CalFresh Healthy Living on College Campuses: SNAP-Ed 101





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Funded by USDA SNAP, an equal opportunity provider and employer. Visit www.CalFreshHealthyLiving.org for healthy tips.

Training Objectives

- Understand SNAP-Ed concepts and how to integrate them within the CalFresh Healthy Living (CFHL) on College Campuses contract
- Know where to access CFHL resources
- Understand Scope of Work (SOW) requirements
- Be able to describe additional responsibilities for the contract
- Understand CFHL Branding
- Understand SNAP-ED Guidance and Allowability















CalFresh Healthy Living

CalFresh Healthy Living (SNAP-Ed) supports healthy, active, and nourished lifestyles by teaching Californians about good nutrition and how to stretch their food dollars, while also building partnerships in communities to make the healthy choice, the easy choice









CalFresh Healthy Living on College Campuses

- Center for Healthy Communities (CHC) is a prime contractor for CalFresh Outreach in Higher Education and has over 50 college campuses as subcontractors including Chico State
- We noticed a gap between students using their CalFresh dollars for healthy food and their skills in shopping for and preparing healthy meals, so this idea was born
- Latest research revealed that 46% of students are food insecure, with 20% experiencing very low food insecurity



CFHL Campus Partners



















CaliforniaState University**Chico**



Scope of Work (SOW)







Direct Education

Teaching nutrition education concepts for a minimum of 20 minutes:

- In person and/or virtual classes using SNAP-Ed approved curricula
 - \circ OC
 - Leah's Pantry
- May be single session or a series-based (3-6 classes)





Indirect Education

Distribution or display of information and resources:

- Tabling events
- Distribution of educational materials
- Social media promotions
- Days of Action
- Campus announcements
- Pre-recorded lessons
- Newsletters







Partnerships and Leveraged Resources

Partnerships: Those individuals, groups or organizations that work with you to plan events, support your efforts and help to sustain programming

Leveraged Resources: Those additional resources (funds, supplies) that can support and increase your efforts





Policy, System and Environmental Resource Guide (PSE)



- A written statement of an organizational position, decision or course of action
- Ideally policies describe actions, resources, implementation, evaluation



Policy, System and Environmental Resource Guide (PSE)

Systems

- Systems changes are unwritten, ongoing, often qualitative organizational decisions/changes that result in new activities reaching large proportions of people the organization serves
- They may precede or follow a written policy



Policy, System and Environmental Resource Guide (PSE)

Environmental

 Includes the built or physical environments, which are visual/observable, but may include economic, social, normative or message environments.



What is SNAP?



- What does the acronym PSE stand for?
- CalFresh Healthy Living is one of the programs under the CalFresh brand in California. Name the other three programs.
- What are the key activities in your Scope of Work (SOW)?
- In order to qualify as a Direct Education activity, how long do you need to have a captive audience?



SNAP-Ed Guidance

- Provides instructions for developing and submitting State nutrition education and obesity prevention grant program plans, also referred to as State SNAP-Ed Plans.
- Refer to the <u>2022 SNAP-Ed Guidance</u> for examples of allowable and unallowable costs and many other SNAP-Ed resources.

 For guidance on this contract, please contact your TA lead if you have any questions.



CalFresh Healthy Living Branding

- CalFresh is the brand identity for SNAP-funded programs in California.
- All SNAP-funded programs use the same branding to clearly connect all programs, services and materials provided to eligible Californians.





Branding Guidelines



 The <u>CFHL branding guidelines</u> provide for branding consistency which leads to higher brand equity, how people value the brand, which leads to a reduction in barriers to participation and an increase in participation in SNAP and SNAP-Ed services.





Branding Guidelines Key Points



Font Size

- For any documentation use minimum12-point font size
 - 11-point if needed
- For PowerPoint use 24-point font size

Font Type

- Brand font is Raleway
 - Must be downloaded from Google
- Standard font is Arial if you can't use Raleway



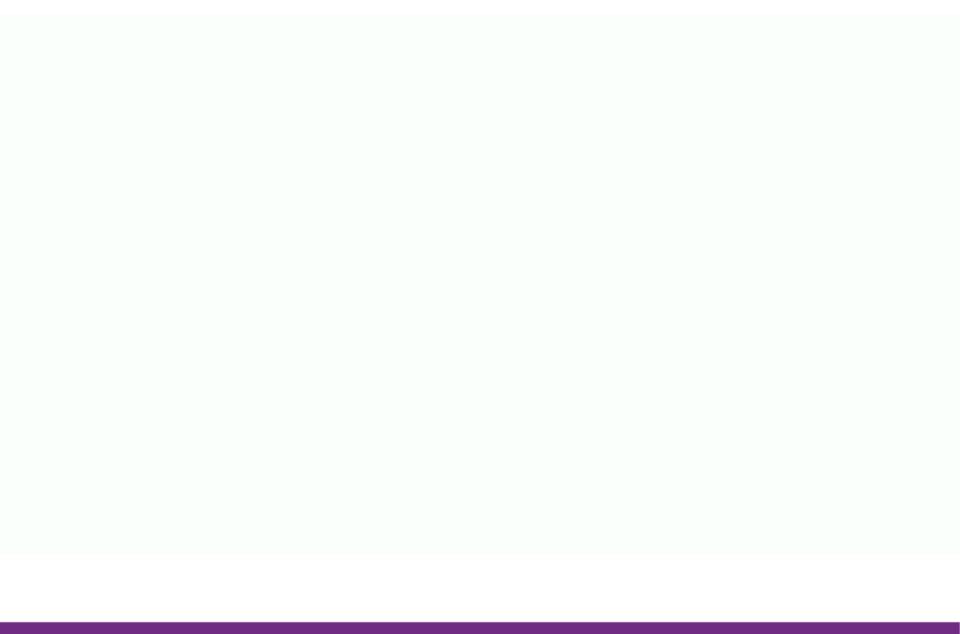
Branding Guidelines Key Points



- Logos and Placement
 - Always use the CFHL logo on your materials
 - If using your logo, or a partner's logo, the CFHL logo must be placed first with a bar in between logos
 - Logo sizes should be aligned









Branding Resources

- CFHL Toolkit
 - <u>CFHL PowerPoint template</u> Anyone can access with link
 - Logos, Templates, Photo gallery, etc.

- Copyright Free Images
 - Pixabay
 - Unsplash





Complete Version

English:

California's CalFresh Healthy Living, with funding from the United States Department of Agriculture's Supplemental Nutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit www.CalFreshHealthyLiving.org.

Space-Limited Version

English:

Funded by USDA SNAP, an equal opportunity provider and employer. Visit www.CalFreshHealthyLiving.org for healthy tips.

Shortest Version

English:

Funded by USDA SNAP, an equal opportunity provider and employer.



The **complete USDA statement** is required for longer and full-length materials, including but not limited to the following:

- Books
- Brochures
- Conference Binders
- Cookbooks
- Corporate Identity
 Items (e.g., letterhead, folders, etc.)

- Curricula
- Murals (may be placed on separate plaque near mural)
- Newsletters
- Newspaper Articles (including editorials)

- Periodical Articles
- Registration Materials (e.g., forms, etc.)
- Web sites/Web pages

Instructional materials should include the acknowledgment on the back or inside cover, reference/citation pages, and any stand-alone components.



The **space-limited USDA SNAP statement** may be used in materials with limited space, including but not limited to the following:

- Agendas
- Brochures
- Fact Sheets
- Flyers

- Menu Slicks
- Newsletters
- Posters
- PowerPoint Presentations



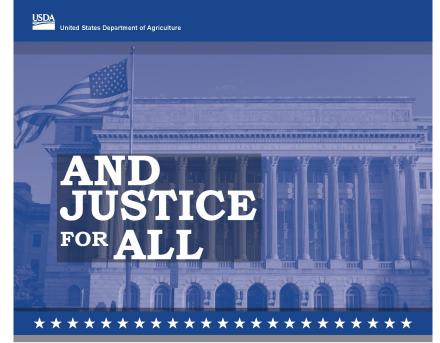
The shortest version of the USDA SNAP statement may be used on materials with very limited space, including but not limited to the following:

- Recipe Cards
- Surveys
- Videos/CDs/DVDs Labels



And Justice For All poster -

Needs to be posted and visible when you are hosting activities



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mail:

U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410; or

fax:

(833) 256-1665 or (202) 690-7442;

email

program.intake@usda.gov.

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www.usda.gov/sites/default/files/documents/usda-programdiscrimination-complaint-form pdf, en cualquier oficina del USDA, llamando al (866) 632-9992, o escribiendo una carta dirigida al USDA. La carta debe contener el nombre, la dirección y el número de teléfono del reclamante, y una descripción escrita de la supuesta acción discriminatoria con suficiente detalle para informar al Subsecretario de Direcciviles (ASCR, por sus siglas en inglés) sobre la naturaleza y la fecha de la presunta

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U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410; o'

fax:

(833) 256-1665 o' (202) 690-7442;

correo electrónico:

program.intake@usda.gov

Esta institución ofrece igualdad de oportunidades.



But Wait...There's More! What Else Are You Responsible For?

- Civil Rights training
- Leah's Pantry training
- Check-ins with TA leads





Campus Specific Eval Protocols

- Direct Ed ATF
- Indirect Ed ATF
- <u>Direct and Indirect Evaluation and Reporting Guide</u>
 - Student Surveys for Classes
 - Class Survey QR Code: download here





CHC Website

CFHL on College Campuses

CalFresh Healthy Living

(SNAP-Ed) on College Campuses

Training & Resource Center



Direct & Indirect Education



CHC Webinars



PSE (Policy, Systems, & Environmental Strategies)



Subcontractor Resources

For More Information

Center for Healthy Communities - CFHL Team

For technical assistance.

- 530.898.5323
- CHCHealthyLiving@csuchico.edu

Michele Buran | Project Director

If you'd like to have these resources branded and adapted to fit your system's needs and receive technical assistance or explore funding options.

mburan@csuchico.edu



- When creating print materials, you must always include (choose all that apply):
 - Funder statement
 - CFHL logo
 - Your organization's logo
 - Justice for All poster
- When writing documentation, the font size is required to either be (choose one):
 - 12- point
 - 11- point
 - 24- point
 - 12- or 11- point
 - All of them are OK



What font should you be using for all your CFHL material?

Standard Typeface

OR

Brand Typeface

Headline

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Body

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Headline

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Subhead

Raleway Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Body

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz



What's wrong here?

EAT HEALTHY, BE ACTIVE!



Presented by Aylla

for more recipes, visit:







BE ACTIVE - 2021

Brought to you by



Challenge!

What's wrong here?

JOIN US FOR FREE VIRTUAL NUTRITION LESSONS.

SIGN UP TODAY!

Sign Up Here: (Genius Link)

TOPICS INCLUDE:

Enjoy Healthy Food Choices That Taste Great, Quick, Healthy Meals and Snacks, Eating Healthy on a Budget, Tips for Losing Weight and Keeping it Off, Making Healthy Eating Part of your Lifestyle, Physical Activity is Key to Living Well.





Thank you!





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