

CalFresh Healthy Living on College Campuses: SNAP-Ed 101



Center for
Healthy Communities
CALIFORNIA STATE UNIVERSITY, CHICO

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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



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



SACRAMENTO
STATE



CAL STATE
EAST BAY



CALIFORNIA STATE UNIVERSITY
LONG BEACH



California State
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
 - 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)

Policy

- 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.

Challenge!



- 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 [2022 SNAP-Ed Guidance](#) 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 [CFHL branding guidelines](#) 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 minimum 12-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



CFHL Logo left, County/City/Organization Logo right

Branding Resources

- [CFHL Toolkit](#)
 - [CFHL PowerPoint template](#) - Anyone can access with link
 - Logos, Templates, Photo gallery, etc.
- Copyright Free Images
 - [Pixabay](#)
 - [Unsplash](#)



CalFresh Healthy Living USDA Funder Statements

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.

CalFresh Healthy Living USDA Funder Statements

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.

CalFresh Healthy Living USDA Funder Statements

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

CalFresh Healthy Living USDA Funder Statements

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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To file a program discrimination complaint, a complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form, which can be obtained online at www.usda.gov/sites/default/files/documents/usda-program-discrimination-complaint-form.pdf, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

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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Para presentar una queja por discriminación en el programa, el reclamante debe completar un formulario AD-3027, Formulario de queja por discriminación del programa del USDA, que se puede obtener en línea, en

www.usda.gov/sites/default/files/documents/usda-program-discrimination-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 Derechos Civiles (ASCR, por sus siglas en inglés) sobre la naturaleza y la fecha de la presunta violación

de los derechos civiles. La carta o el formulario AD-3027 completado debe enviarse al USDA por medio de:

correo postal:
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](#)
- [Direct and Indirect Evaluation and Reporting Guide](#)
 - [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 

Challenge!

- 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

Challenge!

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

Challenge!

What's wrong here?

A vertical banner with a light yellow background. It features various fruit illustrations: a watermelon slice at the top left, a pineapple on the left side, and another watermelon slice at the bottom right. There are also orange slices and green dots scattered throughout. The text is in a bold, green, sans-serif font.

**EAT HEALTHY,
BE ACTIVE!**

**RECIPE
DEMONSTRATION**

Presented by Aylla

For more recipes, visit:

eatFresh.org  Tasty Recipes
On Your Budget

EAT HEALTHY, BE ACTIVE – 2021



Brought to you by



Center for
Healthy Communities
CALIFORNIA STATE UNIVERSITY, CHICO

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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