

UC CalFresh Weekly Update

August 19, 2013



Contents

Upcoming Events & Deadlines

- * Rethink Your Drink (RYD) / Potter the Otter Kits

UC CalFresh Website Updates

- * UPDATED: Farm to Fork Evaluation Tool
- * UPDATED: Nutrition Activity Reporting Forms (NARFs) for FFY14
- * Poster from SNEB Conference

UC CalFresh and UC ANR in the News!

- * Putting youth on the map

Articles & Research

- * Post-Recession, a Greater Share of Food-Insecure Children Have Parents Who Are Unemployed or Working Part-Time
- * In U.S., Less Than Half Look at Restaurant Nutrition Facts
- * Childhood Obesity: Are We Winning the Race?
- * The \$11 Trillion Reward: How Simple Dietary Changes Can Change Lives and Money, and How We Get There
- * Link Between Obesity, Diabetes and Death Risk is Complicated
- * Explaining food's role in the body promotes healthy eating in children
- * Obesity's Death Toll May be Much Higher than Thought
- * Obesity Risk Factors May Vary for Boys, Girls

Education & Resources

- * New California Department of Social Services (CDSS) Outreach Website
- * CalFresh Video Recognized by Videographer Awards
- * MyPlate Kids' Place, Healthier School Meals and Expanded Learning Infrastructure Helping Expand Opportunity for America's Young People
- * New MyPlate Videos for Kids...(Adults Will Love Them Too!)
- * Let's Move! Cities, Towns and Counties (LMCTC) Peer Learning Webinar: How Large Cities Can Achieve the Goals of Let's Move! Cities, Towns and Counties
- * Free Webinar: How to Teach Cooking to Kids
- * Weight of the Nation: New Findings and Policies to Advance Healthy Latino Communities
- * Free Webinar: How to Teach Nutrition
- * Funding Opportunities for Pre-K-12th Grade Physical Education/Activity & Coordinated School Health Programs

Upcoming Events & Deadlines



AUGUST 2013

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Rethink Your Drink (RYD) / Potter the Otter Kits from The Network for a Healthy California

Your program may have already received or will soon be receiving the following RYD materials:

- * Rethink Your Drink 2'x5' banner
- * Rethink Your Drink tablecloth
- * Potter the Otter consumer education materials

Once you have received these items, please e-mail Lindsay Hamasaki at Hamasaki@caes.ucdavis.edu to confirm receipt. Please remember that confirmation of receipt of items is required for accounting and auditing purposes. Thank you to those who have already responded!



UC CalFresh Website Updates

UPDATED: Farm to Fork Evaluation Tool

The Farm to Fork evaluation tool has been updated with MyPlate. The updated version is now available for download from the Youth Evaluation page of the UC CalFresh website: <http://www.uccalfresh.com/evaluation/YouthEvaluation>.

UPDATED: Nutrition Activity Reporting Forms (NARFs) for FFY 14

The Nutrition Activity Reporting Forms (NARFs) have been updated for FFY14 (for use beginning 10/01/2013) and are available on the Document Templates page of the UC CalFresh website: <http://www.uccalfresh.com/administrative/document-templates>. FFY13 versions will be available through 9/30/2013.

Poster from SNEB Conference

The University of California SNAP-Ed Program implemented the four-lesson Plan, Shop, Save, Cook (PSSC) program in 2011-12 to improve resource management while making more healthful food choices for SNAP-eligible adult participants. The objective of this study was to determine characteristics of PSSC participants that are associated with greater response to the program. Results of this study were shared at the SNEB Conference in Portland, OR last week. A copy of the poster is also available on the Conferences page of the UC CalFresh website: <http://www.uccalfresh.com/trainings/conferences>.

UC CalFresh Weekly Update: August 19, 2013

One Shields Avenue, 1103 Meyer Hall • Davis, CA 95616 • (530) 754-7794

UNIVERSITY of CALIFORNIA
cal fresh Nutrition Education

<http://www.uccalfresh.org>



UC CalFresh and UC ANR in the News!

Putting youth on the map

The UC Davis Center for Regional Change and UC Cooperative Extension joined together to generate [Putting Youth on the Map \(PYOM\)](#), an interactive website that presents two georeferenced youth indices plus 46 additional data layers that offer over 17,000 potential data combinations. The Youth Well-being Index (YWI) provides a score ranging from zero to an optimal 100 percent for areas bound by California school districts. These scores are calculated based on measures of teenagers' physical and emotional health, educational outcomes, social relationships and community contexts. The composite scores and associated data are shared through a series of color-coded maps. The Youth Vulnerability Index (YVI) identifies places where young people might be especially vulnerable to a lack of support for their well-being. This index provides a composite score based on the relative rates at which youth in each California census tract experience conditions associated with inadequate support: school drop-out/push-out, foster care referral, teen pregnancy, and very low household incomes. YVI scores and associated data are also illustrated through a series of color-coded maps. Over 130 youth, family or community development professionals participated in two introductory webinars. An introduction webinar is posted at PYOM under the tutorial tab.



[Read full UC Delivers Story.](#)

Updated Review and Approval Process for New Curricula and Materials for UC CalFresh

The UC CalFresh Curriculum Committee has recently updated its protocol for reviewing and approving new curricula and materials for the UC CalFresh program. For curricula and/or materials that are not on the UC CalFresh approved list, please send a request to the UC CalFresh State Office (send to Virginia Chaidez, vachaidez@ucdavis.edu).



In your request, please include the **title** of the curricula and/or materials and the **source** (e.g., authors, website, etc.). The Curriculum Committee will review the curricula and/or materials and will submit them to USDA for final review and approval.

Welcome New UC CalFresh Staff!

This new feature is to introduce and welcome new staff to UC CalFresh. If you have new staff, please send a short paragraph and photo to Lindsay Hamasaki at Hamasaki@caes.ucdavis.edu.



UC CalFresh in Action!

Share your UC CalFresh success stories with the State Office: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=10612>

The State Office would like to hear your comments regarding our new Weekly Update format! Please e-mail Lindsay Hamasaki at Hamasaki@caes.ucdavis.edu to share your comments, stories, photos or other items you would like to see featured in future Weekly Updates.



Articles & Research

Post-Recession, a Greater Share of Food-Insecure Children Have Parents Who Are Unemployed or Working Part-Time

Between 2007 and 2011, the percentage of U.S. households with food-insecure children increased from 8.3 percent to 10.0 percent. Households with food insecurity among children are those in which one or more children lack consistent access to adequate food because the household has insufficient money and other resources for food. A recent ERS report analyzed the prevalence of food insecurity among children by a variety of household characteristics in 2010 and 2011, updating a previous report based on 2006 and 2007 data (2 years of data were averaged for each analysis). From 2006-07 to 2010-11 (pre-recession to post-recession), the prevalence of food insecurity among children increased in most types of households analyzed, and the characteristics of households with food-insecure children changed somewhat over the period. [Read full article.](#)



In U.S., Less Than Half Look at Restaurant Nutrition Facts

Data from Gallup's Consumption Habits survey show that 43% of Americans said they pay a "great deal" or "fair amount" of attention to nutrition information on restaurant menus. The survey found 68% said they paid at least a fair amount of attention to food-product nutrition labels, with women more likely than men to pay attention to either label. [Read full article.](#)

Childhood Obesity: Are We Winning the Race?

Award-winning website BeSmartBeWell.com is dedicated to helping the public be healthy and safe through increased awareness and simple-to-use knowledge. In 2009, Be Smart. Be well. created a [series of videos about the childhood obesity crisis](#). Four years later, we checked in with a leading expert to ask: Are we winning the race? In a new video featuring Eduardo Sanchez, M.D., M.P.H., deputy chief medical officer at the American Heart Association, responds to the American Medical Association's (AMA) decision to declare obesity a disease, provides a progress report and details how parents can help their kids stay healthy. [Read full article.](#)

The \$11 Trillion Reward: How Simple Dietary Changes Can Save Lives and Money, and How We Get There

A new report released by the [Union of Concerned Scientists \(UCS\)](#) finds that there is significant potential to prolong lives, improve health, and save health care costs if Americans simply ate more fruits and vegetables each day. The report examines the link between fruit and vegetable intake and incidence of cardiovascular diseases. These diseases, the leading killer of Americans, include coronary heart disease and stroke, which together are responsible for 725,000 U.S. deaths each year. Other report findings include:

- * If Americans consumed just one additional serving of fruits or vegetables a day, the nation would save \$5 billion in health care expenditures and prevent 30,301 heart disease and stroke deaths annually.
- * If Americans were to eat the recommended federal dietary guidelines (2.5 cups of vegetables, 2 cups of fruit daily), we could prevent 127,261 such deaths each year and save \$17 billion in medical costs.
- * The economic value of the lives that would be saved from cardiovascular diseases is an astounding \$11 trillion.

For more information on *The \$11 Trillion Reward* report, [click here.](#) [Read full report.](#)

Link Between Obesity, Diabetes and Death Risk Is Complicated

Somewhat surprisingly, the link between body weight and death risk is stronger among adults without diabetes than those with the disease, according to a new study published in the *Journal of General Internal Medicine*. Researchers analyzed data from nearly 75,000 black and white American adults, aged 35 and 75, who took part in the U.S. National Health Interview Survey and were followed for six years. Five percent of the participants had diabetes. The people with diabetes had a higher death rate than those without diabetes. The researchers also found, however, that death rates for overweight people without diabetes were higher than for overweight people with diabetes. [Read full article.](#)

Explaining food's role in the body promotes healthy eating in children

Preschool children who were taught how food works inside the body to provide nutrients were more likely to eat vegetables than were those who weren't provided a detailed explanation, a study showed. Children in the intervention group were also more likely to say that eating only one kind of food was unhealthy and that food contains nutrients, researchers wrote in the journal *Psychological Science*. The research team examined children's initial knowledge about the relationship between the body and food, identified the knowledge needed beforehand for children to understand how food serves as a source of nutrition and taught children a theory about food being able to offer a wide variety of nutrients. The study included 59 4- and 5-year old preschool children. [Read full article.](#)

Obesity's Death Toll May Be Much Higher Than Thought

Researchers have vastly underestimated the number of deaths caused by obesity in the United States. According to a study published online in the *American Journal of Public Health*, obesity accounts for 18 percent of deaths among black and white Americans between the ages of 40 and 85. Previous estimates had placed obesity-related deaths at only 5 percent of all U.S. mortalities. Earlier estimates erred by overlooking generational differences in the way the obesity epidemic has affected Americans. Because younger generations have been exposed longer to risk factors for obesity, they are at even greater risk of becoming overweight or obese and suffering all the health problems that accompany the extra pounds. [Read full article.](#)

Articles & Research (continued)

Obesity Risk Factors May Vary for Boys, Girls

While some behaviors increase the risk of obesity for both boys and girls, new research shows there are gender differences. For instance, although being on a sports team reduced the risk of obesity for middle school-aged boys, it did not for girls, said study author Dr. Elizabeth Jackson, an assistant professor of medicine at the University of Michigan School of Medicine. On the other hand, "Girls who drank milk seemed to have more protection [against obesity]," she said. [Read full article.](#)



Education & Resources

For additional resources, please visit the UC CalFresh website: <http://www.uccalfresh.com/resources>

New California Department of Social Services (CDSS) CalFresh Outreach Website

This site is your one-stop location for CalFresh Outreach resources, technical assistance, guidelines and procedures. You will find the most up-to-date forms, calendar events and latest CalFresh news to help you as an outreach contractor. Please visit <http://www.cdss.ca.gov/calfreshoutreach/> for more information.



CalFresh Video Recognized by Videographer Awards

CalFresh Outreach—Just the Basics, won an Award of Excellence in the recent Videographer Awards. The Videography Awards are judged by the Association of Marketing and Communication Professionals. There were over 1,500 entries from around the world. To view the award winning video, [click here.](#)

MyPlate Kids' Place, Healthier School Meals and Expanded Learning Infrastructure Helping Expand Opportunity for America's Young People

As part of USDA efforts to promote healthy eating, the USDA Center for Nutrition Policy and Promotion has launched the [MyPlate Kids Place](#), designed for children ages 8 to 12, which can also help parents and educators make better and healthier food choices. It includes games, activity sheets, recipes and tips, in addition to links to the ChooseMyPlate.gov website. Also, USDA has launched the [MyPlate on Campus](#) partnership to recruit college-age students to become campus MyPlate ambassadors. These ambassadors will lead their campus community to encourage healthy eating and more physical activity. [Read full News Release.](#)



New MyPlate Videos for Kids... (Adults Will Love Them Too!)

The ChooseMyPlate website has several new videos that are sure to inspire you to make changes...motivate you to eat healthier...and make you laugh out loud. Some of the videos include:

- * [Evolution of Mom Dancing \(featuring First Lady Michelle Obama and Jimmy Fallon\)](#)
- * [Elmo at the White House](#)
- * [What's on MyPlate?](#)

For more information, visit the MyPlate Kids Place website: <http://www.choosemyplate.gov/kids/index.html>.

Let's Move! Cities, Towns and Counties (LMCTC) Peer Learning Webinar: *How Large Cities Can Achieve the Goals of Let's Move! Cities, Towns and Counties, August 21, 2013, 3:00-4:00 PM EST*

Learn how local elected officials in large cities (population over 200,000) can achieve the five goals of Let's Move! Cities, Towns and Counties. This webinar will feature leaders who will share how their large cities developed partnerships and increased collaboration to address barriers to healthy eating and physical activity in their efforts to accomplish the goals of Let's Move! Cities, Towns and Counties. To register, visit: <https://attendeegotowebinar.com/register/952487483654170368>.

Free Webinar: How to Teach Cooking to Kids, August 27, 2013, 1:00-2:30 PM EST

How to Teach Cooking to Kids is an introductory webinar that will enable you to combine your love of cooking and teaching kids into a marketable skill. Through this webinar taught by nutritionist and wellness expert, Julie Negrin, MS, you will learn:

- * The three biggest mistakes people make when creating a cooking program and how to avoid them;
- * The bare bones cooking equipment you need to teach cooking to kids in any classroom;
- * The BIG secret to getting people to register for your classes;
- * And much MORE!

For more information and to register for the webinar, please [click here.](#)

Education & Resources (continued)

Weight of the Nation: New Findings and Policies to Advance Healthy Latino Communities, August 29, 2013, 11:00 AM PST

The obesity epidemic poses a growing burden across the U.S. In some places, one in two adults and one in three youth are obese or overweight. Low income Latinos lacking insurance coverage are especially hard hit by the cost and disabilities from obesity-related type 2 diabetes, heart disease, and stroke. Latino communities are fighting back by improving opportunities for healthy eating and physical activity. This webinar will highlight the latest research on the obesity epidemic and the factors impacting Latino communities. [Click here to register.](#)

Free Webinar: How to Teach Nutrition, October 15, 2013, 1:00-2:30 PM EST

How to Teach Nutrition is an introductory webinar that will teach YOU how to teach kids and adults about nutrition and healthy eating habits. Through this webinar taught by nutritionist and wellness expert, Julie Negrin, MS, you will learn:

- * Why teaching adults about nutrition is not that different from teaching kids;
- * The secret of inspiring people to make changes in their lives instead of TELLING them to make changes;
- * And much MORE!

For more information and to register for the webinar, please [click here.](#)

Funding Opportunities for Pre-K-12th Grade Physical Education/Activity and Coordinated School Health Programs

- * **[Aetna Foundation Regional Grant Program \(PE & After School\)](#)**: Regional Grants available for select cities/states, focus on healthy food choices and activity. Projects may include school-based or after-school nutrition and fitness programs. *Deadline: September 15.*
- * **[WellPoint Foundation—Healthy Generations \(PE & After School\)](#)**: Grants for select states to support physical education, physical activity and wellness programs. Focus areas include childhood obesity prevention. *Deadline: September 13.*
- * **[Rite Aid Foundation \(Coordinated School Health\)](#)**: The Rite Aid Foundation is offering funding to nonprofit organizations that focus on health and wellness in the communities in which Rite Aid operates. *Deadline: October 15.*



We want to hear from you!

The UC CalFresh State Office would love to hear from you! Please e-mail Lindsay Hamasaki at Hamasaki@caes.ucdavis.edu to share your comments on the new format of the Weekly Update, stories, photos, or other items you would like to see featured in future Weekly Updates.

The UC CalFresh Weekly Updates are sent by the UC CalFresh State Office on behalf of David Ginsburg, Director of the UC CalFresh Nutrition Education Program. Electronic versions of the Weekly Updates are also posted on the UC CalFresh web-site: <http://www.uccalfresh.com/weekly-updates>.

The University of California CalFresh Nutrition Education Program (UC CalFresh) is funded through a joint agreement among the U.S. Department of Agriculture/Food & Nutrition Service (USDA/FNS), the California Department of Social Services (CDSS) CalFresh Branch, and the University of California Cooperative Extension (UCCE). This material was produced by the University of California CalFresh Nutrition Education Program with funding from USDA SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663.