

CalFresh Healthy Living Newsletter

INSIDE

Long-Range Planning for Health, Equity & Prosperity.....1

Lost in Translation: Language access solutions to increasing uptake of CDSS programs.....2

2020 Rethink Your Drink and Healthy Snack Day Dates Confirmed2

A Guide to Smart Snacks in School3

Food Insecurity in Western Los Angeles County.....4

Webinars.....4

Funding Opportunities.....5

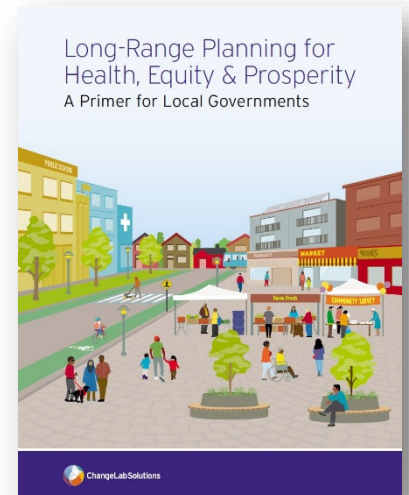
Reading Opportunities.....6

Training Resources.....7

Long-Range Planning for Health, Equity & Prosperity

Where people live profoundly affects their health. City and regional planning plays a critical role in determining how healthy or unhealthy communities are.

Unfortunately, many common planning practices have made some places much healthier than others. Planning practices have also contributed to the high percentage of poor people and people of color who live in unhealthy places, widening disparities in health and wealth. By integrating health and equity considerations into planning practices, planners have the power to revise past planning decisions and create healthy, equitable, and prosperous communities.



To help planners across the country advance this important work, ChangeLab Solutions has created *Long Range-Planning for Health, Equity & Prosperity: A Primer for Local Governments*. This primer poses a series of questions in order to provoke thoughts on how planners can prioritize health and equity in their work. The answers to these questions provide

- ❖ A framework for aligning health equity policies across local government departments; and
- ❖ Broad guidance on incorporating equity in long-range planning, community engagement, investment, and evaluation processes.

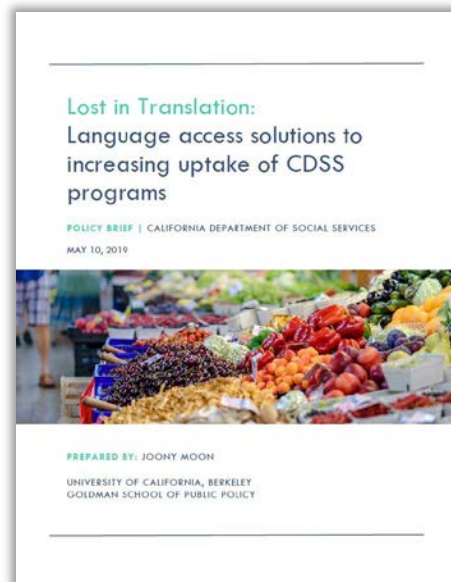
Readers of this resource will also gain an understanding of the ways that planning can support or impede health equity, as well as insight into how to integrate health and equity into everyday planning practice and decision-making. The *Primer* is for planners, local leaders, advocates, researchers, and consultants who want to advance health and equity in their communities through long-range planning.

ChangeLab Solutions is committed to creating healthier communities for all by advancing equitable laws and policies and prioritizing communities whose residents are at the highest risk for poor health. Click [here](#) to download the guide.

Lost in Translation: Language access solutions to increasing uptake of CDSS programs

In 2018, the California Department of Social Services (CDSS) launched a review of race and equity in the Department through the Government Alliance on Race and Equity (GARE), in which a key outcome is that “language will not be a barrier to full participation in CDSS programs.” In the processing of discrimination complaints, the Department’s Civil Rights Unit (CRU) has noted that language access is the second-most common type of complaint received (after disability).

The purpose of this report is to answer the question: How can CDSS increase uptake of its programs by individuals with limited English proficiency (LEP) through language access solutions? While CDSS is interested in language access solutions for all of its programs, this report dives specifically into CalFresh, the name for Supplemental Nutrition Assistance Program (SNAP) in California, as a case study. The goal of the project is to use the CalFresh case study as an example within the Department to demonstrate the gaps and opportunities for both program-level and Department-wide policies to address language access issues in the delivery of services. Here are some of the report highlights:



- ❖ If enrollment rates for all languages were equivalent to the English rate, then an estimated 1.037 million additional individuals would be enrolled and participating in CalFresh.
- ❖ The English participation rate is quite high at 93%, which would compare favorably to the national average (for all languages) of 86%. However, given that statewide participation is 72.2%, there is considerable evidence that the low overall participation rate is being driven by low enrollment rates in LEP populations.
- ❖ There is considerable variation between enrollment rates between different language groups—while languages like Arabic, Hmong, and Armenian have high enrollment rates, languages like Mandarin and Korean see particularly low enrollment figures.
- ❖ Of the estimated 1.037 million who could be enrolled, an overwhelming majority would be Spanish-speaking individuals.

To read the full report, click [here](#).

2020 Rethink Your Drink and Healthy Snack Day Dates Confirmed

Statewide Days of Action Three Simple Steps



Step 1: Save the Date!

Rethink Your Drink Day: Wednesday, May 13, 2020 Healthy Snack Day: Wednesday, September 2, 2020

Step 2: Learn more about the Statewide Days of Action! Visit RethinkYourDrinkDay.com and HealthySnackDay.com for more details.

Step 3: What should I do now?

- ❖ Plan! Plan! Plan!
- ❖ Think about event location, time, staffing, and volunteers.
- ❖ Recruit community-based partners.

A Guide to Smart Snacks in School

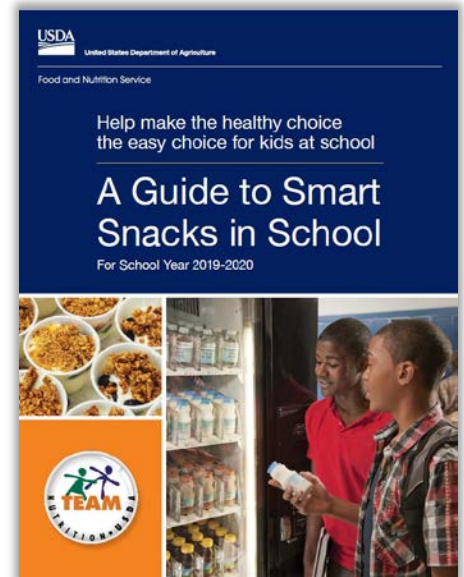
Our food environment greatly influences what we consume. For many young people, the school food environment plays a huge role in what their overall eating pattern looks like since many youth consume one-third to half of their calories on school grounds. The [2010 Healthy Hunger-Free Kids Act](#) (HHFKA) marked the first major update to school meal guidelines across America in 15 years. Prior to HHFKA, there were no restrictions on salt, fat content in milk, or trans fats. Fruits and vegetables were grouped together, and there were no guidelines about increasing variety. In addition, snacks (i.e., competitive foods, since they compete with the school meal program) were not regulated, which meant that students could purchase junk food like candy bars and soda through vending machines right next to the cafeteria.

At the same time, childhood obesity rates were continuing to increase, along with risk factors associated with chronic diseases like heart disease and diabetes. With the updated regulations for the National School Lunch and School Breakfast Programs, millions of students across the U.S. got access to healthier meals, more in line with the Dietary Guidelines for Americans.

But what about the other foods that are available to kids during the school day? If a cookie is being sold right next to the school lunch and at a lower price, why not just buy the cookie? Or if you know your class is getting brownies from the teacher later, why get lunch at all? New standards under the HHFKA set regulations on snacks that can be sold during the school day. Now called Smart Snacks, these food items must align with federal nutrition standards. Such standards include being at least:

- ❖ 50% whole grain OR
- ❖ having the first ingredient on the nutrition label be a fruit, vegetable, dairy product or protein food OR
- ❖ being a combination food where at least ¼ cup of the snack is a fruit or vegetable.

Many granola bars, popcorn, crackers and even treats like brownies can be a Smart Snack. Whole fruit, vegetables and frozen fruit in water or 100% fruit juice are always Smart Snacks. These standards are also required for fundraisers and events that occur during the school day, basically anytime money is exchanged for food at school. Click [here](#) to download the new guide.



Food Insecurity in Western Los Angeles County

The Westside Food Bank (WSFB) works in the Western part of Los Angeles County, an area typically considered immune to the consequences of food insecurity. While the median income in the area is over \$80,000, not all residents have equal access to healthy, affordable food.

The WSFB service area is home to more than 940,000 people. Twenty-eight percent of the general population has limited access to groceries (meaning they don't live within a ½ mile of a supermarket) – 10% lower than the county average. As of 2017 data, twenty percent of households make under \$30,000 per year, and due to the high cost of housing in the area, such families can have little money to spend on food after paying their rent or mortgage. The demand for food assistance at Westside food pantries has risen by over 85% since 2008, and has remained at record-high levels as low-income households in the area continue to struggle to meet their basic needs. Two populations that are particularly susceptible to food insecurity are veterans and college students. A recent survey of veterans showed that 27% reported experiencing food insecurity, compared to 15% of the general population. High demands for food assistance in the service area may also be explained by low-income college students. Recent studies have found that 42% of UC students and 73% of California Community College students in Los Angeles struggle with food insecurity.

"Often times it feels like I have to decide to pay for bills or groceries or books. I do not rely solely on financial aid for my school expenses and often times I end up having to pay out of pocket. But I also do not have the funds to support myself and pay for school at the same time without living on the streets. I do not want to choose between buying a \$150 book or eating for a week."

- **Female, 27, part-time CCC student**

Click [here](#) to read the full data story from the [Neighborhood Data for Social Change](#).

Webinars **New Additions in Purple**

Walking into the New Year **Wednesday, January 8, 11:00 am**

Walking and moving is a great way to change the health and wellness of an individual and a community with a single step. Join America Walks for a webinar, Walking into the New Year, on January 8, 2020 at 2pm Eastern, 11am Pacific to explore programs and partnerships that help to get community members moving, improving the physical, mental, and social well-being of all. This webinar is intended for those just starting out on the walking path as well as those interested in learning more about the topic. Register [here](#).

Budget-Friendly Marketing Techniques to Boost Breakfast & Lunch Participation **Tuesday, January 14, 11:00 am**

Promoting meals and target items can increase participation in school meals, but many districts don't have the financial means to spend a lot on marketing. In the webinar, Dana Bolder, the previous School Nutrition Director at Jackson County Central Schools in Jackson, MN, will share budget-friendly ways to market your lunch and breakfast programs, including the use of social media and collaborations with students. Register [here](#).

Integrating Physical Activity into Classroom Instruction

Thursday, January 16, 12:00 pm

Moving while learning in the classroom not only gives kids the opportunity to add more physical activity into their day, but also can contribute to improved time on task, motivation to learn, and academic performance. Classroom teachers can be great physical activity leaders with some quality resources and a little enthusiasm. Gain strategies and tips for using movement to teach language arts, math, and science. Register [here](#).

Physical Activity in the Classroom: Get Kids Active with Free Brain Boost Videos

Thursday, January 23, 12:00 pm

Brain Boosts of about 5-10 minutes can be built into the classroom schedule or spontaneously added when there's a dip in student energy and attentiveness to help them get energized, focused, joyful and ready to learn. Learn how to access and use free online videos for kids of all ages from Hip Hop Public Health, GoNoodle, and UNICEF Kid Power. Register [here](#).

Physical Education Teachers Can Influence and Support Classroom Physical Activity

Wednesday, January 29, 12:00 pm

As physical activity experts and champions in their schools, physical education teachers can be great advocates and supporters for classroom physical activity. Hear from four PE teachers who help eliminate the fear of creating and using active classrooms by identifying resources and activities, providing training, and cheering on their colleagues. Register [here](#).

State of Obesity: Better Policies for a Healthier America

Wednesday, January 29, 11:30 am

Join Trust for America's Health (TFAH), on January 29th, as public health leaders discuss the national obesity crisis, its health impacts, and how advocates are working at the national, and local levels to address this on-going epidemic. This webinar explores findings of TFAH's 2019 [State of Obesity report](#). Register [here](#).



Funding Opportunities

New Additions in Purple

PeopleForBikes 2020 Community Grant Program

Close Date: January 17, 2020 (Letter of Interest)

PeopleForBikes accepts grant applications from non-profit organizations with a focus on bicycling, active transportation, or community development, from city or county agencies or departments, and from state or federal agencies working locally. PeopleForBikes only funds projects in the United States. Requests must support a specific project or program; we do not grant funds for general operating costs. Click [here](#) to apply.

EmPOWERED to Serve

Close Date: January 20, 2020

College freshman, sophomores and juniors are invited to apply now through January 20 for 10 available \$10,000 scholarships. These scholars must demonstrate how they are improving their community's health and wellness through initiatives like advocating for access to healthy food choices, volunteering at a local health clinic, working in student health departments, fundraising for a cause, and more. Click [here](#) to apply.

CalFresh Healthy Living Program

Close Date: January 31, 2020

The Los Angeles County (LAC) Department of Public Health (DPH) is issuing a Request for Proposals (RFP) to solicit proposals from interested qualified organizations (Proposers) to implement the CalFresh Healthy Living Program to increase food security and reduce the prevalence of diet related chronic diseases among low-income individuals and families in LAC. The overall goal of the program is to achieve specific behavioral outcomes including increased consumption of healthy foods and water, reduced consumption of unhealthy foods and sugar sweetened beverages, increased levels of physical activity, and optimization of the food system. Click [here](#) to learn more and apply.

2020 Community Seed Grant

Close Date: February 7, 2020

The UCLA Kaiser Permanente Center for Health Equity, in collaboration with the UCLA Jonsson Comprehensive Cancer Center and Dr. Monica Salinas, invite the submission of proposals for funding through the 2020 Community Seed Grant Program. Ten grants of \$5,000 each are available to support local community-based organizations in their work to improve health in vulnerable, local population groups. The one-year grant period will begin in Summer, 2020. Click [here](#) to apply.

Brady Shines

Close Date: February 29, 2020

Brady Shines is committed to supporting the communities wherein Brady Companies are located, including the metropolitan areas of Los Angeles, California, and it does this through three giving programs: Monetary Awards, In-Kind Donations and the Brady Employee Matching Program. Proposed themes for applications include supporting disabled communities (e.g., children with disabilities, social skills for developmentally challenged, inclusion programs, Autism, Down syndrome, and more, and anti-bullying), healthy living (e.g., after school programs, summer camps, athletics, community gardens, playground improvements, healthy eating habits, and artistic programs) and safety and wellbeing (e.g., foodbanks, child advocacy, crisis intervention, and childhood hunger programs). Click [here](#) to apply.

Reading Opportunities

How Cutting Food Stamps Can Add Costs Elsewhere

The U.S. Department of Agriculture recently finalized a rule that could take SNAP away from nearly 700,000 Americans. While the new rule is supposed to save nearly \$8 billion over five years, research suggests that it is not clear how much would actually be saved due to costs that would result from a decline in the health and well-being of 14.3 million food-insecure households in the U.S. Food insecurity is linked to worse health outcomes, with children particularly vulnerable, including poor mental health, high blood pressure, and diabetes. Read article [here](#).

Food Deserts and the Causes of Nutritional Inequality

A large body of literature has documented that low-income neighborhoods are more likely to be food deserts. Many public health researchers, policy makers, and advocates further argue that food deserts are an important cause of unhealthy eating. However, a new study found the impact of opening supermarkets in food deserts did not demonstrably change consumer food habits toward healthier options. Researchers suggest changing demand for un/healthier food through taxes on sugary drinks and cheaper fruits and vegetables for SNAP recipients to effect greater change. Read article [here](#).

How Ads Created a Global Junk Food Generation

From Bangladesh to Britain, blanket exposure to promotional material for unhealthy foods is encouraging children to eat badly, new research claims. Read article [here](#).

Training Resources

Title	Date / Time	Format	Info	Registration
Nutrition Update: Nutrition and Health Effects of Food Insecurity	Tues, 2/25 11:00 am	Webinar	Flyer	Register here

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