



IMPACT REPORT

2023

EMPOWERING COMMUNITIES,
TRANSFORMING HEALTH

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CENTER FOR WELLNESS AND NUTRITION

Our Mission is to build capacity and leadership in communities and institutes to make optimal health accessible for all.

ABOUT US

The Public Health Institute's Center for Wellness and Nutrition (PHI CWN) is a leader in developing campaigns, programs, and partnerships to promote wellness and equitable health practices in the most vulnerable communities across the world. We have established relationships with local, state, national, and international organizations, and through education, training and technical assistance, advocacy, and evaluation, we work to make health accessible for all. PHI CWN is dedicated to health equity for all, regardless of race, ethnicity, gender, or ability. Our **Health Equity and Racial Justice Platform** reaffirms this commitment, striving for optimal health accessibility for everyone.

OUR VALUES

Our core values unite us in our shared goals, guiding all interactions with stakeholders, employees, and clients. They embody our organization's beliefs and priorities, reflecting what we stand for and care about deeply.

- Integrity
- Equity
- Community
- Innovation
- Service Oriented
- Customer Service
- Partnership



MESSAGE FROM DIRECTOR



Greetings!

I am pleased to present our 2023 Annual Impact Report.

First, however, I would like to express what an honor and privilege it is to be trusted to lead the Public Health Institute's Center for Wellness and Nutrition (PHI CWN). My arrival at PHI CWN as Executive Director marked my return - a homecoming of sorts - to the Public Health Institute after 25 years working in other areas of the social sector. I was thrilled to return to my public health roots of evaluation, nutrition, and chronic disease prevention while imagining what innovations can be infused into the strong foundations of this organization.

I spent the last eight months listening to and getting to know my talented staff and our amazing partner organizations and agencies to better understand how they engage with and distribute resources in communities from Native American Tribal communities in California, to urban centers in Georgia, to rural Kenya. The question I had was "how, through our four pillars of work (education, training, advocacy, and evaluation), were we making an impact in the target communities of our projects?" I was taken on an inspiring journey to learn how our work has **increased access to wellness** in some of the most vulnerable communities in our country and globally, how we authentically **amplified community voices** through partnerships with local organizations, how we strategically **convened community leaders**, and how we **promoted equitable community practices** through culturally relevant approaches.

I hope this report gives you a sampling of this journey through 2023 and demonstrates how health equity has become an important and intentional lens for this work.

Looking ahead, we will release a new strategic plan that reflects how health equity and racial justice are woven through our four pillars of work and in our internal operations. We will also continue to grow our work in breadth and depth through meaningful and trusted relationships to ensure that optimal health is sustainably accessible to all.

In Partnership,

Erika Takada

Executive Director, PHI CWN



STRATEGIC PILLARS

PILLARS OF PURPOSE: OUR APPROACH

Our strategic pillars are the core of PHI CWN's mission, guiding our efforts to promote community wellness and equity. Education, Training and Technical Assistance, Advocacy, and Research and Evaluation form the solid foundation for our initiatives. Each project aligns closely with these pillars, ensuring purposeful outcomes. These pillars represent key aspects of our approach, guiding the delivery of effective programs and policies tailored to community needs. Rooted in practicality and impact, they provide a clear framework for our commitment to fostering healthier, more equitable communities.

EDUCATION

PHI CWN promotes integrity in health education delivery, implements tailored approaches for better wellness, models respect for health educators, and increases health literacy for all populations.

TRAINING

PHI CWN delivers tailored training and technical assistance with a focus on boosting individual and organizational capacity, using proven community-based strategies and providing a comprehensive range of professional development and continuing education options.

ADVOCACY

PHI CWN focuses on promoting health through supportive policies, advancing equity via advocacy and education, and empowering communities to advocate for equitable policies, systems, and environments.

EVALUATION

PHI CWN focuses on building evidence and insight through equitable research and evaluation practices, implementing innovative pilot projects, demonstrating methodological ingenuity, and translating findings into actionable intelligence for community stakeholders.



WHERE WE **WORK**

CONNECTING COMMUNITIES WORLDWIDE

At PHI CWN, we collaborate globally on pressing public health issues, leveraging expertise in nutrition education, community engagement, research, program development, behavioral health and social marketing. Together, we promote health equity and reduce disparities by dismantling structural barriers and amplifying leadership. Our reach spans continents, empowering diverse communities to thrive.

38 STATES +

- Kenya
- Mexico
- Brazil
- Burkina Faso
- Puerto Rico
- Palau
- Cherokee Nation
- Saipan



THE NUMBERS

1,356

Individuals reached through **23** trainings, webinars and convenings

396

Community-Based Organizations collaborated effectively to reach vulnerable populations

17,668

Individuals directly impacted by our services

23

Partnering retailers and farmers markets

15

Conference presentations

497,314

Individuals indirectly impacted by our services

5,070

Wellness Matters! Newsletter subscribers

20

Collaboratives and workgroups we facilitated and organized

22,959

Reach across social media platforms

2023 HIGHLIGHTS

The above showcases the breadth of our work and a snapshot of what PHI CWN accomplished in 2023.



INCREASING COMMUNITY ACCESS TO WELLNESS

LOS ANGELES GROCERY VOUCHER PROGRAM

EDUCATION TRAINING ADVOCACY EVALUATION

In partnership with **Roots of Change**, Los Angeles County Public Health, and eight community-based organizations (CBOs) across Los Angeles County, CA, PHI CWN successfully enrolled over **15,000** low-income households who are ineligible for CalFresh Food benefits, with benefits ranging from \$600-900. The Los Angeles Grocery Voucher Program provided essential food assistance to families and individuals with limited resources, focusing specifically on young adults between 18 and 24, as well as undocumented immigrants. The enrollment period spanned from February to December 2023, resulting in the distribution of over **\$11 million** in food benefits. Participants were empowered to choose a benefit that best fit their household needs. Options included in-store shopping at Albertsons brand stores or Northgate Gonzalez Markets, as well as food delivery through Northgate Gonzalez Markets or Misfits Markets preselected food boxes. This initiative underscores PHI CWN's commitment to inclusivity and flexibility in addressing the diverse needs of our community.



Moving Forward

While primary enrollment concluded in December 2023, the program will continue to collect post-data from participants through April 2024. Approximately **80 percent** of participants willingly engaged in the pre-survey during enrollment, providing valuable insights. Ongoing post-data collection sets the stage for a comprehensive evaluation, integral to the final report.

“The overwhelming expressions of gratitude and relief from participants underscore not only the vital necessity of programs like this but also emphasize the critical need for food assistance initiatives tailored to populations without access through traditional methods.”

---Community Based Organization Staff Member



INCREASING COMMUNITY ACCESS TO WELLNESS

SACRAMENTO SNAP-ED RETAIL

EDUCATION TRAINING ADVOCACY EVALUATION

In 2023, PHI CWN implemented the Sacramento, CA Supplemental Nutrition Assistance Program – Education (SNAP-Ed) Retail initiative, collaborating with 21 small retail stores located in the Sacramento Promise Zone, which included the Arden Arcade, Fruitridge/ Broadway, and South Area neighborhoods. The focus was on executing healthy retail policy systems and environmental (PSE) changes, such as incorporating reusable woven baskets at Carniceria Lopez, healthy signage and posters at Mi Rancho, and visual price tags for fruits and vegetables at Tapatio Brothers. The partnership with store owners included technical assistance, training, food demonstrations, and multilingual signage materials. These changes improved and promoted the visibility and appeal of fresh produce in underserved neighborhoods. Evaluation results from PHI CWN's intercept survey between July - September revealed that 53 percent of customers surveyed were positively influenced by healthy messaging seen throughout the stores – motivating them to purchase fruits and vegetables.

Moving Forward

As of September 2023, the 3-year grant for the Sacramento SNAP-Ed Retail Program has concluded. PHI CWN will pursue additional opportunities for transforming the local retail food environment and enhancing fruit and vegetable access in underserved communities.

STOCKTON HEALTHY FOOD RX

Since 2021, PHI CWN has designed, implemented, and evaluated the Healthy Food Rx program under the Future Well Communities initiative. This initiative unites Stockton-based organizations to aid individuals with diabetes by providing home-delivery of free recipe-based food boxes to approximately **450** participants. The program includes hands-on education for diabetes management through nutrition by emphasizing the concept that "food is medicine." A real-world study conducted at Community Medical Centers, a federally qualified health clinic, over 12 months revealed significant benefits for participants, including lower A1C levels, enhanced diabetes self-management, improved diet quality, and increased food security. The full study report can be accessed here: [Study: Healthy Food Rx Results – 12 Months](#).



Moving Forward

In 2024, to further build the scientific evidence for Food Is Medicine, PHI CWN is implementing a Randomized Control Trial of Healthy Food Rx with 300 clinic patients with diabetes.



INCREASING COMMUNITY ACCESS TO WELLNESS

FARMERS MARKET INITIATIVE

EDUCATION TRAINING ADVOCACY EVALUATION

Since 2018, the Farmers Market Initiative (FMI), locally known as the *Get More at the Farmers Market*, has been successfully implemented across California. The FMI began as a California State Nutrition Action Council (SNAC) initiative and is now an ongoing project of the California Department of Social Services (CDSS) CalFresh Healthy Living (CFHL) program which PHI CWN implements. This initiative helps low-income 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, FMI 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 to spend on fruits and vegetables.

In 2023, the FMI successfully transitioned into a signature initiative of CFHL. Implementing counties are now independently launching FMI efforts, integrating activities into their Work Plans, and reporting progress in the Program Evaluation and Reporting System. PHI CWN facilitated this transition by offering support, including hosting an informational webinar, updating FMI materials, and conducting technical assistance office hours. Local agencies have access to digital, customizable FMI promotional materials and resources in English and Spanish. They also have access to technical assistance to support implementation.



Moving Forward

Looking ahead, materials will be made available in additional languages and 1:1 support will continue to be offered to assist with the implementation and tracking of the FMI activities. Continued partnership with the Ecology Center on the promotion of the Market Match program will support FMI expansion across California.



INCREASING COMMUNITY ACCESS TO WELLNESS

Advocating for Nutrition Incentive Programs

EDUCATION TRAINING **ADVOCACY** EVALUATION

PHI CWN's affiliated program, **Roots of Change**, in collaboration with community-based organization partners statewide, achieved a significant milestone last year by securing a **record-breaking \$35 million** in the FFY 23-24 California State Budget for the California Nutrition Incentive Program (CNIP). Administered by the California Department of Food and Agriculture, CNIP plays a pivotal role in supporting both California farmers and CalFresh beneficiaries.

The largest and most successful program under CNIP, Market Match, doubles shoppers' CalFresh benefits for the purchase of fruits and vegetables at farmers markets, promoting healthy choices. The success of this budget advocacy campaign is attributed to collaborative efforts with coalition partners, strategic engagement with agency and elected officials, and effective communication activities, including **op-eds**. This achievement underscores Roots of Change's commitment to fostering positive change in nutritional support programs and enhancing access to fresh, locally sourced produce for vulnerable communities.

Moving Forward

Roots of Change, alongside coalition partners, will continue its efforts to secure adequate funding for CNIP in the next budget cycle despite a challenging budget landscape. The long-term goal is to not only sustain funding levels, but also to establish CNIP funding as a permanent item in the State's budget. Roots of Change remains committed to ensuring ongoing support for California farmers and CalFresh beneficiaries while promoting sustainable and robust nutrition incentive programs.



AMPLIFYING COMMUNITY VOICES

TRIBAL EXPANSION COOKBOOK

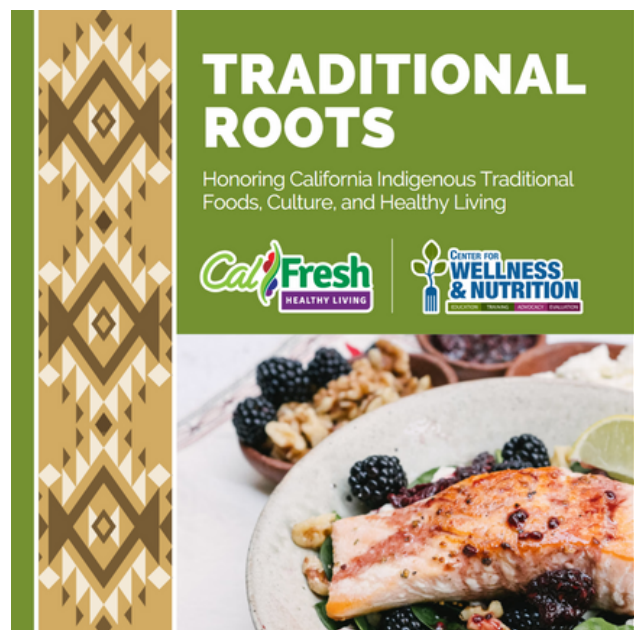
EDUCATION TRAINING ADVOCACY EVALUATION

The CalFresh Healthy Living (CFHL) Tribal Expansion Project, established in 2021, is designed to expand collaborative nutrition education activities to reach California American Indian and Alaskan Native populations. The project is guided by a Tribal Ambassadors Committee who act as a focus group and serve as reviewers, providing input on materials, healthy recipes, and ways to strengthen partnerships with Tribes and California Tribal Organizations.

One aim of this project is to increase the culturally appropriate nutrition education materials. This year, at the committee's request, PHI CWN prioritized the development of a cookbook that not only highlights healthy and culturally appropriate recipes, but also promotes the traditional ingredients included in those recipes. The co-development of the cookbook with Ambassadors was a delicate process that involved personal calls, storytelling, and one-on-one collaboration beyond monthly committee meetings to ensure that the materials were developed with care, respect, and cultural sensitivity. In every step of the process, Ambassadors provided their feedback on the design, content, and presentation of this meaningful **cookbook**.

Moving Forward

The resources developed by the CFHL Tribal Expansion Project and the Tribal Ambassadors committee are accessible to support culturally responsive nutrition education within indigenous communities. These materials can be **ordered online**. The ongoing commitment of the Tribal Ambassador committee to this project ensures the representation of California Tribal Community perspectives in nutrition education and community engagement resources. The project is currently planning new adaptations and resources, and PHI CWN is honored to continue collaborating in these efforts.



AMPLIFYING COMMUNITY VOICES

GEORGIA COMMUNITY LISTENING SESSIONS

EDUCATION TRAINING ADVOCACY EVALUATION

PHI CWN partnered with the Georgia Division of Family & Children Services to conduct listening sessions with SNAP-Ed eligible adults on how SNAP-Ed services can better support people in the community to live healthy, active lifestyles. This project targeted underserved communities that have little or no existing SNAP-Ed programming. With guidance from the Georgia Community Advisory Board, PHI CWN selected and collaborated with local community-based organizations across the state to recruit participants. Collectively, PHI CWN engaged a total of **97** Georgia residents from five communities.

As SNAP-Ed focuses on the primary prevention of nutrition-related chronic disease, baseline health statistics were shared as a grounding context for the conversations. Then, community members brainstormed general assets, challenges, and solutions for supporting healthy lifestyles within their community. The most frequently reported strengths of the community were food pantries and free food programs to help those in need. Lack of access to grocery stores and fresh produce was the main challenge identified by the community. Increasing nutrition education programs was the main solution participants cited across the listening session. This project yielded the community-led recommendation to improve SNAP-Ed by expanding its services to the entire state of Georgia.



Moving Forward

The data, findings, and recommendations of these community listening sessions are being shared back with participants and the Georgia Community Advisory Board (CAB). PHI CWN will facilitate a process of sense-making and prioritization with board members who are closer to the community with a deeper understanding of how findings are relevant and actionable. In 2024, the CAB will also embark on a participatory budgeting process based on this community-informed process to plan and fund community initiatives aligned with the findings and recommendations from the listening sessions.

"I really enjoyed this session. I learned some new things and glad to know that I am not the only one facing challenges with eating healthy."

--Community Member

AMPLIFYING COMMUNITY VOICES

EXPANDING COMMUNITY VOICES IN SNAP-ED

EDUCATION TRAINING ADVOCACY EVALUATION

In collaboration with Georgia, North Carolina, and South Carolina, PHI CWN initiated a project aimed at amplifying the community voice within SNAP-Ed. This comprehensive endeavor sought to capture the lived experiences of SNAP-Ed eligible communities, identify local practices, and formulate recommendations to enhance food and nutrition security programming.

Utilizing a mixed-methods approach, the project included an online survey of SNAP-Ed eligible respondents, qualitative feedback groups, and key informant interviews with program participants. Grounded in the various dimensions of access to care, including acceptability, affordability, availability, accessibility, accommodation, and awareness, the research provided valuable insights.

The results of the project underscored the generally equitable nature of SNAP-Ed services across Georgia, North Carolina, and South Carolina. However, areas for improvement were identified, leading to specific recommendations outlined in the report. Key suggestions include embedding feedback systems into SNAP-Ed nutrition education and policy, exploring equity among Hispanic/Latino populations, designing programs for low-literacy individuals, employing diverse strategies to market SNAP-Ed classes, and adopting an approach that meets people where they are. These recommendations reflect a commitment to enhancing the effectiveness and inclusivity of SNAP-Ed initiatives in the Southeast Region.



Moving Forward

In FFY 2024, PHI CWN is set to expand its evaluation of racial equity within SNAP and SNAP-Ed in the United States Department of Agriculture Food and Nutrition Service Southeast Region. This expansion will involve conducting a workforce assessment specifically focused on health and racial equity within the implementing agencies. The assessment will be guided by the Association of SNAP Nutrition Education Administrators *Guiding Principles to Embed Equity in SNAP-Ed* and the PRAXIS Standard of Equity.

I think the SNAP education program is a good concept. But I think definitely we just got to work on getting it to the people that really need it and can benefit from it.”
--Georgia Community Advisory Board Online Survey Respondent



CONVENING COMMUNITY LEADERS AND PARTNERS

UNITING FOR WELLNESS: THE 2023 CDC DNPAO PROGRAM SHOWCASE

EDUCATION TRAINING ADVOCACY EVALUATION

In July 2023, PHI CWN, in collaboration with the Centers for Disease Control and Prevention (CDC), hosted three virtual Program Showcase events for the Division of Nutrition, Physical Activity, and Obesity (DNPAO) grant recipients and partners. The purpose was to spotlight and celebrate the accomplishments of DNPAO programs, including the State Physical Activity and Nutrition Program, Racial and Ethnic Approaches to Community Health, and High Obesity Program recipients over the last five years (2018-2023).

Fourteen organizations were invited and presented, drawing **410** registrants, with an average attendance of approximately **200** participants per session. See below to view the recordings and access the slides:

Session 1: July 13, 2023 (Topics: Breastfeeding, Early Childhood Education, Built Environment) [Recording](#) | [Slides English \(PDF\)](#)

Session 2: July 20, 2023 (Topics: Community Clinical Linkages, Community Engagement) [Recording](#) | [Slides English \(PDF\)](#)

Session 3: July 27, 2023 (Topics: Physical Activity, Nutrition) [Recording](#) | [Slides English \(PDF\)](#)

The post-event feedback showed that **88 percent** of participants found the information and resources shared during this Program Showcase to be useful to their DNPAO work.



Moving Forward

The Program Showcase served as the celebratory culmination of PHI CWN's 5-year CDC DNPAO project. PHI CWN extends its heartfelt gratitude to CDC DNPAO for the opportunity to serve as one of the nation's technical assistance providers, offering invaluable support to CDC DNPAO recipients.

"Excellent presentations, and I appreciate you also sharing the recordings so that I can go back and listen to them."

--Program Showcase Attendee



CONVENING COMMUNITY LEADERS AND PARTNERS

STATE NUTRITION ACTION COUNCIL

EDUCATION TRAINING ADVOCACY EVALUATION

In 2017, the United States Department of Agriculture (USDA) mandated the establishment of State Nutrition Action Councils (SNACs) to coordinate nutrition and obesity prevention efforts. SNACs are encouraged to utilize the SNAP-Ed Evaluation Framework for planning and evaluation. Currently, PHI CWN facilitates SNAC in three states: California, Colorado, and Georgia.

California SNAC: In FFY 2022, California's SNAC implemented the Community Gardens initiative to boost community garden projects and foster healthier neighborhoods. In FFY 2023, California's SNAC provided comprehensive free resources, including materials, success stories, and actionable steps, empowering advocates and community leaders to nurture these gardens.

Colorado SNAC: PHI CWN began assisting Colorado's SNAC in FFY 2023, aiding in initiative selection and fostering collaboration. They convened four times, with a crucial in-person meeting focusing on nutrition security and community engagement. Colorado's SNAC collectively chose a Resource Hub to meet their initial needs, signaling progress in cohesion and purpose.

Georgia SNAC: PHI CWN partnered with the Georgia Division of Family and Children Services in FFY 2023 to coordinate quarterly calls with the Georgia SNAC, focusing on collaborative decision-making for statewide initiatives.

Moving Forward

Moving forward, Georgia SNAC will continue collaborating to implement unique initiatives for community health across the state. Colorado SNAC will focus on implementing their agreed-upon initiative to prioritize resource aggregation, Hub planning, and ongoing maintenance. California SNAC will engage in policy at various levels, including tracking, capacity-building and organizing. Together, we're committed to advancing statewide health and well-being.



CONVENING COMMUNITY LEADERS AND PARTNERS

SOLIDARITY BEYOND BORDERS

EDUCATION TRAINING ADVOCACY EVALUATION

Solidarity Beyond Borders: Connecting for a Better Future is a 15-month project funded by the Robert Wood Johnson Foundation that will, through collaboratively planned convenings, generate community driven solutions to improve the health and resilience of Mixtec and Zapotec communities in California and Oaxaca, Mexico. PHI CWN, alongside partners Mixteca Indígena Community Organizing Project and Puente a la Salud Comunitaria – Solidaridad Internacional Kanda aim to: link indigenous populations and community-based organizations serving indigenous populations in the U.S. and Mexico; foster engagement and cross-learning to catalyze discussion and generate place-based solutions to long-standing challenges; co-design, pilot and document approaches to convening indigenous communities and partners in the U.S. and Mexico; and, identify indicators of improved health, nutrition, and resiliency within the context of Mixtec and Zapotec communities in California and Oaxaca. This project exemplifies a commitment to solidarity, collaboration, and place-based solutions that empower communities to shape their own health and well-being.

Moving Forward

The project was launched in late 2023 and the coming year will bring learning and exchange among project co-collaborators and communities in Oaxaca and California that will be summarized, evaluated, and reported on in the first half of 2025.

FOOD AND FARM RESILIENCE

In collaboration with the **Food and Farm Resilience Coalition**, PHI CWN's affiliate program, **Roots of Change**, played a pivotal role in advocating for the Climate-resilient Farms, Sustainable Healthy Food Access, and Farmworker Protection Bond Act of 2024 (**AB 408**). The bond's investment aims to improve the State's climate change readiness while also increasing healthy food access for all Californians and protecting our essential food and farm system workers. This advocacy undertaking aligns with our commitment to fostering resilience, sustainability, and equitable practices within California's food and agriculture landscape.

Moving Forward

The bill made great progress in California's 2023 legislative session and will be on the docket again in 2024. Roots of Change will continue to diligently advocate, along with its coalition partners throughout the State, for this bill to be signed into law by the Governor.

CONVENING COMMUNITY LEADERS AND PARTNERS

CLOSING THE GAP WITH SOCIAL DETERMINANTS OF HEALTH ACCELERATOR PLANS

EDUCATION TRAINING ADVOCACY EVALUATION

PHI CWN was funded by the National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention (CDC) as a technical assistance provider to support their Closing the Gap with SDOH Accelerator Plans recipients as they developed multisector, implementation-ready Accelerator Plans to address social determinants of health (SDOH). The purpose of the Accelerator Plan is to accelerate action in state, local, territorial, and tribal jurisdictions that lead to improved chronic disease outcomes among persons experiencing health disparities and inequities.

The technical assistance from PHI CWN aimed to enhance the capacity of recipients by helping them integrate multisector coalition building and community engagement into their Accelerator Plans. This involved adopting a health equity perspective and participatory action approaches, incorporating community input, and utilizing collaborative decision-making processes within local systems change efforts.

The one year project consisted of numerous training sessions held for the 26 recipient groups. These sessions centered around the development of leadership teams and processes, community engagement, multisector coalitions, and sustainability. Moreover, the project tackled specific areas of concern identified by recipients, such as the built environment, community clinical linkages, food and nutrition security, and social connectedness. PHI CWN provided resources, including plan templates and topic-specific documents, and utilized evaluation surveys to assess the effectiveness of each event resulting in favorable outcomes.



Moving Forward

In 2024, PHI CWN will extend its support to 20 new recipient groups nationwide, encompassing both Accelerator Plan recipients and Addressing Conditions to Improve Population Health recipients as they implement their plans. Leveraging insights gleaned from a comprehensive needs assessment, PHI CWN is crafting and delivering targeted training sessions and providing customized technical assistance to address specific needs identified within each group.

**“This is excellent information and I look forward to sharing it with our partners”
--SDOH Recipient**

PROMOTING EQUITABLE COMMUNITY PRACTICES

CALFRESH HEALTHY LIVING BUILDING HEALTHY HABITS INITIATIVE

EDUCATION TRAINING ADVOCACY EVALUATION

The Building Healthy Habits Initiative (BHHI) aims to enhance preschoolers' health in California by promoting education and community changes through policy, system, and environmental (PSE) adjustments. In FFY 2023, PHI CWN updated the CalFresh Healthy Living BHHI Toolkit and assisted two early childhood education (ECE) sites, YMCA and Carquinez Garden School, in implementing PSE changes to foster healthy habits among 3-5-year-olds. The YMCA organized a Family Wellness Fair and provided programming to sites in Contra Costa County. CGS partnered with Balboa Children's Center HeadStart ECE center to establish edible gardens and provided teacher training. Together, they formed nine partnerships and implemented 20 PSE changes. The updated BHHI Toolkit targets childcare providers and local implementers, facilitating healthy eating and physical activity for young children. PHI CWN conducted training sessions and provided technical assistance to support project progress.



Moving Forward

The ECE BHHI aims to expand by adding 2-3 new sites in FFY 2024. These sites will test, update, and offer feedback on the revised toolkit and nutrition and physical activity cards for children. By the end of 2025, the project intends to finalize the toolkit, provide training to Local and State Implementing Agencies in California, and have the toolkit listed on the California Department of Social Services approved curriculum list. Additionally, efforts will be made to include the toolkit in the federal USDA FNS SNAP-Ed Toolkit. Each site plans to enhance community partnerships and implement more PSE changes and sustainable practices for the future.

**"Kids look forward to these activities. It's like a national anthem, so to speak.
HealthyMe! HealthyMe! They sing it all day long."
--YMCA Partner**

PROMOTING EQUITABLE COMMUNITY PRACTICES

CALFRESH HEALTHY LIVING TRIBAL PROJECT DEMONSTRATIONS

EDUCATION TRAINING ADVOCACY EVALUATION

The CalFresh Healthy Living Tribal Expansion Project successfully collaborated on nutrition education activities with Tribal Organizations serving California Native American communities. PHI CWN partnered with two outstanding organizations this year. The first, **Toiyabe Indian Health Project**, refined existing systems supporting health and wellness referral programs and enhanced educational activities and healthy food availability in Inyo and Mono counties. The second, **Acorns to Oak Trees**, adopted organizational nutrition and physical activity standards aligned with both the tribal traditions and the American Dietary Guidelines for Americans while encouraging families to adopt their own and promoting healthy living through growing, selecting, and cooking nutrient-dense foods in tribal traditions. Both organizations successfully implemented culturally tailored nutrition education classes, including grocery and farm tours, community outreach, family cooking classes, and physical activity promotion events. The following video highlights the cooking classes conducted by Acorns to Oak Trees: **Acorns to Oak Trees – CalFresh Healthy Living**.

Moving Forward

Both partners, Toiyabe Indian Health Project and Acorns to Oak Trees, are steadfast advocates for the health and wellness of the communities they serve. In the upcoming phase of the CalFresh Healthy Living Tribal Expansion Project, PHI CWN is actively seeking five Tribal Organizations to lead three-year collaborative nutrition education pilot projects, aiming to further enhance partnerships with Tribes and California Tribal Organizations.



PROMOTING EQUITABLE COMMUNITY PRACTICES



COMMUNITY HEALTH WORKER COACHING PILOT

EDUCATION TRAINING ADVOCACY EVALUATION

PHI CWN collaborates with the Asian Pacific Self-Development and Residential Association, a Future Well Communities partner in Stockton, CA, employing Community Health Workers (CHWs) for a six-month health coaching pilot targeting low-income residents with diabetes. A health coaching set of materials, including six lesson topics and client-centered action planning and goal setting, was developed in English, Spanish, and Khmer (Cambodian), with CHW input. Clients were also referred into the Healthy Food Rx program. In this pilot year, seven CHWs assisted 180 clients.

PHI CWN conducted an evaluation of the CHW Health Coaching program to assess how CHWs, offering six months of health coaching along with Healthy Food Rx food boxes, could enhance diabetes self-management behaviors and self-reported health outcomes.



Moving Forward

A full report of results from the health coaching study, along with a CHW capacity building evaluation that demonstrates PHI CWN's training and technical assistance impact, will be released in 2024. PHI CWN is continuing to build the evidence supporting CHWs, with another round of the health coaching program in 2024.

PROMOTING EQUITABLE COMMUNITY PRACTICES

CALFRESH HEALTHY LIVING EQUITY REPORT

EDUCATION TRAINING ADVOCACY EVALUATION

The CalFresh Healthy Living Health Equity Assessment project aimed to comprehensively evaluate and enhance racial and health equity practices within CalFresh Healthy Living programming, planning, and evaluation. The assessment, spearheaded by PHI CWN, encompassed a multifaceted approach, including a literature review, GIS mapping, online surveys, health equity roundtable discussions, and key informant interviews.

Presenting findings and recommendations at the CalFresh Healthy Living Forum in October 2023 promoted transparency and community dialogue. Recommendations focused on capacity building, internal policies, equity training, and the creation of a Statewide Justice, Equity, Diversity, and Inclusion committee.

Program and resource development recommendations emphasized fair community participation, culturally tailored campaigns, and data disaggregation by race/ethnicity. Evaluation practices advocated for mixed method approaches and strategic mapping to prioritize programs in underserved areas.

This assessment lays the groundwork for fostering inclusivity, equity, and effectiveness within CalFresh Healthy Living initiatives.



Moving Forward

In FFY 2024, there are plans for wider dissemination of the CalFresh Healthy Living Health Equity Assessment results and recommendations. This strategic dissemination aims to reach a broader audience, fostering awareness and understanding of the findings. Beyond raising awareness, the outcomes of the assessment will play a pivotal role in shaping the development of a statewide equity strategic framework.



PROMOTING EQUITABLE COMMUNITY PRACTICES

ADDRESSING GLOBAL CHILD MALNUTRITION

EDUCATION TRAINING ADVOCACY EVALUATION

PHI CWN's **Global Nutrition and Partnerships Program** has forged a strategic partnership with the Heidelberg Institute of Global Health, Nouna Health Research Center, Kenya Medical Research Center, and Abbott Center for Malnutrition Solutions. Together, they are integrating a new child nutrition screening tool, the Mid Upper Arm Circumference (MUAC) z-score tape, into the *Climate-Sensitive Nutrients and Undernutrition* study. This initiative addresses nutritional insecurity resulting from projected agricultural losses due to climate change in rural Burkina Faso and Kenya. Community health volunteers implement an integrated agriculture and nutrition program, combining fruit and vegetable home gardening with counseling for mothers to improve children's nutrition. The collaboration explores the utility of the new MUAC z-score tape as a low-tech tool for accurate child nutritional status screening in local clinics and communities, ensuring targeted interventions to address nutritional challenges.



Moving Forward

In the ongoing mid-line phase, the study actively engages local community health volunteers and stakeholders to gather insights on their experience with the new MUAC z-score tape. The team intends to publish both quantitative and qualitative findings. Additionally, they plan to deepen engagement with communities and local clinics to increase nutrition screening in Burkina Faso and Kenya.





OUR ACKNOWLEDGMENTS

We extend our heartfelt gratitude to all individuals and organizations whose support has been instrumental in achieving the impact detailed in this report. Without the unwavering dedication of our partners, funders, and community members, our goals would remain out of reach. Additionally, we express appreciation to our valued customers who participate in PHI CWN programming, trusting us with their stories and community needs. Their feedback and testimonials have played a pivotal role in refining our approaches and deepening our understanding of the impact of our programs and services.

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