




Healthy CalFresh Initiative (HCI)

TOOLKIT





Produced By: Public Health Institute's Center for Wellness and Nutrition (PHI CWN)
Produced For: California Department of Social Services (CDSS)
Funded by USDA SNAP, an equal opportunity provider.




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Introduction

In Federal Fiscal Year (FFY) 2025, SNAP-Ed funding was excluded from the federal budget. As of the time of this publication, CalFresh Healthy Living is not being continued. Despite this unfortunate circumstance, development of the Healthy CalFresh Initiative Toolkit and related materials has proceeded to ensure that important information and resources remain available. This information will support the potential reinstatement of the Healthy CalFresh Initiative should funding for SNAP-Ed or a similar program become available in the future.

If you came upon this resource and are just in need of the educational materials created, please skip to the section on “How to use the Campaign Materials”.

There you can find an overview of each campaign (Healthy Eating on a Budget, Gardening, and Physical Activity), the materials available, and additional resources to support your clients.

Background & Purpose

CalFresh Food and CalFresh Healthy Living are part of the same family of programs designed to support Californians in accessing benefits and services that promote health, nutrition, and well-being. While both programs serve eligible residents, many county CalFresh Food Eligibility Workers and CalFresh recipients are not fully aware of the range of services available through CalFresh Healthy Living.

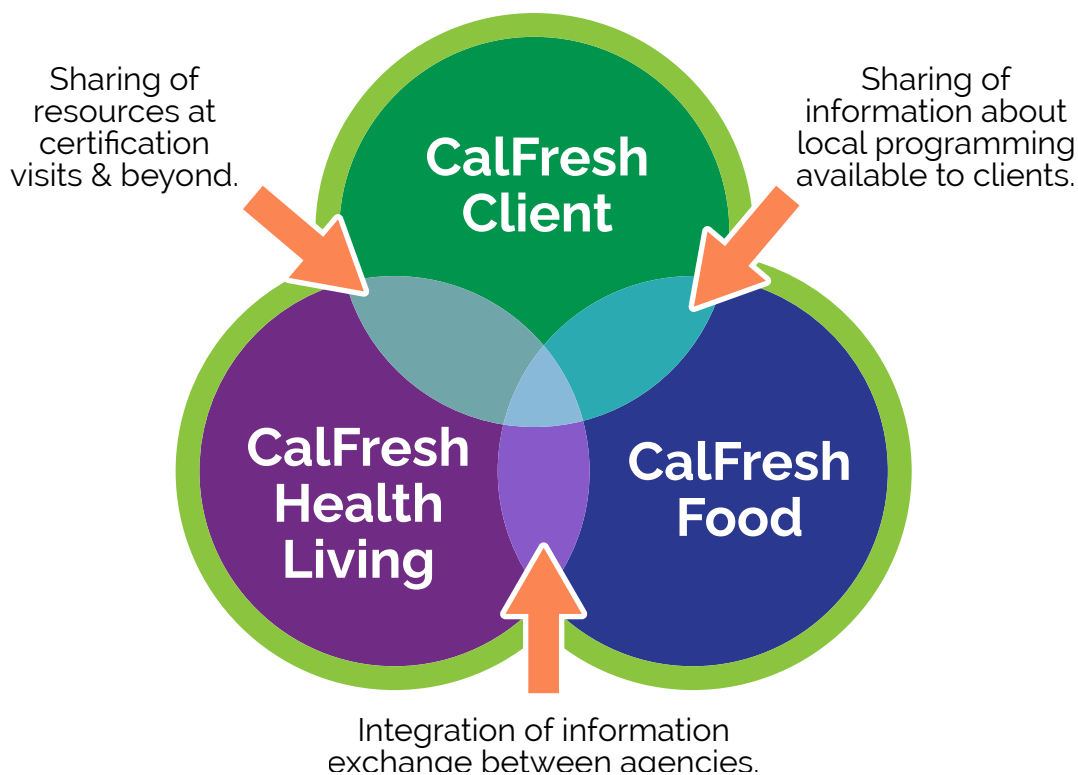
The Healthy CalFresh Initiative was created to strengthen the connection between CalFresh Food and CalFresh Healthy Living. First, it focuses on informing and supporting CalFresh Food Eligibility Workers, ensuring they have a thorough understanding of CalFresh Healthy Living’s mission, services, and resources so they can help recipients take full advantage of available programs. Second, the initiative empowers recipients by providing information on how CalFresh Healthy Living’s nutrition education and programs can enhance their benefits, supporting healthier food and activity choices.

Overall, the Healthy CalFresh Initiative is a strategic effort to foster coordination and collaboration among CalFresh Food Eligibility Workers, CalFresh Healthy Living program staff, and CalFresh Healthy Living State Implementing Agencies (SIAs) and Local Implementing Agencies (LIAs). By working together, these partners can more effectively achieve shared goals and improve the health and well-being of California residents.

About CalFresh Food | CalFresh Healthy Living

CalFresh Food — federally known as the Supplemental Nutrition Assistance Program (SNAP) and the California Food Assistance Program (CFAP) — provides essential monthly food benefits to eligible individuals and families. As California's largest food program, CalFresh serves as a critical hunger safety net. It is federally mandated, state-supervised, and county-operated, ensuring access to nutritious foods across the state.

CalFresh Healthy Living — commonly known as the Supplemental Nutrition Assistance Program–Education (SNAP-Ed)—provides nutrition and physical activity education to individuals and families with low incomes. By promoting healthy eating and active living, CalFresh Healthy Living empowers individuals to make informed choices that improve their overall health and well-being. The program supports increased access to nutritious foods and opportunities for physical activity in communities across California. CalFresh Healthy Living envisions a California where everyone can be healthy, active, and nourished.



Roles and Responsibilities

County Offices

County offices will manage and oversee the Healthy CalFresh Initiative implementation and support the collaboration between CalFresh Food Eligibility Workers and CalFresh Healthy Living staff and activities. The Healthy CalFresh Initiative will begin by assessing the baseline awareness of local CalFresh Healthy Living resources for CalFresh Food recipients within county offices.

CalFresh Food Eligibility Workers

CalFresh Food Eligibility Workers are essential partners in the success of this initiative. They will integrate components of the Healthy CalFresh Initiative into their regular interactions with CalFresh Food recipients. Workers will participate in trainings and meetings to learn about CalFresh Healthy Living, including talking points and referral resources to proactively share program services with clients.

CalFresh Healthy Living SIAs/LIAs

State and Local Implementing Agencies (SIAs/LIAs) will be informed about the Healthy CalFresh Initiative and invited to provide feedback on tools and resources. They will share preferred contact methods for referrals from county offices and provide details about scheduled CalFresh Healthy Living programs and events to help connect recipients with available services.

CalFresh Food Eligibility Workers

CalFresh Food Eligibility Workers are key collaborators in the success of this effort. They will be asked to incorporate components of the Healthy CalFresh Initiative into their regular work with CalFresh Food recipients. CalFresh Food Eligibility Workers will participate in training and meetings about CalFresh Healthy Living and the Healthy CalFresh Initiative. During the meetings about how to implement the Healthy CalFresh Initiative, CalFresh Food Eligibility Workers will learn how to proactively share the services offered by CalFresh Healthy Living through talking points and resource referrals.

CalFresh Healthy Living SIAs/LIAs

CalFresh Healthy Living SIAs and LIAs will be informed of the Healthy CalFresh Initiative and can provide input and feedback on the Healthy CalFresh Initiative tools and resources. They will be asked to provide preferred contact methods for receiving CalFresh Healthy Living referrals from county CalFresh Food eligibility offices. Additionally, SIAs/LIAs will be asked to provide details about scheduled CalFresh Healthy Living programming and events for sharing with CalFresh Food recipients.

How to Use this Toolkit

The Healthy CalFresh Initiative Toolkit is designed to help counties connect CalFresh Food recipients with CalFresh Healthy Living resources. Counties can customize the toolkit by adding local contacts and tailoring campaign materials to meet the needs of their communities.

The toolkit includes:

- Talking points and a how-to guide for CalFresh Food Eligibility Workers to support their interactions with recipients throughout the Healthy CalFresh Initiative.
- Training guide and materials to facilitate staff training on CalFresh Healthy Living and initiative objectives.
- Promotional resources to raise awareness among CalFresh Food Eligibility Workers, encourage participant engagement, and maintain collaboration between county staff and CalFresh Healthy Living SIAs and LIAs.
- Three pre-developed campaigns for distribution to CalFresh Food recipients, including information about local CalFresh Healthy Living programming and events, and instructions on how to participate.
- Promotional videos highlighting both CalFresh Food and CalFresh Healthy Living.
- Social media guidance for sharing campaigns and resources with the community.

Recommendations to Connect

Strengthening the connection between **CalFresh Food** and **CalFresh Healthy Living** ensures that recipients are aware of—and engage with—the nutrition education and program services that complement their benefits. The **Healthy CalFresh Initiative** supports this connection through implementation by county social service agencies across California's 58 counties, in collaboration with Local Implementing Agencies (LIAs) and with technical assistance from CalFresh Healthy Living and

CalFresh Food County Offices:

- Maintain regular communication with your county CalFresh Healthy Living office.
- Become familiar with local CalFresh Healthy Living activities.
- Inform and refer recipients to CalFresh Healthy Living activities using handouts, videos, posters, or displays in offices, mobile units, or other high-visibility locations.
- Include QR codes on materials to allow easy sign-up for local activities, and update them regularly.
- Include 1–2 intake questions requesting permission to share recipients' contact information with CalFresh Healthy Living staff.
- Share participant contact information with CalFresh Healthy Living. Attend and provide information

CalFresh Healthy Living County Offices:

- Maintain regular communication with your county CalFresh Food office.
- Develop a monthly calendar of events and share it with CalFresh Food staff via email, promotional materials, and website.
- Follow up on CalFresh Food referrals to invite participants to events and classes.
- Schedule regular events at CalFresh Food offices to introduce participants to CalFresh Healthy Living programming.
- Invite a CalFresh Food team member to attend CalFresh Healthy Living activities.

Other Best Practices:

- Schedule monthly check-ins between CalFresh Food and CalFresh Healthy Living county teams.
- Identify a representative from each team to attend monthly staff meetings.
- Include an agenda placeholder to share updates

How to Use the Campaign Materials

Campaign materials were created for Healthy Eating on a Budget, Gardening, and Physical Activity to provide easy-to-share information for county offices or other sites wishing to provide light nutrition education to clients. Below is an overview of materials for each campaign, along with additional resources and links to support implementers and their clients.

Campaigns

Healthy Eating on a Budget Campaign

This campaign equips CalFresh recipients with practical tools to make informed food choices while stretching their food dollars. It emphasizes meal planning, smart shopping, and maximizing CalFresh benefits. Materials can be displayed in lobbies or outreach events, and videos can be played in waiting areas or shared on social media.

Handout

A concise, easy-to-read handout that helps recipients:

- Stretch their food dollars
- Plan affordable, nutritious meals
- Shop wisely, including at Farmers' Markets

Customizable Poster

A vibrant, CalFresh-branded poster that reinforces key messages through:

- Eye-catching visuals and low-cost food examples
- Simple tips for healthy eating on a budget
- A customizable section to include local contact details, community resources, and CalFresh Healthy Living activities
- Incorporate easy, daily physical activities

Campaign Video

An engaging video designed for waiting areas or social media that supports healthier choices, one plate, one step, one seed at a time. It introduces MyPlate, helping families:

- Create balanced, affordable meals with proper portions
- Plan meals on a budget
- Starting a home garden

Recommended Script for Informing Recipients about Healthy Eating on a Budget:

"We understand that stretching your food dollars can be challenging. That's why we've included some quick tips and helpful resources in your packet to assist you with meal planning and saving money at the grocery store. You'll also find advice on how to incorporate physical activity into your daily routine and ideas for starting a small garden at home.

If you'd like to learn more, we've provided local contact information for CalFresh Healthy Living, a program that helps people eat better, move more, and live healthier while staying on a budget."

Additional resources:

Printable Handouts and Educational Tools:

- Smart Shopping for Veggies and Fruits
- Highlights budget-friendly ways to meet daily produce needs without breaking the bank.
- Learn more: [10 tips for affordable vegetables and fruits](#)
- Save More at the Grocery Store
 - Practical strategies for creating smart shopping lists, comparing unit prices, and selecting affordable, nutritious options across all food groups.
 - Learn more: [10 MyPlate tips to stretch your food dollar](#)
- **Eat Healthy on a Budget**
 - Provides tools and tips to help CalFresh recipients make healthier food choices while managing grocery expenses.
 - Learn more: [Eat Healthy on a Budget | MyPlate](#)

- **Shop Simple with MyPlate**

- Provides tools and tips to help CalFresh recipients make healthier food choices while managing grocery expenses.
- Learn more: [MyPlate.gov | Shop Simple with MyPlate App](#)

- **Ways to Save Your Food Dollars**

- Offers tips for weekly menu planning, taking stock of pantry items, and focusing on seasonal, affordable produce.
- Learn more: [Ways to Save Your Food Dollars - Alabama Cooperative Extension System](#)

- **Six tips for Eating Healthy on a Budget**

- Practical, actionable guidance to help families make nutritious food choices while saving money.
- Learn more: [Six Tips for Eating Healthy on a Budget | Diabetes | CDC](#)

- **Save Money with Coupons**

- Strategies to stretch your food budget using coupons, including where to find them, how to organize them, and ways to combine offers for maximum savings.
- Learn more: [Save Money With Coupons](#)

- **Farmers' Market Finder**

- An easy-to-use interactive map that connects CalFresh recipients with local farmers' markets. Users can search by zip code, city, or keyword to quickly find nearby markets via phone or desktop.
- Learn more: [Farmers' Market Finder by the Ecology Center](#)

Gardening Campaign

This campaign encourages CalFresh recipients to start food-based gardens, promoting physical activity, mental well-being, and access to homegrown produce. Recipients can use their CalFresh EBT benefits to purchase seeds and plants for growing food at grocery stores that accept EBT. (Note: hardware stores and garden centers do not accept CalFresh EBT for these items.) Print materials can be displayed in County office lobbies or at outreach events, and videos can be played in lobbies or shared on social media.

Handout

A concise, easy-to-read handout that helps recipients:

- Start a garden at home
- Understand the health and well-being benefits of gardening
- Use CalFresh EBT benefits for seeds and plants
- Access local gardening classes and resources (customizable section)

Customizable Poster

A vibrant, CalFresh-branded poster that reinforces key messages through:

- Eye-catching visuals and information on how CalFresh benefits can be used for gardening
- Simple tips for gardening at home
- A customizable section to include local contact details, community resources, and CalFresh Healthy Living activities

Campaign Video

An engaging video designed for waiting areas or social media that supports recipients in starting their own gardens. It highlights practical gardening tips, benefits of homegrown produce, and ways to engage with local CalFresh Healthy Living resources.

Recommended Script for Informing Recipients about Gardening:

"Gardening is a great way to grow your own fresh food and save money. You can use your benefits to purchase seeds and plants at grocery stores that accept CalFresh EBT. Starting small is easy – with just a few seeds, some sunlight, and water, you can begin your garden. For example, try growing herbs like basil or mint, or plant tomato seeds to enjoy homegrown tomatoes.

The enclosed handout offers more details on how to start your garden, the benefits of gardening, and how to use your CalFresh EBT card to purchase seeds and plants. If you have any questions, you can contact [insert local contact information]."

Additional Resources:

Video Resources:

- **Grown Your Own Garden**

- This informative video guides viewers through growing a home garden with fresh fruits, vegetables, and herbs using CalFresh benefits. It also shares helpful gardening tips and offers access to virtual gardening classes.

- Watch here: [Grow Your Own Garden Video](#)

- **8-Step Instructions to Plant a Seed or Seedling**

- A clear, step-by-step instructional video that teaches how to successfully plant a seed or seedling—ideal for beginner gardeners.

- Watch Here: [8-Step Instructions to Plant a Seed or Seedling](#)

Physical Activity Campaign

This campaign encourages CalFresh recipients to incorporate physical activity into their daily routines, supporting overall health and well-being. The materials provide practical, accessible ideas for moving more, emphasizing that activity can be enjoyable, supports energy and mood, and reduces the risk of chronic disease. Print materials can be displayed in County office lobbies or at outreach events, and videos can be played in lobbies or shared on social media.

Handout

The Physical Activity handout gives recipients easy, realistic strategies to get moving:

- Take a short walk after meals
- Dance or stretch during TV commercials
- Play with your kids, or clean with music on
- Join a free fitness class at your community center
- Take the stairs or park farther away from the store

Customizable Poster

A vibrant, CalFresh-branded poster that reinforces campaign messages and inspires recipients to move more throughout the day in ways that best fit their personal goals—promoting physical activity as fun, achievable, and essential for overall well-being.

- Eye-catching visuals promoting fun, accessible physical activity
- Simple tips for moving to encourage small, realistic steps toward a more active lifestyle.
- A customizable section for local contacts, community resources, and CalFresh Healthy Living activities

Campaign Video

An engaging video designed for lobbies or social media that inspires recipients to move more in creative, enjoyable ways—one step, one stretch, one dance at a time. The video highlights:

- Practical ways to add movement throughout the day
- Family-friendly activities to support health and well-being
- Tips for making physical activity a fun, sustainable habit

Recommended script for informing CalFresh recipients about ways to be physically active every day:

"The physical activity resources from CalFresh Healthy Living provides tools for health professionals and resources to help CalFresh recipients enjoy movement and stay on the path to better health every day."

Additional resources

Supportive Tools for Building Active Lifestyles for All Abilities

- **Move Your Way – U.S. Department of Health & Human Services**
 - Description: Offers free videos, tips, and activity planners for all ages and ability levels. Focuses on small steps to make movement part of everyday life.
 - Learn more: [Move Your Way | U.S. Department of Health & Human Services](#)

- **NCHPAD — National Center on Health & Physical Activity and Disability:**
 - Description: Offers a wide range of adapted and accessible fitness videos, programs, and tools for individuals of various abilities.
 - Learn more: [NCHPAD | Physical activity](#)
- **211 California**
 - Description: A statewide directory service that can connect individuals to free or low-cost community programs, including fitness classes, local activity events, and adapted fitness options that best fit their physical activity goals.
 - Learn more: [211 CA | Local Resource Finder](#)

Information About California Parks and Trails:

- **California State Parks Finder**
 - Description: On this interactive website, CalFresh recipients can select from a number of different California State Parks to enjoy physical activity in the great outdoors.
 - Learn more: [Find a Park | California State Parks](#)
- **AllTrails Website and App**
 - Description: This website shows a list of trails in California where families can hike, bike, climb, and enjoy other outdoor activities – including many accessible routes.
 - Learn more: [California Trails | All Trails](#)

Social Media Best Practices and Sample Posts

To support broader outreach and strengthen the connection between CalFresh Food and CalFresh Healthy Living, social media can be a powerful tool. This section offers guidance on how counties and partners can use social media platforms to promote Healthy CalFresh Initiative messages, highlight campaign materials, and reach eligible recipients in engaging, accessible ways.

1. Choose the Right Platforms

Focus on the platforms most commonly used by your target audience. For many CalFresh recipients, Facebook and Instagram offer the widest reach. If your county uses Nextdoor, X (formerly Twitter), or YouTube, those can also be effective.

1. Be Clear, Brief, and Visual

Keep messages concise and pair them with an image or short video. Use plain language and emphasize one key message per post.

2. Stay Consistent

Post regularly, ideally once per week or bi-weekly, especially during active campaigns. You can plan posts to align with observances like Nutrition Month, Gardening Season, or Back-to-School.

3. Include a Call to Action (CTA)

Tell your audience what to do next. For example:

- "Click the link to find local nutrition classes"
- "Scan the QR code to watch the video."
- "Use your CalFresh EBT to start a garden!"

4. Customize for Local Relevance

Add your county name, local program contacts, event details, or specific referral info. This personalizes the content and boosts trust.

5. Tag Partners & Use Hashtags

When possible, tag @CalFreshHealthyLiving or @CAFoodPrograms and use hashtags like #CalFreshHealthyLiving, #HealthyCalFresh, #EatWellLiveWell, #StretchYourEBT, or #GrowWithCalFresh.

Sample Posts

Post #1

Platform: X

Your CalFresh benefits go beyond your EBT card! By using all available resources, you can:

- Plan meals
- Shop in-season
- Eat well without overspending

Use frozen veggies, visit farmers markets, and save big. Ask your Eligibility Worker for more info!

#BoostYourBenefits

Platform: LinkedIn

Did you know CalFresh benefits go far beyond the EBT card? By accessing all available resources, recipients can:

- Plan meals that save time and money
- Shop wisely by comparing prices and buying in-season
- Eat well without going over budget

From buying frozen veggies to scoring deals at farmers' markets, it's all about taking advantage of resources to maximize your benefits.

Looking for tips, tools, or support? Ask your CalFresh office about free local resources that can help you stretch your food dollars and feel confident in the kitchen.

#BoostYourBenefits #Nutrition #FarmersMarket #FoodSecurity #SNAPEdCA

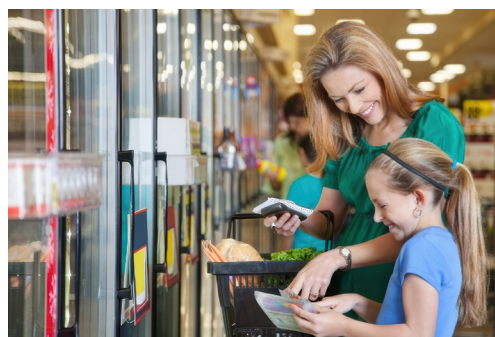
Platform: Facebook

Did you know your CalFresh benefits can help you do more than just pay for groceries? By accessing all of your benefits, you can:

- Plan meals that fit your schedule and budget
- Shop smarter—like choosing in-season produce or checking unit prices
- Eat well while staying within your means

From buying frozen veggies to saving with Market Match at your local farmers market, there are so many ways to make the most of your benefits.

Scan the QR code at your local CalFresh office or ask your Eligibility Worker for more info! #BoostYourBenefits #Nutrition #FarmersMarket #FoodSecurity #SNAPEdCA



Post #2

Platform: X

Want to eat healthy without spending more? Maximize your CalFresh benefits!

Use beans/lentils as low-cost protein:

- Check flyers & digital coupons
- Compare unit prices to save

Ask your Eligibility Worker about local CalFresh Healthy Living programs!

#BoostYourBenefits

Platform: LinkedIn

Are you looking to support healthy eating on a tight budget?

CalFresh recipients can stretch their benefits by:

- Choosing affordable protein like beans and lentils
- Planning around store sales and utilizing digital coupons for weekly deals
- Comparing unit prices to make informed choices

Ask your Eligibility Worker about local CalFresh Healthy Living programs to help maximize your budget!

These are just a few ways CalFresh Healthy Living helps Californians maximize their resources and make nutritious choices more accessible.

Ask your local Eligibility Worker how to get connected to free support and tools.

#BoostYourBenefits #Nutrition #FoodSecurity #SNAPEdCA

Platform: Facebook

Did you know your CalFresh benefits can help you do more than just pay for groceries?

By accessing all of your benefits, you can:

- Plan meals that fit your schedule and budget
- Shop smarter—like choosing in-season produce or checking unit prices
- Eat well while staying within your means

From buying frozen veggies to saving with Market Match at your local farmers market, there are so many ways to make the most of your benefits.

Scan the QR code at your local CalFresh office or ask your Eligibility Worker for more info! #BoostYourBenefits #Nutrition #FarmersMarket #FoodSecurity #SNAPEdCA



Post #3

Platform: X

Double your produce, not your spending!

Use your CalFresh EBT card at participating farmers markets & get up to \$1 extra for every \$1 you spend with Market Match.

More fresh food for your family—without paying more.

Find a market: <https://ecologycenter.org/fmfinder/>

Platform: LinkedIn

Did you know CalFresh recipients can get extra dollars to spend on fruits and vegetables at farmers markets?

Through Market Match, individuals and families using EBT can:

- Shop at participating markets
- Receive up to \$1 in bonus funds for every \$1 spent
- Take home more nutritious, local produce—at no extra cost

This initiative supports both public health and local agriculture.

Find a market: <https://ecologycenter.org/fmfinder/>

CalFresh recipients can ask their Eligibility Worker for more information.

#BoostYourBenefits #Nutrition #FarmersMarket #MarketMatch #SNAPEdCA
#HealthyOnABudget

Platform: Facebook

Want more fruits and veggies without spending more? With Market Match, CalFresh recipients can double their dollars at many local farmers markets!

Here's how it works:

- Use your CalFresh EBT card at a participating market
- For every \$1 you spend, get up to \$1 more in Market Match dollars
- Bring home more fresh, healthy food for your family

Shop local. Eat better. Stretch your benefits!

Find a farmers market near you: <https://ecologycenter.org/fmfinder/>

Ask your Eligibility Worker for more information.

#BoostYourBenefits #Nutrition #FarmersMarket #MarketMatch #SNAPEdCA
#HealthyOnABudget



Post #4

Platform: X

CalFresh recipients: Did you know you may qualify for free nutrition support?

Get help with:

- Cooking demos & healthy recipes
- Budget-friendly meal planning
- Local fitness & wellness classes

Ask your CalFresh office how to connect to these resources!

#BoostYourBenefits

Platform: LinkedIn

CalFresh benefits go beyond the grocery store. Many recipients are eligible for free nutrition support through CalFresh Healthy Living, including:

- Cooking demonstrations and healthy recipe ideas
- Budget-friendly meal planning help
- Local wellness classes and physical activity programs

These no-cost resources empower individuals and families to make informed, healthy choices—while maximizing the value of their food benefits.

Ask your local CalFresh office how to get connected. #BoostYourBenefits #Nutrition #HealthyOnABudget #SNAPEdSupport

Platform: Facebook

Did you know? CalFresh recipients can get access to free nutrition support in their community! That includes:

- Cooking demos and easy recipe ideas
- Help with meal planning and shopping on a budget
- Fitness and wellness classes near you

These resources are here to help you stretch your food dollars and feel more confident in the kitchen.

Ask your CalFresh office how to get connected!

#BoostYourBenefits #Nutrition #HealthyOnABudget #SNAPEdSupport



Post #5

Platform: X

Before heading to the store, check your pantry, fridge, and freezer. It helps reduce food waste, avoid duplicate buys, and plan meals around what you already have—saving time and money.

Ask your CalFresh office about free meal planning and shopping tips.

#BoostYourBenefits

Platform: LinkedIn

Intentional shopping starts at home. Before going to the grocery store, CalFresh recipients can benefit from checking what's already in their kitchen. This simple step helps reduce waste, avoid buying items you already have, and plan meals that are both cost-effective and healthy.

Once you know what you have on hand, use store flyers or digital coupons to build a smart list—and stick to it.

CalFresh Healthy Living offers free tools like meal planners, recipe guides, and budget tips. Ask your local CalFresh office how to get connected.

#BoostYourBenefits #HealthyOnABudget #Nutrition #SNAPEdSupport

Platform: Facebook

Quick tip for CalFresh recipients: Check your kitchen before you shop! Looking through your pantry, fridge, and freezer before making a grocery list can help you save money, reduce food waste, and plan meals around what you already have. After that, check store flyers or apps for deals—and stick to your list to avoid impulse buys!

Want more tips like this? CalFresh Healthy Living offers free resources like shopping guides, recipes, and meal planners. Ask your local CalFresh office how to get connected.

#BoostYourBenefits #HealthyOnABudget #Nutrition #SNAPEdSupport



Recommendations for Evaluating Future Implementation of Materials

Evaluating campaigns, like the Healthy CalFresh Initiative, is important to measure progress and effectiveness of your efforts. Whether you are conducting process evaluation to better understand if your campaign has been implemented as intended or measuring changes in knowledge, attitudes or behaviors through outcome evaluation, evaluation is important to demonstrate that your efforts were successful.

Figure 1. Types of Evaluation



Suggested questions to guide your HCI evaluation include:

1. What is the reach and engagement with campaign materials among participants? (Process evaluation)
2. How does participant knowledge and awareness increase after implementation of materials? (Outcome evaluation)
3. How does this initiative change the partnerships between CalFresh Food and State and Local Implementors? (Outcome evaluation)

Below are suggested evaluation activities to assist in gathering information during and at the conclusion of pilot program training with county offices.

1 Post-Onboarding Training Survey

A feedback survey at the conclusion of any pilot training with training participants.

1 Post-Pilot Feedback Group

A feedback survey at the conclusion of any pilot training with training participants.

1. Pilot Onboarding Training Feedback Survey:

Initial onboarding training is recommended to engage and orient county office staff on the HCI campaign materials, their use, and the intended audience. A feedback survey at the conclusion of the onboarding training session to best understand the efficacy of the onboarding training with participating county staff. This will include questions about satisfaction and usefulness of the training content. The survey can be conducted via zoom with all training attendees.

2. Post-Pilot Program Feedback Groups

A feedback group or survey at the conclusion of the pilot program can be conducted with participating counties. The goal of the feedback group would be to assess barriers and facilitators to the implementation of campaign materials within county offices and determine county-specific updates needed prior to further implementation. Focus groups can be virtual and completed over the phone or on a laptop/computer. Alternatively, an electronic survey can also be offered with pilot program sites with similar questions on project implementation and recommendations for next steps.

Pilot program feedback data can be used to determine county-specific needs such as additional training on campaign material or tips on integrating materials into the client certification process more efficiently.

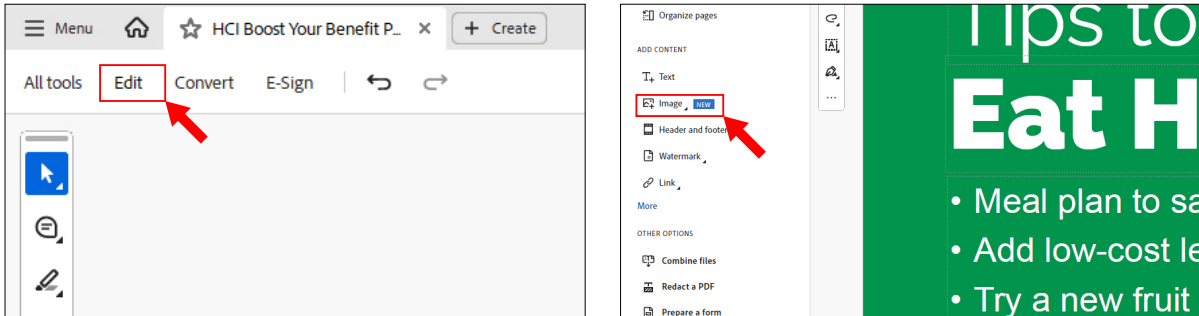
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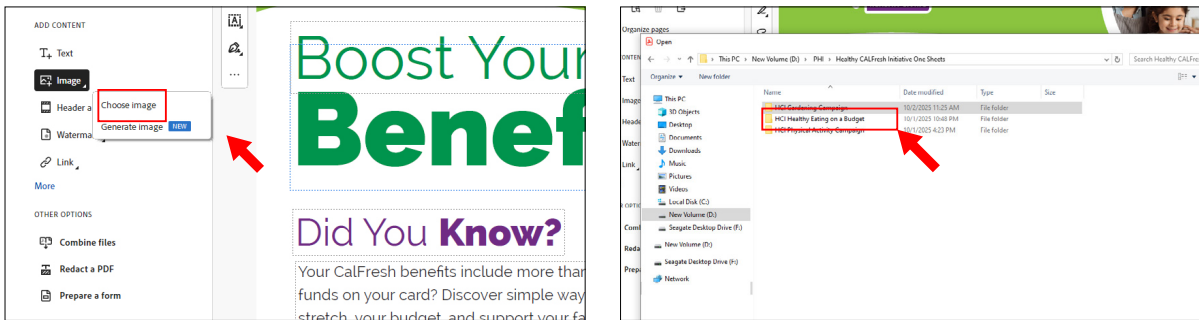
How to add images to your CalFresh print material.

Using Adobe Acrobat. You can add or insert new images into a PDF document.

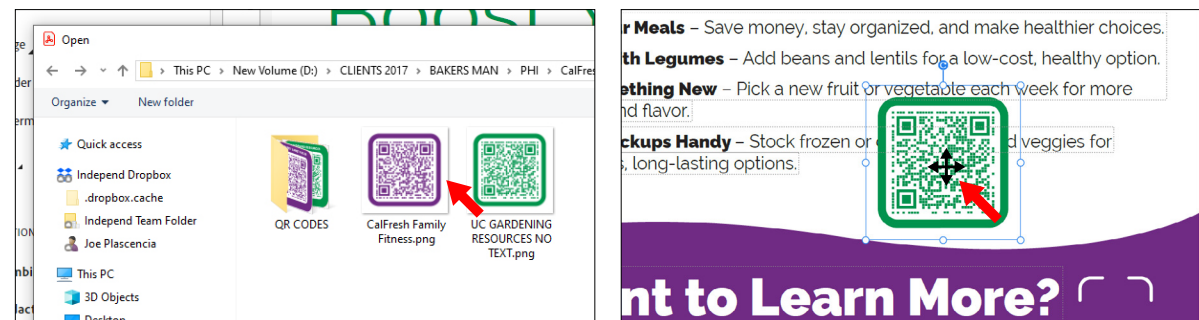
- 1 Select **Edit** in the global bar. 2 Then, from the Edit panel, select **Image** under **Add Content**.



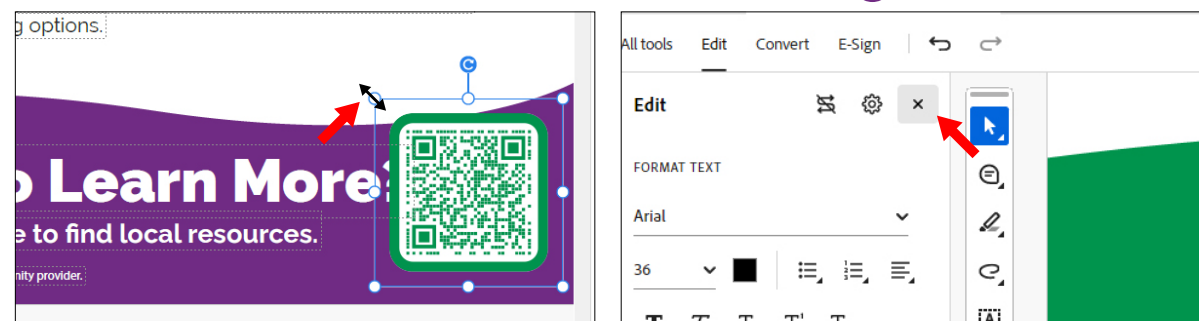
- 3 Select **Choose Image** and navigate to the file on your computer.



- 4 Double click on the **Image** and place onto the document. 5 Position the **Image** by clicking and holding the **Image**.



- 6 Click and hold the nodule to resize the image. Once sized, click outside the image. 7 Close the editor by clicking the **X**.

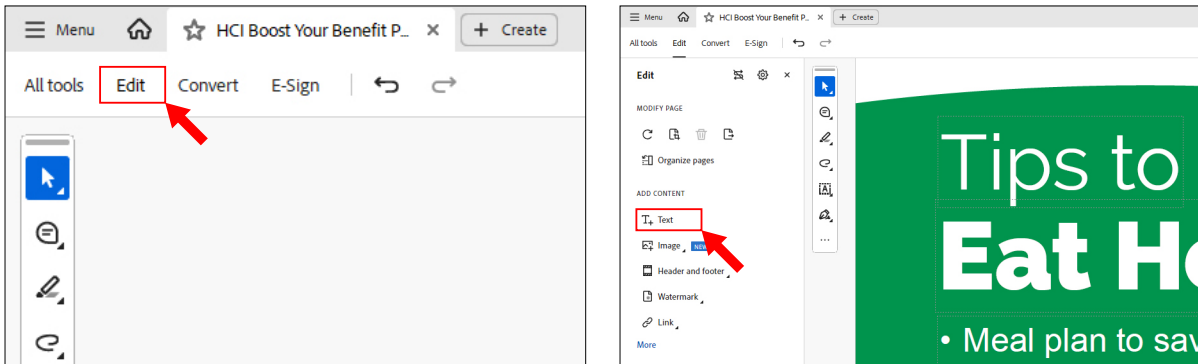


- 8 Save your file.

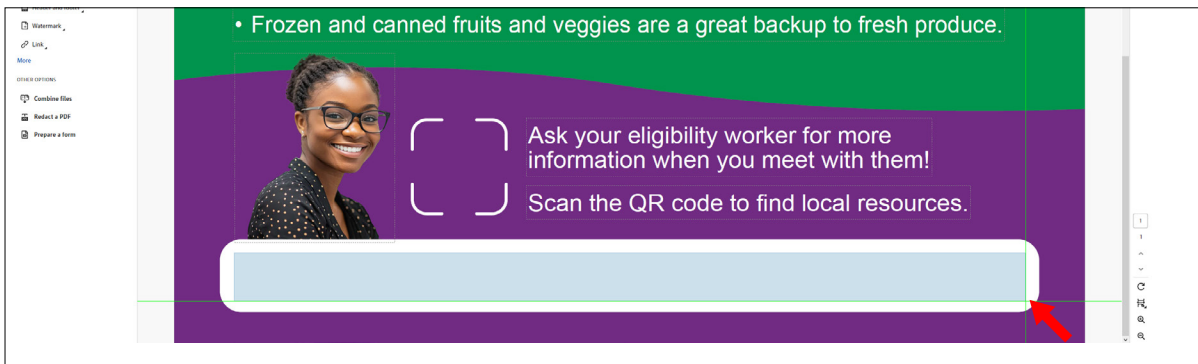
How to add text to your CalFresh print material.

Using Adobe Acrobat. You can add or insert new text into a PDF using any of the fonts installed on your computer system.

- 1 Select **Edit** in the global bar. Then, from the Edit panel, select **Text** under **Add Content**.



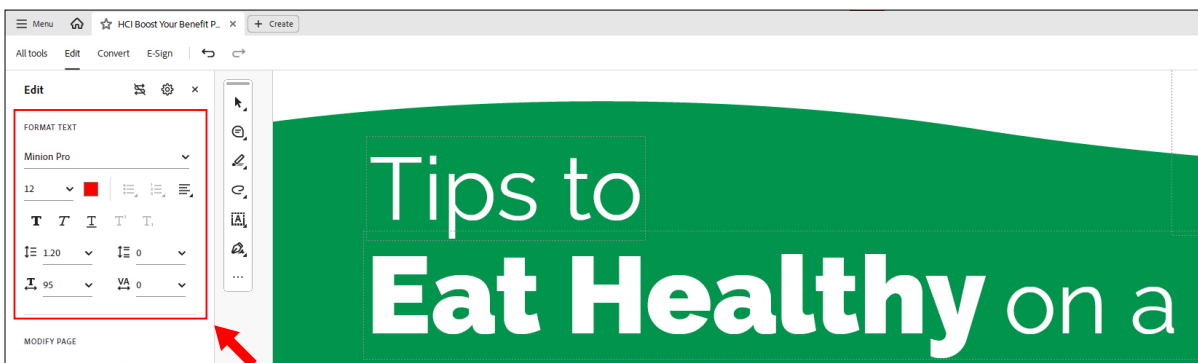
- 2 Drag to define the width of the text block that you want to add.



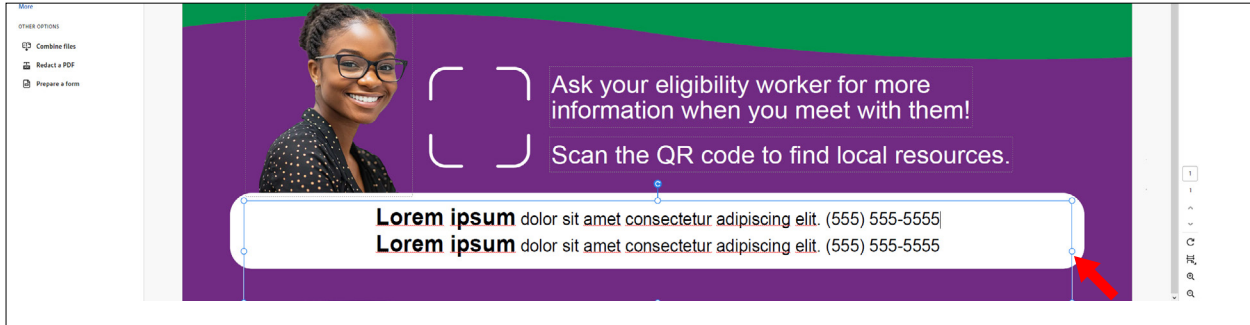
- 3 The Add text tool intelligently detects the following text properties of text close to the point of click:
 - Font name, size, and color
 - Character, paragraph, and line spacing
 - Horizontal scaling

These text properties are automatically applied to the text that you add at the point of click.

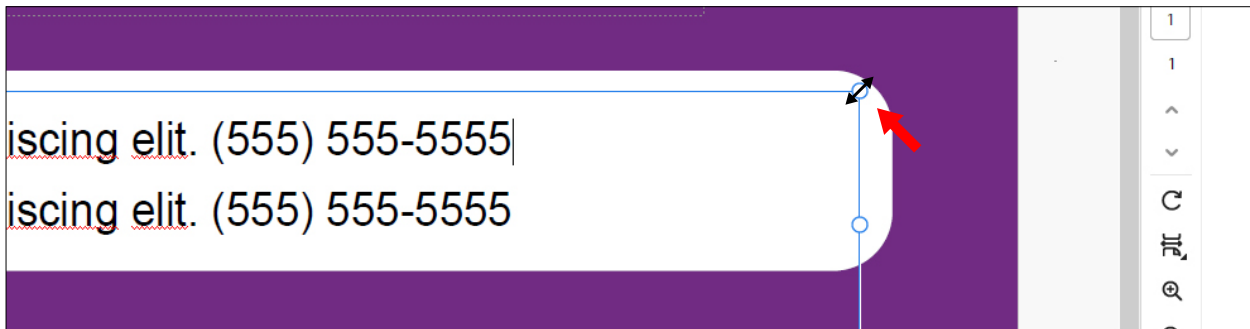
You can change the text properties using the options under Format in the left pane.



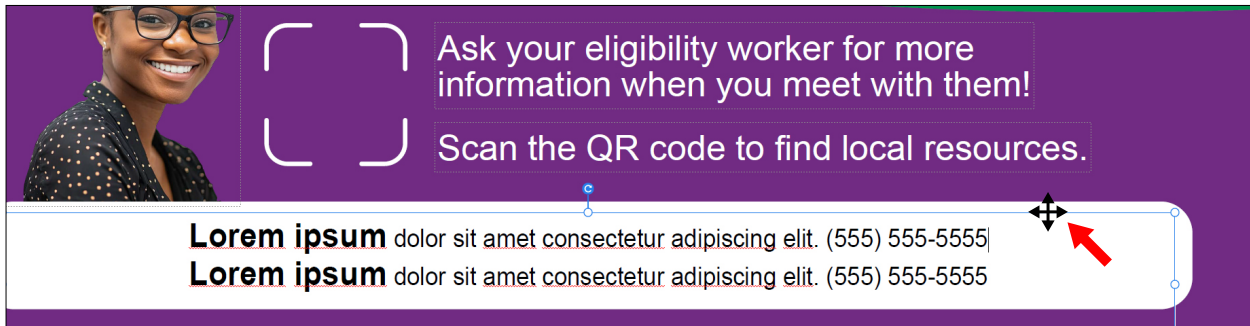
4 Type the text.



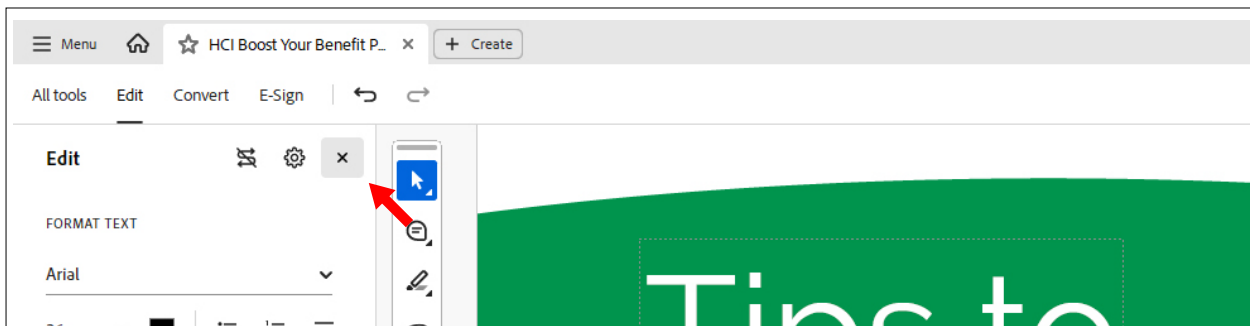
5 To resize the text box, drag a selection handle.



6 To move the text box, place the pointer over the line of the bounding box (avoid the selection handles). When the cursor changes to Move pointer (↔), drag the box to the new location. To maintain alignment with the other list items, press Shift as you drag.



7 Close the editor by clicking the X.



8 Save your file.