

# CalFresh Healthy Living Newsletter

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## Introducing the United CalFresh Family of Brands

CalFresh supports eligible residents in many ways. For those eligible, it is providing food assistance, workforce development, nutrition education to encourage healthy living, and assistance in times of disaster. These services support many of the same populations, but the way these services are communicated is not cohesive. Moving forward, the California Department of Social Services (CDSS) will adopt a unified front for all SNAP-funded services, bringing clarity to what these services offer and to whom they support.

The new CalFresh family of brands include CalFresh food assistance, SNAP-Ed, Employment & Training, and CalFresh Disaster. United under the single program name, CalFresh, each of these important services will have a name and logo that clearly connects it to the other CalFresh services. The purpose is to help eligible Californians understand what support is available to them, and to raise the profile of the important impact that each of these services has in each of our 58 counties.

CalFresh is the overarching identity to a family of brands that represent how CDSS delivers services that support Californians:

- ❖ CalFresh Food (commonly referred to as SNAP, CalFresh or CalFresh assistance);
- ❖ CalFresh Healthy Living (commonly referred to as SNAP-Ed);
- ❖ CalFresh Employment & Training (this service name will remain the same);
- ❖ CalFresh Disaster Response (commonly referred to as CalFresh Disaster)



CalFresh and its family of brands communicates the mission of CDSS, which is to support a California where everyone is healthy, active, and well nourished. While this rebranding in no way impacts the strategies and priorities of each of these services, it is intended to raise the profile and elevate the ongoing success of each of these important services.

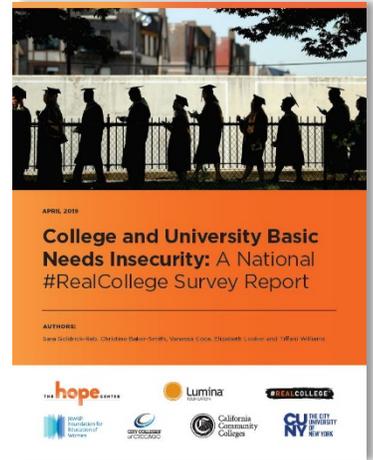
CalFresh Healthy Living will be the new brand identity for all SNAP-funded nutrition education programs in California. In Los Angeles County, the Champions for Change brand will be phased out and replaced with CalFresh Healthy Living.

New brand guidelines for CalFresh Healthy Living are available, along with other new brand materials. Visit the new website to find recipes, learn more about CalFresh Food Benefits, and other resources [here](#).

# College and University Basic Needs Insecurity: A National Survey Report

The #RealCollege survey is the nation's largest annual assessment of basic needs security among college students. The survey, created by the Hope Center for College, Community, and Justice (Hope Center), specifically evaluates access to affordable food and housing. This report describes the results of the #RealCollege survey administered in the fall of 2018 at 123 two- and four-year institutions across the United States.

Rates of basic needs insecurity are higher for students attending two-year colleges compared to those attending four-year colleges. Rates of basic needs insecurity are higher for marginalized students, including African Americans, students identifying as LGBTQ, and students who are independent from their parents or guardians for financial aid purposes. Students who have served in the military, former foster youth, and students who were formerly convicted of a crime are all at greater risk of basic needs insecurity. Working during college is not associated with a lower risk of basic needs insecurity, and neither is receiving the federal Pell Grant; the latter is in fact associated with higher rates of basic needs insecurity. Read the report [here](#).



## SNAP Online Purchasing Pilot



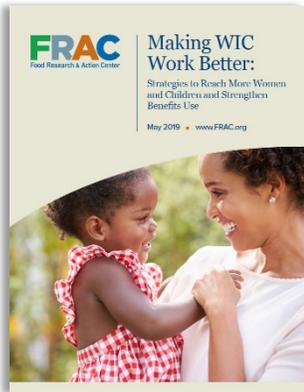
The U.S. Department of Agriculture (USDA) has launched a pilot in New York State allowing Supplemental Nutrition Assistance Program (SNAP) participants to buy food online with their benefits. Amazon and Walmart will participate in the initial pilot launch today with ShopRite joining early next week. ShopRite and Amazon are providing service to the New York City area and Walmart is providing online service in upstate New York locations. Additional retailers are slated to participate in the pilot in coming months. The pilot will eventually expand to other areas of New York as well as Alabama, Iowa, Maryland, Nebraska, New Jersey, Oregon and Washington.

The pilot will test both online ordering and payment. SNAP participants will be able to use their benefits to purchase eligible food items but will not be able to use SNAP benefits to pay for service or delivery charges.

The 2014 Farm Bill authorized the USDA to conduct and evaluate a pilot for online purchasing prior to national implementation. The pilot phase is intended to ensure online transactions are processed safely and securely. USDA anticipates all eligible and interested retailers who can meet the requirements to process online SNAP transactions will eventually be able to take part, though the timeline is dependent on the progress of the pilot and any regulations which may need to be issued. For more information, please visit the SNAP Online Purchasing pilot webpage [here](#).

# Making WIC Work Better: Strategies to Reach More Women and Children and Strengthen Benefits Use

Far too many pregnant women, new mothers, and their young children in the U.S. are missing out on the healthy nutrition they need, according to Making WIC Work Better: Strategies to Reach More Women and Children and Strengthen Benefits Use.

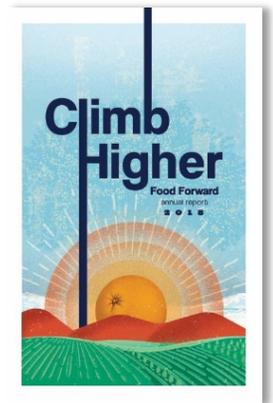


This report highlights proven and innovative strategies to effectively reach and serve more of those who are eligible for WIC. The report is intended for all stakeholders, including WIC clinics, community-serving organizations, anti-hunger groups and other advocates, health care providers, Head Start, early care and education, grocery stores, business, members of obesity coalitions, healthy food access initiatives, and other partners.

Check out the report for more information on how to break down barriers to participation, identify strategies for your state, community or program, and to make the case for WIC. Read the report [here](#).

## Climb Higher: Food Forward Annual Report

Food Forward recovered 23.1 million pounds of produce in 2018, redistributing it to food insecure individuals and diverting it from landfills. The environmental impact of preventing all that food waste is equivalent to removing 1,852 passenger vehicles from the road for a year. The Produce Pick-Up program regularly served four sites, enabling them to provide fresh fruits and vegetables to communities with limited access to produce. And, they received their first government grant from CalRecycle which has allowed them to develop a produce distribution hub that will greatly expand the capacity of the Wholesale Produce Recovery program.



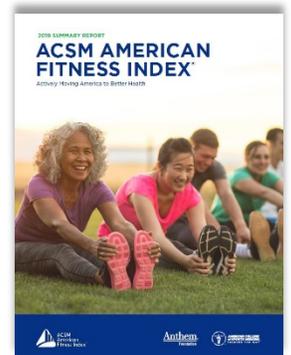
Here are some of their impressive numbers:

- ❖ 23.1 million pounds of fruits and vegetables were recovered
- ❖ 1.75 million people were fed
- ❖ 1,800 agencies received donated produce from Food Forward
- ❖ 694,000 pounds of produce were directly distributed to the community
- ❖ 25,000 pounds of oranges harvested from Franklin Canyon
- ❖ 220 wholesale distributors donated produce to the Wholesale Produce Recovery Program

To read their full annual report click [here](#).

## ACSM American Fitness Index

The American College of Sports Medicine (ACSM) and the Anthem Foundation published the American Fitness Index this week. The ACSM/Anthem Fitness Index evaluates America's 100 largest cities using 33 health behaviors, chronic diseases and community infrastructure indicators. The American Fitness Index is used as an assessment and evaluation tool to educate community leaders on the importance of key indicators of physical activity. The research methodology and indicators for the Fitness Index continue to evolve to ensure the 100 largest US cities receive timely, relevant, and valuable data they need to address both unique and common factors. This year, four new indicators that reflect the importance of policy and the built environment on personal health outcomes. The new indicators include pedestrian fatalities, air quality, Bike Score®, and Complete Streets policies. View the report [here](#) to find out who earned the title of #1 Fittest City!



### Webinars

#### New Additions in Purple

#### **Housing as a Foundation for Good Health** **Tuesday, May 21, 12:00 pm**

The 2019 County Health Rankings take a closer look at how a secure, affordable home is a critical foundation for good health. Join us to explore the connection between housing and health and how where we live affects how well and how long we live. Register [here](#).



### Funding Opportunities

#### New Additions in Purple

#### **Youth Engagement in Sports: Collaboration to Improve Adolescent Physical Activity and Nutrition (YES Initiative)** **Close Date: May 31, 2019**

OMH has released a new funding opportunity announcement (FOA) for which applications are now being accepted. The YES Initiative seeks to identify characteristics of effective collaborations that improve physical activity and nutrition via increased sports participation. YES Initiative applicants should propose to address unhealthy physical activity and nutrition behaviors among racial/ethnic minority and socio-economically disadvantaged youth (including, specifically girls), and provide opportunities to learn skills and gain experiences that contribute to more positive lifestyles and enhance their capacity to make healthier life choices. Applicants should have capacity to develop and implement sports fitness programs based on successful evidenced-based strategies for youth engagement. Learn more [here](#).

#### **Breakfast After the Bell** **June 1, 2019**

Breakfast After the Bell Grant Opportunity: Grants will support districts with the purchase of approved equipment, materials and initiatives facilitating breakfast after the bell delivery models (such as breakfast in the classroom, grab and go, or second chance breakfast) in an effort to increase student participation in school breakfast. For application access, login to the No Kid Hungry Grants Portal [here](#) to create your account. To begin your application after you created an account click [here](#). For more information, reach out to [Jonelle Williams](#).

## **Food Safety Outreach Program**

**Close Date: June 6, 2019**

The Food Safety Outreach Program (FSOP), which is administered by the U.S. Department of Agriculture's (USDA) National Institute of Food and Agriculture (NIFA), recently announced \$7.6 million in available to fund farmer food safety training FY 2019. The FSOP will complement and expand the national infrastructure of the National Food Safety Training, Education, Extension, Outreach, and Technical Assistance Competitive Grants Program. Awardees will develop and implement food safety training, education, extension, outreach and technical assistance projects that address the needs of owners and operators of small to mid-sized farms, beginning farmers, socially-disadvantaged farmers, small processors, or small fresh fruit and vegetable merchant wholesalers. Grant applications will be solicited directly from those in local communities to include those from community-based organizations, non-governmental organizations, food hubs, farm cooperatives, extension, and other local groups. Learn more [here](#).

## **Farmers Market Promotion Program**

**Close Date: June 18, 2019**

The USDA announced a \$11.5 million in competitive grant funds in fiscal year 2019 is available to be awarded through the Farmers Market Promotion Program. The Farmers Market Promotion Program (FMPP) is a component of the Farmers Market and Local Food Promotion Program (FMLFPP), which is authorized by the 2018 Farm Bill under the Local Agriculture Market Program. The goals of FMPP grants are to develop, coordinate, and expand direct producer to consumer markets to help increase access to and availability and regionally produced agricultural products. FMPP offers both Capacity Building and Community Development, Training, and Technical Assistance projects. The official performance period must begin on September 30, 2019. Both CB and CTA FMPP projects are awarded for up to 36 months (3 years) and are expected to be completed by September 29, 2022 Matching funds of 25% of the Total Federal portion of the grant is required. Learn more [here](#).

## **Statewide Park Program**

**Close Date: August 5, 2019**

This year, \$255 million in state funds were made available to cities and other local governments to create new parks and introduce new recreation opportunities specifically in California's underserved communities. Local agencies have been invited by the California Department of Parks and Recreation to apply for possible funding for their communities. The funds are specifically allocated to critically underserved communities, with an eye to increasing health equity and reducing health disparities. Learn more [here](#).

## **Goggio Family Foundation**

**Close Date: September 1, 2019**

The Goggio Family Foundation respects the dignity of all people, believes in the power of ideas to transform society, values education and knowledge-sharing, and has confidence in the potential to create a better world. To fulfill its mission, the Foundation has developed the following program areas:

- ❖ The Community Development and Social Change Program
- ❖ The Environmental Preservation Program
- ❖ The Educational Program

The Goggio Family Foundation accepts [Letters of Interest](#) (LOI) on a rolling basis, though LOIs must be received June 1st to be considered for funding issued by the end of the calendar year. Learn more [here](#).

# Training Resources

Title	Date / Time	Format	Location	Info	Registration
How to become a "SLAQer" - using assessment tools in the Learn Setting	Thurs, 7/11 10:00 am	Webinar	----	----	<a href="#">Register here</a>

Visit the CDPH Trainings and Resources page for the latest training related information and [calendar](#) of all scheduled trainings and events. Please seek approval from Project Officer and Contract Manager prior to travel.

**If you would like to submit content or have any questions or comments about the CalFresh Healthy Living newsletter, please contact Tania Marquez at [tmarquez@ph.lacounty.gov](mailto:tmarquez@ph.lacounty.gov)**