



## ANNOUNCEMENTS

If you were unable to attend TA lead's, Jessica and Alyson's, individual Quarterly Campus meetings last week, no worries! Here is what you missed:

- **Program Updates:**


- Student evaluation survey response rates are low. Please try to get these evaluations collected. Share your tips with us and we'll share them with all the campuses.
- There are no scope of work updates. Please continue to complete your series requirements.
- If you have CalFresh Healthy Living related job descriptions, please share them with us! We can share them with the other campuses. We may also create a sample to share.
- Regarding poster submissions for the 2024 CalFresh Healthy Living Forum, there most likely won't be a request for poster submissions this late Spring/early Summer since it's looking like the Forum won't be in October. The Forum will more likely be scheduled for late winter/early Spring 2025. We will let you all know when we get a confirmation on dates.
  - We would still like to encourage you all to use the [asset framing poster template](#) by the end of the Spring 2024 semester if you plan on students contributing to the poster.
  - For more information on asset framing, review these [slides](#) and watch this recorded [webinar](#) training.
- Having your poster abstract completed will also help you be ready for your success stories which will be due this late Summer 2024. Use this [template](#) to plan out your success story.

- **Fiscal Updates:**


- We are approaching the end of Q2 (3/31/24) and Q2 invoices will be due by 4/25/24.
- As we approach halfway through the year, it's a good time to look at your budget, your expenses thus far, and project out your spending through 9/30/24.
- Please note that the final standard opportunity for a CalFresh Healthy Living BAR is due 4/12/24. As a friendly reminder, CalFresh Healthy Living BARs all have to be reviewed by CDPH and thus BAR timelines are not as flexible as they are for CalFresh Outreach.
- This is important because you may not be able to invoice for expenses that are not in your budget or exceed budgeted amounts, so you'll need to make revisions in advance for any anticipated Q3/Q4 spending.
- It is our goal for CHC subcontractors to utilize 90% of budgeted funds each year. Please note that spending in current and past years can influence budget totals in future contract years.
- Please reach out to your assigned fiscal analyst (Connor or Claire) for support on projecting expenses, drafting a BAR, and guidance on allowable expenses.

# RESOURCES

Leah's Pantry has created a new Trauma and Resilience Basics handout that explores the three E's of trauma: Event, Experience, and Effect. Give the 2-page handout a review and share with students.



## What is Trauma and Adversity?



**"Trauma is not what happens to a person. It is how the body and brain reacts to what has happened to them."**  
-Arizona Trauma Institute

**The Three E's of Trauma:**

- E**vent
- E**xperience
- E**ffect

**Trauma is not just the event(s) or ongoing adversity alone, it is how the person experienced it and the effect it had on them.**

**Effects of Trauma**

- Exhaustion
- Confusion
- Sadness
- Difficulty planning for the future
- Emotional dysregulation
- Hyperarousal: easily pushed into fight/flight response
- Misinterpretation of situations
- Agitation
- Anxiety
- Dissociation

**Adverse Experiences include:**

- Lack of food and housing security
- Abuse (emotional, sexual, physical)
- Poverty
- Neglect
- Structural racism
- Parental mental illness
- Incarceration of a family member
- Lack of social capital and mobility
- Unsafe neighborhoods
- Climate crisis and natural disasters



## Supporting Resilient Communities



**Although we cannot change the adverse experiences that people in our community face, we can offer positive experiences and protective factors to combat the effects of adversity.**  
We can do this by:

- Providing nourishing food
- Offering support in times of need
- Encouraging neighbors to speak up about their needs
- Helping neighbors connect to their cultural values and practices
- Providing choice and autonomy in the pantry
- Supporting social connection
- Striving to be a pillar of strength and support that encourages stable communities
- Creating a dignified and welcoming environment

**Stress**      **Adversity**  
**Scarcity**      **Trauma**

**Knowledge**  
• Resources • Autonomy  
• Physical and mental health  
• Cultural and dietary needs

**We can't stop the rain... But we can provide an umbrella**

**Sometimes we may see difficult behaviors in our distributions. When this happens, try to understand these actions as a reaction to trauma and not feeling safe or seen in the world. This is called "Reframing," and it encourages us to approach challenging situations with empathy, compassion, and understanding.**

**When we see this:**

- Food hoarding
- Client showing aggression in line
- Poor "will power" in food choices
- Frustration over items received
- Clients with bad attitudes

**We can reframe it to this:**

- Seeking protection and safety
- Decreased self-regulation
- Seeking predictability when food choice is limited
- Asserting autonomy

# UPCOMING EVENTS AND TRAININGS

- Farmers Market Initiative Informational Webinar - [Register](#)
  - Training Date: Monday, April 8, 2024 from 2PM-3:30PM
- Food as Identity, Community, and a Reflection of Values: An Introduction to Culturally Competent Nutrition Education Delivery and Design - [Register](#)
  - Training Date: Monday, April 15, 2024 from 10AM-12:30PM
- CFHL on Campus PSE Drop-in Discussion - Optional but we highly encourage you all to attend. A calendar invite has been sent, please RSVP.
  - Wednesday, May 1, 2024 from 9AM-9:50AM
- CFHL Nutrition Pantry Program (NPP) for Implementers Training - [Register](#)
  - Training Dates: Thursdays, May 2, 2024, May 16, 2024, and May 30, 2024 from 10AM-11:30AM

# MARCH RECIPE RECOMMENDATIONS

- CalFresh Healthy Living [March](#) EatFresh Recipe Flyer

This recipe flyer follows the CalFresh Healthy Living brand guidelines, and all recipes included are from EatFresh.org. Feel free to download, print, and share with your students on campus.

## CALFRESH HEALTHY LIVING BRAND UPDATE

During TA lead's, Jessica and Alyson's, individual Quarterly Campus meetings last week, Marisela presented a CalFresh Healthy Living Brand Activity. This is a brand training refresher tool and can be used to train your CalFresh Healthy Living team. Download the [brand activity presentation](#). It includes brand tips and the answers of each social media post example in the notes section of the PowerPoint.

Friendly reminder: The [CalFresh Healthy Living Toolkit](#) contains resources and marketing materials for partners such as logos, templates, virtual backgrounds, funder statements, and brand guidelines.

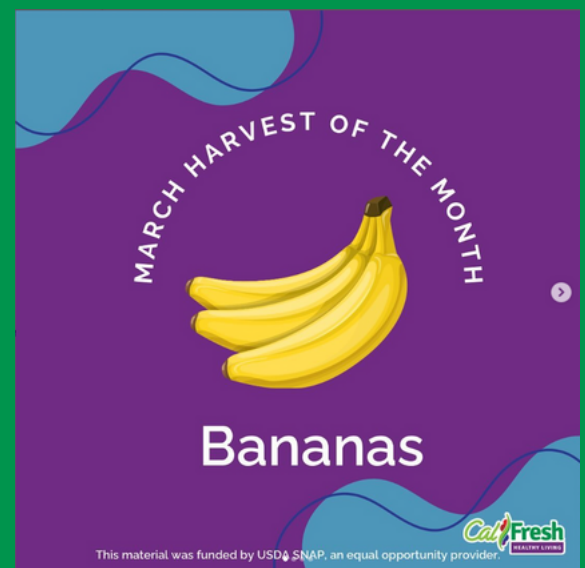
For any CalFresh Healthy Living brand needs or questions, please reach out to Marisela Mendez ([mmendez2@csuchico.edu](mailto:mmendez2@csuchico.edu)).

## CALFRESH HEALTHY LIVING BRAND HIGHLIGHT

This month we would like to highlight the work of California Polytechnic State University, San Luis Obispo's CalFresh Healthy Living team for their exemplary use of the CalFresh Healthy Living brand guidelines in their most recent [Harvest of the Month](#) social media post.

CalFresh Healthy Living brand requirements for social media posts:

- Include this funder statement - Funded by USDA SNAP, an equal opportunity provider.
- Your CalFresh Healthy Living created materials need to be made predominantly using the CalFresh Healthy Living primary colors. Use the secondary and accent colors sparingly.
- It's important that logos be surrounded by sufficient clear space—free of type, graphics, and other visual elements—to maximize impact and to ensure that the CalFresh Healthy Living brand is visible on all applications.



This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP. This institution is an equal opportunity provider. Visit [www.CalFreshHealthyLiving.org](http://www.CalFreshHealthyLiving.org) for healthy tips. Center for Healthy Communities, Chico