

## UC CalFresh Weekly Update September 22, 2014



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### UC CalFresh Website Updates

#### UC CalFresh FFY 2014 Annual Report Webpage

A webpage for the UC CalFresh FFY 2014 Annual Report has been created on the UC CalFresh website. This webpage provides information as well as a timeline and important dates related to the FFY 2014 Annual Report. Please visit: <http://www.uccalfresh.org/front-page/administrative/ffy-2014-call-for-annual-report/call-for-ffy-2014-annual-report> for additional information.

#### 9/16/14 UC CalFresh Town Hall Recording & Resources Now Available!

The ReadyTalk recording and handouts from the 9/16/14 UC CalFresh Town Hall, "FFY 2014 Annual Report," presented by the UC CalFresh State Office have been posted to the UC CalFresh website: <http://www.uccalfresh.org/trainings/town-halls>.

#### FFY 2015 UC CalFresh Town Hall Schedule

A copy of the FFY 2015 UC CalFresh Town Hall schedule has been posted to the [UC CalFresh website](http://www.uccalfresh.org). The UC CalFresh State Office is requesting topic suggestions for the remaining dates (January - September 2015). Please send your suggestions to Rolando Pinedo at [rgpinedo@ucdavis.edu](mailto:rgpinedo@ucdavis.edu).

### Upcoming Events & Deadlines



SEPTEMBER 2014

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				

#### Confirmation of Receipt of Items

The UC CalFresh State Office is working diligently on placing orders for various nutrition education reinforcement items based on the survey we distributed in May 2014. E-mail notifications have been sent to each county providing the quantity of each item to be expected. Once your items have been delivered, please e-mail **Rolando Pinedo** at [rgpinedo@ucdavis.edu](mailto:rgpinedo@ucdavis.edu) to confirm receipt. Please remember that confirmation of receipt of items is **required** for accounting and auditing purposes.

#### 9/23/14 SNAP-Ed Stakeholder Meeting, 9:30 AM–12:30 PM

The upcoming SNAP-Ed Stakeholder meeting was formally announced on the CDPH NEOPB website. A new NEOPB partner and stakeholder webpage has been created to house meeting information and resources. This meeting is applicable to all SNAP-Ed stakeholders, including but not limited to community organizations, food banks, nonprofit organizations, program contractors, and counties. Stakeholders may participate either by attending the in-person meeting or via webinar/teleconference. Please visit: <http://www.cdph.ca.gov/programs/cpns/Pages/EngagementandResource.aspx> for additional information including registration.

#### CDPH NEOPB Web Store Front Training

The Nutrition Education and Obesity Prevention Branch (NEOPB) has completed the transition of their warehouse, fulfillment, and online ordering services to the Office of State Publishing. You are invited to participate in a training webinar focused on the new Web Store Front (WS). There are two dates available:

\* **September 24, 2014—10:00 AM**  
<https://student.gototraining.com/r/7915714422949421568>

\* **Tuesday, October 7, 2014—1:30 PM**  
<https://student.gototraining.com/r/1668150815461155328>

#### 9/30/14 Last Day of FFY 2014 & Last Day to Submit Evaluation Data to UC CalFresh State Office

All evaluation portals for FFY 2014 data entry will close. The UC CalFresh State Office will begin aggregating county specific data. Please refer to the FFY 2014 UC CalFresh Annual Report website: <http://www.uccalfresh.org/front-page/administrative/ffy-2014-call-for-annual-report/call-for-ffy-2014-annual-report>.

#### 10/17/14 Q4 Reporting Tools Workbooks Due

FFY 2014 Q4 Reporting Tools Workbooks for UC CalFresh were returned on August 28th. The deadline for returning the Q4 Workbooks and documentation to the State Office is **Friday, October 17, 2014**. Please contact the UC CalFresh State Office if you have any questions related to your workbooks.

# UC CalFresh Weekly Update: September 22, 2014

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<http://www.uccalfresh.org>



## UC CalFresh Success Stories

The State Office will begin sharing successes through this new feature in the Weekly Updates. Successes for FFY 2014 can be shared through the online data entry portal: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=11480>

*"This class assisted me to make good and healthy choices during meal times. I also immensely enjoyed the way the teacher demonstrated how to prepare the healthy recipes during class."*  
—Plan, Shop, Save, Cook Participant, Tulare County

*"I am working on portion control. I am using the example of healthy plate and trying to eat more veggies. I only drink fat free milk."*  
—Plan, Shop, Save, Cook Participant, Fresno County

## 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](mailto:Hamasaki@caes.ucdavis.edu).



### Kelley Brian, YFC Advisor, UCCE Placer/Nevada Counties

Kelley Brian is excited to come on board with the University of California Cooperative Extension as the Youth, Families and Communities Advisor in Placer and Nevada Counties. Kelley received her Bachelor of Science in Nutrition from California Polytechnic State University, San Luis Obispo, and her Master of Public Health from Colorado State University. The past few years she has been working with UC Davis researchers on the Shaping Healthy Choices Program, a multi-component school-based intervention designed to promote availability, consumption, and enjoyment of fruits and vegetables in youth, in addition to other outcomes. While at UC Davis, Kelley was also involved with the California Professional Nutrition Education and Training (Cal-Pro-NET) network and the UC Davis Center for Nutrition in Schools. Kelley enjoys program and curriculum development, garden-enhanced nutrition education, and positive youth development. She looks forward to supporting the vision for healthy individuals, communities, and environments through partnerships between the University, extension, and the people of California.

### Olivia Kosten, Community Education Specialist, UCCE Placer/Nevada Counties

Olivia Kosten began working with the UC CalFresh Program for Placer and Nevada Counties on August 4th. She is a registered dietitian and holds a degree in nutrition and dietetics from California State University, Long Beach. Olivia is new to Placer County and is looking forward to working in the classroom with students promoting healthy habits as well as working throughout the community.



## UC CalFresh in Action!

Share your UC CalFresh success stories with the State Office: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=11480>

### Back to School night with the OrganWise Guys!, UCCE Fresno County

The OrganWise Guys and the "Wheel-O-Health" took center stage at Rowell Elementary's back to school night. Many students gathered around to spin the wheel and participate in a fun physical activity while UC CalFresh coordinators spoke with parents. The display was a great way to introduce parents to the OrganWise Guys curriculum that will be used in Pre-K through second grade classrooms at Rowell Elementary. [See more photos from the Back to School night.](#)

### Smarter Lunchroom Movement

The UC CalFresh State Office would like to see how the Smarter Lunchroom Movement has been implemented in your county! Please share your success stories and photos with Lindsay Hamasaki via e-mail: [Hamasaki@caes.ucdavis.edu](mailto:Hamasaki@caes.ucdavis.edu).



## UC CalFresh, UC ANR and UC Davis in the News!

### Farmers market prices compare well with the supermarket produce aisle, UCCE Placer/Nevada Counties

Many shoppers believe they can buy cheaper produce at supermarkets than at local farmers markets. A new UC Cooperative Extension study dispels that common misperception. In Placer and Nevada counties, UCCE received a CDFR Specialty Block Grant to encourage consumers to eat more fruits and vegetables and support the local agricultural industry by buying the produce from them. The project led to the creation of the "Eat Local Placer Nevada" campaign. "Buying locally grown products supports local farmers and ranchers and it keeps land in agriculture," said Cindy Fake, UCCE farm advisor in Placer and Nevada counties. "Simply put, it's the right thing to do." To give consumers extra incentive to eat local, the group launched a seven-month study to compare prices at farmers markets and grocery stores. Volunteers and staff collected price data at four farmers markets and six grocery stores from January to July 2014. Specials and sale items were not part of the study. The data suggests that organic produce at farmers markets is priced about the same as organic produce at grocery stores. In terms of conventional produce, grocery stores had cheaper prices on 6 out of 11 items; however, consumers would still save money picking up red apples, beets and chard at the farmers markets. "Contrary to many consumers' perception, farmers market prices are competitive with regular supermarket prices," Fake said. "Some prices are slightly higher, some slightly lower, but they are in the same range." However, there are other factors shoppers should keep in mind when deciding to buy supermarket produce or fruit and vegetables grown by their neighboring farmers. [Read full blog article.](#)



## Household Food Security in the United States in 2013

An estimated 14.3 percent of American households were food insecure at least some time during the year in 2013, meaning they lacked access to enough food for an active, healthy life for all household members. The change from 14.5 percent in 2012 was not statistically significant. The prevalence of very low food security was essentially unchanged at 5.6 percent. Most U.S. households have consistent, dependable access to enough food for active, healthy living—they are food secure. But a minority of American households experience food insecurity at times during the year, meaning that their access to adequate food is limited by a lack of money and other resources. USDA's food and nutrition assistance programs increase food security by providing low-income households access to food, a healthful diet, and nutrition education. USDA also monitors the extent and severity of food insecurity in U.S. households through an annual, nationally representative survey sponsored by USDA's Economic Research Service. Reliable monitoring of food security contributes to the effective operation of the Federal programs as well as private food assistance programs and other government initiatives aimed at reducing food insecurity. This report presents statistics from the survey covering households' food security, food expenditures, and use of food and nutrition assistance programs in 2013. [Read full report.](#)

## Selected Charts 2014, Ag and Food Statistics: Charting the Essentials

This collection of nine charts and maps presents examples of key statistics on the farm sector, food spending and prices, food security, rural communities, agricultural production and trade, the interaction of agriculture and natural resources, and more found in ERS's updated web product, Ag and Food Statistics: Charting the Essentials. The *Essentials* charts and maps presents some examples of what you'll find on the ERS website, where 70 charts and maps, each with accompanying text, are grouped into the following nine topics:

- \* Ag and Food Sectors and the Economy
- \* Land and Natural Resources
- \* Farming and Farm Income
- \* Rural Economy
- \* Agricultural Production and Prices
- \* Agricultural Trade
- \* Food Availability and Consumption
- \* Food Prices and Spending
- \* Food Security and Nutrition Assistance

These charts and additional information are available at: <http://www.ers.usda.gov/essentials> and are updated as new data become available. For additional information, including a link to download the entire report, please [click here.](#)

## American waistlines still expanding, study says

The average waistline of Americans increased by more than an inch over the past decade, according to a study from U.S. health researchers. Along with the increase in waist circumference measurements, the number of Americans with abdominal obesity increased by about eight percentage points between 1999-2000 and 2011-2012, researchers from the Centers of Disease Control and Prevention (CDC) found. "We've been doing these studies for a number of years now," said Dr. Earl Ford, the study's lead author. "We've had three previous publications. Our last one looked through 2008 so we wanted to see what was happening in recent years." Many studies on obesity use a measurement known as body mass index (BMI), which is a measurement of weight in relation to height. BMI may not be an accurate measure of abdominal obesity, because it gives a measurement of overall body mass. BMI can't measure how the weight is distributed. Abdominal obesity tends to be associated with worse health outcomes. Sometimes the fat tends to collect around the body's internal organs, but it's still unclear why it worsens outcomes. For the new study, they used data from a national study conducted every two years. Overall, they had data on 32,816 men and nonpregnant women 20 years old and older. The average waist circumference increased from 37.6 inches in 1999-2000 to 38.8 inches in 2011-2012. Overall, men had the smallest average increase in waist circumference of 0.8 inches. The average waist circumference of women increased by about 1.5 inches. [Read full article.](#)

## Long-Awaited New Series 'Food Forward' Makes Its Debut on PBS

A 12-episode documentary that examines the U.S. food system, titled Food Forward, premieres on PBS stations around the country this week. They can also be viewed online. Each episode of Food Forward focuses on an ingredient or component of the food system. Twenty percent of each episode outlines a problem, and 80 percent shows solutions. The stories of real farmers and other food leaders are the "heart" of Food Forward. One of the episodes, titled "[School Lunch Revival](#)," focuses on free or reduced-price lunches at public schools. All public school kids have access to free or reduced-price lunch. But affordability doesn't necessarily mean it's good for them. Detroit's renegade lunch lady is not only serving kids healthy food, she's got them growing it, too. Houston schools are joining a national movement with "seed to plate" classroom cooking and a new generation of service members is connecting farmers and schools. For additional information on 'Food Forward', including links to view the episodes online, please visit: <http://www.pbs.org/food/shows/food-forward/>.



## President Bill Clinton and Alliance for a Healthier Generation Honor 250 Schools for Exceeding Federal Nutrition Standards

As the latest phase of the U.S. Department of Agriculture's (USDA) strong school nutrition standards take effect, the Alliance for a Healthier Generation will honor 250 schools for becoming healthier places. School leaders received National Healthy Schools Awards at the Alliance for a Healthier Generation's Leaders Summit, September 12-13, in Washington DC. President Bill Clinton recognized the event guests and award recipients for their efforts in the fight against childhood obesity on Friday evening. Recognized schools are taking advantage of the healthier choices and are leading by example. Working with the Alliance's Healthy Schools Program, an evidence-based, national initiative that guides schools to create, implement, and sustain healthy environments, schools across the country are making comprehensive healthy changes. One hundred percent of the 250 schools receiving the National Healthy Schools Award:

- \* Meet or exceed updated federal nutrition standards for school breakfast and lunch, which include increased fruits and vegetables, whole grain-rich items and meals lower in saturated fat
- \* Offer school breakfast to their students every day
- \* Met the beverage requirements for the federal Smart Snacks in School standards ahead of the July 1, 2014, requirement
- \* Implement district wellness policies and report progress annually, ahead of the proposed rule
- \* Provide students with at least 60 minutes of physical education per week and ensure activity throughout the school day

The 250 recognized schools, 64 percent of which are high need (40 percent or more of the student population is eligible for free and reduced price lunches), come from 30 states. Each recognized school meets or exceed stringent standards set by the Alliance for a Healthier Generation for healthy eating and physical activity programs and policies. [Read full article.](#)

## Team Up for Success! USDA and Partners Help Secure a Healthier School Day

With kids now back in the classroom, USDA wants to help schools continue to build a healthier, more nutritious environment for their students. At the same time, USDA is deeply committed to ensuring these same schools maintain financial stability and strong student participation in their meal programs. More and more schools are moving forward with new and innovative healthy school meals, but also understand there is a need to share best practices across the country. Thanks to USDA's partners at the National Food Service Management Institute (NFSMI), USDA hopes to fill that void. To make this a reality, the group will pilot the Team Up for Success Training Initiative with the assistance of USDA's Food and Nutrition Service Southeast Regional Office. Together, they'll work with school food authorities (SFAs) to identify challenges and provide nuanced resources to promote a healthier school day. Through the initiative, schools will participate in an expense-paid, tailored training workshop followed up by peer-to-peer mentoring. This allows schools to address their individual needs and resources, as many face unique challenges and obstacles. For more information to latest regulations, or to get ideas for adding tasty, kid-friendly foods to enhance your school meals program, please visit [Healthier School Day, Tools for Schools. Read full blog article.](#)



## Education & Resources



### State of Obesity: Better Policies for a Healthier America Report Resources

In conjunction with the recent release by Trust for America's Health and the Robert Wood Johnson Foundation of the [State of Obesity: Better Policies for a Healthier America](#), TFAH has posted five new prevention and public health stories:

- \* [Tu Salud Si Cuenta: How Improving Health Benefits the Entire Community](#)
- \* [Improving the Health of Communities by Increasing Access to Affordable, Locally-Grown Foods](#)
- \* [Good Nutrition is Key to a Good Start for Children](#)
- \* [Connecting Diabetes Care from the Clinic to the Community](#)
- \* [The Next Step in Reducing Obesity in Cities, Towns and Counties: Focusing on Vulnerable Populations](#)

For additional information, please visit the State of Obesity website: <http://www.stateofobesity.org/>.

### Stickers Now Available for Your Team Nutrition Events!

Free nutrition stickers are now available to schools participating in the National School Lunch Program and/or School Breakfast Program. Use these colorful 2" stickers as part of your school breakfast promotion and taste-testing events. See the [Team Nutrition Popular Events Idea Booklet](#) and the [Elementary School Posters](#) for related resources. One roll of stickers includes 200 stickers, which are available to order from the Team Nutrition website: <http://tn.nts.gov/> under the "Posters and Other Materials" section of the order form. For additional information and resources from USDA's Team Nutrition, please visit: <http://www.fns.usda.gov/tn/team-nutrition>.



### Webinar: Supermarkets and Restaurants Fighting Food Waste and Saving Money, September 24, 2014, 2:00-3:00 PM EST

Thirty-one percent of food that is available at supermarkets, restaurants, and in households goes uneaten—food that was nurtured and harvested in the fields and ends up in a landfill. Increasingly food processing facilities, food service companies, supermarkets, and restaurants are recognizing the need to reduce, recover, and recycle all of this wasted food. The momentum is building as more and more address the problem and take action to keep good food from entering landfills. The "Supermarkets and Restaurants Fighting Food Waste and Saving Money" webinar will feature industry representatives discussing how they are leading the fight against food waste. There will also be time devoted to dialogue, Q&As, and the sharing of resources. To register for the webinar, please visit: <https://www4.gotomeeting.com/register/241692455>. [Read full blog article.](#)

### Join the SPARK Challenge for a Chance to Win a \$25,000 SPARK Package, September 29-October 31, 2014

In celebration of the SPARK 25th Anniversary, we're excited to team up with **Let's Move! Active Schools** and the **President's Challenge**, the premier program of the President's Council on Fitness, Sports, and Nutrition, to host the SPARK 25-Day Physical Activity Challenge this fall! The goal of the SPARK Challenge is to promote daily physical activity—at least 60 minutes of physical activity a day, at least 5 days a week! Follow these three easy steps to join the SPARK Challenge:

1. **Sign Up Your School.** Complete the sign up form on the SPARK website.
2. **Join Let's Move! Active Schools.** Make sure to mention that you heard about LMAS from SPARK!
3. **Recruit Your Students.** Students track their physical activity using the tracking logs provided. At the end of the SPARK Challenge, teachers report back to SPARK on the number of students who participated and successfully completed the SPARK Challenge.



Make sure to sign up prior to September 29th to participate! The grand prize is a \$25,000 SPARK Package (including teacher training, curriculum, and PE equipment). 2nd & 3rd place prizes include \$2,500 SPARK gift certificates (to purchase curriculum or equipment). Share your experience on Twitter, Facebook and Instagram using hashtag **#SPARKchallenge** and score extra points to help your school win the Grand Prize! For additional information, please visit: <http://www.sparkpe.org/25-day-physical-activity-challenge/25-day-challenge-details/>.

### Walk to School Day is October 8th!

International Walk to School Day is an annual event celebrated on October 8, 2014, with over 1,200 California schools planned to participate this year. Many schools choose to extend this event into week or month-long activities throughout October. With just 13% of children walking and biking to school, compared to 48% thirty years ago, along with California childhood obesity rates at 38%, Walk to School programs aim to increase the number of children safely walking and biking to school. To register a Walk to School event, in order to be counted and included in a nationwide database, visit [www.walkbiketoschool.org](http://www.walkbiketoschool.org). Visit California's Walk to School Headquarters' website at [www.caactivecommunities.org/w2s](http://www.caactivecommunities.org/w2s).

### October 24th is Food Day!

October 24th is Food Day. Thousands gather to organize events all around the country to celebrate and enjoy real food and push for improved food policies. This is a day to resolve and make changes in our own diets and to take action to solve food-related problems in our communities at the local, state and national levels. This year's focus will include three main themes: food justice (food access, farm and food service workers, hunger & obesity), food education, and the relationship between food and health. For additional information about this year's Food Day initiative and how you can participate in or host your own event, visit: <http://www.foodday.org>, email [foodday@cpsinet.org](mailto:foodday@cpsinet.org), or call 202-777-8392.



## 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](mailto: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 website: <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.

