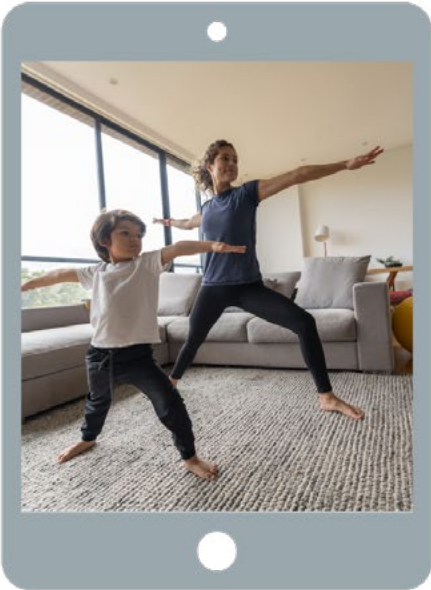
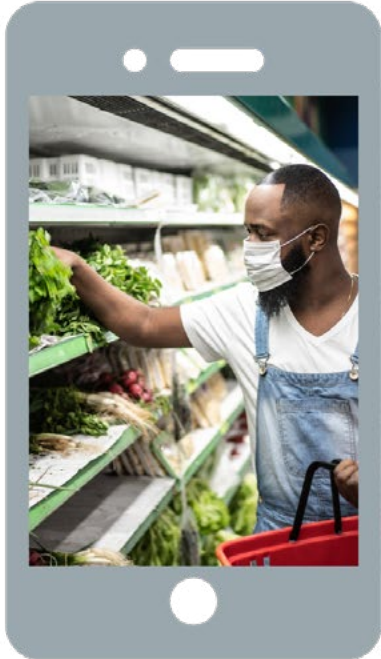


California SNAP-Ed Annual Report

2020



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Executive Summary

CalFresh Healthy Living, California's Supplemental Nutrition Assistance Program-Education (SNAP-Ed), supports eligible Californians in achieving health through education and community changes. Four State Implementing Agencies (SIAs) deliver these services under the oversight of the California Department of Social Services (CDSS): CalFresh Healthy Living, University of California; the California Department of Aging; the California Department of Public Health; and Catholic Charities of California, Inc. The SIAs work through a network of local health departments, University of California Cooperative Extension county offices, nonprofit organizations, Area Agencies on Aging, and other Local Implementing Agencies (LIAs).

Statewide Results

In Federal Fiscal Year (FFY) 2020, CalFresh Healthy Living promoted healthy eating and active living across the lifespan in eligible California communities. California's SIAs reported a total of **34,363** adult and **212,889** child participants in their nutrition and physical activity Direct Education classes. In FFY 2020, Direct Education participants reported improvements across 11 healthful eating and food resource management behaviors. CalFresh Healthy Living also made progress through four community-based organization pilot projects and the California State Nutrition Action Council (SNAC). California's SIAs delivered program, system, and environmental (PSE) change interventions in 55 out of the 58 counties and reached eligible Californians a total of **2,179,362** times.

CalFresh Healthy Living also provided new evidence for the effectiveness of PSEs in FFY 2020. Evaluators linked community presence of PSE change interventions to more healthful dietary behaviors using data from the program's annual, population-based telephone survey. This finding complemented CalFresh Healthy Living's process-oriented PSE evaluation by showing that the number of PSE interventions per census tract was related to:

1. decreased intake of sugar sweetened beverages,
2. decreased intake of added sugars, and
3. increased Healthy Eating Index-2015 scores, indicating improved overall dietary quality.



COVID-19 Response

During the second quarter of FFY 2020, Governor Gavin Newsom issued a statewide stay-at-home order due to the Coronavirus Disease (COVID-19) pandemic emergency. CalFresh Healthy Living quickly adapted by modifying programming for virtual delivery, sharing best practices for the COVID-19 environment, and providing guidance to local agencies on topics such as maintaining curriculum fidelity and evaluating impacted programming. With the need for social distancing, school closures, and many families out of work, the effects of COVID-19 had the potential to impact food insecurity. Fortunately, levels of very low food security in California decreased from 19.3% pre-COVID-19 to 14.0% among CalFresh-eligible families and children following COVID-19, at least in the short term. CalFresh Healthy Living connected this finding to specific interventions by the state to increase access to food assistance. FFY 2020 was a year of innovation for CalFresh Healthy Living, and the modifications made for virtual delivery created a new avenue to reach eligible Californians in the years to come.



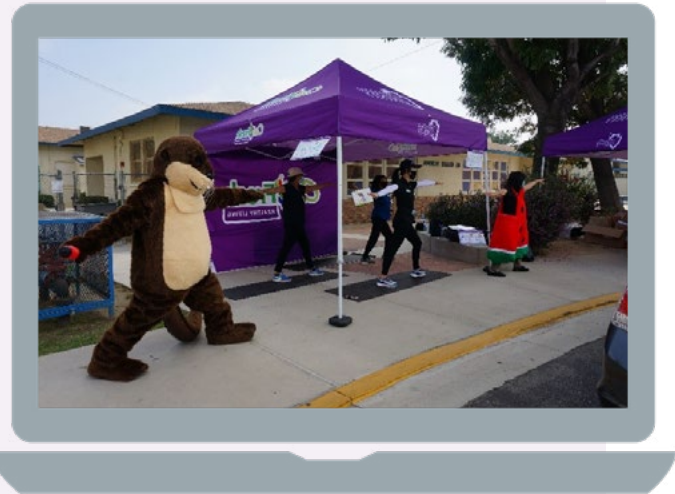
Summer Meals 'Grab and Go' Enrichment Activities in San Bernardino County

The many affected populations of the COVID-19 pandemic emergency include children who have become more vulnerable to being malnourished due to the disruptions in the food and health systems. The lack of physical activity and high obesity rates in children also continue to be a problem.

Summer Meals 2020 across the nation and in San Bernardino County had to switch from "Sit and Eat" to "Grab and Go" style. Families would drive to designated sites and pick up bagged meals in a COVID-19 compliant "drive through" fashion for their school-aged children. The Summer Meals Grab and Go Enrichment Activities are a creative and unique approach to continue implementing nutrition education and physical activity promotion at summer meal sites.

The San Bernardino County Department of Public Health Nutrition Program partnered with 10 School Districts Summer Meal Sponsors countywide across 10 cities at 12 different events to conduct nutrition and health education at "Grab and Go" sites. Nutrition education at "Grab and Go" sites used one of two setups:

- (1) Rethink-Your-Drink education booth with a focus on Potter the Otter: A Tale about Water storybook reading, or
- (2) Rethink-Your-Drink education booth with a Shape of Yoga book demonstration to build strength, flexibility, and promote daily physical activity. The mascot "Ollie the Otter" and dancing fruit and vegetable costume characters were featured at each event and loved by many children and parents. All activities were conducted while following COVID-19 safety guidelines.



Tents and tables were set up along the drive through “Grab and Go” sites and voice amplifiers with headset microphones were used to speak to families and

their children in their cars from a distance. Nutrition education was provided as the cars drove by the tents and families then received a goodie bag including items such as stickers, Rethink Your Drink activity sheets, the Shape of Yoga book, Flavors of My Kitchen cookbook, Tasty Trio cookbook, recipe cards, reusable water bottles, sunglasses, children's books, and educational materials.



These events are estimated to have reached more than 2,500 households representing more than 6,000 children and adults. To complement these events, school sites provided their Facebook Live platforms to showcase the Rethink Your Drink enrichment activities and all these videos in total add up to more than 6,500 views. By adjusting their outreach method, the San Bernardino County Department of Public Health Nutrition Program was able to reach many families with nutrition education and physical activity promotion during this difficult time. The collaboration and efforts of this partnership helped increase school meal participation at schools, and as a result, the summer meals collaborative has expanded school meals access all year round.



Program Overview

CalFresh Healthy Living is California’s Supplemental Nutrition Assistance Program-Education (SNAP-Ed) program. CalFresh Healthy Living directly served 247,252 eligible Californians in Federal Fiscal Year (FFY) 2020. State Implementing Agencies (SIAs) conducted a total of 7,313 Direct Education interventions across 2,052 sites (i.e., the locations where CalFresh Healthy Living activities were implemented). CalFresh Healthy Living developed and supported 3,749 policy, system, and environmental (PSE) changes throughout the state to support improved nutrition and physical activity. California began work on its new set of state-level goals and objectives for FFYs 2020 through 2022 (Table 1.1).

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 1a	Begin and maintain community changes to support healthy eating in 15% of new and continuing approved sites.
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.
Objective 1c	80% of sites that have made changes to support healthy eating will have a sustainability plan.
Objective 2	<p>Demonstrate significant improvements in one or more of the following healthy eating behaviors for 70% of the program activities evaluated:</p> <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
Objective 3	Maintain or improve diet quality at the population level.



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

Demonstrate significant improvements in one or more of the following behaviors among 70% of the program activities evaluated:

- Objective 4**
- Reading nutrition facts labels or nutrition ingredients lists
 - Having food throughout the month
 - Comparing prices before buying foods
 - Shopping with a list

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

Objective 1a Begin and maintain community changes to promote physical activity in 15% of new and continuing approved sites.

Objective 1b Implement new changes to promote physical activity at continuing sites; 30% of previously engaged sites will demonstrate at least one additional change.

Objective 1c 80% of sites that have made changes to promote physical activity will have a sustainability plan.

Objective 2 Demonstrate significant improvement in one or more of the following physical activity behaviors for 70% of the program activities evaluated:

- Increased physical activity and leisure sport
- Increased moderate or vigorous physical activity

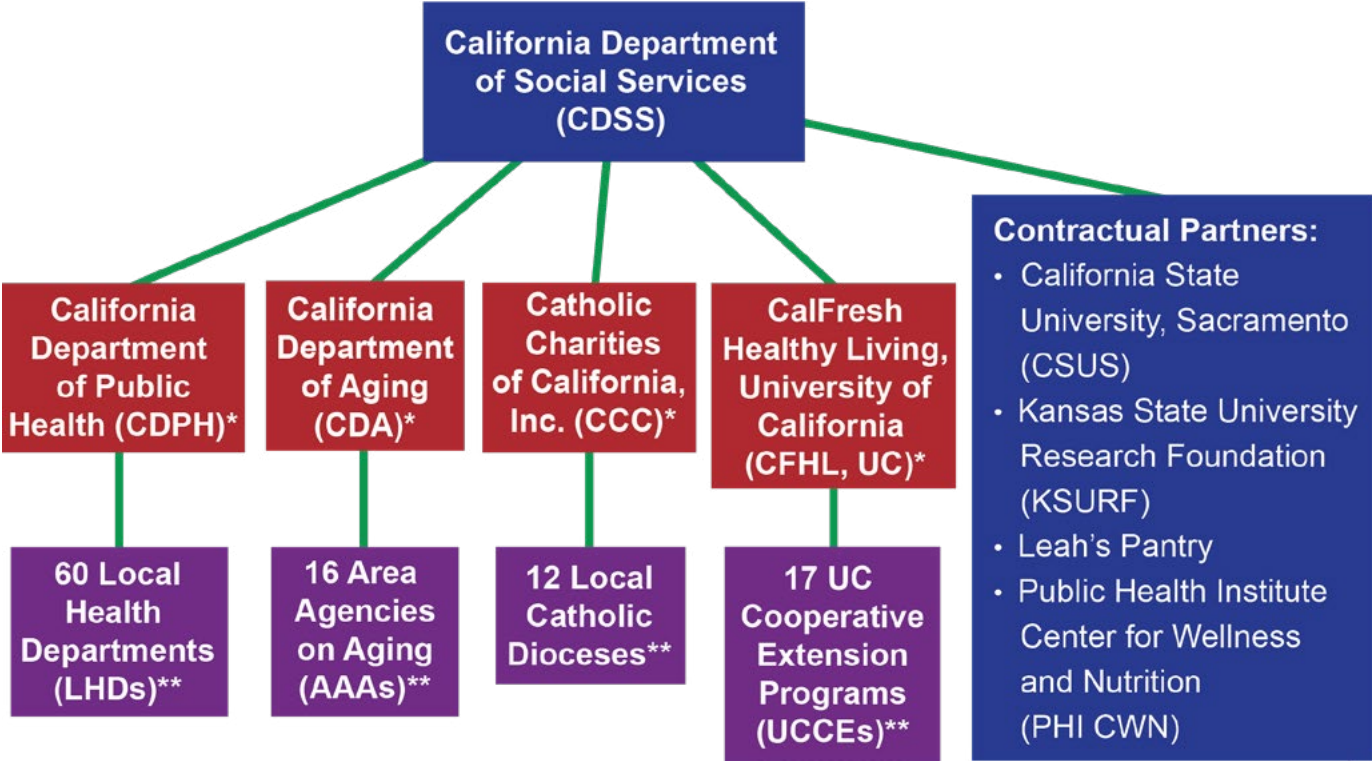
Objective 3 Maintain or improve physical activity at the population level.

In FFY 2020, CalFresh Healthy Living continued its development of its first State Evaluation Plan. Beginning in FFY 2022, CalFresh Healthy Living will use its State Evaluation Plan to assess its progress toward meeting the program’s state-level goals and objectives.

Who We Are

The California Department of Social Services (CDSS) oversees and collaborates with four SIAs that contract with 105 Local Implementing Agencies (LIAs) throughout the state. Together, CDSS, the SIAs, and the LIAs deliver evidence-based programs and services throughout California. They also work with contractual partners on innovative pilot projects and social marketing services. Figure 1.1 shows CalFresh Healthy Living’s program structure.

Figure 1.1: California’s CalFresh Healthy Living FFY 2020 Program Structure



*State Implementing Agencies (SIAs)

**Local Implementing Agencies (LIAs)

Figure 1.1: CalFresh Healthy Living FFY 2020 Program Structure (Accessible)

California Department of Social Services

Contractual Partners:

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

State Implementing Agencies and their Local Implementing Agencies:

- 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 Health Living, University of California (CFHL, UC)
 - 17 UC Cooperative Extension programs (UCCEs)

Program services are delivered through a network of LHDs and their locally funded partners, UCCEs, local Catholic dioceses, AAAs, and other contractual partners. CalFresh Healthy Living delivers programs and services to eligible Californians in their communities at the places where they work, learn, live, shop, eat, and play. Under CDSS's oversight, these diverse organizations coordinated to adapt their programming and continue delivering evidence-based services during the COVID-19 pandemic.

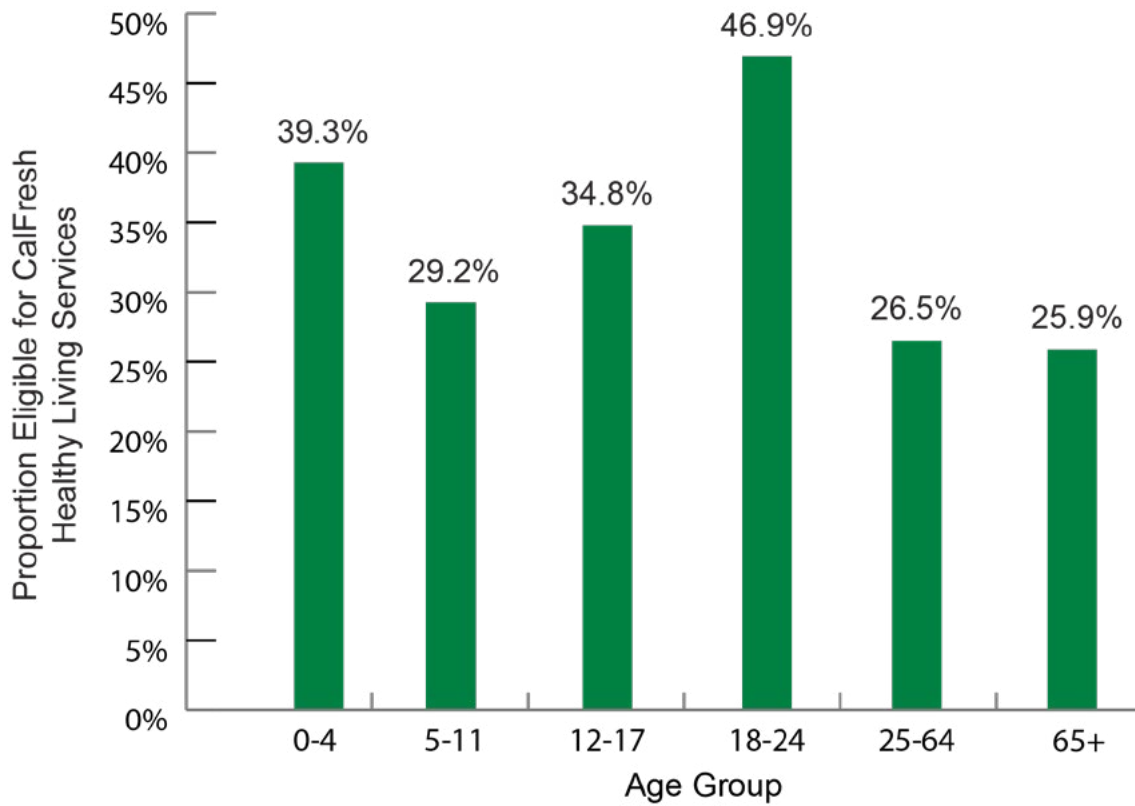
Who We Serve

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 (FPL), including those who qualify for CalFresh. About a third of Californians are eligible for CalFresh Healthy Living services (UCLA Center for Health Policy Research, 2019). This represents more than 11.8 million adults, adolescents, and children throughout the state. In April 2020, nearly 4.5 million people participated in CalFresh, representing 11.9% of California's population, a historically high number due to COVID-19.

Table 1.2: Estimated Total Populations of Californians and CalFresh Healthy Living-eligible Californians (2019)

Age Group	Estimated Total California Population	Estimated CalFresh Healthy Living-eligible Population	Estimated Percentage CalFresh Healthy Living-eligible to Total California Population
Children 0-4	2,373,000	933,000	39.3%
Children 5-11	3,574,000	1,044,000	29.2%
Adolescents 12-17	3,090,000	1,074,000	34.8%
Adults 18-24	4,169,000	1,954,000	46.9%
Adults 25-65	19,954,00	5,290,000	26.5%
Adults 65+	5,844,000	1,514,000	25.9%
Total	39,004,000	11,809,000	30.3%

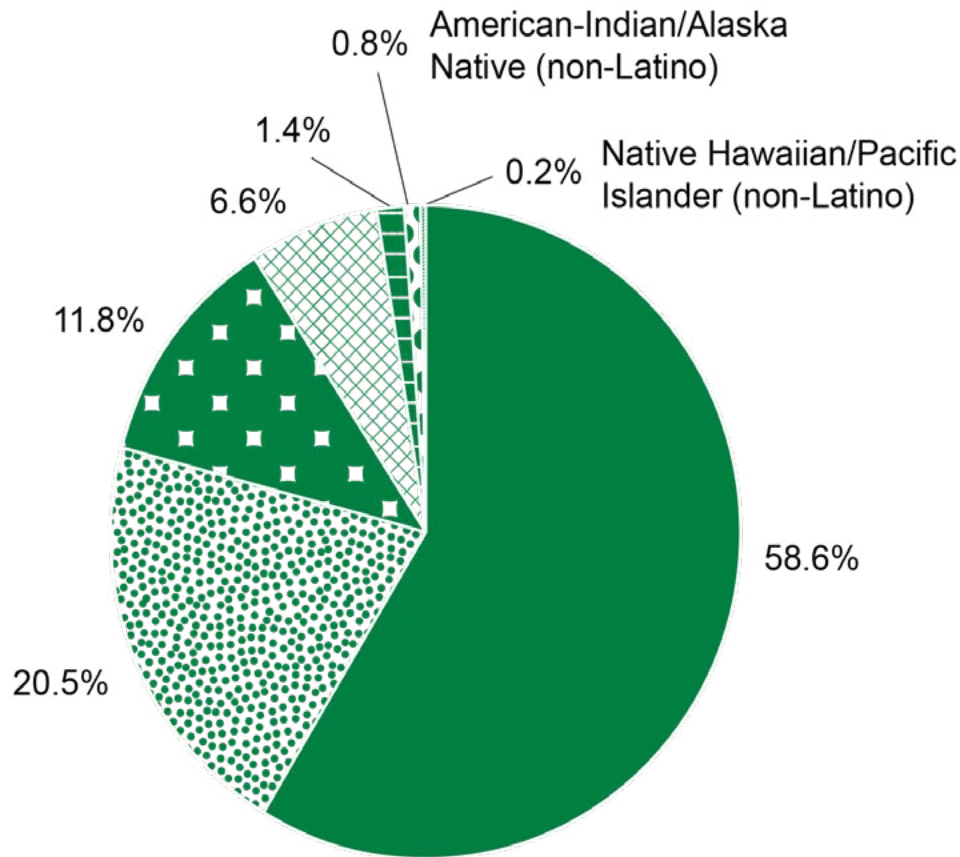
Figure 1.2: Proportions of CalFresh Healthy Living-eligible Population by Age (2019)



The largest proportion of CalFresh Healthy Living-eligible individuals is adults aged 18-24 (46.9%). More than a third of children under the age of five (39.3%) and adolescents 12-17 years old (34.8%) are CalFresh Healthy Living-eligible. Approximately one quarter of older adults are CalFresh Healthy Living-eligible. Due to the COVID-19 pandemic, the true effects on household income will not be represented in the available data for some time, and these estimates likely underrepresent Californian’s real need.



Figure 1.3: Proportion of CalFresh Healthy Living-Eligible Population by Race* (2019)

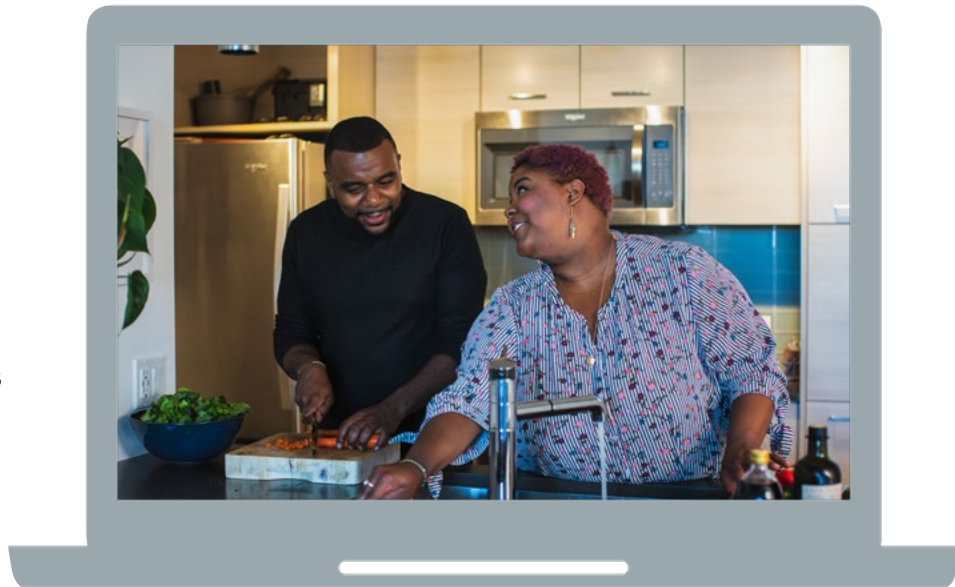


**UCLA Center for Health Policy Research, 2019; Office of Management and Budget/ Department of Finance*

The Office of Management and Budget estimates the largest proportion of CalFresh Healthy Living-eligible individuals as Latino (58.6%). About 20.5% are classified as White (non-Latino) followed by 11.8% as Asian (non-Latino). Approximately 6.6% are classified as African American (non-Latino) and 0.8% as American Indian or Alaska Native (non-Latino).

What We Do

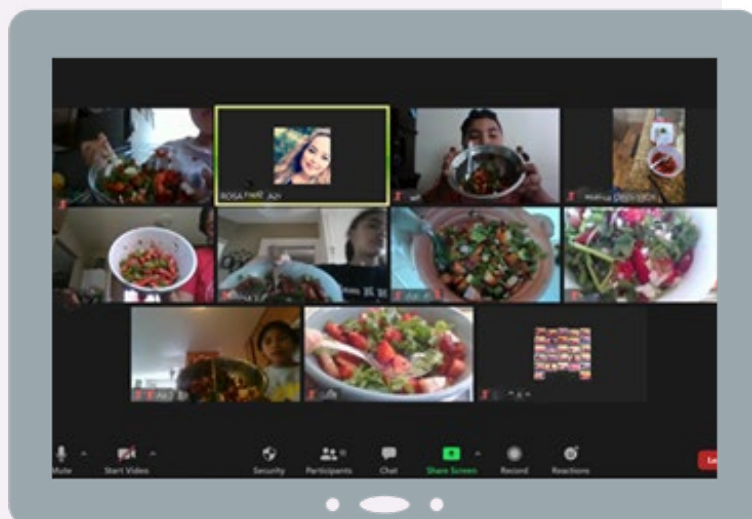
CalFresh Healthy Living supports healthy, active, and nourished lifestyles by providing Californians with a variety of services. Eligible Californians can learn about nutrition and physical activity both directly, through in-person instruction and interactive media, and indirectly through activities such as food demonstrations at stores and farmers markets (U.S. Department of Agriculture, 2020). Direct Education uses evidence-based curricula with the goal of improving nutrition and physical activity, consistent with the *Dietary Guidelines for Americans* (U.S. Department of Health and Human Services and U.S. Department of Agriculture, 2015) and *Physical Activity Guidelines for Americans* (2018 Physical Activity Guidelines Advisory Committee, 2018). Direct Education is delivered through a variety of settings, such as schools (K-12), before and after school programs, early education centers, individual housing or public housing, and senior nutrition centers and meal sites. Evaluation results of California's Direct Education programming are presented in the California SNAP-shot: Direct Education section of this report.



CalFresh Healthy Living also delivers community-based PSE interventions and strategies. PSEs aim to improve health in communities by changing policies, systems, and the environment to increase access to healthier choices such as fruits, vegetables, and water, and to increase access to safe places to be active. PSEs are often implemented in schools, early care and education centers, food assistance sites, before and after school programs, and food stores. Evaluation results of California's PSE programming are presented in the California SNAP-shot: Policy, Systems, and Environmental Change section of this report.

SNAC Youth Leader Meetings Go Virtual, Create Opportunities to Engage Families

Providing supports to CalFresh Healthy Living-eligible families and youth became increasingly challenging when COVID-19 restrictions went into effect in March 2020. CalFresh Healthy Living, University of California Cooperative Extension in San Luis Obispo and Santa Barbara counties was determined to continue reaching vulnerable community members through the UC 4-H Student Nutrition Advisory Council (SNAC) youth leadership clubs. SNAC clubs are youth-led and normally meet weekly after school to identify opportunities for training, leadership and advocacy related to healthy eating and active living.



UC educators surveyed SNAC youth and collaborated with two school partner sites to problem solve and work through technical and safety issues to support SNAC youth leaders and identify solutions for youth-led SNAC meetings to continue virtually. Youth utilized available home technology resources or school-issued devices, and staff worked with families to solve connectivity issues when they occurred.



The youth-led virtual SNAC meetings started in April 2020 and 18 youth continued their club meetings online for nine consecutive weeks through the end of the school year. Meetings started with the 4-H pledge and included physical activity, cooking, and planning

activities. Lesson topics reported by youth leaders included recipe demonstrations and tastings, the benefits of eating from one or more of the MyPlate food groups, how to make healthy meals on a budget, and using seasonal produce. Recipes were limited to five ingredients or fewer, with a focus on in-season produce and standard cooking equipment youth indicated that they had at home. To ensure youth had the ingredients and materials needed for the recipe or garden nutrition education activity, UC educators coordinated materials distribution with school staff to follow COVID-19 safety protocols, which often occurred at the same time as school meal pick-ups.

The shift from cooking in a classroom to cooking in their homes in a virtual format helped to foster more real-world application and skill transferal. Adult facilitators observed an increase in students' creativity and ability to modify the recipes to include ingredients they preferred and the utensils and equipment around them, such as using a fork instead of a whisk. Also, cooking at home gave families the opportunity to get involved. A student shared, "My family really liked [the baby tomato bites recipe and said that I should make it again." Through thoughtful planning and collaboration, UC SNAC youth clubs provided an opportunity for youth to connect, lead, and learn together during the COVID-19 pandemic emergency.



Programmatic Response to COVID-19

The COVID-19 pandemic emergency began in FFY 2020. A surge in the number of cases caused California Governor Gavin Newsom to issue a statewide stay-at-home order during the second quarter of FFY 2020 (Executive Order No. N-33-20, 2020). The Centers for Disease Control and Prevention urged people to maintain social distance (six feet apart) while out in public and minimize social outings (Centers for Disease Control and Prevention, 2020). This affected CalFresh Healthy Living programming, particularly Direct Education sessions that typically occur in-person.

CalFresh Healthy Living adapted the COVID-19 guidelines released by SNAP-Ed for California in April 2020 to support SIAs and LIAs throughout the state. This guidance allowed for the transitioning of Direct Education classes into a virtual platform without the need for time-consuming vetting of each curriculum within the new delivery method. SIAs used a variety of online platforms to provide Direct Education, such as Zoom,



Facebook Live, YouTube, WebEx, Skype, Google Classroom, and Google Voice. SIAs and LIAs were encouraged to follow local government social distancing guidelines for in-person activities.

CalFresh Healthy Living also acted quickly to adapt FFY 2020 data collection to account for the impact of COVID-19. CDSS' partner, KSURF, adapted the Program Evaluation And Reporting System (PEARS) to help LIAs report impacted interventions consistently and in accordance with the SNAP-Ed guidance.

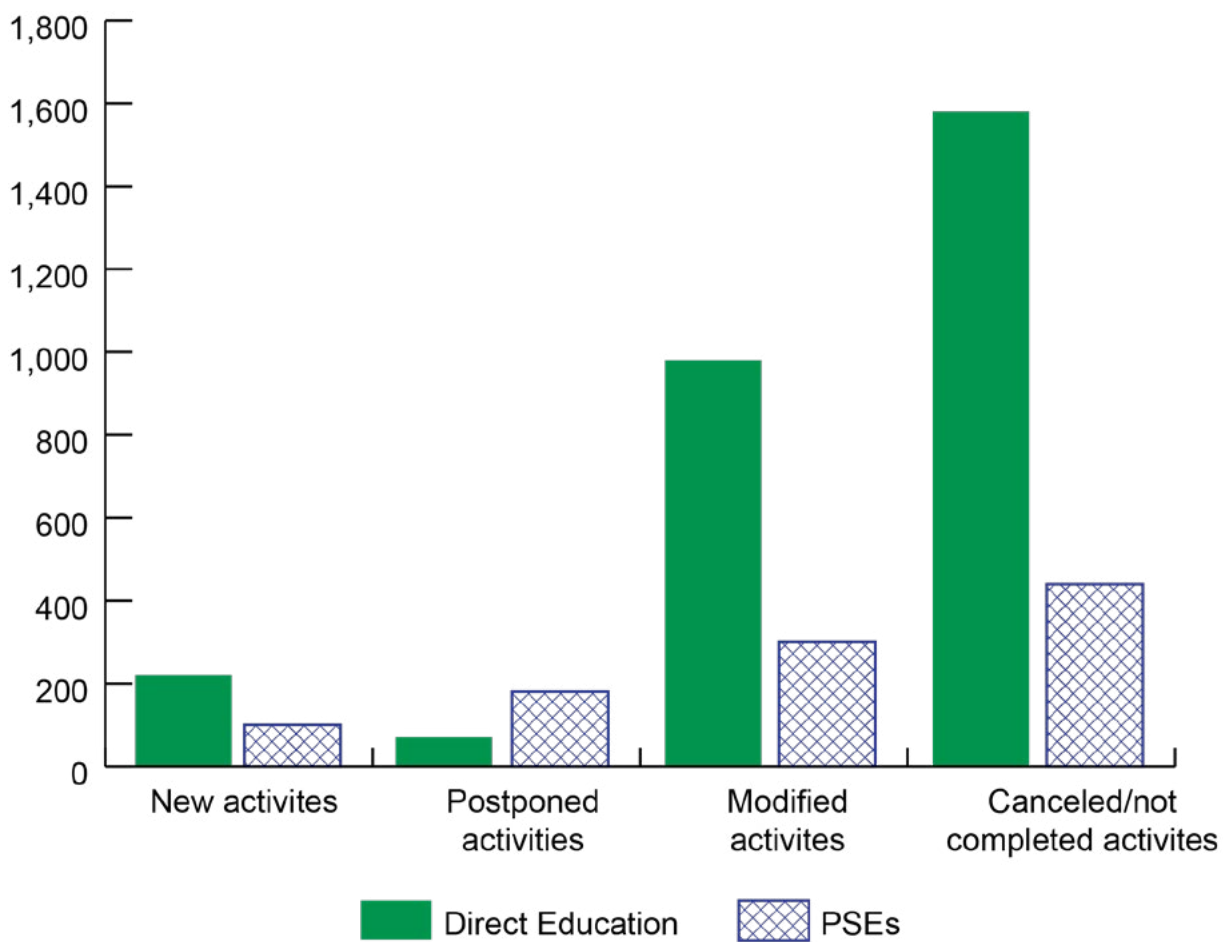
"I feel so fortunate to be in the Zoom Tai Chi. My balance is much better. My right shoulder has more pain-free range of motion than I can remember. I was putting dishes away last week and realized I was reaching the first shelf without pain in my right arm."

–Virtual Tai Chi Class Participant
(San Joaquin County)

LIAs reported COVID-19 impacts on Direct Education interventions, PSE site activities, and indirect education. All COVID-19-impacted activities were classified into one of four categories: new, postponed, modified, or canceled/not completed due to COVID-19.

Figure 1.4 shows the number of activities impacted by COVID-19. In total, 1,258 activities were modified, while 270 were postponed and 3,900 were canceled or not completed. The COVID-19 pandemic emergency led to the implementation of 341 new activities.

Figure 1.4: Number of Direct Education and PSE activities that were new, postponed, modified, or canceled due to the COVID-19 pandemic emergency



CalFresh Healthy Living evaluators also developed a template to capture the number of activities that had been planned but were not implemented due to the COVID-19 pandemic. A total of 5,923 Direct Education program activities and 837 PSEs were planned, but not implemented in FFY 2020 as a result of the pandemic.

Interviews with State Implementing Agencies

Finally, a series of qualitative interviews with SIAs were conducted to capture the SIAs' experiences with SNAP-Ed programming during the COVID-19-impacted period. Several themes emerged across SIAs.

SIAs and LIAs were self-directed and took initiative immediately following the shelter-in-place order.

All SIAs developed their own protocols for shifting CalFresh Healthy Living work to COVID-19-safe delivery modes. Some SIAs stated that they were able to share ideas with other SIAs during this time. One SIA representative stated:

“I am proud of my team for putting together guidance very quickly, and [we] took it into our own hands to provide guidance and really learn from each other and shared best practices and shared resources.”

SIAs reported that their early-developed protocols largely aligned with later FNS recommendations to modify programming to meet California's executive order. SIAs took initial steps to seek existing materials and resources to support a transition of services to virtual programming. This transition required substantial training and technical assistance to ensure quality service delivery at the local level. One SIA representative stated that:

“[The] largest need was training around how to use the different online platforms and most locals self-taught; the pace was so quick that we wanted partnerships and relationships to continue so they just learned really quickly.”



Interviews with State Implementing Agencies

Many SIAs had competing priorities and challenges with reallocation of staff and funds.

Some SIAs' staff were reassigned to work directly on the COVID-19 response. Other SIAs' Direct Education programs in schools were interrupted due to the more immediate needs of school districts and families, including remote learning and food access for students and their families. One SIA representative described the following challenges:

“How do we balance the work that we have for pandemic response and challenges in adapting, equipment needed to take virtually, making sure they have enough staff to do the work and are able to address the need for response, along with CalFresh Healthy Living?”

The adaptations made due to COVID-19 led to many strong partnerships, collaborations, and opportunities for idea sharing across the state.

One SIA representative reported that partnerships were expanded and strengthened during this time. The SIA developed work groups with LIAs, which allowed for multiple partners to be present on calls, facilitating an exchange of information on best practices. LIAs were able to weigh in on protocols and program adaptations that were being developed in real time. The regular feedback from the work groups expedited the review and input process for developing new curricula and materials.



Interviews with State Implementing Agencies

CalFresh Healthy Living SIAs complement one another by serving different groups of eligible Californians across the lifespan. SIAs reported new collaborations that better met the shifting needs of their primary populations. One SIA representative shared that their organization increased its work with food pantries, stating that:

“[The] uptick in food pantry venues was incredibly valuable for CalFresh Healthy Living; working with food banks can lead to partnerships for accessing healthy food.”

There were unexpected successes and lessons learned as a result of the COVID-19 response.

SIAs shared that various changes to their “business-as-usual” operations would be continued beyond the pandemic emergency. For example, one SIA representative said that their organization would continue offering online programming to better reach rural communities. Another reported that their SIA would continue holding more regular check-in calls that include multiple LIAs, stating that:

“... because everything is online, they can interact with each other. For example, Fresno can participate [with a] San Diego site to learn from them, something that was hard to do before.”



Community-Based Organization Pilot Projects

CDSS oversaw four pilot projects in FFY 2020 through its contractual partner, PHI CWN. The purpose of these projects was to develop and implement effective, community-driven solutions to community needs in partnership with CBOs. CalFresh Healthy Living CBO projects are intended become fully funded CalFresh Healthy Living programmatic interventions by demonstrating success throughout three pilot stages. The FFY 2020 CBO projects focused on Latino health, culturally responsive SNAP-Ed programming for Native Americans, healthy food access for older adults, and early childhood education (ECE; summer meals). Each of these projects is described in Table 1.3.

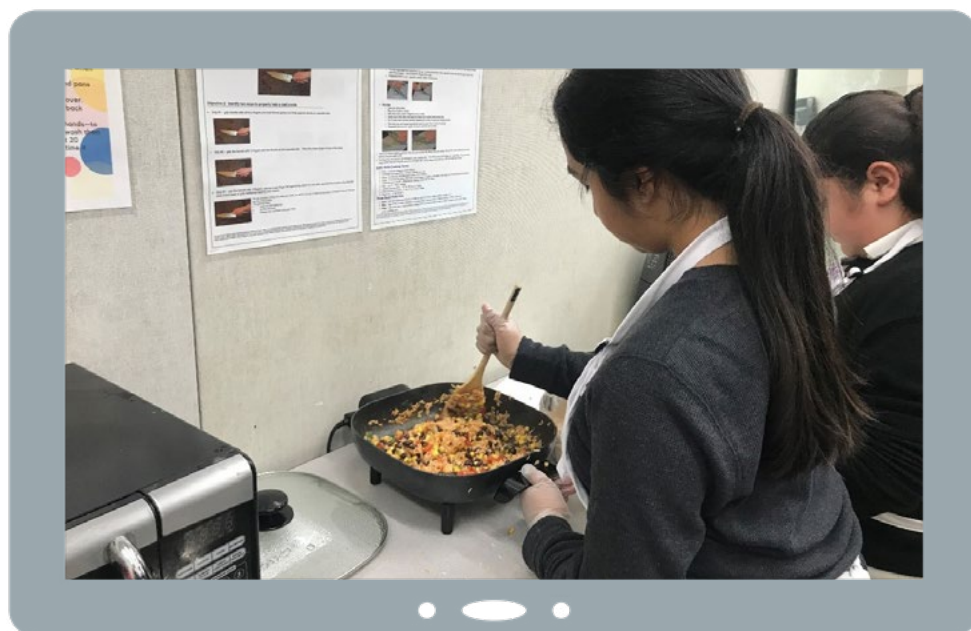
Table 1.3: FFY 2020 Community-Based Organization Pilot Projects and the Communities They Served

Project Name	Community of Focus
Health Ambassadors Initiative: Latino Health	Latinos in Los Angeles and Central Valley
Healthy Food Access: SNAP-Ed Programming for Native Americans	Native Americans in Sonoma, Mendocino, and Lake Counties
Agricultural Institute of Marin’s Rollin’ Root: Older Adults’ Food Access	Older adults in Marin County
Early Nutrition and Learning at the Library: Early Childhood Education	Young children in Richmond, North Richmond, San Pablo, Ontario, East Palo Alto, and Calaveras County

Health Ambassadors Initiative: Latino Health

In FFYs 2019 and 2020, Latino Coalition for a Healthy California (LCHC) led the CalFresh Healthy Living Health Ambassadors Initiative (HAI). The purpose of HAI is to 1) create healthier California communities by improving population health and reducing health inequities and 2) contribute to the reduction of food insecurity and obesity for low-income individuals. This pilot project also provides women/mothers with incomes at or below 185% of the FPL with compensated opportunities to build skills and increase knowledge to influence nutrition and physical activity change in their communities.

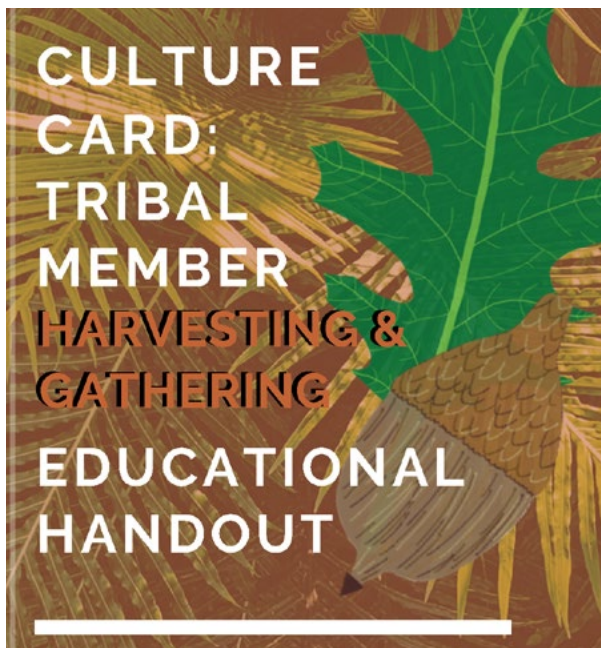
In FFY 2020, LCHC prioritized adult women and mothers of Latinx communities or other communities of color in Los Angeles and the Central Valley. Although most health ambassadors were Latinx women and mothers, health ambassadors also included African Americans and other parents who were CalFresh Healthy Living-eligible. Health ambassadors completed training sessions, which prepared them to lead Direct Education activities with community members. Due to COVID-19, health ambassadors shifted to a virtual platform and primarily focused their efforts on food insecurity. In FFY 2020, with the assistance of LCHC, health ambassadors chose to document their communities' concerns regarding food insecurity through photographs. They also collaborated with local organizations and other community members to develop an action plan to advocate for PSE changes in their communities.



Healthy Food Access: SNAP-Ed Programming for Native Americans

The Healthy Food Access project provides youth with intergenerational support while facilitating youth-led inquiry into historical lessons and cultural protocols for healthy eating, nutrition, and addressing the contemporary challenges that can inhibit people's integration of traditional foods into their daily diets. In FFY 2020, the California Indian Museum and Cultural Center (CIMCC) adapted the California Champions for Change, Youth Engagement Initiative Youth-Led Participatory Action Research framework for local American Indian/Alaska Native youth and tribal communities. This work relied heavily on CIMCC's experience, cultural knowledge, and existing infrastructure for strengths-based cultural education programming. They focused their work on three Northern California counties: Sonoma, Mendocino, and Lake counties.

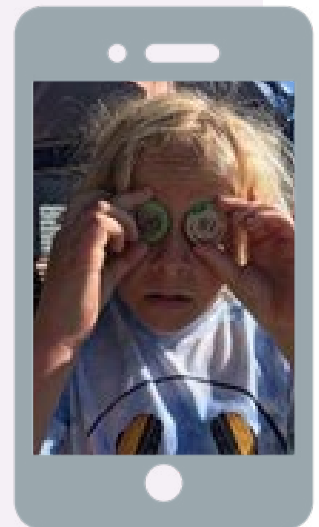
During FFY 2020, CIMCC focused on PSE change approaches to improve tribal community access to traditional foods and education about traditional gathering practices in public spaces. CIMCC collaboratively developed a Culture Card addressing disruption and challenges related to the free exercise of traditional food gathering. The



intent of the Culture Card was to serve as an educational resource supporting cultural awareness about healthy lifestyles and encouraging traditional gathering and harvesting practices, thereby improving tribal community members' access to healthy, traditional foods. CIMCC and participating youth also created a community action plan for using the Culture Card to increase gathering activities. The CIMCC staff compiled a Supportive Brief for SNAP-Ed Implementers, explaining how the card can be used as an educational resource.

CalFresh Market Navigator and Food Literacy at Route One Farmers Market in Santa Barbara County

Route One Farmers Market (Route One FM) was established in May of 2019 with partnering support from the Lompoc Valley Community Healthcare Organization, the Santa Barbara Foundation, and the Santa Barbara County Public Health Department's (SBCPHD) CalFresh Healthy Living office. Route One FM is now a 501(c)(3), with a mission to educate and connect the community to local food by providing and improving access of locally sourced agricultural products and producers. Since opening, the farmers market has established electronic benefits transfer (EBT) acceptance and recently began offering Market Match at a \$10 for \$10 match to all CalFresh customers weekly, achieving over 60 transactions in one month, totaling \$1,600 in benefits distributed to buy fresh healthy local farmers market products.



Route One FM was the first in the Santa Barbara region to establish and launch the position of a CalFresh Healthy Living Navigator in July of 2020. It has been noted that barriers to participation are often linked to unfamiliar practices, sometimes cultural in nature, and perceived cost of locally sourced products at farmers markets. The CFHL Navigator offers invaluable support, in both English and Spanish, to new shoppers as they build confidence and learn how to use their benefits and shop at a farmers market.



The launch of the CalFresh Healthy Living Market Navigator, along with a direct mailer community outreach flyer highlighting EBT and Market Match, resulted in a 290% increase in CalFresh participation from July to August 2020. Relationships between

market staff, vendors, customers, and the greater community have improved, and feedback suggests that the Spanish-speaking population feels represented, heard, and included in the fundamental operations of the market.

Power of Produce (POP) Club was implemented at the farmers market in September of 2019, meeting twice a month and offering direct nutrition education, activities, and one-bite taste lessons for youth, followed by a market tour and meet-the-farmer time. During and after the tour, club participants were given \$2 POP tokens to purchase any fruits or vegetables of their choice. The Club was very well-received and more than \$200 in POP incentives were distributed between October 2019 and the pandemic shutdown in March 2020. With the aid of the CalFresh Healthy Living Market Navigator, POP was reintroduced online by partnering with local educators. Market staff were hosted as guests and attended virtual classrooms to provide direct education around food, nutrition, and farming. In September 2020, the club reached just under 100 students with a 30-minute lesson, and \$2 POP Club incentive tokens were available for students to pick up at the market and receive their market tour and shopping support.



Agricultural Institute of Marin's Rollin' Root: Older Adults' Food Access

The Agricultural Institute of Marin (AIM) secured funding for the Rollin' Root in FFY 2018. The Rollin' Root is a mobile farmers market, a refrigerated food truck, that serves communities experiencing economic and transportation barriers to accessing healthy foods in and around Marin County. It brings fresh, locally grown, affordable produce from more than 20 farms to places where older adults live. The Rollin' Root represents a systems-level PSE change through the implementation of a novel distribution method that reaches a CalFresh Healthy Living-eligible and food insecure senior population.

The Rollin' Root model includes marketing and community engagement by recruiting and training senior ambassadors.

The senior ambassadors provide support with day-of-delivery activities, while also informing their fellow residents and community members of the Rollin' Root's operations and nutrition lessons. Senior ambassadors offer their testimonials and inspiration to their peers on how to plan and shop at the Rollin' Root and create demand for farm-fresh California produce, supporting local food producers. During the COVID-19 pandemic emergency, seniors did not feel safe going to grocery stores, therefore they relied on the Rollin' Root to get produce. The Rollin' Root added five temporary sites as a response to the communities' needs.

In FFY 2020, the Rollin' Root showed increases in both overall transactions and benefit redemptions. In FFY 2020 the AIM Rollin' Root project reached maturation as a pilot project and established a sustainable funding and oversight structure. Beginning in FFY 2021, the Rollin' Root will be overseen by CalFresh Healthy Living, University of California, one of CalFresh Healthy Living's four SIAs.



Early Nutrition and Learning at the Library: Early Childhood Education

CalFresh Healthy Living, in partnership with the California Library Association (CLA), identified and connected interested LIAs with libraries to support and conduct nutrition education and physical activity lessons. The purposes of this pilot project were to:

1. increase access to healthy food by offering United States Department of Agriculture summer meal programs at libraries,
2. identify opportunities to jointly promote nutrition, physical activity and essential early literacy skills, and
3. strengthen community partnerships to promote healthy living.



After the onset of the COVID-19 pandemic emergency, CLA refocused their efforts on developing community partnerships to increase food access for young children. They also provided complementary CalFresh Healthy Living materials in family boxes and “Grab and Go” meals to support healthy living at home. They focused their efforts in Richmond, North Richmond, San Pablo, Ontario, East Palo Alto, and Calaveras County. CLA and its partners distributed more than 400 CalFresh Healthy Living cookbooks along with produce boxes at a single site. The COVID-19 pandemic emergency also reinforced the importance of early childhood as a time to support the development of healthy eating and physical activity habits.



State-level Outcomes and Achievements

In collaboration with the State Implementing Agencies (SIAs), the California Department of Social Services (CDSS) has created and implemented nutrition education programs throughout the state of California. Results of California's program evaluation are presented in the California SNAP-shot: Direct Education section and California SNAP-shot: Policy, System, and Environmental Change sections of this report.

CalFresh Healthy Living conducted a statewide social marketing media campaign to complement CalFresh Healthy Living's work in California communities. In addition, the program's state-level work continued to make strides in its population-level evaluation studies based on CDSS's annual population survey and in an active California State Nutrition Action Council (SNAC), comprised of representatives from all United States Department of Agriculture Food and Nutrition Services programs and public and private California partners with similar goals.

CalFresh Healthy Living Media Campaign

In Federal Fiscal Year (FFY) 2020, the Healthy Victories campaign led by the California Department of Public Health (CDPH) increased awareness of the new brand, CalFresh Healthy Living, while educating CalFresh Healthy Living-eligible Californians about the available resources to encourage small changes that lead to big victories in overall health. Through targeted paid media and statewide events, Healthy Victories targeted 4.7 million Californians through television, radio, social media, digital media, and out-of-home channels (e.g., billboards). The Healthy Victories videos on social media illustrated how simple switches in food and beverage choices can make a big difference in peoples' lifestyles.



These videos had a 93% completion rate, with 48 million videos in English and Spanish viewed to completion. There were 147,000 clicks to the CalFresh Healthy Living website and digital experiences. Through the efforts of CDPH and its partners, the Healthy Victories campaign earned a 2020 Bronze National Health Information Award.

During the COVID-19 pandemic emergency, Virtual Days of Action were launched to help Californians stay healthy during the stay-at-home orders. More than 200 hosts gathered at the first-ever Step-By-Step Guide to Hosting a Virtual Day of Action webinar. Healthy recipes were available online as well as demonstrations of sugar content on sugar-sweetened beverages. The media campaign was able to use various channels to continue targeted healthy messages throughout the pandemic emergency. The evaluation results of this campaign can be found in the appendices.

California Family Health Study

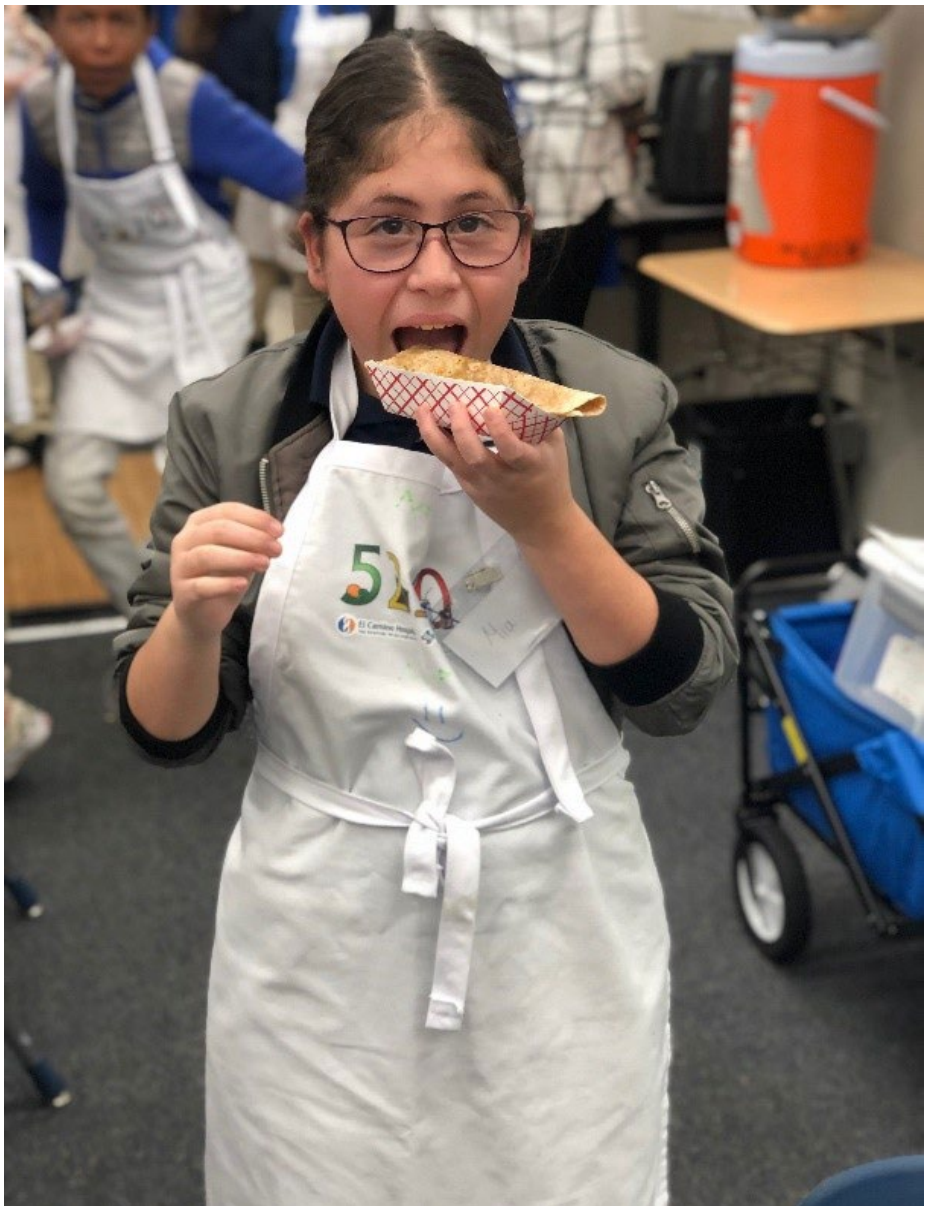


The California Family Health Study (CFHS), CDSS's annual statewide survey of adults, teenagers, and children from CalFresh Healthy Living-eligible households, is designed to track dietary behaviors, diet quality, and physical activity. In FFY 2020, evaluators from California State University, Sacramento and the Public Health Institute Center for Wellness and Nutrition conducted analyses linking the presence of CalFresh Healthy Living policy, systems, and environmental (PSE) change interventions in California communities to more healthful dietary behaviors (Molitor & Doerr, 2020a). Using responses from

a rigorous 24-hour dietary recall methodology and an ecologic study design, the researchers linked behaviors reported by adult caregivers of children or teens to the number of PSE change interventions implemented in their neighborhoods. Five dietary outcomes were examined: fruits and vegetables (cups), water (cups), sugar-sweetened beverages (SSBs, cups), added sugars (teaspoons), and the Healthy Eating Index (HEI)-2015 composite scores. HEI scores are a commonly used metric used to assess overall diet quality.

Molitor and Doerr (2020a) found that an increased number of PSE interventions per census tract were related to a decreased intake of SSBs and added sugars, and increased HEI-2015 scores, regardless of caregivers' race and/or ethnicity, age, or the reach of direct education in an individual's neighborhood. On average, CalFresh Healthy Living-eligible caregivers living in census tracts with 2 or more PSE interventions consumed 0.2 fewer cups of SSBs and 2.2 fewer teaspoons of added sugars per day compared to those without PSE interventions in the census tracts where they lived. Caregivers living in census tracts with 2 or more PSE interventions also reported better overall diet quality (2.6 units higher HEI-2015 scores) compared to those without any PSE interventions in the census tracts where they lived.

The significant correlations between residing near one or more PSEs and decreased consumption of SSBs and added sugars, and improved overall diet quality, regardless of Direct Education, suggest that PSEs may represent effective strategies for improving dietary quality. Historically, it has been difficult to link PSEs to behavioral outcomes. For this reason, PSE evaluations have been descriptive, focusing on the type and number of services delivered in communities. The PSE evaluation that is part of this annual report is one such descriptive evaluation (See the California Snapshot: Policy, Systems, and Environmental Change). The CFHS results published in FFY 2020 represent the strongest published evidence to date that PSE change interventions may be effective for promoting healthful behaviors in CalFresh Healthy Living-eligible populations.



Two other studies published in FFY 2020 found that dietary intake improved over three years for California women, teenagers, and children (Molitor & Doerr, 2020b; Vega-Arroyo et al. 2020) and confirmed the rationale for CalFresh Healthy Living’s continued focus on female versus male caregivers of children and teens as a target audience (Molitor & Doerr, 2020c). These peer-reviewed papers are included in the appendices to this report. Findings were also shared with the Association of SNAP-Ed Nutrition Networks and Other Implementing Agencies through mailing lists and abstracts that will be presented at the 2021 annual conference. A brief report, based on work completed in FFY 2020, indicates that during California’s pandemic response, the prevalence of very low food security decreased from 19.3% to 14.0% of households participating in the survey (Molitor & Doerr, 2021). Together, these population-level studies complement CalFresh Healthy Living’s Direct Education and PSE evaluations and point to the likely efficacy of continued investment in programming addressing mothers and other female caregivers as well as PSE changes in California communities.



California's State Nutrition Action Council

The CDSS CalFresh Healthy Living program provides ongoing leadership and administrative support to the SNAC and has a strong commitment to create an environment for action. CDSS leadership has been a catalyst for the California SNAC to collaborate to reach CalFresh Healthy Living-eligible Californians throughout their life span, from pregnancy through aging, providing food benefits, nutrition education and obesity prevention services.

Since 2018 SNAC Farmers Market Initiative (FMI), locally known as the *Get More at the Farmers Market Initiative* was successfully implemented in six counties. This initiative helps CalFresh-eligible Californians discover, purchase, and enjoy more California-grown produce and create healthier meals for their families while generating sales for farmers throughout the state. By partnering with the California Department of Food and Agriculture (CDFA), SNAC promotes Market Match, a program that allows CalFresh participants to double their food dollars spent at farmers markets.

Shoppers can use their CalFresh benefits at participating farmers markets and receive a matching dollar amount (up to approximately \$10) to spend on fruits and vegetables at the same market per visit. As many CalFresh participants do not shop at farmers markets or have not heard of the Market Match incentive program, SNAC developed an outreach plan to encourage eligible shoppers to get more at participating farmers markets by stretching their food dollars and promoting nutrition benefits as well as share tips on how to select, store and cook these items at the market.

In 2019, a food navigator person was employed to assist in two farmer markets. This new component was piloted successfully showcasing a 402% increase in Market Match redemption. Based on these results, the CalFresh Healthy Living Food Navigator Program was planned to expand to more markets in 2020. Due to COVID-19, the Food Navigator Program expansion was postponed to FFY 2021. In March 2020, farmers markets were deemed essential businesses due to the COVID-19 pandemic emergency and became an even more critical point of food access for community members. Many of the participating counties had to adapt their programs, therefore, the FMI shifted focus to include a more robust virtual and remote promotional campaign and provide additional supports for farmers markets.





“Being the Navigator in the market is a very satisfying experience. I love to welcome new shoppers and help them understand the best way to buy locally harvested fresh produce, answer questions about products of the season that they may not know how to prepare. I enjoy introducing my community to new products and motivating them to try new preparation techniques. EBT beneficiaries feel that by shopping at the Farmers Market their benefits are better used, and they feel more motivated to prepare food at home.”

–CalFresh Healthy Living Market Navigator for Route One Farmers Market

In FFY 2020, California’s SNAC maintained engagement in five of the six originally participating counties and brought on one new county cluster. Results of the FFY 2020 Farmers Market Initiative evaluation indicated that, despite the pandemic emergency, all the participating counties and more than 77% of participating farmers markets saw gains in year-over-year CalFresh and Market Match redemptions. Furthermore, all counties saw increases in new Market Match customers in FFY 2020, compared to the previous year. These results strongly suggest that the *Get More at the Farmers’ Market Initiative* continued to benefit CalFresh-eligible Californians and California farmers alike despite the year’s exceptional challenges. Additionally, SNAC FMI was accepted into the national SNAP-Ed Toolkit as an evidence-based intervention.

SNAC also promotes other programs that help eligible Californians maximize their buying power at these markets, such as the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Senior Farmers Market Nutrition Program vouchers, and WIC Fruit and Veggie monthly benefits.

California SNAP-shot: Direct Education

State Implementing Agencies (SIAs) conducted a total of 7,313 Direct Education interventions across 2,052 sites in Federal Fiscal Year (FFY) 2020. Direct Education interventions are interactive classes in which an instructor or interactive media actively engages participants in learning about nutrition, physical activity, or both. An intervention can consist of one session or a series of sessions and can focus on one or more lesson topics conveying skills and knowledge for eating healthfully and staying physically active on a limited budget. These interventions use evidence-based curricula with the goal of improving nutrition and physical activity among the CalFresh Healthy Living-eligible population (USDA-FNS, 2016).

Table 2.1: CalFresh Healthy Living Direct Education Participants by Age for FFY 2020

Age	Total
0-4 years	21,979
5-17 years	190,910
18-59 years	26,184
60+ years	8,179

Program delivery data were reported by SIAs and LIAs using the Program Evaluation And Reporting System (PEARS) database developed by Kansas State University Research Foundation. Table 2.1 shows the age breakdown for the 247,252 CalFresh Healthy Living Direct Education participants in FFY 2020. Table 2.2 shows the race and ethnicity of FFY 2020 Direct Education participants.

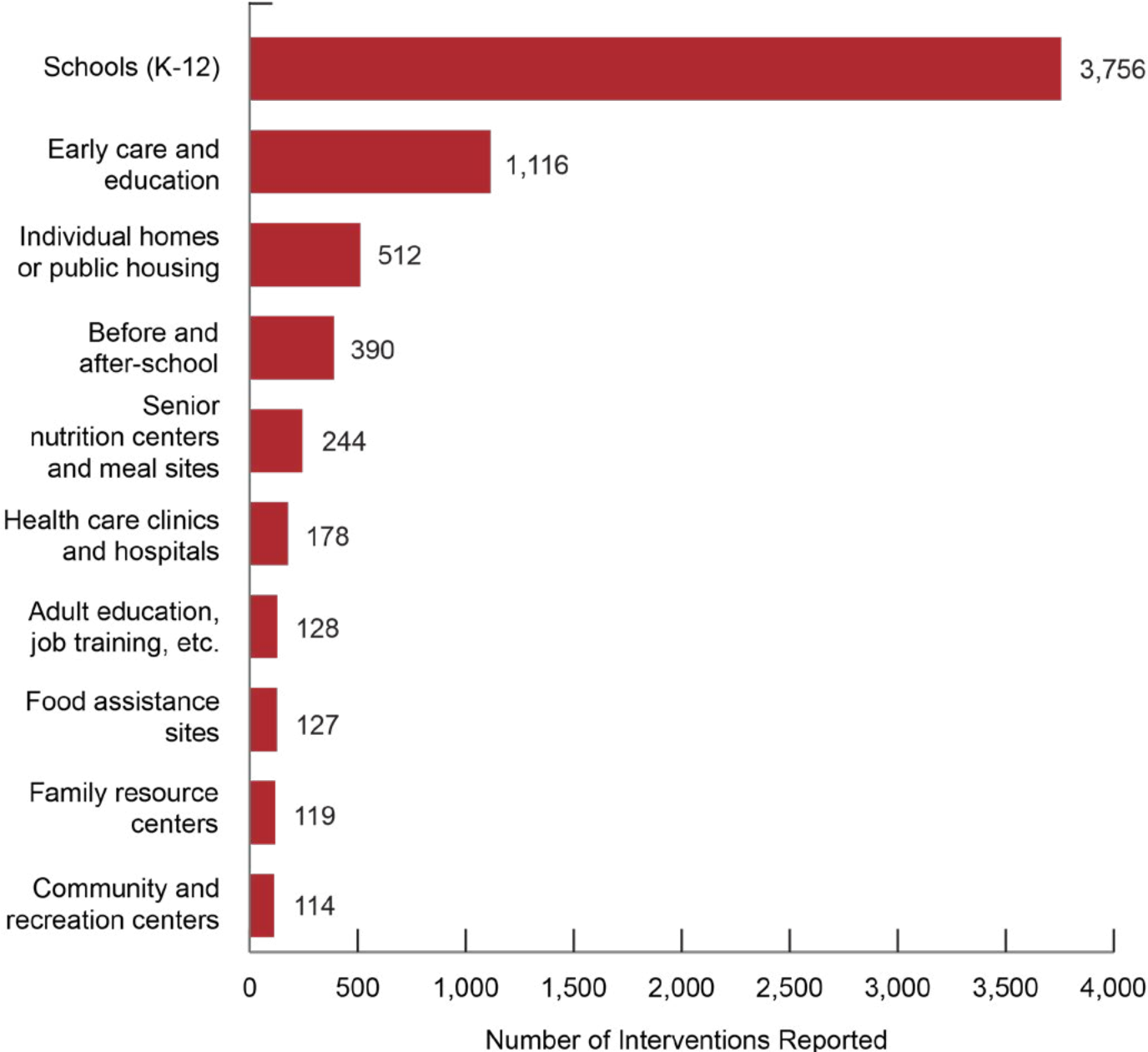
Table 2.2: Direct Education Participant Race and Ethnicity for FFY 2020

Ethnicity/Race	Number of Participants
Hispanic/Latino	42,244
Non-Hispanic/Latino	24,819
American Indian or Alaska Native	1,597
Asian	3,033
Black or African American	3,572
Native Hawaiian or Other Pacific Islander	521
White	27,708



Local Implementing Agencies (LIAs) reported the settings in which Direct Education interventions took place. The settings with the most Direct Education interventions were Schools (K-12) followed by early care and education programs. Direct Education interventions took place in a total of 32 settings (Figure 2.1).

Figure 2.1: Direct Education Interventions by Setting*



**Note: Only settings reported in 100 interventions or more are depicted (total settings = 32). Other settings where Direct Education interventions took place were community organizations, group living arrangements, and libraries and parks.*

In FFY 2020, implementers reported an increase in the need for Direct Education to be held remotely using web-based platforms. SIAs reported that approximately 12% of FFY 2020 Direct Education programming was delivered remotely (in full or in part).

While the SIAs and their partnering organizations shifted their activity to online delivery to continue their work, there was still a 43% decrease in the FFY 2020 volume of Direct Education activities, compared to 2019. The SIAs, however, implemented previously unplanned Direct Education interventions, which were new in response to COVID-19. All four SIAs reported new activities, which primarily addressed increasing fruit and vegetable intake, using MyPlate recommendations, food resource management and food preparation and food safety. Most of the new activities (81.1%) were delivered through webinars or other online delivery methods. In total, the SIAs newly initiated 244 previously unplanned Direct Education activities, constituting 3% of all interventions.



As noted above, an intervention can focus on one or more lesson topics. In FFY 2020, Direct Education interventions addressed 18 lesson topics. Eight topics were directly related to CalFresh Healthy Living's goals and objectives for FFY 2020 (Table 2.3). The 2 most frequent topics were fruits and vegetables and MyPlate food groups and portions, which were included in 72.2% and 68.8% of the 7,313 interventions, respectively. There was a total of 7,017 Direct Education interventions that featured a topic directly aligned with at least one FFY 2020 state objective, representing 96% of all interventions delivered.

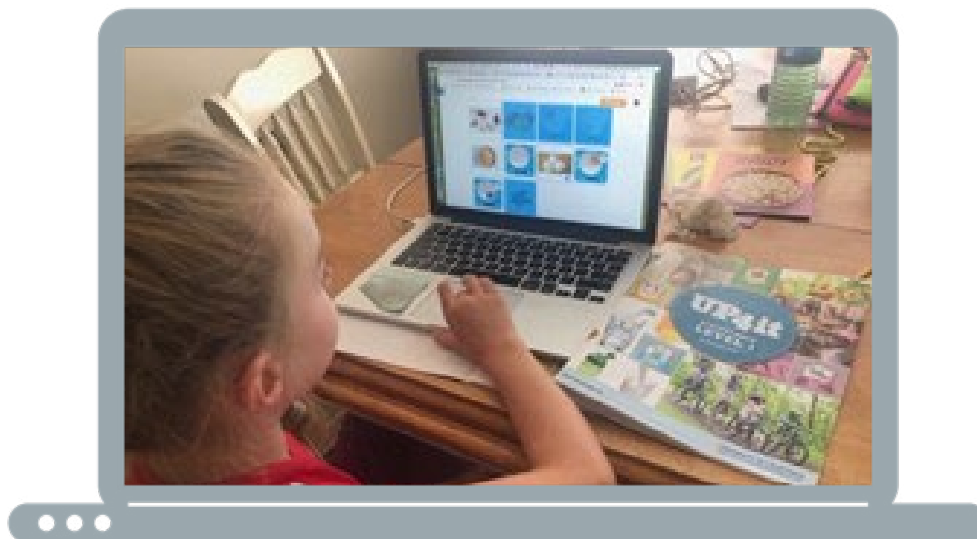


Table 2.3: Direct Education Intervention Topics

Topic	Goal	Objective	Total Interventions Featuring the Topic*	Percent of All Interventions*
Fruits and vegetables	1	2	5,278	72.2
MyPlate food groups and portions for a healthy eating pattern	1	N/A	5,033	68.8
Reducing sedentary activities and screen time	2	N/A	3,657	50.0
Limiting added sugars	1	2	2,582	35.3
Whole grains	1	N/A	2,355	32.2
Participation in sports and recreational activities	2	2	2,331	31.9
Dairy, including low fat, fat free milk, and or fortified soy beverages	1	N/A	2,244	30.7
Protein foods, including seafood, lean meats, and poultry, eggs, nuts, seeds, and soy products	1	N/A	2,143	29.3
Water	1	2	1,898	26.0
Food preparation cooking and food safety	N/A	N/A	1,619	22.1
Healthy fats and oils	1	N/A	1,474	20.2
Limiting sodium	1	N/A	1,443	19.7
Food shopping and resources management	1	4	1,318	18.0

Topic	Goal	Objective	Total Interventions Featuring the Topic*	Percent of All Interventions*
Fiber rich foods	1	N/A	1,217	16.6
Limiting saturated fats	1	N/A	1,182	16.2
Promoting and maintaining a healthy weight	N/A	N/A	1,030	14.1
Prevention of obesity, diabetes, and other chronic diseases	N/A	N/A	859	11.8
Active commuting	N/A	N/A	77	1.1

**More than one topic can occur for an intervention, so the total number of topics exceeds the number of interventions and the total percent of all interventions featuring the topics is greater than 100%.*

Measuring Healthy Eating Behaviors

The USDA Food and Nutrition Service (FNS) SNAP-Education Evaluation Framework (USDA-FNS, 2016) prioritizes seven indicators to measure outcomes related to SNAP-Education activities. To assess behavioral change related to Direct Education interventions, CalFresh Healthy Living collected data on the two priority indicators related to Direct Education activities: MT1 and MT2. As shown in Table 2.4, the MT1 set of indicators represent individual and family healthy eating behaviors supported by the current Dietary Guidelines for Americans recommendations (U.S. Department of Health and Human Services and USDA, 2015). The MT2 indicators, shown in Table 2.5, are related to smarter shopping and food resource management.



Table 2.4: Healthy Eating Behaviors Indicators

During main meals:

MT1a. Protein foods prepared without solid fats or fresh poultry, pork, and lean meat, rather than processed meat and poultry

MT1c. Ate more than one kind of fruit

Throughout the day or week:

MT1d. Ate more than one kind of vegetable

MT1f. Used MyPlate to make food choices

Frequency:

MT1g. Drinking water

MT1h. Drinking fewer sugar-sweetened beverages

MT1i. Consuming low-fat or fat-free milk, milk products, or fortified soy beverages

MT1j. Eating fewer refined grains

MT1k. Eating fewer sweets

Servings:

MT1l. Cups of fruit consumed per day

MT1m. Cups of vegetables consumed per day

Table 2.5: Food Resource Management Indicators

Healthful Shopping Practices:

MT2a. Choose healthy foods for my family on a budget

MT2b. Reach nutrition labels or nutrition ingredients lists

MT2c. Buy 100 percent whole grain products

MT2d. Buy low-fat dairy or milk products

MT2e. Buy foods with lower added: Solid fats (2e1), Sugar (2e2), Salt/sodium (2e3)

MT2f. Buy fruits and vegetables - fresh, frozen, dried or canned in 100% juice

Stretch Food Dollars:

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

MT2h. Compare prices before buying foods

MT2i. Identify foods on sale or use coupons to save money

MT2j. Shop with a list

MT2k. Batch cook (cook once, eat many times)

MT2l. Use unit pricing to find best values

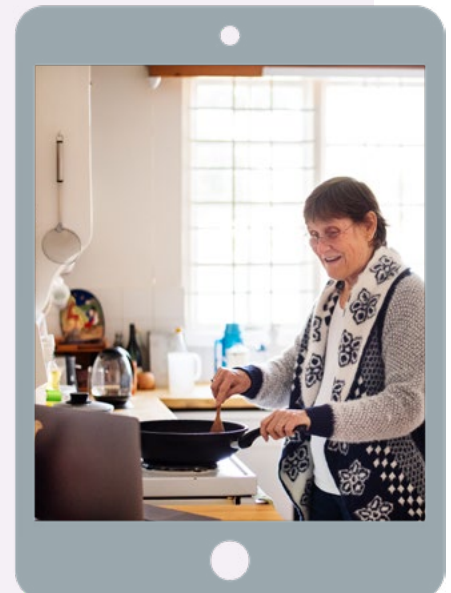
MT2m. Cook healthy foods on a budget

To evaluate series-based Direct Education interventions, surveys are used to measure 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 2 surveys are compared to measure any changes in self-reported behaviors. LIAs and their partners administer surveys to some of their Direct Education participants. Data are reviewed by SIAs, submitted to CDSS, and combined for statewide analyses.

Overcoming Technology Barriers for Older Adults During COVID-19

Following the COVID-19 pandemic closures, Live Well San Diego Aging and Independence Services transitioned their community changes classes at New Seasons Church in Spring Valley to a virtual format to continue providing direct education to older adults in San Diego County. The classes included Choose Healthy Beverages, the EatFresh.org Mini Course, and Food Smarts curriculum. However, making the move to virtual classes was not easy for all participants.

For one older adult participant, the class offered more than just useful nutrition education. It stretched her technologically, as she strove to access the social connections that she was unable to get anywhere else during COVID-19. At first, she will admit, the virtual class was difficult to access. At one point, she said sadly, “I don’t think this internet thing is for me. I liked the class much more when we were meeting in person.” The facilitators learned that while she had internet, she struggled to join the virtual meetings and lacked a microphone and camera, preventing her from contributing to discussions. She was frustrated and ready to stop attending. Even after showing her how to call into the meetings on her phone, she was doubtful that she would be able to successfully join the meetings on her own, given the many steps involved. “I’m no good at the computer or the phone,” she claimed. One of the facilitators arranged a one-on-one WebEx meeting to practice joining and walk through the process together. With some more encouragement, she reluctantly agreed to try the class one more time. The facilitators came on 15 minutes before class to help her and others who needed any support with



logging on. Twenty minutes through the class, she finally made it on, and the participants could all hear her for the first time! Everyone cheered!

In looking back at the three months, she's now grateful she pushed herself rather than giving up. She tries to attend every class. She tells the facilitators, "You have connected me to the computer, and now I really look forward to the class and seeing everyone. When all this is over, I want to take a computer class." She recognizes more than ever the importance of technology.

Furthermore, she has shared how thankful she is to be learning so many new things, and she feels she is gradually picking up healthy habits. "I now got used to reading labels, something I wouldn't generally do," she explained. "Before," she continues, "I couldn't imagine not cooking with a lot of salt and frying." Now she describes using less salt and more herbs, and she is not frying her food as much. At the end of the conversation, she explained with a sigh, "This is a class I just wish I had taken a long time ago. I think I'd be much further along...I didn't know I was missing this knowledge. But it's not too late for me...I'm in the process, slowly."



Direct Education Surveys

The SIAs and their LIAs used a total of 6 different survey instruments to assess adults' self-reported behaviors before and after Direct Education interventions. Two of the surveys, the Food Behavior Checklist and the Fruit and Vegetable Checklist, contained questions that could be combined across the SIAs for analysis.

The Food Behavior Checklist has 16 questions that address healthy eating behaviors and food resource management for adults. Eleven of the questions address SNAP-Ed priority indicators and were included in the aggregated analyses. One of the SIAs used the Fruit and Vegetable Checklist, which has seven of the same questions as the Food Behavior Checklist; therefore, responses to the Fruit and Vegetable Checklist were combined with those for the Food Behavior Checklist.

From the 2 surveys, a total of 1,652 matched surveys (pre and post) were combined. Of these surveys, one was excluded because it did not contain both a pre-test and post-test response for any of the questions. A total of 1,651 pre-post pairs of surveys were included in analyses. The total number of survey responses shown for each question in the analyses that follow differs across questions because each analysis only included responses for which the participant provided pre and post answers for that question. Pre-post data for children were submitted by the SIAs but could not be used in analyses.



Results of the FFY 2020 aggregated analyses are presented below. Response options are presented in the figures and text below as they appeared on the survey instruments.



Adult Direct Education Results

MT1c. Ate more than one kind of fruit.

Results revealed a significant increase in adults reporting that they consumed more than one kind of fruit, as measured from pre- to post-test (Figure 2.2).

Figure 2.2: “Do you eat more than one kind of fruit each day?”

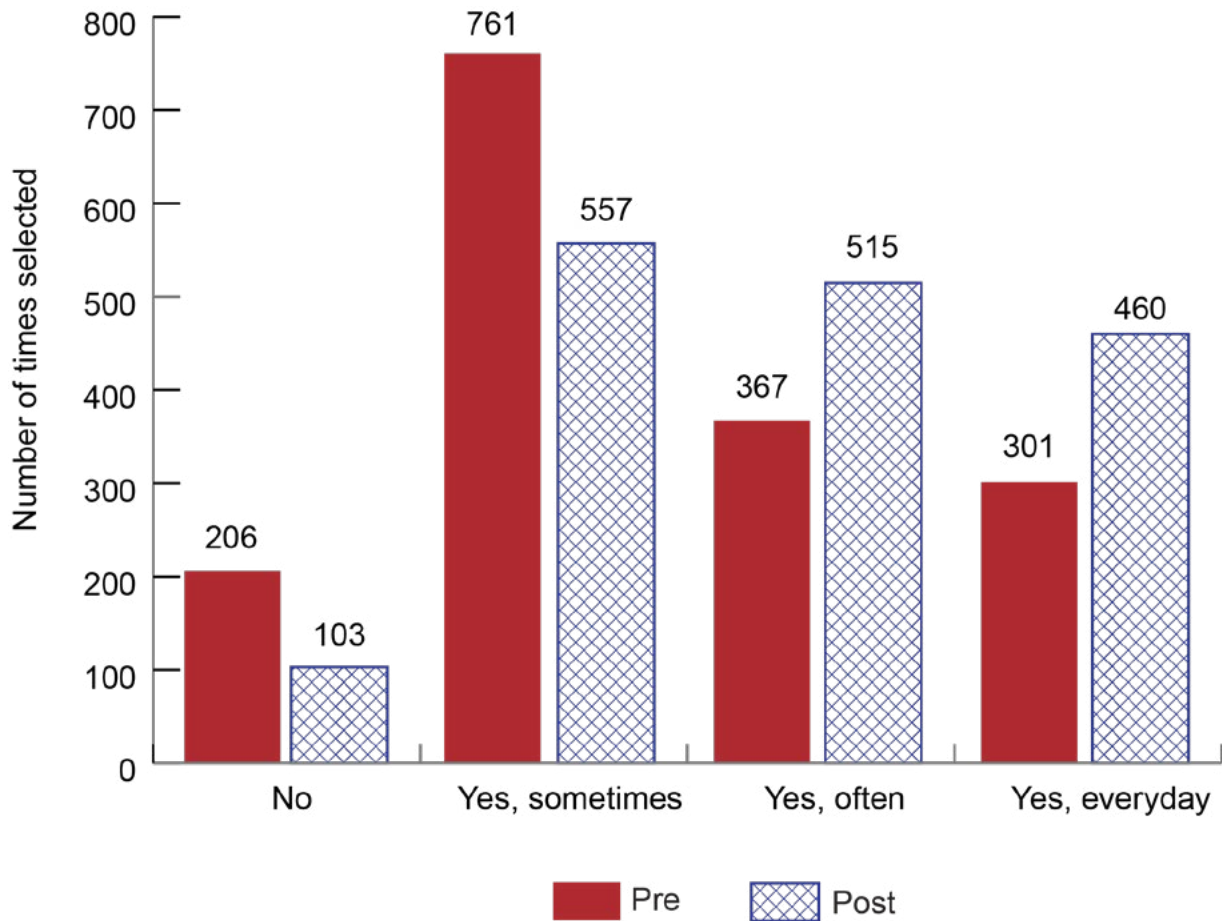


Figure 2.2. A Wilcoxon signed-rank test revealed a significant increase in reports of eating fruit each day ($n = 1,635$, $z = -13.49$, $p < 0.001$, $r = -0.24$).

MT1l. Cups of fruit consumed per day.

As depicted in Figure 2.3, there was a significant increase in the number of cups of fruit participants reported consuming.

Figure 2.3: "Fruit: How much do you eat each day?"

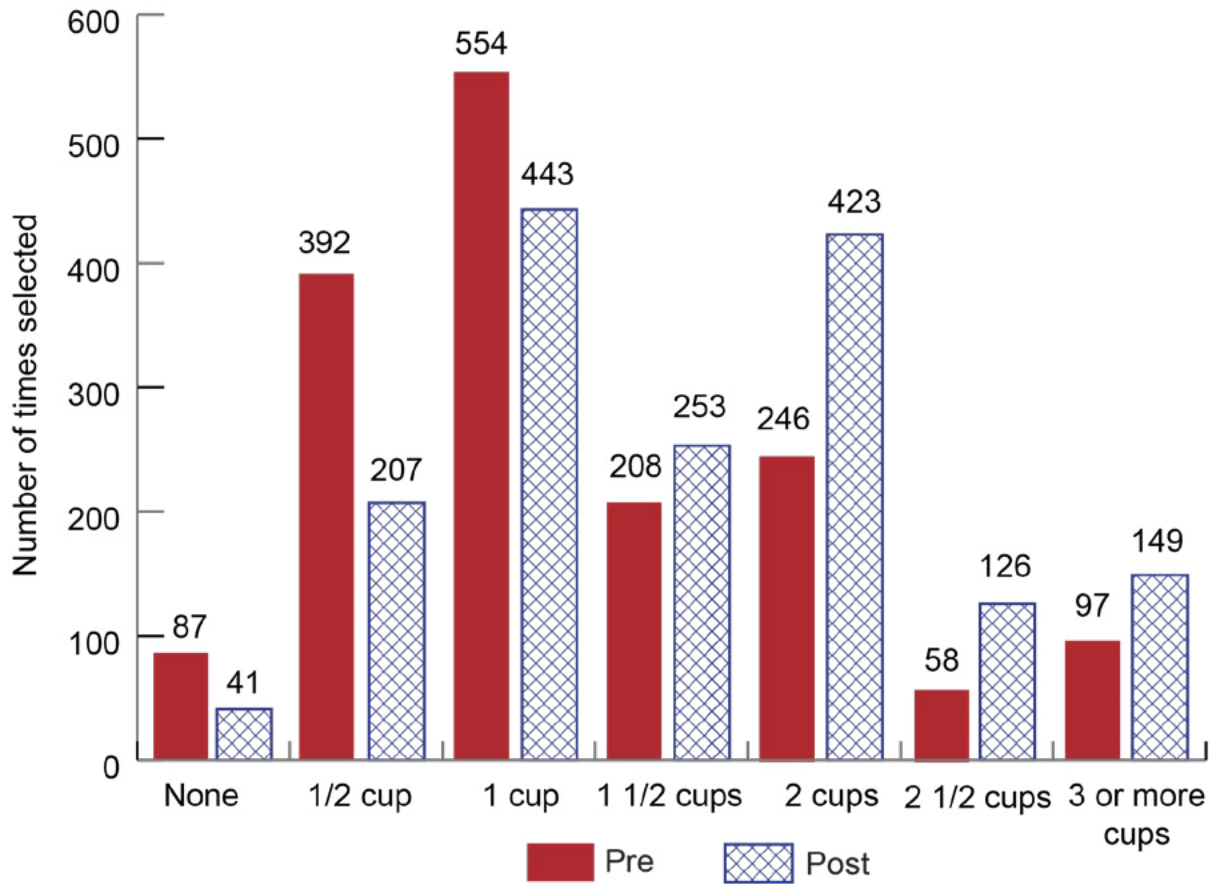


Figure 2.3. A paired-samples t-test revealed a significant increase in number of cups of fruit consumed per day from the pre-test ($M = 1.21$, $SD = 0.75$) to the post-test [$M = 1.54$, $SD = 0.77$; $n = 1,642$, $t(1,641) = 17.18$, $p < 0.001$, $d = 0.42$].

MT1d. Eating more than one kind of vegetable.

A significant increase was found for adults' self-reports of consuming more than one kind of vegetable (Figure 2.4). A significant increase was also found for the question that asked whether participants ate two or more vegetables at their main meal (Figure 2.5).

Figure 2.4: "Do you eat more than one kind of vegetable each day?"

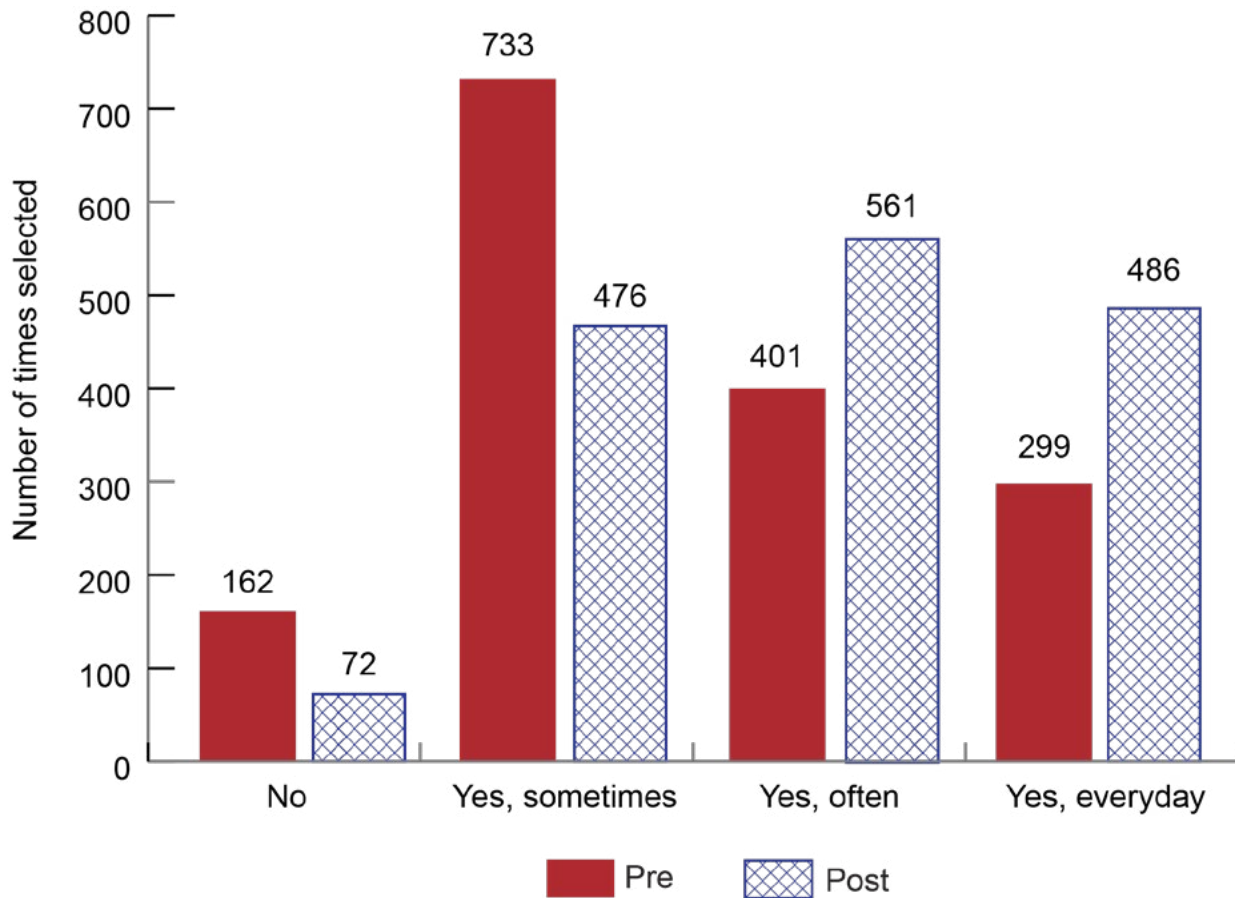


Figure 2.4. A Wilcoxon signed-rank test revealed a significant increase in reports of eating more than one kind of vegetable as measured from pre- to post-test ($n = 1,595$, $z = -15.30$, $p < 0.001$, $r = -0.27$).

Figure 2.5: "Do you eat two or more vegetables at your main meal?"

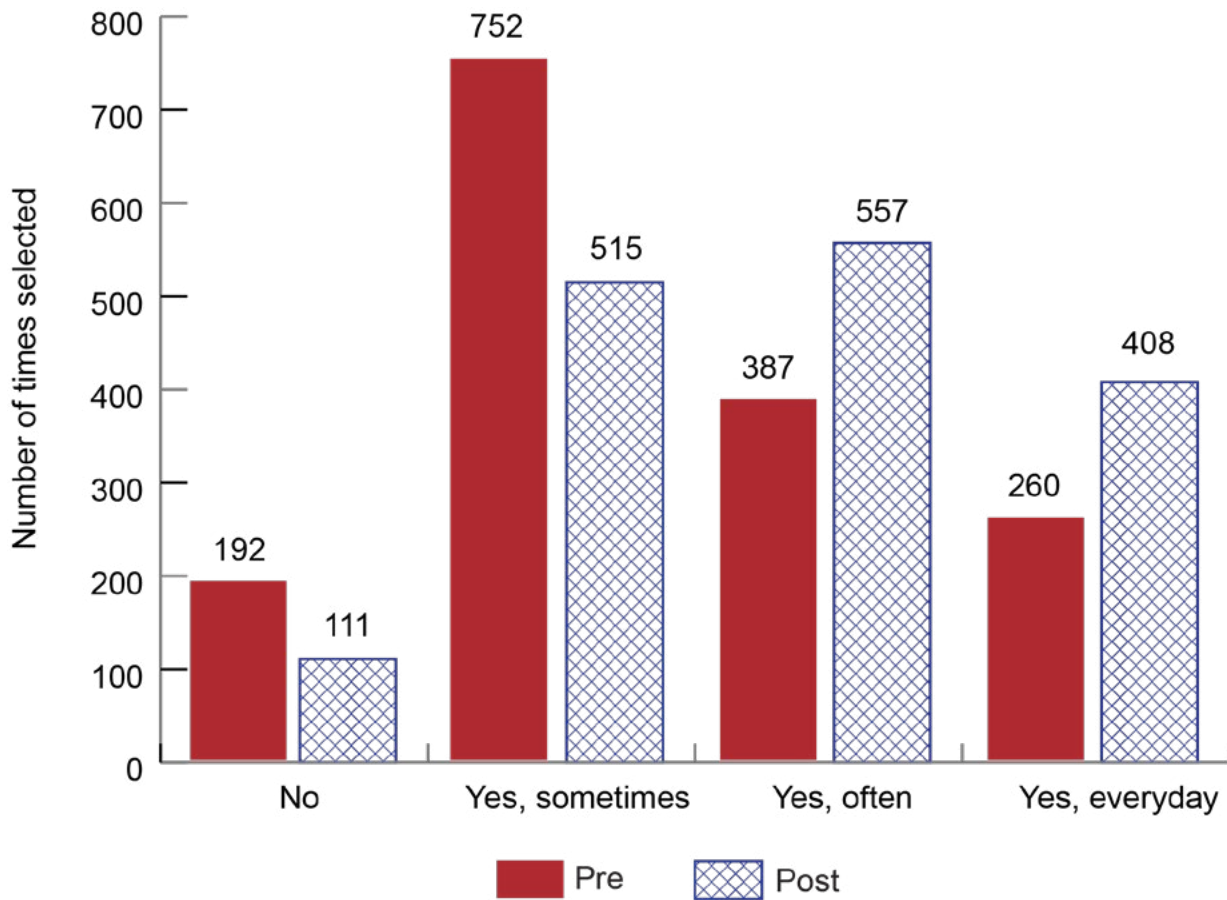


Figure 2.5. A Wilcoxon signed-rank test showed a significant increase in participants reporting that they ate two or more vegetables at their main meal ($n = 1,591$, $z = -13.85$, $p < 0.001$, $r = -0.25$).



MT1m. Cups of vegetables consumed per day.

As shown in Figure 2.6, there was a significant increase in the number of cups of vegetables participants reported consuming.

Figure 2.6: “Vegetables: How much do you eat each day?”

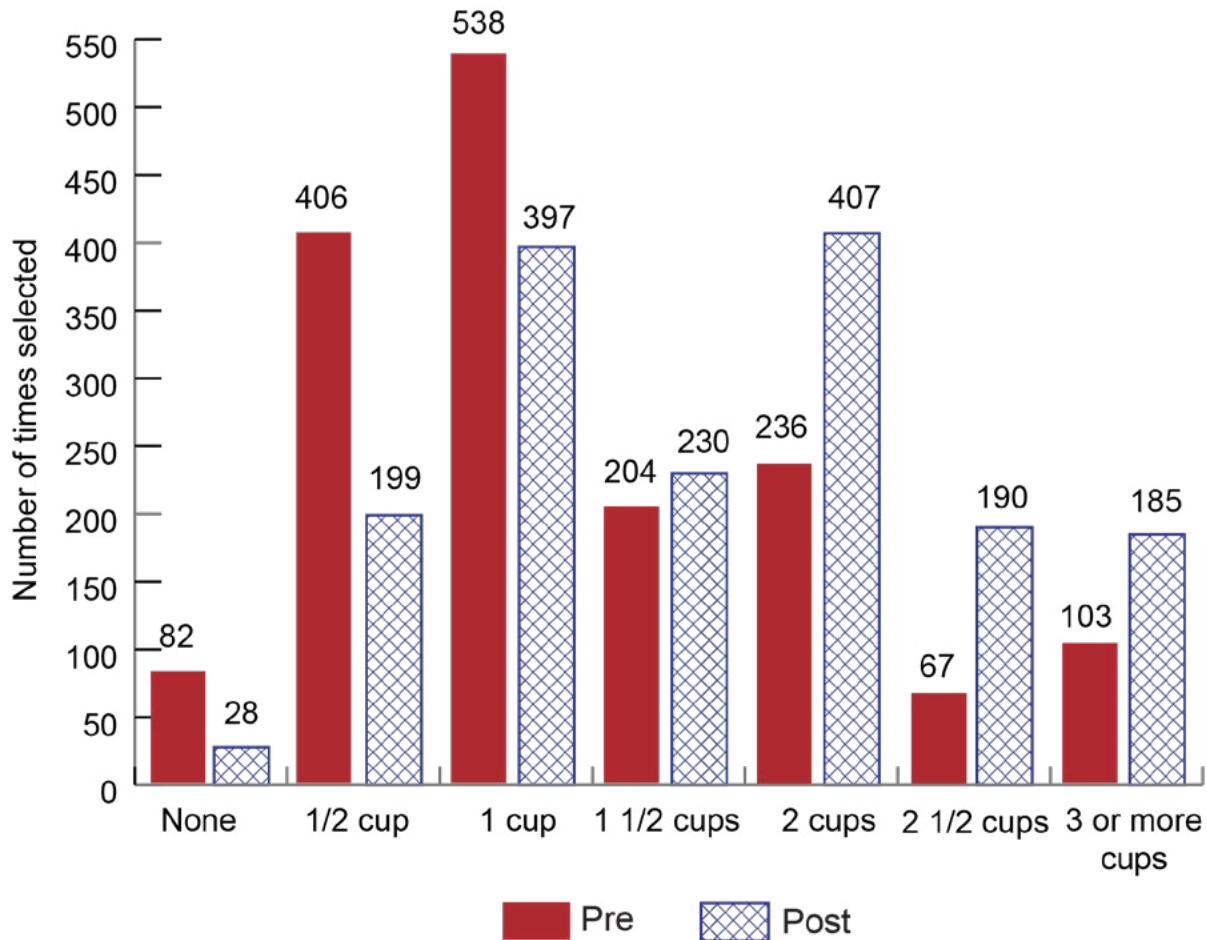


Figure 2.6. A paired-samples *t*-test revealed a significant increase in the self-reported number of cups of vegetables consumed per day from the pre-test ($M = 1.22$, $SD = 0.76$) to post-test [$M = 1.64$, $SD = 0.80$; $n = 1,636$, $t(1,635) = 21.90$, $p < 0.001$, $d = 0.54$].

MT1a. Protein foods prepared without solid fats (e.g., saturated and/or trans fats) or fresh poultry, seafood, pork, and lean meat rather than processed meat and poultry.

Two Food Behavior Checklist questions addressed the MT1a indicator. The first asked whether participants removed the skin before eating chicken. As shown in Figure 2.7, analyses revealed a significant increase in adults' self-reports of removing skin from chicken, likely due to more adults indicating that they did so every day at post-test, compared to pre-test.

Figure 2.7: "Do you take the skin off chicken?"

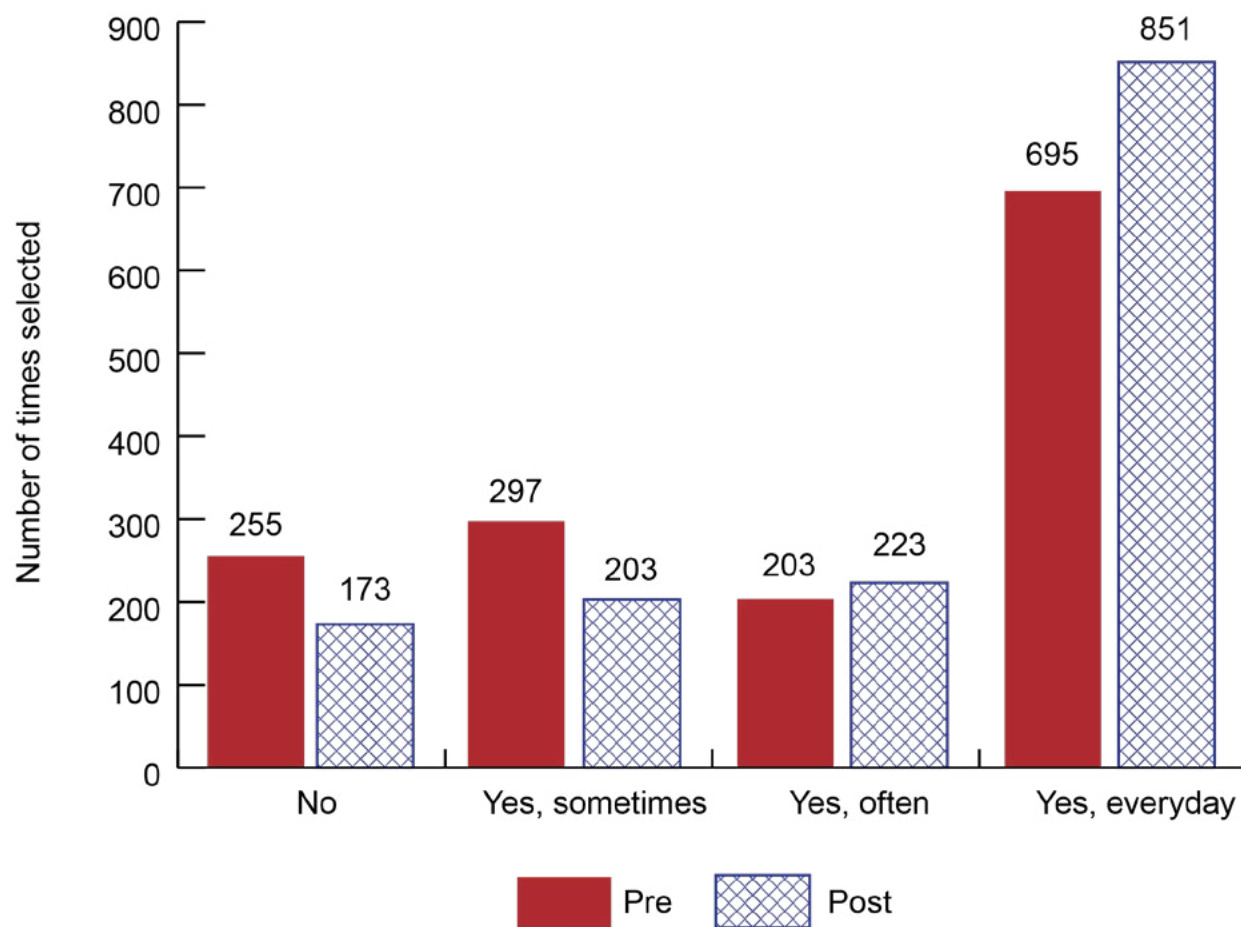


Figure 2.7. A Wilcoxon signed-rank test detected a significant increase in participants reporting that they removed the skin from chicken in post-test responses compared to pre-test responses ($n = 1,450$, $z = -10.8$, $p < 0.001$, $r = -0.20$).

Participants were asked whether they consumed fish during the past week. There was a significant increase in reports of eating fish as measured from the pre- to post-test (Figure 2.8).

Figure 2.8: “Did you have fish during the past week?”

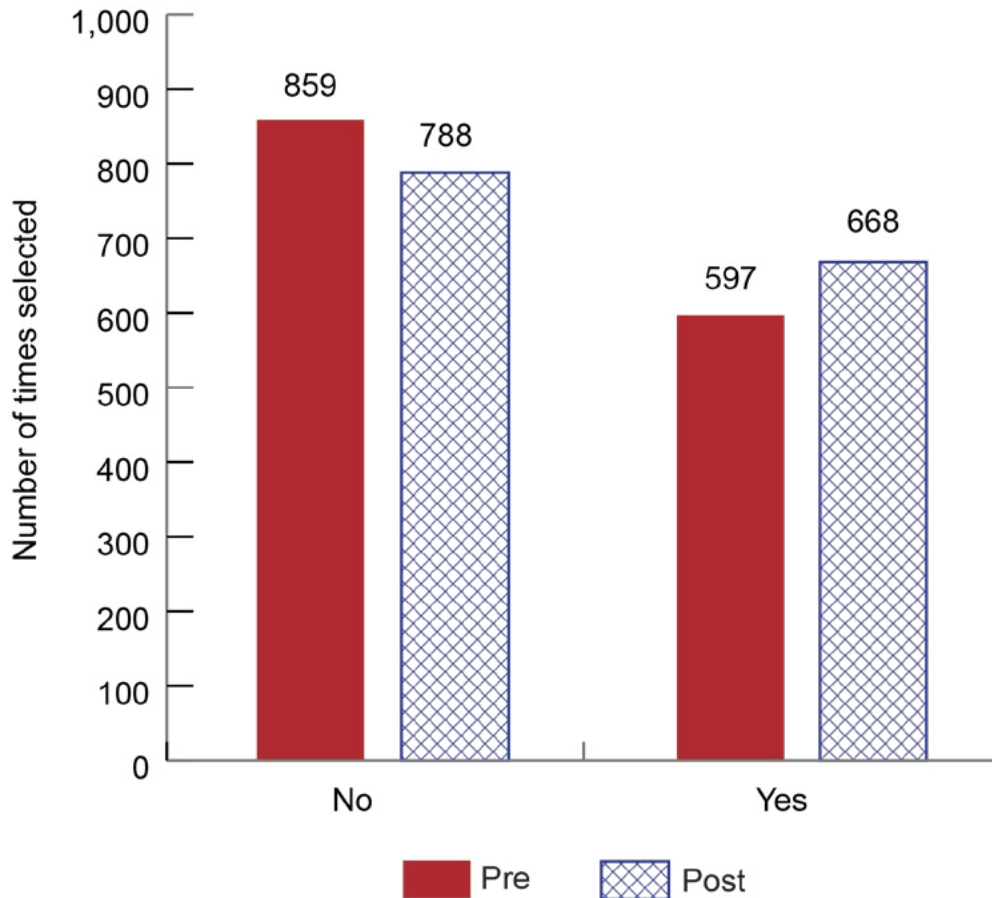


Figure 2.8. A McNemar test shows a significant increase in reports of eating fish ($n = 1,456$, $X^2(1) = 10.96$, $p = 0.001$, $g = -0.08$).



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. Both questions showed an increase in the number of participants who reported not drinking fruit drinks, sports drinks, or punch (Figures 2.9 and 2.10).

Figure 2.9: “Do you drink fruit drinks, sports drinks, or punch?”

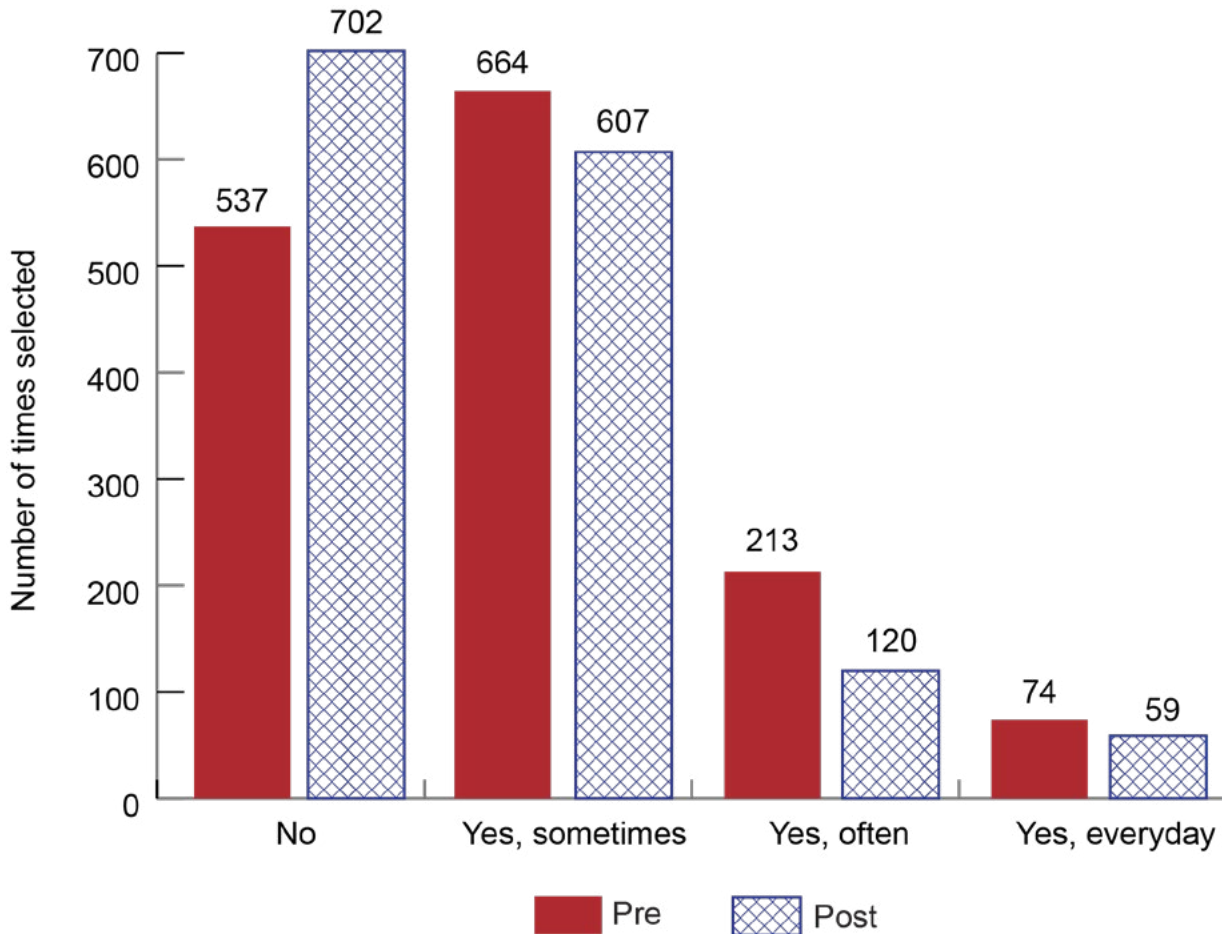


Figure 2.9. Results of a Wilcoxon signed rank test showed a significant decrease in self-reported SSB consumption on post-test responses compared to pre-tests ($n = 1,488$, $z = -8.60$, $p < 0.001$, $r = -0.16$).

Figure 2.10: "Do you drink regular soda?"

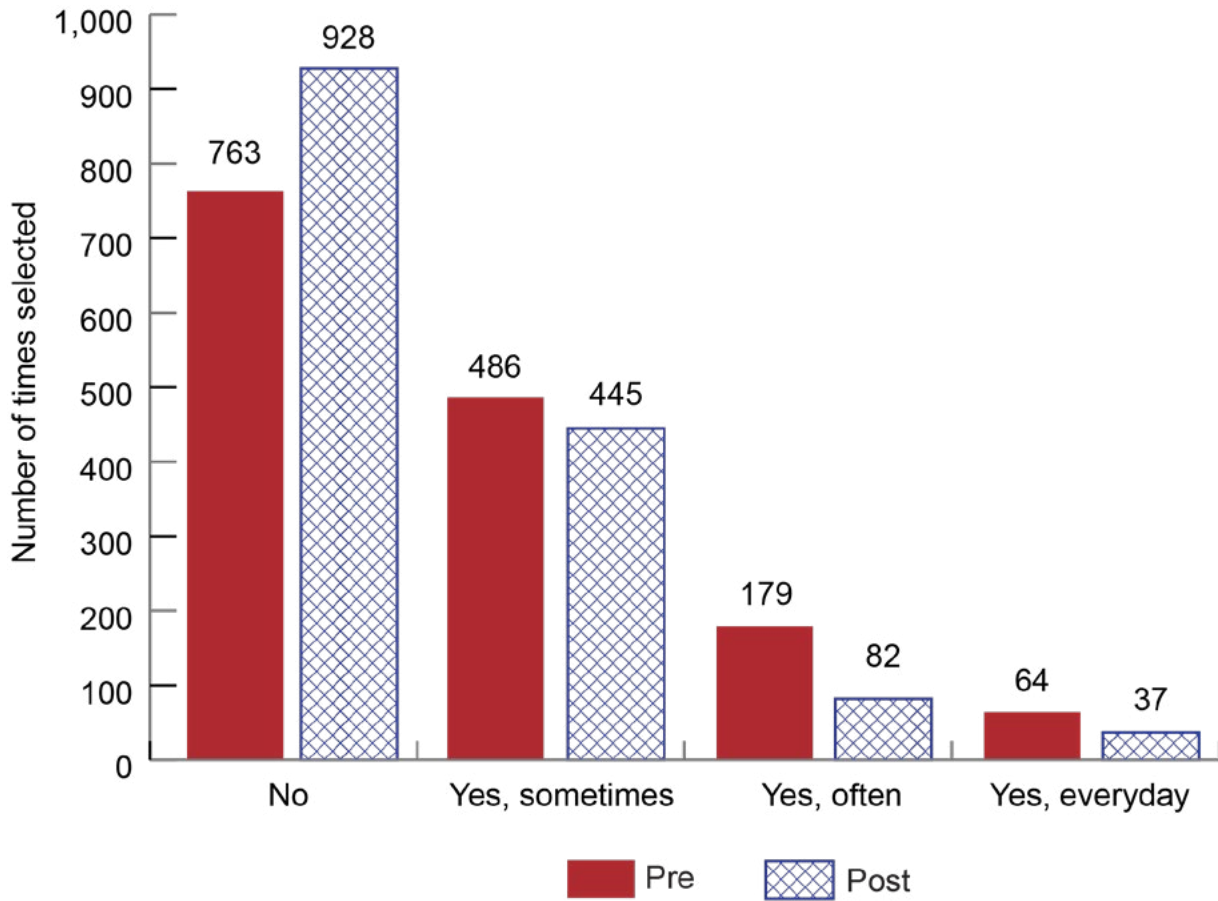


Figure 2.10. A Wilcoxon signed rank test showed a significant decrease in self-reported soda consumption on post-test responses compared to pre-tests ($n = 1,492$, $z = -10.49$, $p < 0.001$, $r = -0.19$).

MT2b. Read nutrition facts labels or nutrition ingredients lists.

There was a significant increase in the number of adults reporting that they used the nutrition label when shopping (Figure 2.11).

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

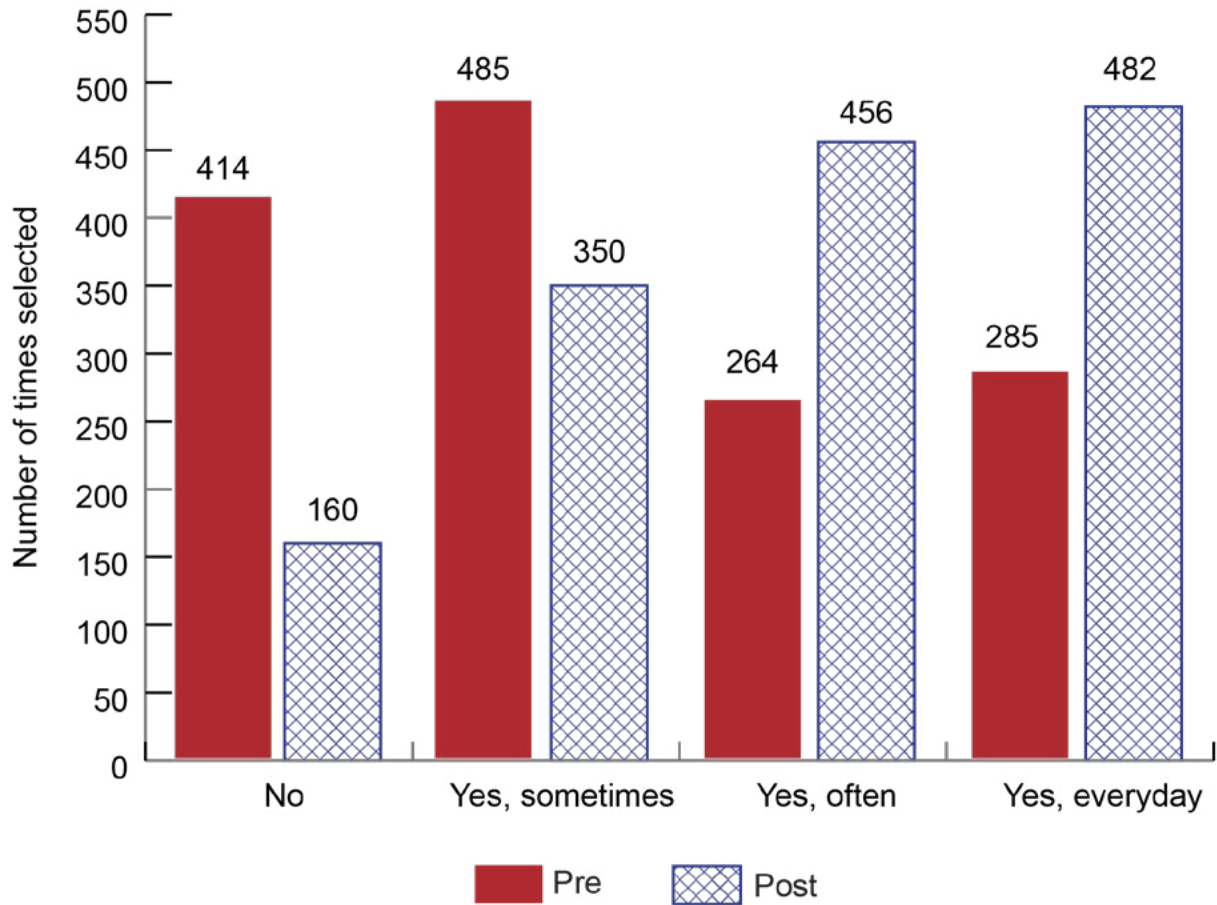
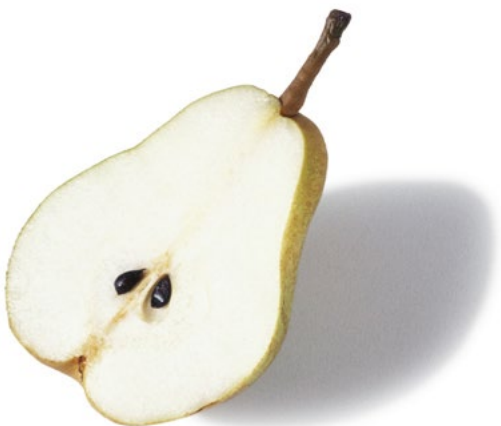


Figure 2.11. A Wilcoxon signed rank test showed a significant increase in participants reporting that they used the nutrition label when food shopping as measured from pre- to post-test ($n=1,448$, $z = -17.30$, $p < 0.001$, $r = -0.32$).



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?"

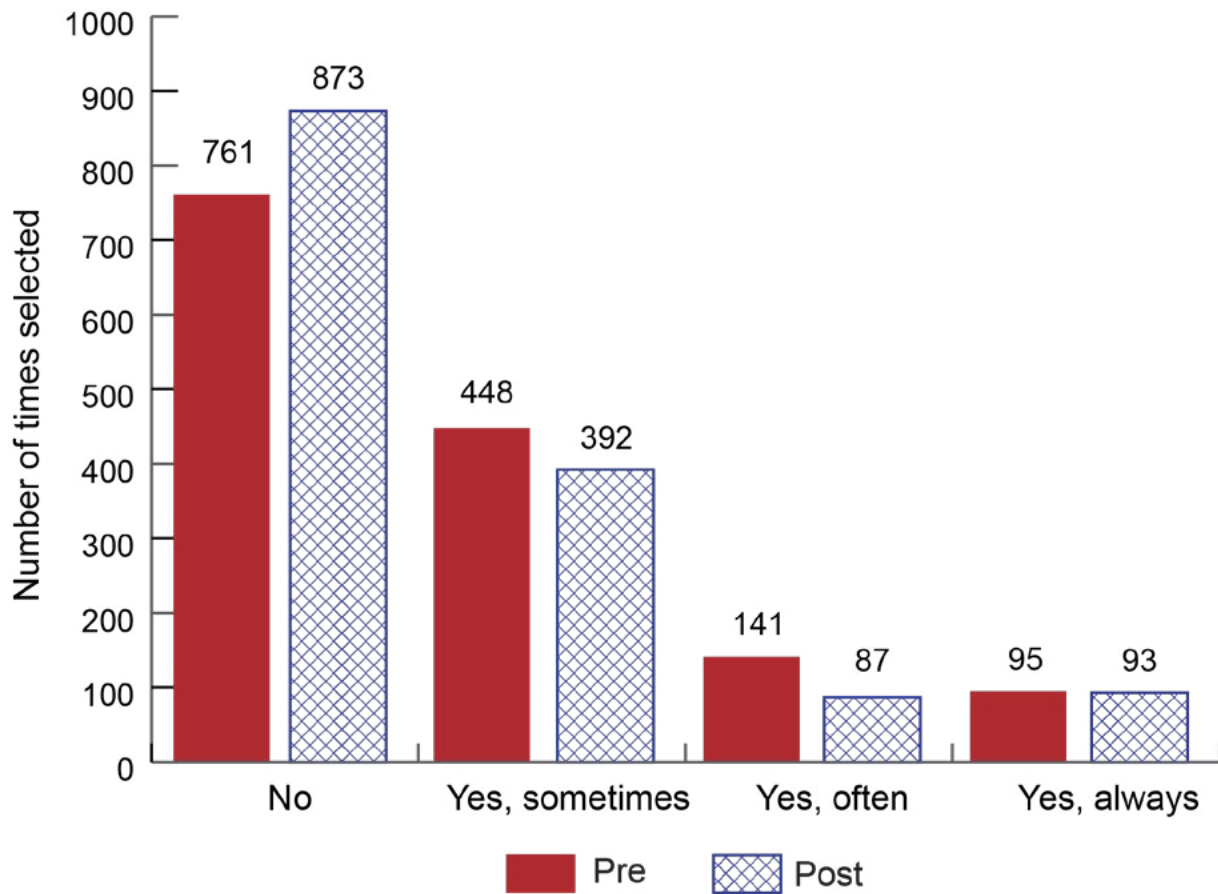


Figure 2.12. A Wilcoxon signed-rank test revealed a significant decrease in participants reporting that they ran out of food before the end of the month as measured from pre- to post-test ($n = 1,445$, $z = -5.16$, $p < 0.001$, $r = -0.10$).

Summary of Results

A total of 11 analyses were conducted, all of which were statistically significant. For each of the statistically significant results, an effect size was calculated. The effect size for each analysis can be thought of as a measure of the practical importance, or clinical relevance, of the result. This means that an analysis that resulted in a larger effect size indicates a larger and more meaningful change in the behaviors reported by CalFresh Healthy Living Direct Education participants.

Three measures of effect size were used based on the three types of analyses that were performed: the *d* statistic, *r* statistic, and *g* statistic. Each statistic has its own range of values indicating whether the effect size is small, medium, or large, as shown in Table 2.6 (Cohen, 1988). The positive or negative direction of an effect size does not affect the interpretation of its magnitude.

Table 2.6: Effect Size Ranges

Effect Size	Small	Medium	Large
<i>g</i>	0.05	0.15	0.25
<i>d</i>	0.02	0.50	0.80
<i>r</i>	0.10	0.30	0.50

Table 2.7 provides the effect size computed for each statistically significant aggregated analysis, along with an interpretation of each effect size. Of the 11 statistically significant results, 9 showed small effect sizes and 2 were associated with medium effect sizes.

Table 2.7: Effect Sizes of CalFresh Healthy Living Direct Education Analyses

Indicator	Description	Effect Size*	Interpretation
MT1a	Removing skin from chicken	$r = -0.20$	Small effect
MT1a	Eating fish	$g = -0.08$	Small effect
MT1c	More than one kind of fruit	$r = -0.24$	Small effect

Indicator	Description	Effect Size*	Interpretation
MT1d	More than one kind of vegetable	$r = -0.27$	Small effect
MT1d	Two or more vegetables at main meal	$r = -0.25$	Small effect
MT1h	Fruit drinks, sports drinks, punch	$r = -0.16$	Small effect
MT1h	Soda	$r = -0.19$	Small effect
MT1l	Cups of fruit per day	$d = -0.42$	Small effect
MT1m	Cups of vegetables per day	$d = -0.54$	Medium effect
MT2b	Nutrition facts label	$r = -0.32$	Medium effect
MT2g	Run out of food	$r = -0.10$	Small effect

These results provide some evidence for the efficacy of current curricula and hint at positive changes among Californians served in FFY 2020. However, there are substantial limitations to drawing conclusions based on the data available. Methodological issues limit the generalizability of these results (i.e., convenience-based sampling procedures, inconsistency across SIAs in the selection of participating sites, analysis of responses to questions that are unrelated to topics covered in Direct Education lessons).

Improvements to California's evaluation methods, scheduled for implementation in FFY 2022, are intended to address the methodological issues described above. In FFY 2021, CDSS and the SIAs will continue their collaboration to develop and implement the program's first evaluation plan for statewide aggregated data. CalFresh Healthy Living anticipates that improvements to its methods for the statewide evaluation will improve the interpretability of Direct Education evaluation findings and support confident conclusions regarding program efficacy.

The CalFresh Healthy Living SIAs conducted their own analyses for their individual work over FFY 2020. The results of those analyses for priority indicators are presented in the appendices to this report.

California SNAP-shot: Policy, Systems, and Environmental Change

CalFresh Healthy Living delivers quality, locally driven policy, systems, and environmental (PSE) change interventions and strategies. CalFresh Healthy Living PSEs aim to improve health in California communities by increasing access to healthier choices such as fruits and vegetables, water, and safe places to be active. PSEs have been linked to healthful dietary behaviors (Molitor & Doerr, 2020a). As noted in the State-level Outcomes and Achievements section of this report, CalFresh Healthy Living's findings demonstrate that PSEs may be a cost-effective way to support the health of CalFresh Healthy Living-eligible communities.

CalFresh Healthy Living recognizes that multi-level interventions, such as social marketing, community and public health approaches, and PSE efforts, in addition to Direct Education strategies, are necessary to have an impact on nutrition and physical activity behaviors. Whereas Direct Education focuses on teaching skills and knowledge, PSE interventions focus on making community changes that improve the context in which individuals use their skills and choose between healthful and unhealthful options.



- **Policy changes** refer to the establishment or improvement of written, health-related rules, regulations, ordinances, and procedures designed to guide behaviors.
- **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.
- **Environmental changes** are direct modifications to the physical, economic, or social environment.

California's State and Local Implementing Agencies work collaboratively to implement healthy community changes where people live, learn, eat, work, play, and shop. In this section, CalFresh Healthy Living presents an overview of its Federal Fiscal Year (FFY) 2020 PSE change strategies, focused on improving nutrition and physical activity behaviors for CalFresh Healthy Living-eligible Californians.

CalFresh Healthy Living implemented or maintained PSE changes at 1,182 sites throughout the state (Table 3.1). These interventions were delivered in 55 of California's 58 counties.



Table 3.1: PSE Sites Reported per County

County	PSE Sites Reported	County	PSE Sites Reported	County	PSE Sites Reported
Alameda	88	Marin	2	San Mateo	22
Alpine	2	Mariposa	4	Santa Barbara	12
Amador	6	Mendocino	3	Santa Clara	82
Butte	11	Merced	5	Santa Cruz	13
Calaveras	11	Modoc	0	Shasta	15
Colusa	2	Mono	6	Sierra	0
Contra Costa	13	Monterey	7	Siskiyou	0
Del Norte	4	Napa	1	Solano	2
El Dorado	14	Nevada	7	Sonoma	45
Fresno	61	Orange	72	Stanislaus	40
Glenn	1	Placer	11	Sutter	6
Humbolt	3	Plumas	2	Tehama	4
Imperial	46	Riverside	56	Trinity	3
Inyo	3	Sacramento	22	Tulare	35
Kern	8	San Benito	2	Tuolumne	8
Kings	12	San Bernadino	22	Ventura	19
Lake	3	San Diego	51	Yolo	7
Lassen	1	San Francisco	104	Yuba	1
Los Angeles	90	San Joaquin	73	Total	1,182
Madera	19	San Luis Obispo	20		

California's PSE work was substantially affected by COVID-19 and the California stay-at-home order that was issued in the second quarter of FFY 2020 (Executive Order No. N-33-20, 2020). Whereas previous years saw steady increases in PSE activity (Vega-Arroyo et al., 2019), a marked decline occurred in FFY 2020. In the previous fiscal year, CalFresh Healthy Living reported a total of 1,703 PSEs (i.e., unique combinations of PSE site and setting) in California communities. By comparison, 1,279 PSEs were reported for FFY 2020. However, this decrease of 24.9% from year to year indicates that the majority of CalFresh Healthy Living PSEs were relatively robust to the effects of the pandemic emergency and were able to begin or proceed despite this year's exceptional challenges.

Consistent with the smaller number of PSEs in 2020, compared to 2019, the reach of CalFresh Healthy Living PSEs also decreased this year. California's State Implementing Agencies (SIAs) estimated that their healthy community changes reached CalFresh Healthy Living-eligible Californians a total of 2,179,362 times. Compared to the previous year's reported reach of 3,608,671, this represents a decrease of 39.6%.

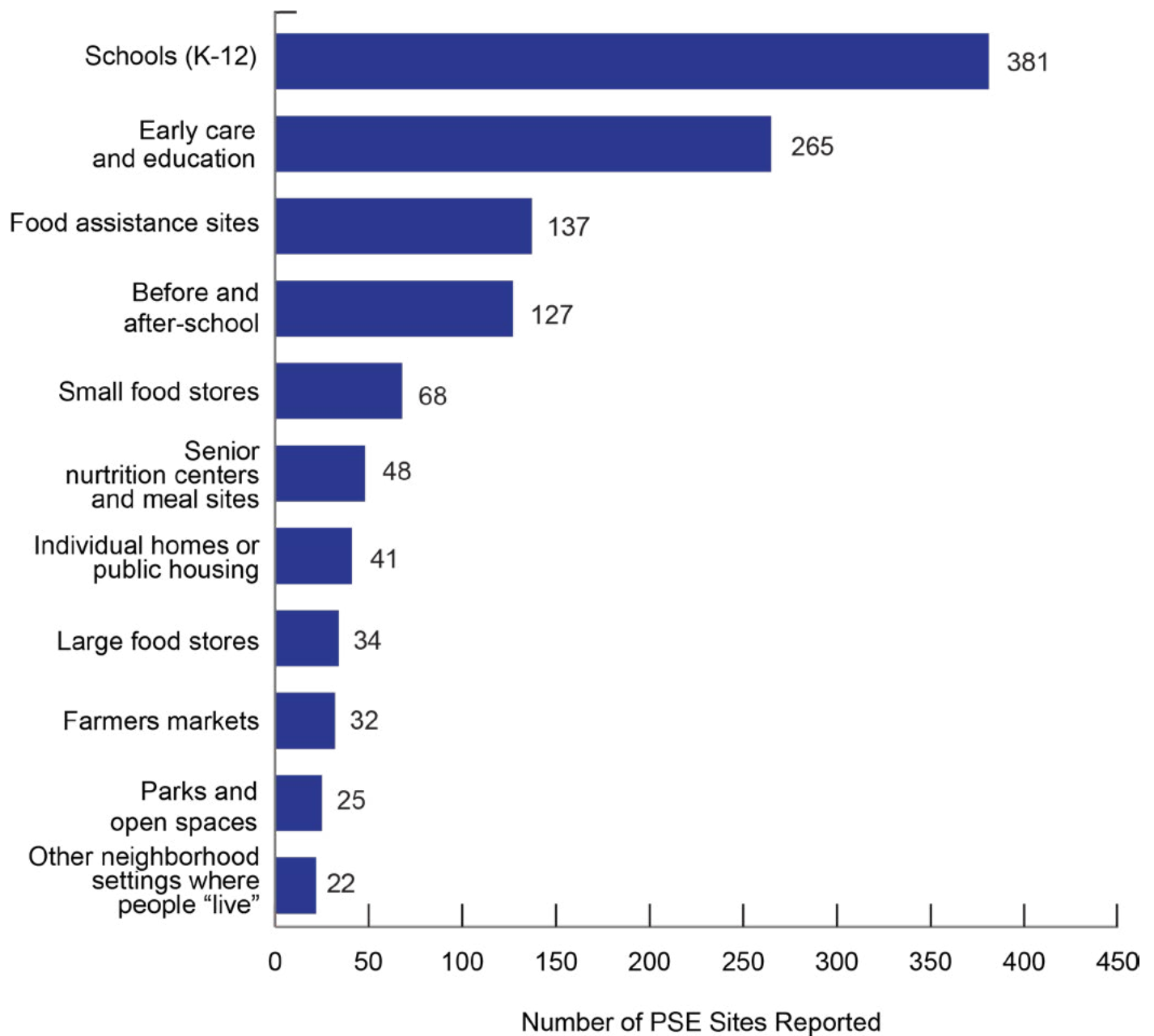
The four SIAs initiated 97 new PSEs in response to the COVID-19 pandemic emergency. Most of these new PSEs (54.6%) took place in food banks, food pantries, and other food assistance sites, with the second most frequent setting (11.3%) being public housing sites and other California homes. The majority (83.5%) of the PSEs undertaken in response to COVID-19 had already passed their beginning stages by the end of the fiscal year and had either started making changes or fully implemented changes. Taken together, these findings suggest that California's SIAs concentrated their PSE development efforts to rapidly implement changes in the places where community members were accessing nutrition supports.

PSEs by Setting

Local Implementing Agencies (LIAs) reported the settings in which their PSE work took place, depicted in Figure 3.1. CalFresh Healthy Living PSEs primarily served children of all ages. The most common settings for PSE sites in FFY 2020 were schools (K-12), followed by early education programs and before- and after-school programs. There was an increase in the number of PSEs in food assistance sites, food pantries, and food banks in FFY 2020. This may be due to the COVID-19 pandemic emergency and an intensification of food security efforts by the LIAs.

In addition to the settings included in Figure 3.1, CalFresh Healthy Living also benefited eligible Californians at adult education and job training sites, bicycle and walking paths, colleges and universities, food trucks, gardens, healthcare clinics and hospitals, libraries, parks and open spaces, restaurants, residential treatment centers, and veterans' services sites.

Figure 3.1: PSE Sites per Setting

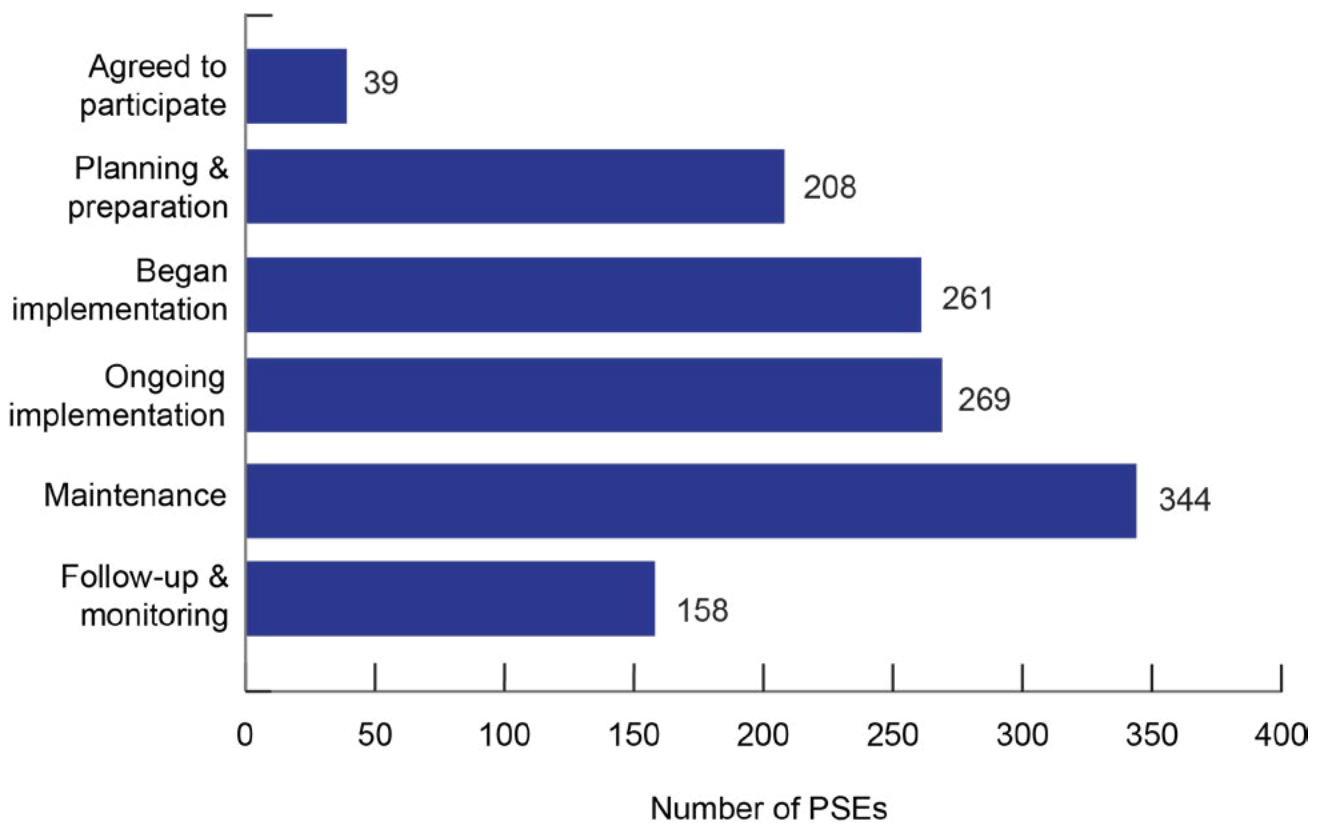


Note: Only settings reported in 20 sites or more are depicted on the graph (total number of settings = 28).

Planning Stages of FFY 2020 PSEs

California's SIAs reported the implementation stage of each PSE during FFY 2020. A total of 247 PSEs were in the beginning stages, with an agreement for community partners to participate or begun planning and implementation (Figure 3.2). Implementation began for 216 PSEs in FFY 2020. A total of 269 PSEs continued their implementation. Finally, 502 PSEs maintained or monitored their PSE activity.

Figure 3.2: Planning Stages of PSEs in FFY 2020



PSEs take time to go through these stages, and they frequently include intensive staff effort to develop and maintain the community support that can propel them through the stages and, ideally, yield sustainable, health-promoting changes. The SIAs reported whether community members or parents were involved as part of their activities at each site. Community involvement was a common element at California's 2020 PSE sites. Thirty-four percent of sites across all implementation stages reported having community involvement.

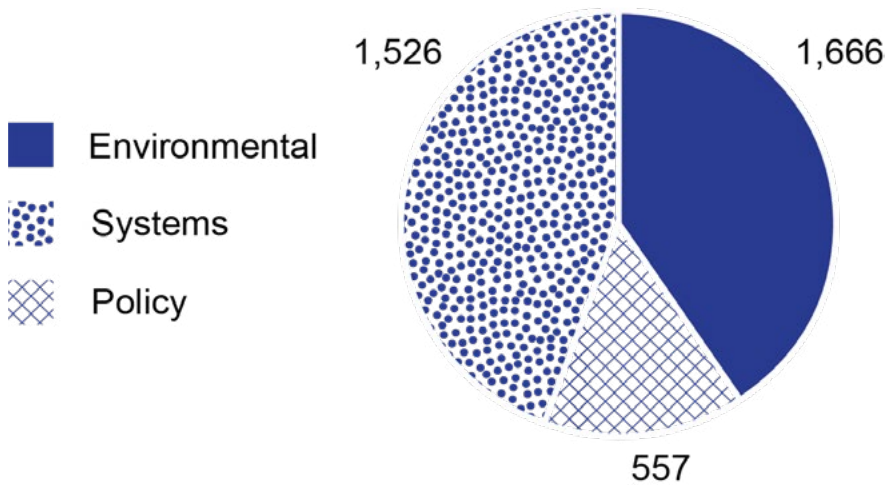
The LIAs reported the top 3 facilitators of their FFY 2020 PSE work as the buy-in or motivation of partners, such as administration, staff, teachers, farmers, or retailers (56%), communications (29%), and convenience to participants (27%). The top 3 reported barriers were time on the part of teachers, staff, etc. (37%), competition from unhealthy options (19%), and lack of equipment, facilities, and space (18%).

PSE Changes

Nutrition and Physical Activity Supports

For FFY 2020, California’s SIAs reported a total of 2,584 nutrition and 1,100 physical activity-supportive changes across all sites. Approximately 2% of California’s 3,749 changes targeted both nutrition and physical activity. These changes came across 1,182 sites. Statewide, a total of 1,666 environmental changes, 1,526 system changes, and 557 policies were reported (Figure 3.3).

Figure 3.3: PSE Changes by Type of Approach: Policy, Systems, and Environmental



Flourishing Community Gardens Bring Fresh Food and Hope to Residents in Northern California Counties

Low wages, underutilization of government funded programs, and lack of access to food are major contributing factors for these northern counties served by Northern Valley Catholic Social Service (NVCSS). Residents have experienced difficulty obtaining food and fresh produce since the COVID-19 shelter-in-place orders came into effect in March 2020. These counties have also been struggling to rebuild after the extreme devastation of the 2018 Paradise fire, and now the multiple devastating fires throughout these counties that began August 2020 have brought even more hardship to these communities.



To help combat the rising level of food insecurity among these counties, a residential community garden project was established by CalFresh Healthy Living in 2018 to provide fresh produce to the NVCSS low-income and mental health housing units and to Catalyst Safe House for women. The onsite gardens are tended by the residents at each facility and allow every resident an opportunity to receive a consistent supply of fruits, herbs, and vegetables. With the appropriate precautions in place, residents have been able to continue caring for the gardens and participating in nutrition education classes during the COVID-19 pandemic. The community gardens at each site provide residents with the opportunity to participate in a



positive outdoor activity that benefits the entire complex with nutritious food, and the classes provide recipes and reinforcement materials that teach them how to prepare and/or cook the produce they receive from the garden.

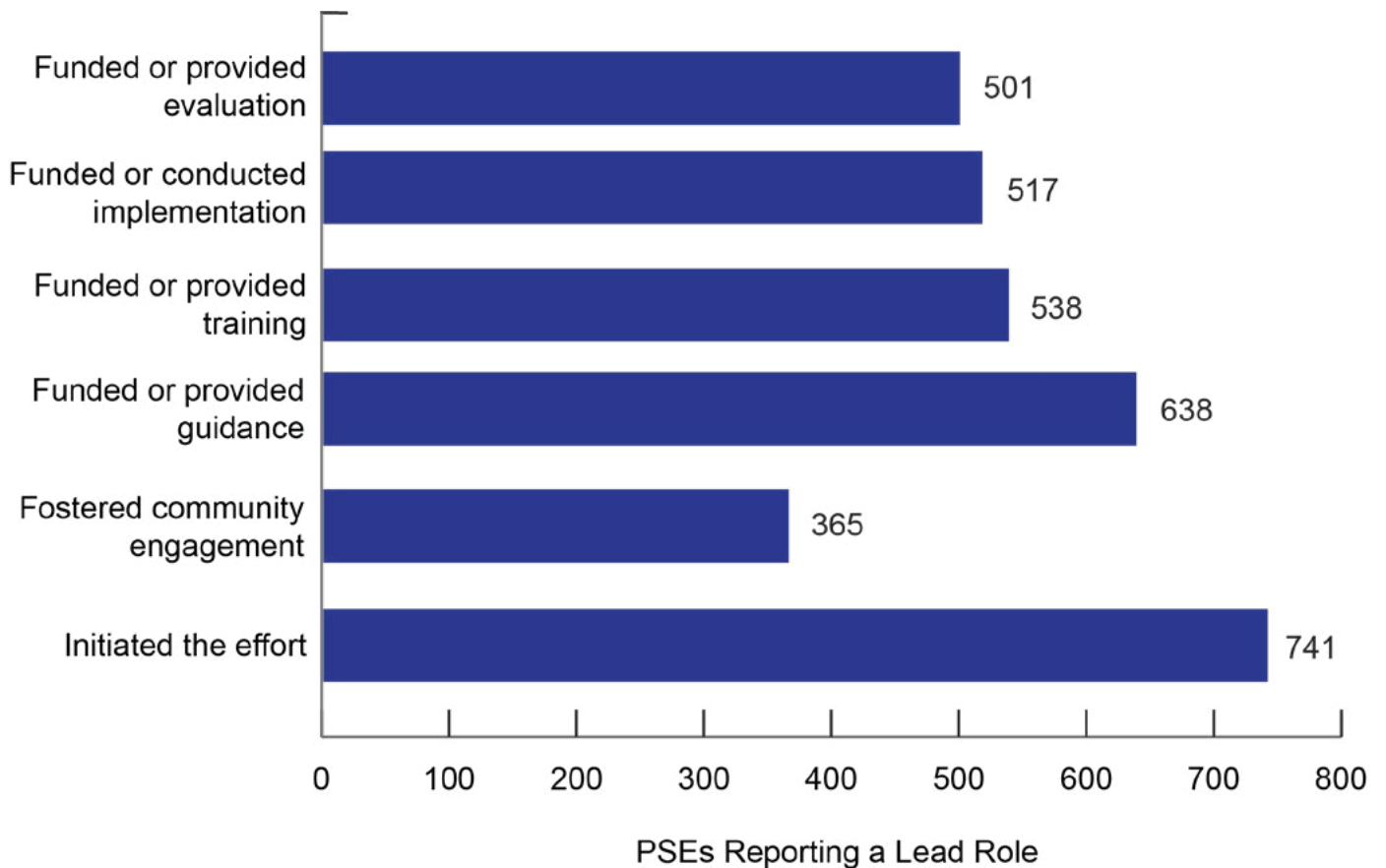
These community gardens serve 54 residents across three complexes. Thus far this season, residents have enjoyed fresh tomatoes, peaches, strawberries, peppers, blackberries, limes, zucchini, and mint. Through strong partnerships with the residential property managers and the establishment of community garden champions, NVCSS is working to ensure the gardens continue flourishing year-round and plans to expand this work to additional residential sites.



Funding and Sustainability

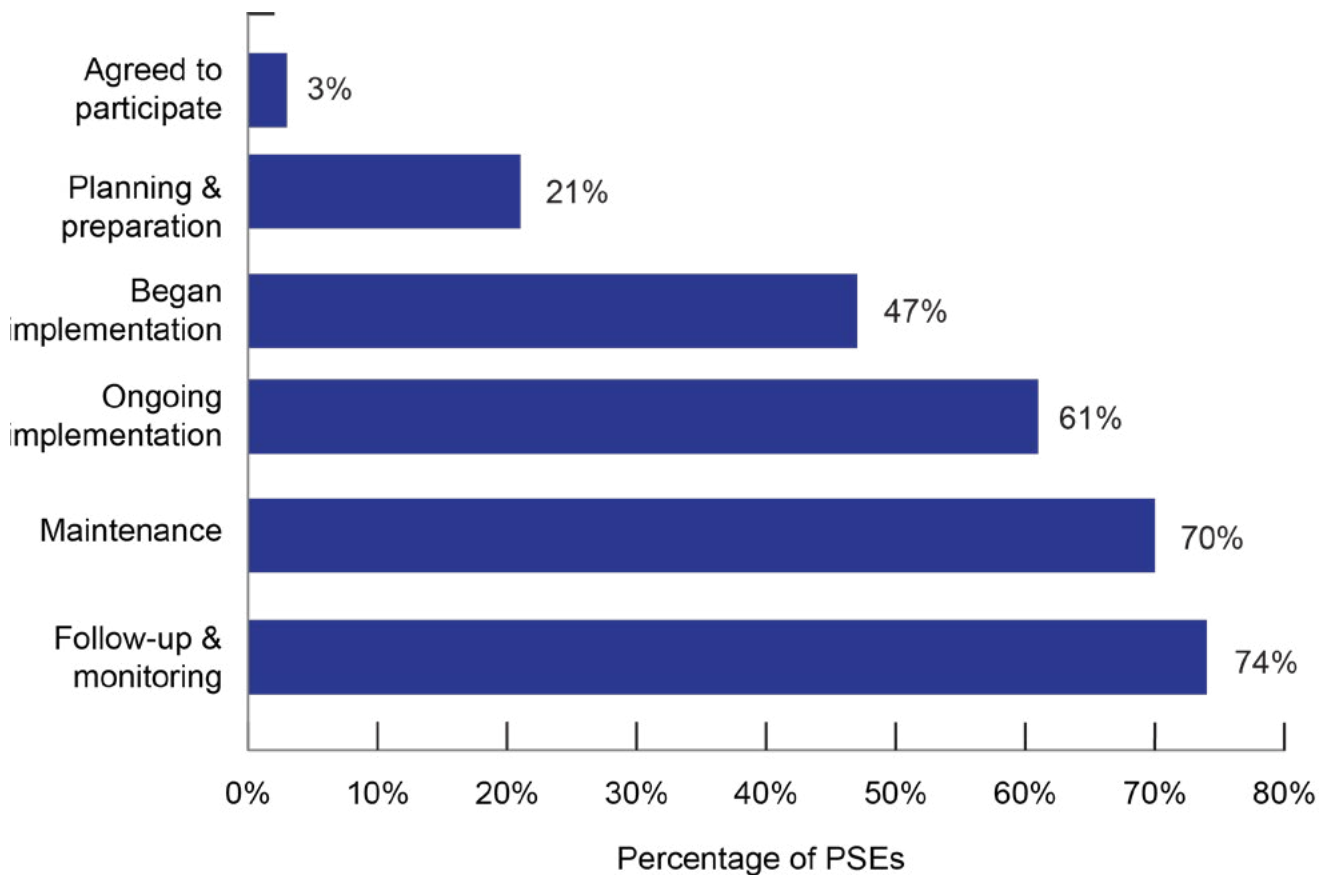
In FFY 2020, CalFresh Healthy Living funds contributed substantially to PSE efforts in several ways. CalFresh Healthy Living implementers reported the level of their involvement across 6 categories of activities (Figure 3.4). CalFresh Healthy Living played a lead role or a major role in initiating efforts (59%), fostering engagement (29%), providing guidance (50%), providing training (42%), funding implementation (40%), and providing evaluation (39%) (Figure 3.4).

Figure 3.4: PSE Efforts in which CalFresh Healthy Living had a Lead or Major Role



Among PSEs in all stages of implementation, 54% of PSEs reported having a sustainability plan in process, partially adopted, or fully adopted in FFY 2020. Of the PSEs that had either agreed to participate or planned to participate, one (3%) reported that they already had a sustainability plan (Figure 3.5). Of the PSEs that began implementation, 47% reported that they already had a sustainability plan. Sustainability planning was highest among PSEs in the later stages of implementation. Of the PSEs that were continuing their PSE activity, 61% had a sustainability plan. Among the PSEs that were maintaining and monitoring, 71% had a sustainability plan.

Figure 3.5: Proportion of PSEs with a Sustainability Plan by Implementation Stage



A total of 127 PSEs reported that they had a dependable, ongoing source of funding or support in place, other than CalFresh Healthy Living funding, to sustain healthful changes. An additional 267 PSEs had identified a funding source and reported that the sustaining funding was in process or partially adopted.

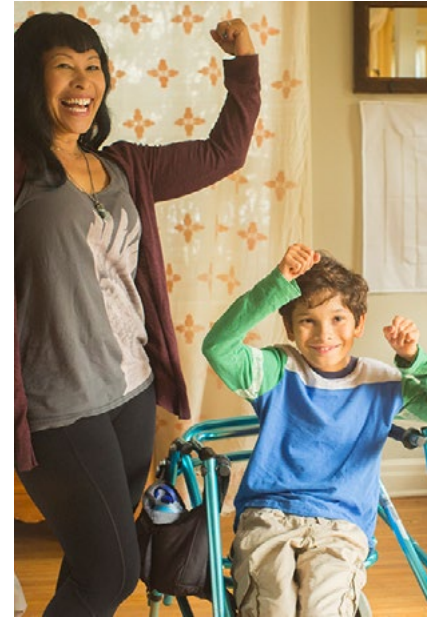
Conclusion

CalFresh Healthy Living found innovative ways to reach CalFresh Healthy Living-eligible families throughout the year, including in its response to the COVID-19 pandemic emergency. These interventions included expanded policy, system, and environmental (PSE) changes and virtual Direct Education offerings to help families eat healthy and be active from home.

As reported in the California SNAP-shot: Policy, Systems, and Environmental Change section, CalFresh Healthy Living supported 3,749 PSE changes in 1,182 sites statewide. The SIAs initiated 97 new PSEs in response to the pandemic emergency, mostly in food assistance sites. Results of the California Family Health Study indicated that the number of PSE interventions per census tract predicted decreased intake of sugar-sweetened beverages and added sugars, and increased Healthy Eating Index-2015 scores, regardless of race and/or ethnicity, age, or reach of Direct Education in an individual's neighborhood (Molitor and Doerr, 2020a).

CalFresh Healthy Living also provided evidence-based Direct Education to 34,363 adults and 212,889 children and youth in Federal Fiscal Year (FFY) 2020. As indicated in the California SNAP-shot: Direct Education section of this report, statistically significant results were found for all 11 of the Direct Education outcomes that were evaluated in adults. Following the stay-at-home order, SIAs were able to quickly adapt their programming to virtual platforms to continue reaching CalFresh Healthy Living-eligible Californians and supporting healthy behaviors.

California also continued its *Get More at the Farmers Market Initiative* through the California State Nutrition Action Council (SNAC). All participating counties and more than 77% of participating markets saw increases in their CalFresh and Market Match redemptions in FFY 2020. Innovative pilot projects with community-based organizations showed progress in FFY 2020 and one project, the Agricultural Institute of Marin's Rollin' Root Mobile Farmers Market moved out of the pilot phase to become established as an ongoing PSE under CalFresh Health Living, University of California.



Looking Ahead

Looking toward FFY 2021, CalFresh Healthy Living will expand its reach to Californians who are newly eligible for its services as a result of the pandemic emergency. This will require additional development of remote and virtual Direct Education services that meet the need for social distancing, ongoing development and delivery of services for seniors, continuing development of services and materials that meet standards of accessibility for people with disabilities, and new and continuing collaborations with other United States Department of Agriculture (USDA)-funded programs.

Consistent with these goals, Catholic Charities of California, Inc.'s (CCC's) plans for FFY 2021 include expanding services to older adults and strengthening partnerships that will make CalFresh Healthy Living services available at new emergency food distribution sites with mobile and drive-through services. A priority for CCC will be developing ways to engage people in physical activity opportunities, such as through online yoga classes, physical activity videos, or walking groups. Priorities for CalFresh Healthy Living, University of California (CFHL, UC) and the California Department of Aging (CDA) also focus on safely distanced delivery of services. CFHL, UC will use recently developed and modified curricula and work with community partners to adapt PSE efforts to COVID-19 realities. The SIA will also expand its work in FFY 2021 to introduce their programming in 2 new counties, Los Angeles and Sacramento. CDA will continue to expand and enhance older-adult-focused curriculum options for virtual programming. CDA's work will include developing, testing, and implementing an array of direct education content and tools for a digital platform, with a focus on supporting older adults in overcoming the "digital divide" of limited technology access.



The California Department of Public Health (CDPH) will provide resources and tools to Local Implementing Agencies (LIAs) and their partners to support Virtual Day of Action events promoting healthy snacking and beverages that can advance and support CalFresh Healthy Living Direct Education and policy, systems, and environmental work.



In FFY 2021, CalFresh Healthy Living will collaborate with Cell-Ed to provide older adults with three-minute micro-lessons, designed to promote essential life skills. The lessons will be designed to be accessible to low-literacy adults and people with visual disabilities and will be accessible through smart phones, laptops, and other devices. Three CalFresh Healthy Living SIAs; CCC; CDA; and CFHL, UC; will work with Cell-Ed to pilot an adaptation of the Eat Smart, Live Strong curriculum among California older adults.

CalFresh Healthy Living is also expanding its collaborations to work more closely with CalFresh Employment and Training (E&T). In FFY 2021, CalFresh Healthy Living will consult with E&T to make sure that messaging is consistent across programs and explore approaches to ensuring that each program is communicating well with eligible Californians about the availability of the other program's services.



California's active and highly collaborative SNAC has already begun work on new initiative, a common messaging campaign focused on improving food security and reaching individuals and families who do not typically access food assistance programs. The project is in its formative stages and is planned to launch in January 2021 using the communication channels and networks of SNAC members.

In FFY 2021, the CalFresh Healthy Living will continue to serve the CalFresh Healthy Living-eligible population through education and community interventions that support healthy eating and active living during the COVID-19 pandemic emergency and beyond. California's SNAP-Ed program looks forward to building on its vigorous FFY 2020 adaptations to expand its reach and provide quality services to CalFresh Healthy Living-eligible Californians.



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Appendix

Appendices to the California SNAP-Ed Federal Fiscal Year 2020 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 2020
- 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 Agency Narrative Annual Reports – SNAP-Ed Annual Report Template 7A

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