WHO WE ARE

CalFresh Healthy Living is California's Supplemental Nutrition Assistance Program-Education (SNAP-Ed) program lead by the California Department of Social Services (CDSS), which oversees and collaborates with four State Implementing Agencies (SIAs): CalFresh Healthy Living, University of California (CFHL, UC); California Department of Aging (CDA); California Department of Public Health (CDPH); and Catholic Charities of California, Inc. (CCC). The SIAs contract with 105 Local Implementing Agencies (LIAs) to deliver evidence-based Direct Education classes in combination with policy, systems, and environmental (PSE) change interventions. In addition, CalFresh Healthy Living collaborates with contractual partners on innovative pilot projects and social marketing services.

SIAs and LIAs use existing partnerships to deliver program services through Local Health Departments (LHDs), University of California Cooperative Extension (UCCE) county offices, local Catholic dioceses, Area Agencies on Aging (AAAs), Leah's Pantry, and other organizations to reach CalFresh Healthy Living-eligible Californians where they work, learn, live, shop, eat, and play. Figure 1.1 shows the CalFresh Healthy Living program structure.

FIGURE 1.1
California's CalFresh Healthy Living FFY 2021 Program Structure



* State Implementing Agencies (SIAs)

**Local Implementing Agencies (LIAs)

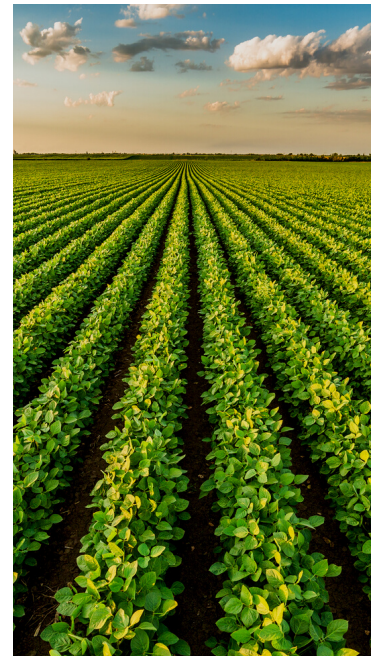
Figure 1.1 California's CalFresh Healthy Living FFY 2021 Program Structure (Accessible)

California Department of Social Services (CDSS) Contractual Partners:

- California State University, Sacramento (CSUS)
- Kansas State University Research Foundation (KSURF)
- Leah's Pantry
- Public Health Institute Center for Wellness and Nutrition (PHI CWN)

State Implementing Agencies (SIAs) and their Local Implementing Agencies (LIAs):

- California Department of Public Health (CDPH)
 - 60 Local Health Departments (LHDs)
- California Department of Aging (CDA)
 - 16 Area Agencies on Aging (AAAs)
- Catholic Charities of California, Inc. (CCC)
 - 12 local Catholic dioceses
- CalFresh Healthy Living, University of California (CFHL, UC)
 - 17 University of California Cooperative Extension programs (UCCEs)



GOALS AND OBJECTIVES

TABLE 1.1
California CalFresh Healthy Living Goals and Objectives for FFYs 2020 – 2022

Goal 1: Empower low-income Californians toward healthful dietary choices and promote the growth of California agriculture.

Objective Number	Objective Description	Objective Results
Objective 1a	Begin and maintain community changes to support healthy eating in 15% of new and continuing approved sites.	In FFY 2021, 12% of approved sites began and/or maintained community changes to support healthy eating.
Objective 1b	Implement new changes to support healthy eating at continuing sites; 30% of previously engaged sites will demonstrate at least one additional change to support healthy eating.	In FFY 2021, 29% of previously engaged sites reported at least one additional change to support healthy eating.
Objective 1c	80% of sites that have made changes to support healthy eating will have a sustainability plan.	In FFY 2021, 64% of sites that have made changes to support healthy eating report having a sustainability plan.



Objective Number	Objective Description	Objective Results
Objective 2	Demonstrate significant improvements in one or more of the following healthy eating behaviors for 70% of the program activities evaluated: <ul style="list-style-type: none"> • Eating more than one kind of fruit • Eating more than one kind of vegetable • Drinking water • Drinking fewer sugar-sweetened beverages • Cups of fruit consumed per day • Cups of vegetables consumed per day 	Will be reported at the end of three-year funding cycle in FFY 2022.
Objective 3	Maintain or improve diet quality at the population level.	Will be reported at the end of three-year funding cycle in FFY 2022.
Objective 4	Demonstrate significant improvements in one or more of the following behaviors among 70% of the program activities evaluated: <ul style="list-style-type: none"> • Reading nutrition facts labels or nutrition ingredients lists • Having food throughout the month • Comparing prices before buying foods • Shopping with a list 	Will be reported at the end of three-year funding cycle in FFY 2022.

Goal 2 : Promote physically active lifestyles for low-income Californians.

Objective Number	Objective Description	Objective Results
Objective 1a	Begin and maintain community changes to promote physical activity in 15% of new and continuing approved sites.	In FFY 2021, 5% of approved sites began and/or maintained community changes to promote physical activity.
Objective 1b	Implement new changes to promote physical activity at continuing sites; 30% of previously engaged sites will demonstrate at least one additional change.	In FFY 2021, 8% of previously engages sites reported at least one additional change to promote physical activity.
Objective 1c	80% of sites that have made changes to promote physical activity will have a sustainability plan.	In FFY 2021, 56% of sites that have made changes to promote physical activity reported having a sustainability plan.

Objective Number	Objective Description	Objective Results
Objective 2	Demonstrate significant improvements in one or more of the following physical activity behaviors for 70% of the program activities evaluated: <ul style="list-style-type: none"> • Increased physical activity and leisure sport • Increased moderate or vigorous physical activity 	Will be reported at the end of three-year funding cycle in FFY 2022.
Objective 3	Maintain or improve physical activity at the population level.	Will be reported at the end of three-year funding cycle in FFY 2022.

Detailed results for Goals 1 and 2, Objective 1 are in the California SNAP-shot: Policy, Systems, and Environmental Change section of this report. Results for Goals 1 and 2, Objectives 2, 3, and 4 will be reported in the Federal Fiscal Year (FFY) 2022 Annual Report, which concludes the FFY 2020-2022 funding cycle.

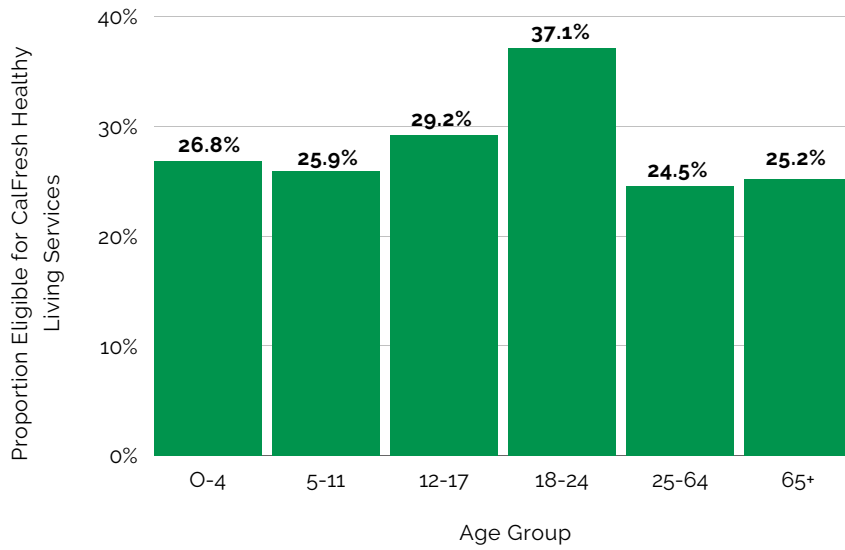
WHO WE SERVE

The CalFresh Healthy Living program serves Californians of all ages who live in households with incomes at or below 185% of the Federal Poverty Level, including those who qualify for CalFresh, known nationally as the Supplemental Nutrition Assistance Program (SNAP). About a third of Californians are eligible for CalFresh Healthy Living services, representing more than 10.2 million adults, adolescents, and children (UCLA Center for Health Policy Research, 2021).

The largest proportion of individuals eligible for CalFresh Healthy Living are young adults aged 18-24 (37.1%), followed by adolescents aged 12-17 (29.2%), and young children aged 0-4 (26.8%) (Figure 1.2). Approximately a quarter of adults ages 65 and over are CalFresh Healthy Living-eligible. Due to the COVID-19 pandemic, the data representing the exact effects on household income will not be available for some time.

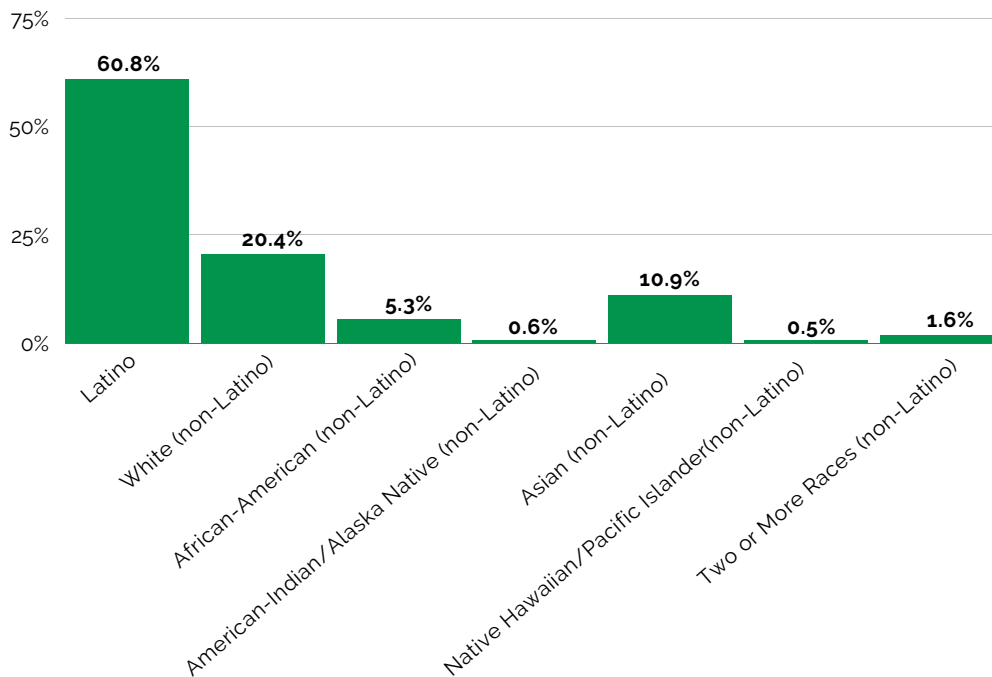


FIGURE 1.2
Proportions of Californians Eligible for CalFresh Healthy Living by Age (2020)



The Office of Management and Budget estimates the largest proportion of individuals eligible for CalFresh Healthy Living services are Latino (60.8%). About 20.4% of eligible individuals are classified as White, followed by 10.9% as Asian, 5.3% as African American, 1.6% as two or more races, and less than 1% as other races.

FIGURE 1.3
Proportions of Californians Eligible for CalFresh Healthy Living by Race* (2020)



In FFY 2021, the California Family Health Study identified significant disparities for African Americans compared to other racial and ethnic groups among the CalFresh-eligible population, including lower access to healthy food, higher intake of sugar-sweetened beverages, and higher intake of added sugars (Molitor & Doerr, 2021). The data analyzed also showed that Latina mothers may have a diet quality comparable to or better than the general U.S female population; however, Latina mothers still receive a grade of "D" (range = 60-69) in adherence to the Dietary Guidelines for Americans. These results show the ongoing need for comprehensive CalFresh Healthy Living interventions that reach eligible Californians equitably.

WHAT WE DO

Direct Education and PSEs

CalFresh Healthy Living implements community-based policy, systems, and environmental (PSE) interventions and strategies through organizational partnerships. PSEs contribute to the health of communities by changing policies, systems, and environments to increase access to and the appeal of healthy foods and opportunities for physical activity. PSEs are often implemented in schools, early care, and education centers, food assistance sites, before and after school programs, and retail food stores. Evaluation results of California's PSE programming are in the California SNAP-shot: Policy, Systems, and Environmental Change section of this report.

CalFresh Healthy Living delivers programming on healthy eating and active living to eligible Californians through Direct Education, which includes in-person instruction and interactive media (U.S. Department of Agriculture, 2020). Direct Education uses evidence-based curricula consistent with the Dietary Guidelines for Americans (U.S. Department of Health and Human Services and U.S. Department of Agriculture, 2020) and Physical Activity Guidelines for Americans (2018 Physical Activity Guidelines Advisory Committee, 2018) and is delivered through a variety of community settings, such as schools (K-12), before and after school programs, early care, and education centers, individual housing or public housing, and senior nutrition centers and meal sites. Evaluation results of California's Direct Education programming are in the California SNAP-shot: Direct Education section of this report.

Social Marketing

In FFY 2021, the Healthy Victories social marketing campaign, led by CDPH, increased awareness of the new brand, CalFresh Healthy Living, while educating Californians about ways to make small changes that lead to victories in overall health. Through targeted paid media and statewide events, Healthy Victories reached Californians through television, radio, social media, digital media, and out-of-home channels (e.g., billboards). Survey results have indicated that the Healthy Victories campaign successfully reached approximately 83% of surveyed households in FFY 2021. Evaluation results have also demonstrated that exposure to the Healthy Victories campaign is associated with positive attitudes toward and increased consumption of water, fruit, and vegetables.



Pilots

CalFresh for Healthy Living on College Campuses Project

Beginning in FFY 2020 and continuing into FFY 2021, nine California State University campuses piloted the CalFresh for Healthy Living on College Campuses Project. The project is contracted through the Center for Healthy Communities at California State University-Chico and has reached an estimated 151,848 CalFresh Healthy Living-eligible students through 42 single session Direct Education classes. The project has also conducted campus needs assessments to inform future PSE interventions, which will include creating policies and procedures to increase access to and demand for healthy food options within retail food locations on campus.

Cell-Ed

In FFY 2021, CalFresh Healthy Living initiated a partnership with Cell-Ed to develop a mobile application for smartphones, laptops, and other devices that do not require internet. This mobile application will provide interactive nutrition and physical activity education to the most difficult-to-reach clients, such as those who live in rural settings, older adults, and those living with a disability. In FFY 2022, the Cell-Ed project will adapt the Eat Smart, Be Active curriculum into a mobile format.

Community-based Organization Pilot Projects

CDSS partnered with PHI CWN on three pilot projects in FFY 2021 to develop and implement community-driven solutions to community needs in partnership with community-based organizations (CBOs) (Table 1.3). CalFresh Healthy Living CBO projects are intended to become fully funded CalFresh Healthy Living programmatic interventions.

FIGURE 1.3
FFY 2021 CBO Pilot Projects and the Communities They Served

Project Name	Communities of Focus
Health Ambassadors Initiative: Latino Health	Latinos in Los Angeles and Central Valley
Tribal Expansion Project	Native Americans in Tribes across California
Early Nutrition and Learning at the Library: Early Childhood Education	Young children in Richmond, North Richmond, San Pablo, Ontario, East Palo Alto, Monterey, and Calaveras County

The Tribal Expansion Project is one component of the CalFresh Healthy Living efforts to meet the USDA tribal consultation requirement. In FFY 2021, PHI CWN and the California Indian Museum and Cultural Center (CIMCC) formed a Tribal Ambassador Committee to advise on nutrition education materials and activities between California Tribal Organizations and CalFresh Healthy Living. Through CIMCC, a trusted tribal partner contacted all California Tribes and another 77 Indian Tribal Organizations to identify tribal ambassadors for the committee. In FFY 2021, the Tribal Ambassador Committee was launched and provided input to the statewide needs assessment. The committee also provided feedback on ways for CalFresh Healthy Living to strengthen partnerships with California tribal communities to guide the development of culturally appropriate nutrition and physical activity educational materials.



California's State Nutrition Action Council

California's State Nutrition Action Council (SNAC) is a state-level collaborative with active representation from state agencies and nonprofits implementing United States Department of Agriculture programs. SNAC members include CalFresh Healthy Living, the United States Department of Agriculture Food and Nutrition Services (USDA FNS), CDPH's Women, Infants, and Children (WIC) and Nutrition Education and Obesity Prevention departments, the California Department of Education, and Brown Miller Communications.

In FFY 2021, eight counties across the state implemented SNAC's Farmers Market Initiative program, which allows Californians receiving CalFresh to double their money up to at least \$10 through the Market Match program. New intervention sites had a 116% increase in Market Match customers per month. Additionally, SNAC developed a templated messaging campaign to help Californians access food and nutrition programs and resources to stretch their food dollars and "eat right when money is tight." The campaign's toolkit includes social media posts, flyers, and testimonials, all designed to be co-branded, customized, and distributed through existing communication channels.



COORDINATED EVALUATION EFFORTS

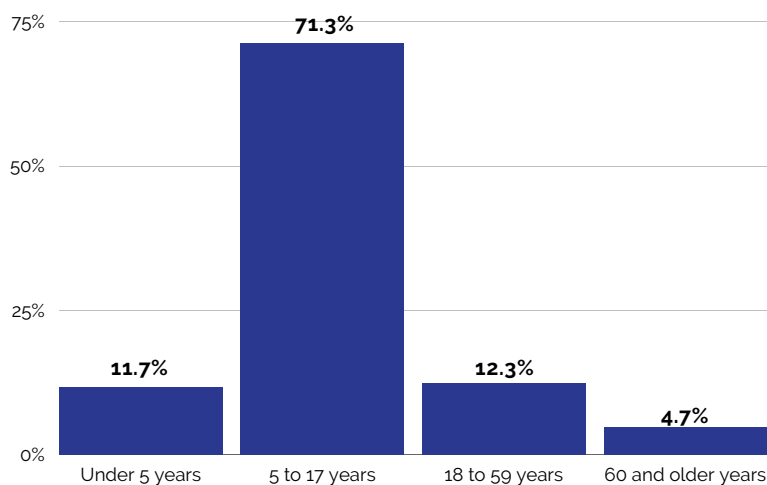
In FFY 2021, the USDA FNS provided a national directive to use the Program Evaluation and Reporting System (PEARS) database, developed by KSURF, as the primary SNAP-Ed reporting system beginning in FFY 2023. CDSS has provided baseline training for all SIAs and LIAs to ensure shared reporting standards to support California's ability to present statewide, aggregated results. CalFresh Healthy Living collaborates across the program to improve data quality within PEARS.



CALIFORNIA SNAP-SHOT: DIRECT EDUCATION

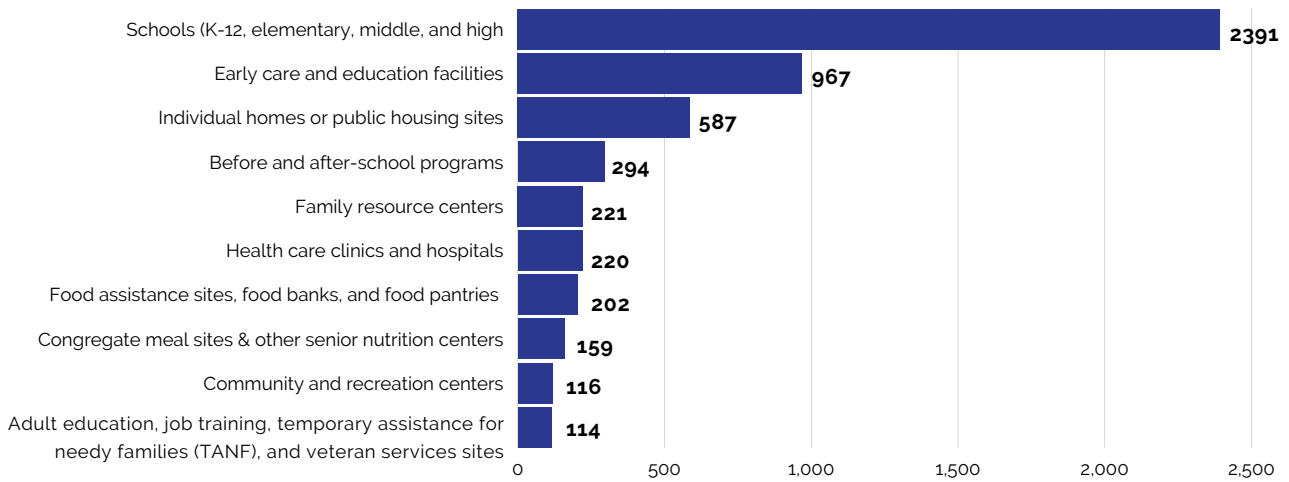
As part of their CalFresh Healthy Living work, State Implementing Agencies (SIAs) and Local Implementing Agencies (LIAs) conducted a total of 5,755 Direct Education interventions across 1,573 sites in Federal Fiscal Year (FFY) 2021. Direct Education interventions are interactive classes that use evidence-based nutrition and physical activity curricula. Figure 2.1 shows the ages of the 134,471 CalFresh Healthy Living Direct Education participants in FFY 2021.

FIGURE 2.1
Direct Education Participants' Years of Age



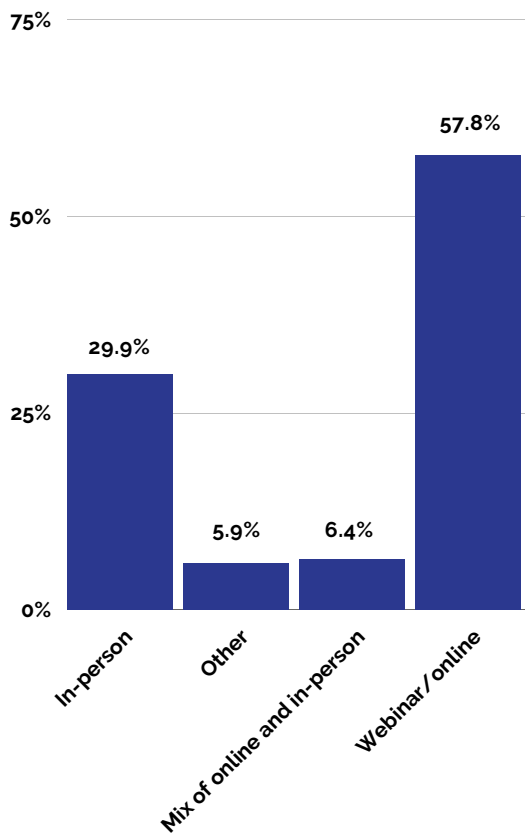
Direct Education interventions took place in a total of 32 settings, with 41.5% taking place in schools (K-12), followed by early care and education programs. Figure 2.3 shows the delivery method of Direct Education sessions in the settings described. Sessions were conducted in-person (29.9%), virtually (57.8%), and through a mix of online and in-person sessions (6.4%).

FIGURE 2.2
Direct Education Interventions by Setting



**Note: Only settings with 100 interventions or more are depicted (total settings= 30)*

FIGURE 2.3
Delivery Method of Direct Education Sessions



MEASURING HEALTHY EATING BEHAVIORS

In FFY 2021, CalFresh Healthy Living measured Supplemental Nutrition Assistance Program-Education (SNAP-Ed) indicators (USDA FNS, 2016) MT1, Healthy Eating, and MT2, Food Resource Management. Table 2.1 describes the sub-indicators in more detail.

TABLE 2.1
SNAP-Ed Indicators Reported for California for FFY 2021

MT1 - Healthy Eating
MT1c. Ate more than one kind of fruit
MT1d. Ate more than one kind of vegetable
MT1h. Drinking fewer sugar-sweetened beverages
MT1l. Cups of fruit consumed per day
MT1m. Cups of vegetables consumed per day
MT2 – Food Resource Management
MT2b. Read nutrition labels or nutrition ingredients lists
MT2g. Not run out of food before month's end

Direct Education Surveys

To evaluate series-based Direct Education interventions, pre/post surveys are used to measure changes in self-reported dietary and food resource management behaviors. The first survey, a pre-test, is ideally administered during the first intervention session and a second survey, a post-test, is delivered during the last intervention session. These two surveys are compared to measure any changes in self-reported behaviors from pre to post. Only questions related to topics that are covered in the class curriculum are included in the analysis.

Currently, the SIAs administer a variety of surveys to some, but not all, of their Direct Education participants. Two of the surveys, the Food Behavior Checklist and the Fruit and Vegetable Checklist, contained questions for adults that could be combined across all the SIAs and are included in the aggregated analysis below.



ADULT DIRECT EDUCATION RESULTS

MT1c. Ate more than one kind of fruit.

A significant increase was found for adults reporting that they consumed more than one kind of fruit each day, (Figure 2.4).

FIGURE 2.4
 “Do you eat more than one kind of fruit each day?”

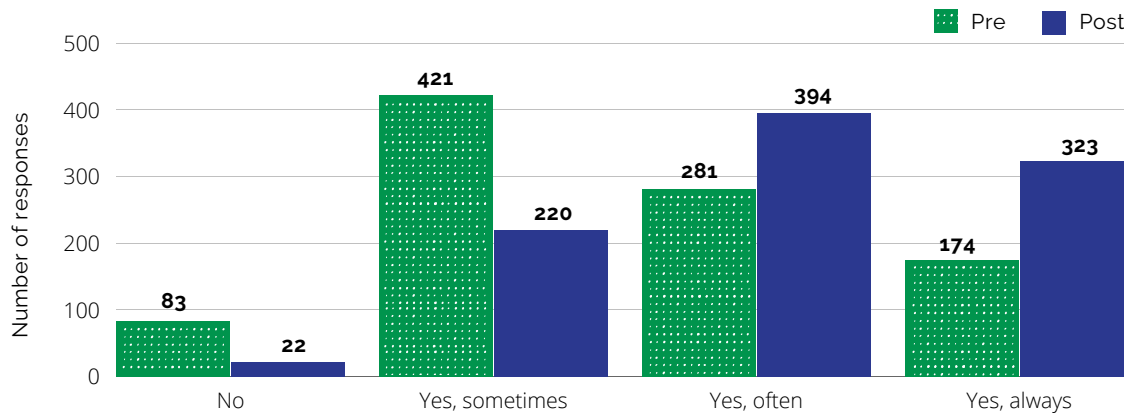


Figure 2.4 Wilcoxon signed-rank test ($n = 959$, $z = -15.31$, $p < 0.001$, $r = -0.35$).

MT1l. Cups of fruit consumed per day.

As depicted in Figure 2.5, there was a significant increase in the number of cups of fruit participants reported consuming each day.

FIGURE 2.5
 “Fruit: How much do you eat each day?”

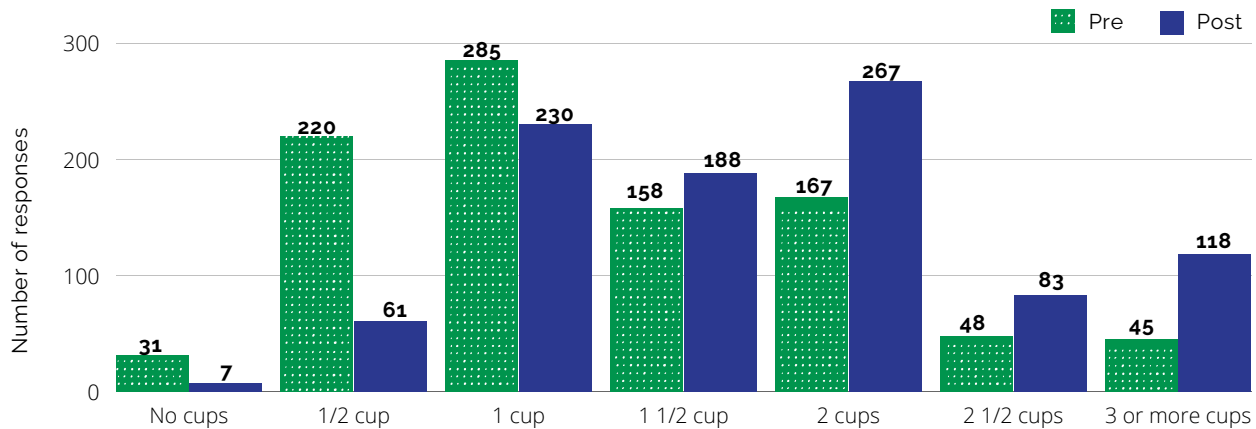


Figure 2.5 Paired-samples t-test, pre-test ($n = 954$, $M = 1.28$, $SD = 0.73$) post-test ($n = 954$, $M = 1.71$, $SD = 0.73$; $t(953) = 19.71$, $p < 0.001$, $d = 0.60$).

MT1d. Eating more than one kind of vegetable.

A significant increase was found for adults who reported consuming more than one kind of vegetable each day (Figure 2.6). A significant increase was also found for the question that asked whether participants ate two or more vegetables at their main meal (Figure 2.7).

FIGURE 2.6
“Do you eat more than one kind of vegetable each day?”

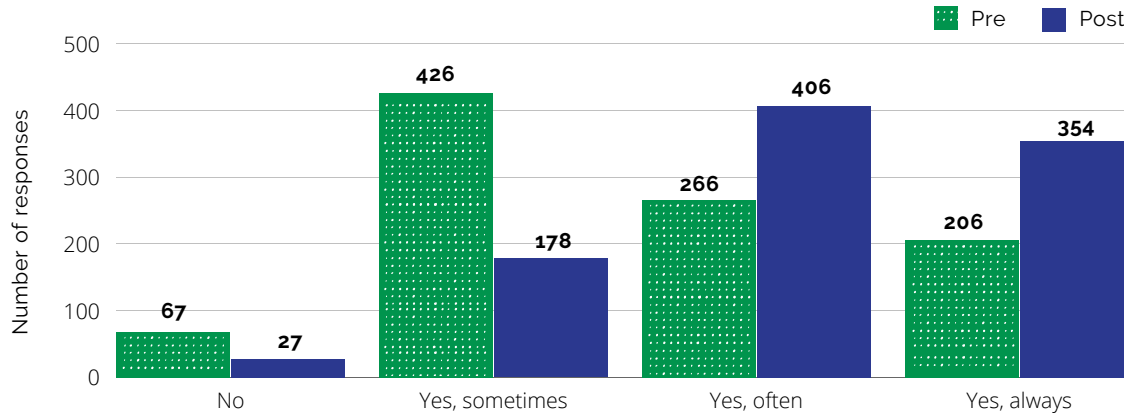


Figure 2.6 Wilcoxon signed-rank test ($n = 965$, $z = -15.18$, $p < 0.001$, $r = -0.35$).

FIGURE 2.7
“Do you eat two or more vegetables at your main meal?”

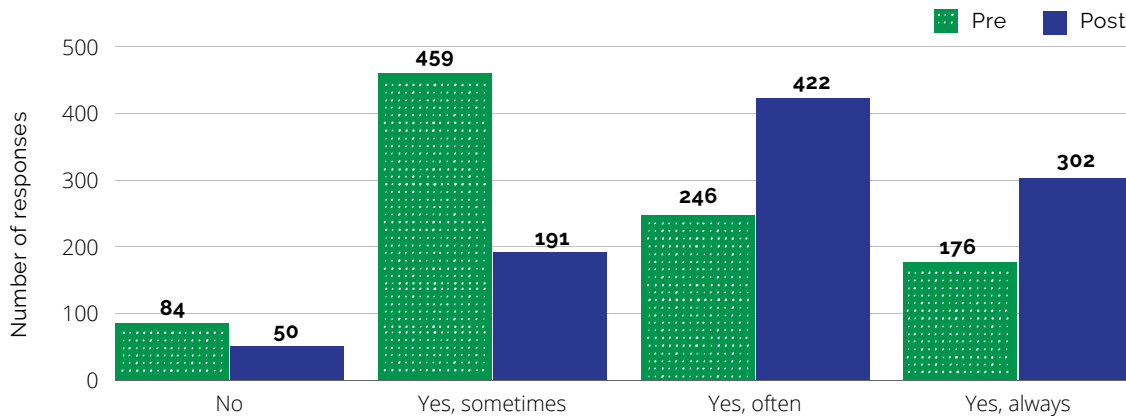


Figure 2.7 Wilcoxon signed-rank test ($n = 965$, $z = -14.21$, $p < 0.001$, $r = -0.32$).

MT1m. Cups of vegetables consumed per day.

As shown in Figure 2.8, there was a significant increase in the number of cups of vegetables that were consumed each day.

FIGURE 2.8
"Vegetables: How much do you eat each day?"

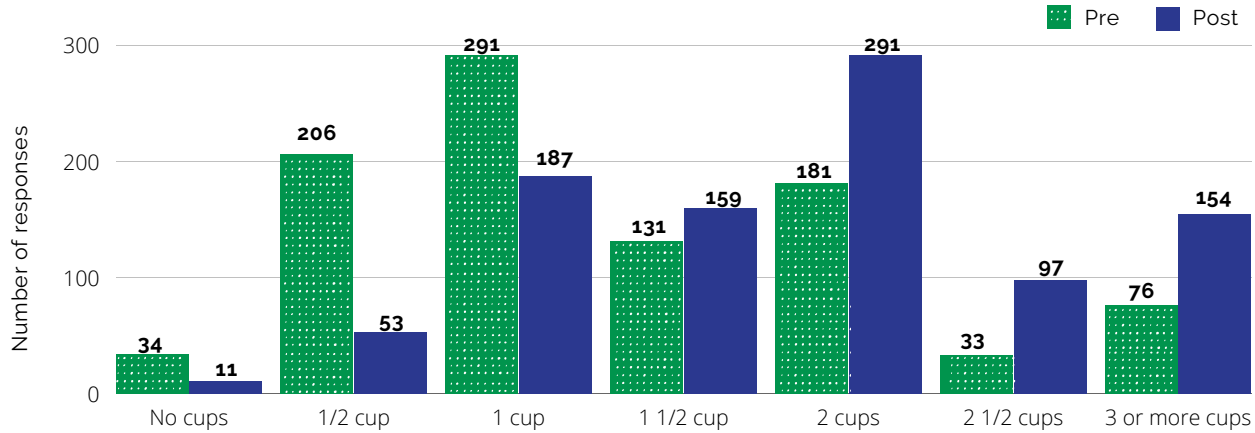


Figure 2.8 Paired-samples t-test, pre-test (n = 952, M = 1.33, SD = 0.78), post-test (n = 952, M=1.82, SD = 0.75; t(951) = 21.4, p < 0.001, d = 0.65).

MT1h. Drinking fewer sugar-sweetened beverages (SSB).

Participants were asked how often they drank fruit drinks, sports drinks, or punch. They were also asked how often they drank regular soda. Pre versus post comparisons of responses to both questions showed a decrease in the frequency of consumption of fruit drinks, sports drinks, or punch, and regular soda (Figure 2.9 and 2.10).

FIGURE 2.9
"Do you drink fruit drinks, sports drinks, or punch?"

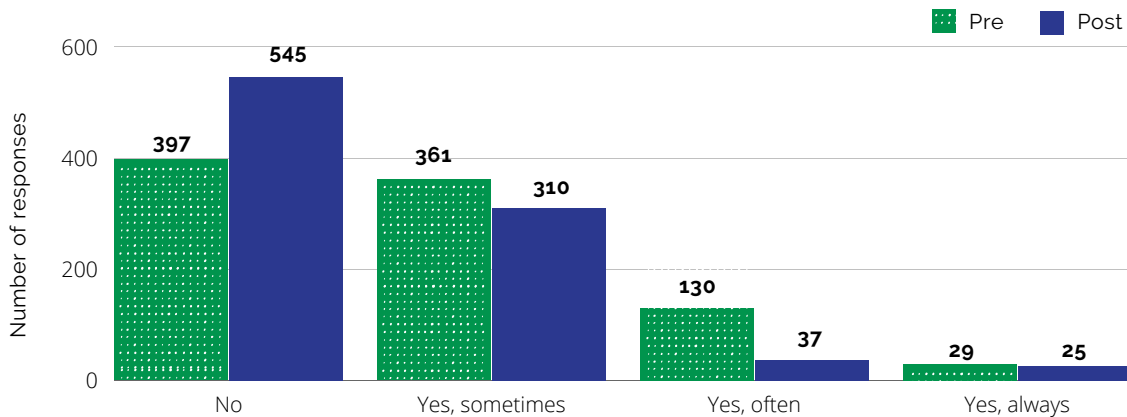


Figure 2.9 Wilcoxon signed-rank test (n = 917, z = -9.91, p < .001, r = -0.23).

FIGURE 2.10
“Do you drink regular soda?”

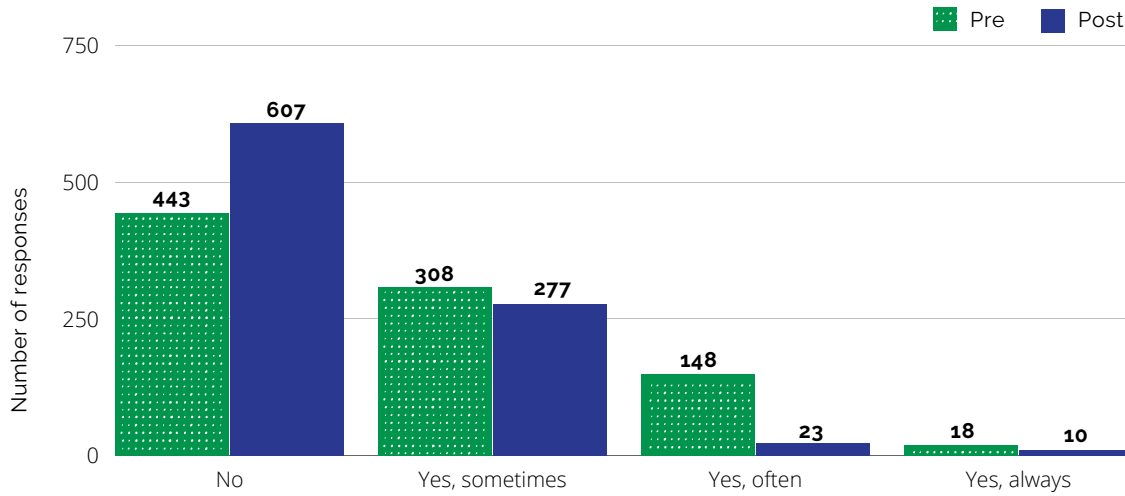


Figure 2.10 Wilcoxon signed-rank test (n = 917, z = -12.29, p < .001, r = -0.29).

MT2b. Read nutrition facts labels or nutrition ingredients lists.

There was a significant increase in the number of adults reporting that they read the nutrition labels when shopping for food (Figure 2.11).

FIGURE 2.11
“Do you use this label when food shopping?”

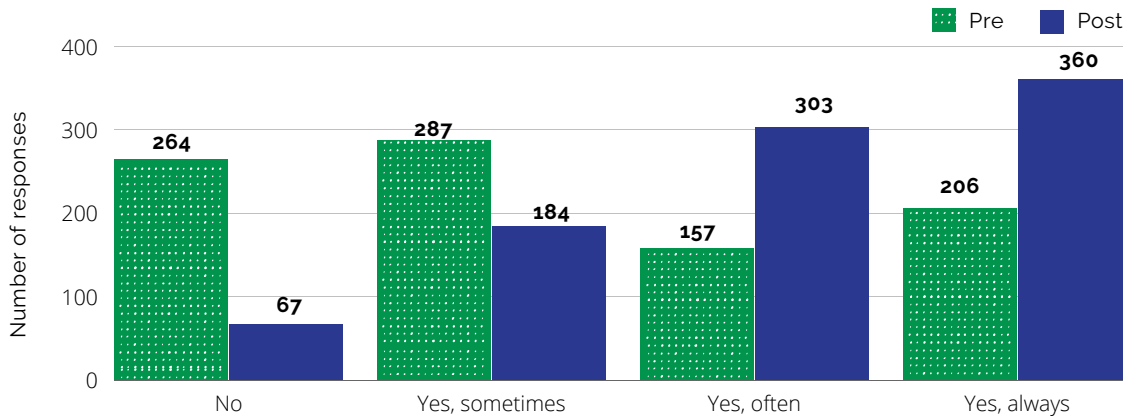


Figure 2.11 Wilcoxon signed-rank test (n = 914, z = -15.98, p < .001, r = -0.37).

MT2g. Not running out of food before month's end.

Food security was assessed by asking whether participants ran out of food before the end of the month. Results indicated a significant decrease in adults reporting that they ran out of food before the end of the month (Figure 2.12).

FIGURE 2.12
"Do you run out of food before the end of the month?"

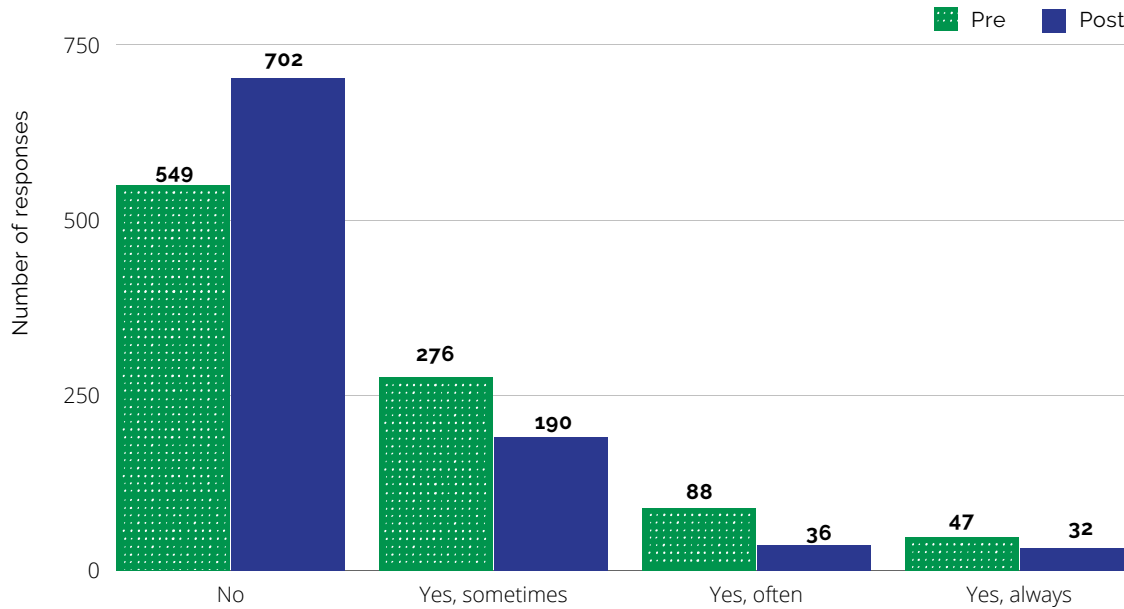


Figure 2.12 Wilcoxon signed-rank test ($n = 960$, $z = -8.76$, $p < 0.001$, $r = -0.20$).



SUMMARY OF RESULTS

A total of nine analyses were conducted, all of which were statistically significant. Effect sizes were calculated to assess the magnitude of the change (Table 2.3). Of the nine statistically significant results, three showed small effect sizes and six were associated with medium effect sizes.

TABLE 2.3
Effect Sizes of CalFresh Healthy Living Direct Education Analyses

Indicator	Description	Effect Size	Interpretation
MT1c	More than one kind of fruit	$r = -0.35$	Medium effect
MT1d	More than one kind of vegetable	$r = -0.35$	Medium effect
MT1d	More than two vegetables at main meal	$r = -0.32$	Medium effect
MT1h	Fruit drinks, sports drinks, punch	$r = -0.23$	Small effect
MT1h	Soda	$r = -0.29$	Small effect
MT1l	Cups of fruit per day	$r = -0.60$	Medium effect
MT1m	Cups of vegetables per day	$r = -0.65$	Medium effect
MT2b	Nutrition facts label	$r = -0.37$	Medium effect
MT2g	Ran out of food	$r = -0.20$	Small effect

These results demonstrate that even during the pandemic, the SIAs and their local partners were able to deliver Direct Education interventions that resulted in significant healthful changes for participants.

CalFresh Healthy Living is currently improving its evaluation methodology for Direct Education and will be able to report on the FFY 2020-2022 Goals and Objectives related to Direct Education in FFY 2022 after the three-year cycle. This is described in the Conclusion, under the Planned Improvements section.



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Policy noun [pol-uh-see]
a definite course of action
a course of action adop
ruler, political party, e
n or procedure
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CALIFORNIA SNAP-SHOT: POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE

CalFresh Healthy Living delivers locally driven policy, systems, and environmental (PSE) change interventions and strategies through its Local Implementing Agency (LIA) network. PSE interventions improve health in California communities by increasing access to healthy food, promoting healthy dietary choices, and expanding opportunities for physical activity. Below are the definitions that CalFresh Healthy Living uses to define PSEs:

1. **Policy changes** refer to the establishment or improvement of written health-related rules, regulations, ordinances, and procedures designed to guide behaviors.
2. **Systems changes** are defined as modifications to the ways in which business is done across a network of agencies, organizations, or institutions, rather than through policy.
3. **Environmental changes** are direct modifications to the physical, economic, or social environment.

PSE work can be referred to in two ways, as just PSEs, and as PSE changes. PSEs tend to encompass all work from the planning stages through to later stage work like maintaining the implemented change. PSE changes, however, specifically refer to the implemented strategy and exclude earlier stage work like planning, assessing the need, and organizational readiness.

In FFY 2021, there were PSE changes in 1,116 sites throughout the state. These interventions were delivered in 53 of California's 58 counties. PSE changes reached an estimated 2,059,874 CalFresh Healthy Living-eligible Californians.

PSEs BY SETTING

LIAs reported the settings in which their PSE work took place, depicted in Figure 3.1. The most common settings for implemented PSE sites in FFY 2021 were schools (K-12) (26.2%), followed by early care and education facilities (19.5%). Even though education occurred as a mix of in-person and virtual, Schools and Childcare sites were the dominant settings in FFY 2021.

FIGURE 3.1
PSE Sites per Setting

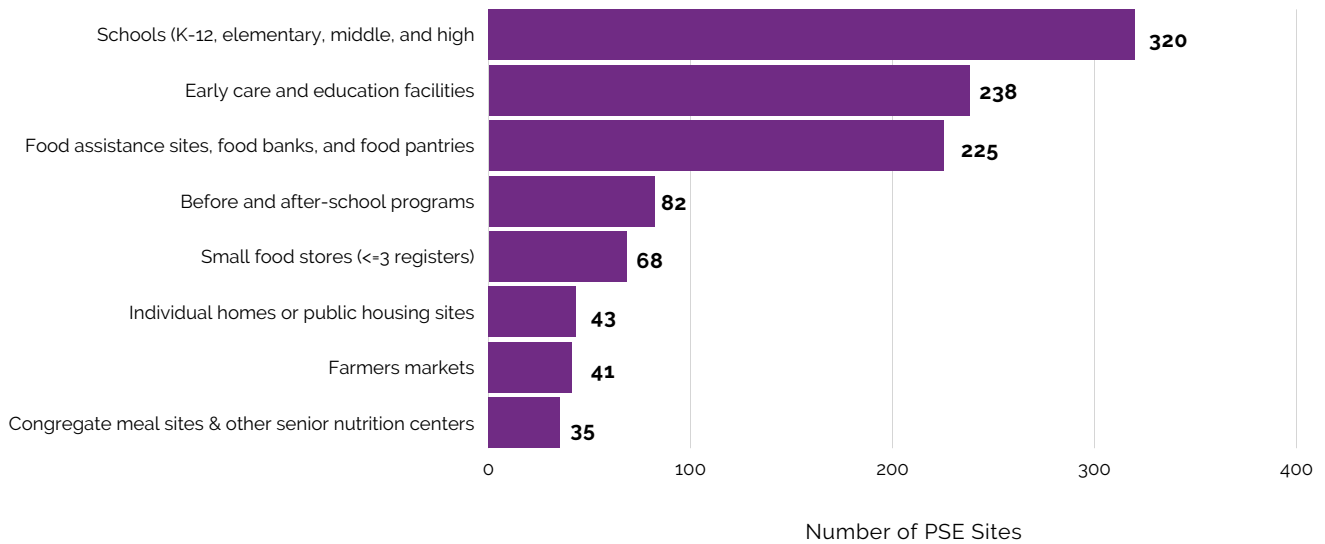


Figure 3.1 Note: Only includes sites where implementation has already begun and settings with 20 sites or more (total number of unique settings = 22).

PSE CHANGES

In FFY 2021, LIAs reported a total of 1,733 environmental changes, 1,427 systems changes, and 396 policy changes (Figure 3.2). A total of 2,696 changes supported nutrition and 867 changes supported physical activity. Table 3.1 shows the top five nutrition PSE changes and Table 3.2 shows the top five physical activity PSE changes for FFY 2021.



FIGURE 3.2
PSE Changes by Type of Approach: Policy, Systems, and Environmental

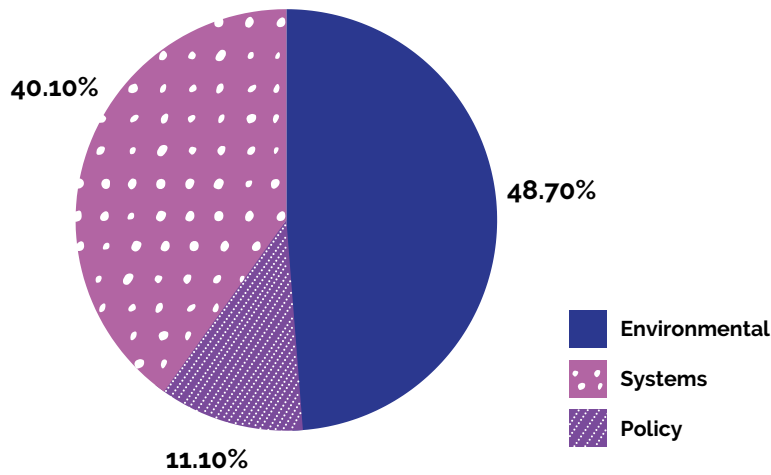


TABLE 3.1
Top five nutrition PSEs for FFY 2021

Nutrition PSE Changes	Number of Changes
1. Edible gardens (establish, reinvigorate or maintain food 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
4. Initiated or expanded mechanism for distributing seedlings and/or other materials to families or communities for home gardening	122
5. Initiated or expanded the use of digital platforms (websites, social media, text messages, etc.) to improve the convenience of/access to healthy food (i.e. by promoting food distribution site, retail, cafeteria, community garden, etc.)	108

TABLE 3.2
Top five physical activity PSEs for FFY 2021

Physical Activity PSE Changes	Number of Changes
1. Increased or improved opportunities for structured physical activity	135
2. Improved quality of structured physical activity (non-PE)	99
3. Increased or improved opportunities for unstructured physical activity time/free play	78
4. Improved or expanded physical activity facilities, equipment, structures, or outdoor space	72
5. Initiated, improved, or expanded professional development opportunities on physical activity	67

PLANNING STAGES OF FFY 2021 PSEs

A total of 194 PSEs (17.4%) were reported to be in the beginning stages of PSE implementation, which includes contacting sites, planning, and preparation. A total of 350 PSEs (31.4%) were in the beginning implementation stage, 250 PSEs (22.4%) were in the ongoing implementation stage, and 417 PSEs (37.4%) maintained or monitored their PSE activity.

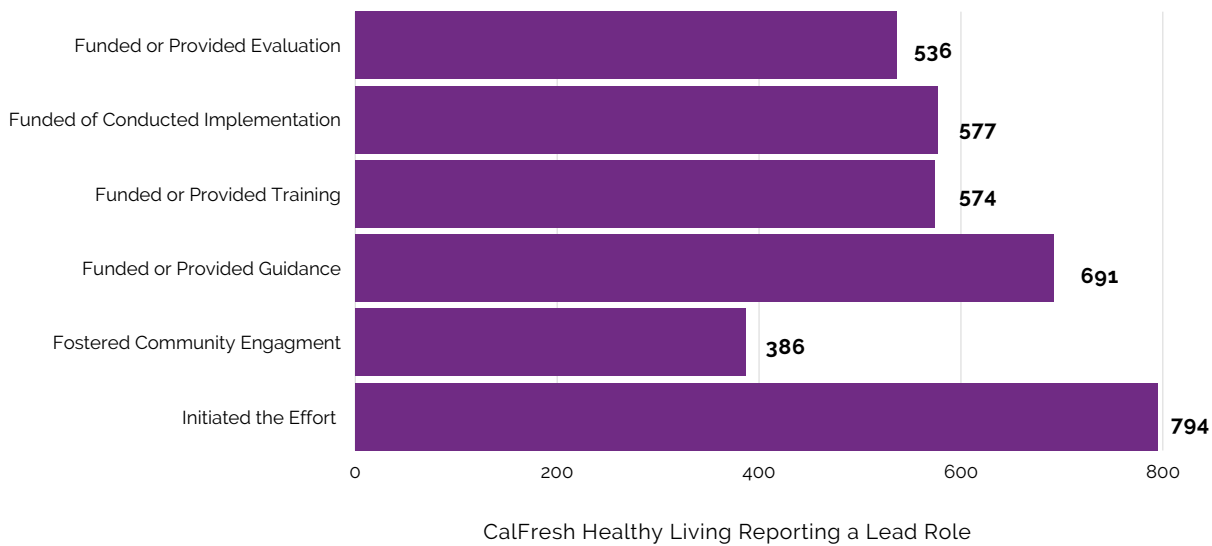
FIGURE 3.3
Planning Stages of PSEs in FFY 2021



FUNDING AND SUSTAINABILITY

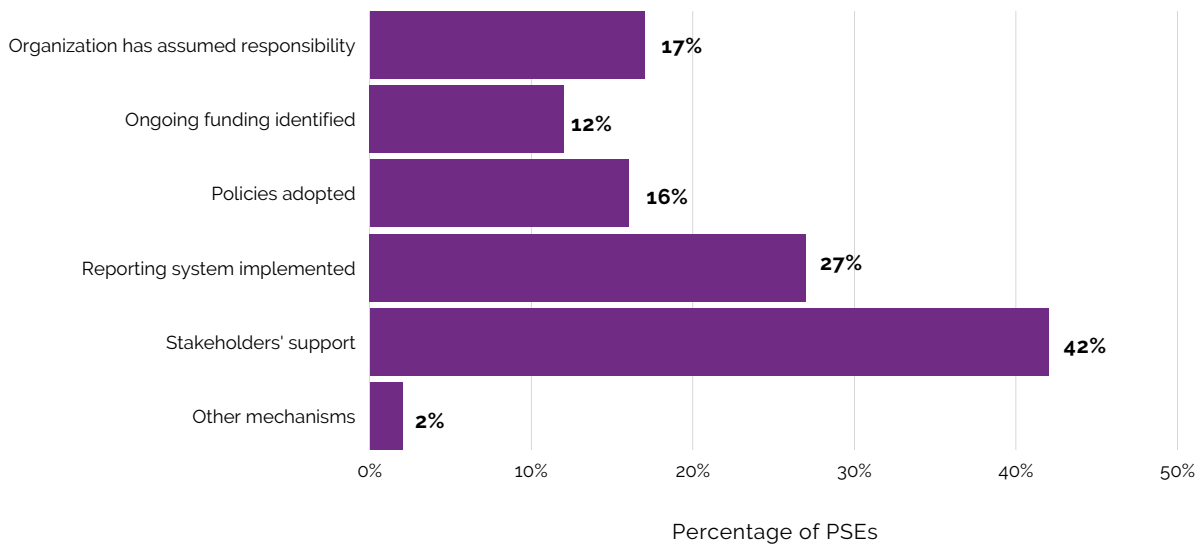
PSEs are implemented through partnerships between CalFresh Healthy Living implementers and community leaders, community members, businesses, and other individuals and organizations. In FFY 2021, CFHL played a lead role or a major role in initiating efforts (22%), fostering engagement (11%), providing guidance (19%), providing training (16%), funding implementation (16%), and providing evaluation (15%) (Figure 3.4). (Note: sites can provide a lead or major role in multiple categories, so percentages are calculated across all categories.)

FIGURE 3.4
PSE Sites in which CalFresh Healthy Living had a Lead or Major Role



Of those PSEs that implemented a change, 73% had a sustainability plan in process or fully in place. Of the PSEs that had a sustainability plan in place, 17% of the organizations had assumed responsibility, while 12% had identified ongoing funding to support these PSEs (Figure 3.5). More than a quarter of the PSEs with sustainability plans in place had a reporting system implemented and 16% had policies adopted. Finally, 42% had stakeholders' support.

FIGURE 3.5
Proportion of PSEs with a Sustainability Mechanism by Implementation Stage



Despite the ongoing COVID-19 pandemic, State Implementing Agencies and LIAs continued to adapt their programs and continue CalFresh Healthy Living PSEs. CalFresh Healthy Living research has demonstrated that census tract areas with higher numbers of PSEs also had improved health behavior outcomes and will continue to prioritize investment in PSEs to support sustainable changes (Molitor et al., 2016), and the program will continue to invest in this area.





CONCLUSION

During Federal Fiscal Year (FFY) 2021, CalFresh Healthy Living continued to support eligible Californians during a pandemic year. Adult Direct Education participants reported significant improvements in nutrition and food management behaviors, and policy, systems, and environmental (PSE) change interventions, in partnership with communities, continued to improve access to opportunities for healthy eating and active living.

PLANNED IMPROVEMENTS TO REPORTING

State Implementing Agencies (SIAs) are aligning their Direct Education pre- and post-surveys so that results can be aggregated and representative of the program. By FFY 2022, all SIAs will administer the Food Behavior Checklist to all adult Direct Education participants in nutrition classes that are at least four sessions and at least four weeks long. This will allow CalFresh Healthy Living to report on its state objectives for Direct Education by the end of the FFY 2020-2022 funding cycle. By FFY 2023, the SIAs will use the same validated survey instrument for all child participants, allowing the program to report representative results for nutrition and physical activity behavior change among children.

LOOKING AHEAD

In FFY 2022, CalFresh Healthy Living will continue to reflect federal priority areas in its programming as well as in the development of its next three-year Integrated Work Plan (FFY 2024-2026). Catholic Charities of California, Inc. will continue working closely with immigrant communities to deliver CalFresh Healthy Living programming alongside other services, such as housing, healthcare, food benefits, and immigration services. CalFresh Healthy Living, University of California will partner with Yes2Kollege to pilot a home gardening initiative with African American seniors and families in Sacramento County. The California Department of Aging will source culturally relevant curricula and pilot a line dancing class tailored for African American adults. The California Department of Public Health will complete their CalFresh Healthy Living on College Campus pilot in FFY 2022 and share the results of the intervention. Leah's Pantry will expand its trauma-informed training programs to include historical and intergenerational food trauma, with a focus on racial equity. The California Department of Social Services and Public Health Institute Center for Wellness and Nutrition will continue to expand the tribal outreach and consultation and will use the result of the statewide tribal needs assessment and the demonstration pilot results to further expand CalFresh Healthy Living tribal programs.

CalFresh Healthy Living will continue to build upon its successes with improvements planned in the years ahead to better serve the most vulnerable populations and communities in California.





CALIFORNIA SNAP-SHOT: SUCCESS STORIES

Success Stories are specific examples of the difference that the CalFresh Healthy Living program makes in communities. Here are some highlights from the many successes accomplished throughout the year.

Walk to School

The Madera Unified School District (MUSD) has historically targeted student safety during the walk to and from school and recognized that even with school campuses closed during the COVID-19 pandemic, children still needed to engage in safe, healthy, and fun physical activities. The MUSD and CalFresh Healthy Living's Local Implementing Agencies (LIAs) worked together to create a "Virtual Walk to School Day" campaign to encourage safe physical activity during COVID-19 restrictions in Federal Fiscal Year (FFY) 2021.

LIA partners provided technical assistance and resources to MUSD Physical Education (PE) department teachers and administrators to plan and execute a virtual safe route to school. Together, they recorded brief videos demonstrating pedestrian safety, physical activity, and healthy lifestyle tips for students, which PE coordinators shared during their class time. This campaign, along with past in-person Walk to School Day events, was recognized by the Madera City Mayor and Council with a city proclamation making October 21, 2020, "Virtual Walk to School Day." In 2021, Virtual Walk to School Day reached a total of 9,421 students at 17 elementary schools and 2 middle schools.

Parish Digs into Improving Nutrition during COVID-19 Pandemic

Catholic Charities of Los Angeles (CC LA) partnered with under-resourced parishes to plan a school garden in combination with nutrition education classes with the St. Frances X. Cabrini parish, a transitional kindergarten through 8th-grade school. During the pandemic, they did not stop planning the garden, even though they had limited time and staff.

In 2021, CC LA and St. Frances X. Cabrini parish kept the momentum going and planted the garden in April when most COVID-19 restrictions were lifted. Students returned to campus in a hybrid learning model and were able to work on the garden. The students, principal, teachers, and CC LA worked together to create a thriving garden filled with vegetables, fruits, herbs, and flowering plants. CC LA implemented a series of garden-based nutrition education for the entire student body. The garden provided ample physical activity opportunities for the students, such as planting, digging, watering, and harvesting.

The parish priest subsequently built coops and brought flocks of hens, ducks, and geese to fill them, and began distributing fresh eggs to parishioners. The garden provided fresh produce for families in the parish who were experiencing food insecurity. With an eye on sustainability, several teachers and parent volunteers tended to the garden during summer break so that the students could pick up right where they left off. The program was a huge success, and the size of the garden will be doubled in 2022. Additionally, the garden will include a new nutrition education program for adults. The school garden was truly a positive change to the environment that benefited not only the students at the school but the entire church community.



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As one 8th grade student exclaimed, 'What you are teaching us is so valuable – we will be able to use this knowledge for the rest of our lives and having a chance to get away from our computers and work with our hands, outside in the fresh air, is the greatest!'

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Success found in Adaptation and Partnerships

The Fresno Unified Adult Transition Program (ATP) provides training, support, and education to young adults in preparation for leading independent lives with developmental disabilities. ATP staff needed nutrition lessons that would help their students make healthier choices while saving money in their transition into adulthood. CalFresh Healthy Living, University of California (CFHL, UC), and University of California Cooperative Extension (UCCE) Fresno County partnered with Fresno Unified School District to tailor a curriculum specifically for these students.

CFHL, UC, and their partners modified the Eating Smart Being Active (ESBA) program in consultation with ATP special education teachers to make it appropriate for the students' literacy and comprehension levels. They divided each lesson into two thirty-minute sessions and added physical activity and recipe videos. The shorter lessons allowed for the students to maintain focus. Both ATP teachers and students were thrilled with the lessons taught by a CFHL, UC Fresno educator. One student observed that "The instructor never seems in a hurry to teach us, and I love that!" The pace and enhancement activities met the unique needs of the students. One teacher noted that "each of her presentations were focused and perfectly suited to my students' abilities."

Forty-three ATP students completed the ESBA curriculum and received certificates. Going forward, CFHL, UC has expanded curriculum options available for these young adults in consultation with the ATP teachers which incorporated extra physical activity lessons. This partnership has set the stage for years of collaboration.

“The students looked forward to the lessons and one teacher said “Amber has been doing a fantastic job with my class! Each of her presentations are focused and perfectly suited to my students' abilities. Thank you very much for supporting our students at the Adult Transition Program.”

Generational Wealth through Recipes

Grandparents face many challenges raising their grandchildren, even more so this year since students across California were attending school virtually, due to the COVID-19 pandemic. To support these grandparents, San Diego County's Aging & Independence Services (AIS) partnered with Leah's Pantry, the Young Men's Christian Association (YMCA) of San Diego County, and the Local Health Department (LHD) to teach a six-session curriculum, Around the Table Nourishing Families, to four different groups within the YMCA Kinship Program.

These virtual Direct Education classes focused on nutrition, healthy meal preparation, and community nourishment for themselves and their grandchildren. The lessons also included self-care strategies and a mindfulness exercise each session. They vented, laughed, brainstormed, cooked, and learned together.

The participants connected and felt a sense of fellowship and community. They wanted this experience to live on and to help others in their circumstances, so they decided to produce a cookbook with healthy, easy, recipes approved by both grandparents and grandchildren. These recipes are intended to be fun for families to make together.

The grandparents and grandchildren compiled recipes, pictures, best practices for cooking, and submitted them electronically via email and text. Dietitians from the LHD and student interns developed the cookbook's nutritional guidelines and recommended substitutions to ensure each recipe was nutritious.

After months of hard work, they finished their Kinship Family Cookbook, with information on nutrition, exercise, and positive role-modeling, as well as mindfulness exercises and tips for cooking with and for different age groups. The CalFresh Healthy Living curriculum inspired the creation of the cookbook which ultimately aims to build stronger and healthier families and communities.

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'Overall, our class was built on fellowship as well as food knowledge. We wanted to share this experience with you through this cookbook. You'll notice we've also included pictures and descriptions of what we do to feel healthy and happy. These serve as reminders for us, and hopefully for you too, of the importance of self-care! We hope this book will inspire fresh meal ideas and perspectives on cooking and healthy eating with a focus on self and family nourishment. Stay healthy everyone!'- Kinship Family Cookbook, "About this Cookbook," YMCA Kinship Around the Table Nourishing Families Participants 2021

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Moving Beyond Healthy Retail

Before the pandemic, the Santa Clara County CalFresh Healthy Living (SCC CFHL) program supported stores to become healthy retail sites and community resources. SCC CFHL continued the Healthy Retail program during the pandemic because grocery stores remained open as essential businesses in the community. Arteaga's Food Center, a small local grocery chain, was supported by SCC CFHL program to provide information on healthy recipes, COVID-19 safety, and food security resources such as CalFresh Food, Double Up Food Bucks (DUFB), and COVID-19 Pandemic Electronic Benefits Transfer (EBT) throughout FFY 2021.

SCC CFHL developed educational materials about COVID-19 in Spanish, English, and Vietnamese and Arteaga's staff posted these handouts throughout the stores. Grocery store staff were happy to distribute CalFresh Healthy Living handouts or recipe cards to help support a healthy environment in and around the store. These handouts covered topics such as where to get free COVID-19 tests, proper mask-wearing, and correct hand washing hygiene. CalFresh Healthy Living regularly checked in with grocery store staff and provided technical support about how to handle customers' questions. SCC CFHL strengthened its relationships with the retail stores through consistent communication and support.

SCC CFHL continued to provide the stores with the usual healthy retailer resources, such as recipe cards, Healthy Snack Day ideas, and Rethink Your Drink recipes. Stores were also provided with A-frames to show what services were available at the store, such as the use of CalFresh Food EBT, Women, Infants, and Children, or DUFB. The Arteaga's in San Jose on Willow Street hosted a Healthy Snack Day and a ReThink Your Drink Day events and distributed nutrition education reinforcement items to their customers. The promotion of the DUFB program has increased awareness of the program and more customers are doubling their food dollars.



“ Julie, a store manager at Arteaga's Gilroy said, "From a manager perspective, I see more people and new group of community members entering at my store to shop. People from other places come to ask us about food resources we might know they can apply to. Our cashiers are aware and know what contact information to give them as well as providing the DUFB flyers. I also see the benefits from the COVID 19 Pandemic EBT card and I myself use it to purchase fruits and veggies for my family" ”



Everyone Needs a Garden

The California Department of Aging, Innovative Health Solutions, and Sustainable Solano, implemented a food forest at Parkway Plaza, a low-income housing complex in Fairfield, California. The goal of the food forest was to improve the well-being of the residents and reduce food insecurity. The California Department of Aging and their partners planned and constructed planters to create a food garden at the housing complex. In FFY 2021, they planted fruits and vegetables in the planters and planted new fruit trees. In time, the fruit trees will provide delicious fresh fruits and a beautiful, shady place for residents to walk together to encourage physical activity.

The social services coordinator at Parkway Plaza praised the garden as an "opportunity to not only grow food but also grow a community by reconnecting residents who have been sheltered at home and isolated. The many benefits of this gardening project [extended] beyond food security, ... [such as] exercise and social relationships." This environmental transformation improved the health of the 135 senior residents through increasing access to opportunities for physical activity and nutrition and food security. By encouraging seniors to improve their physical environment, they may also identify other potential systemic and environmental changes needed in their community.

A Parkway Plaza resident shared that "everybody needs a little garden; it gives them something that is their own" and that it helps to unify the community.



“ The many benefits of this gardening project will extend beyond food security, as the garden will provide fresh vegetables, physical exercise and social relationships will be strengthened through this community gardening project. - Jenalee Dawson ”



Running the Morning Mile

The Willits Blosser Lane Kids Club wanted to bring back their Morning Mile™ program at their summer camp in 2021, after having canceled the program due to pandemic restrictions. The Blosser Lane Kids Club is an after-school program at Blosser Lane Elementary in Mendocino County that offers youth guidance and enrichment. Mendocino County Community Wellness CalFresh Healthy Living (MCCW CFHL) and the Kids Club partnered to create a post-lockdown physical activity program. The before-school walk/run program starts each day with fun, music, and a creative system of rewards that keeps students highly motivated. MCCW CFHL staff were at Blosser Lane Elementary School every morning during the academic week to inspire the youth, Kids Club staff, and parents to walk/jog/run laps at their own pace. Within just a week and a half, almost 20% of participating students were close to meeting their goal of 20 miles total in four weeks. By the final week, a total of 64 youth and eight adults were participating in the program. Cumulatively, they walked, jogged, or ran a total of 3,990 laps (665 miles) in four weeks. The local newspaper ran a story about the program, highlighting its success.

After the success of the four-week summer program, MCCW CFHL staff were unable to attend in person due to renewed COVID-19 restrictions, but the Kids Club was determined to continue the program into Fall 2021. MCCW CFHL provided all necessary supplies and tools to maintain the program on its own. Even with limited staff, the Blosser Lane Elementary School Kid's Club took over the program and ran with it! Approximately 10 High School students volunteered their time to count laps, record data, cheer on the younger youth and some even participated themselves. Thanks to their partnership with MCCW CFHL, the students learned the importance of beginning each day with healthy activity. (Newspaper article [here](#))

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“Children at Blosser Lane Kid's Club are starting the day off in a healthy way, running or walking the Morning Mile™ at the Blosser Lane playground. Most children have energy to burn, and lots of it.” said Program Director Laura Paeyeneers. She and Assistant Director Charity Seminoff found a way for children to channel that energy and start the morning off active, “which is especially useful after the global pandemic left many idle for the past year and a half.” Laura Paeyeneers said.

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Willits Kids Club summer camp runs the Morning Mile daily from 7:30-8:30 a.m. (Photo by Jaclyn Luna)

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“Staff was surprised by the amount of energy the children have had for the morning mile.” Paeyeneers explained that every six laps is equivalent to one mile. She said “one child ran 29 laps (4.8 miles) on the first day. The goal was set at 20 miles over the course of four weeks, but a week and a half in some students were close to meeting the goal already.” Paeyeneers said, “They are super into it, they love it.”

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APPENDIX

Appendices to the California SNAP-Ed Federal Fiscal Year 2021 Annual Report are available by request. To obtain copies of the appendices please contact CalFreshSNAP-Ed@dss.ca.gov.

- A. Administrative Expenditures – SNAP-Ed Annual Report Template 7A
- B. Inventory of Awards Publications
- C. State Implementing Agencies Awards and Publications
- D. Major Achievements
- E. Major Setbacks
- F. New and Ongoing Projects for CA in FFY 2021
- G. Outcome and Impact Evaluations – SNAP-Ed Annual Report Template 7B
- H. Reporting SNAP-Ed Indicators – CalFresh Healthy Living Annual Report Template C
- I. State Implementing

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