

CalFresh Healthy Living Newsletter

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Scroll and Shop: Food Marketing Migrates Online

With food retailers touting the conveniences of online ordering, less attention has been paid to a larger, more important question: Does online grocery shopping support healthy eating?

Grocery stores are designed to get customers to shell out money they hadn't planned to spend. Food and beverage manufacturers pay retailers trade promotion fees—totaling more than \$50 billion each year—to place, price, and promote products, many of which are unhealthy, in the most visible store spaces. Contracts formalizing these trade promotion deals determine which foods and beverages make it onto supermarket shelves, how aggressively they are discounted, and how often and prominently they are displayed.

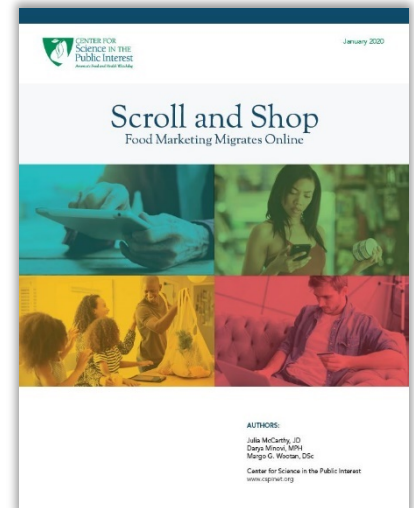
To make it easier for low-income customers to shop for food, the United States Department of Agriculture (USDA) now allows Supplemental Nutrition Assistance Program (SNAP) participants in

select states to purchase groceries online. The USDA plans to extend online SNAP to the program's 40 million participants in all 50 states.

As more customers shop for groceries online, retailers' online point-of-sale strategies are increasingly important. This report describes a scan of food and beverage promotions, prices, search results, ordering, and delivery from six retailers in the Washington, DC region. The [Center for Science in the Public Interest](#) evaluated the healthfulness of promoted products using an adapted version of the National Alliance for Nutrition and Activity (NANA) Vending Standards, which are based on the *Dietary Guidelines for Americans*.

Online grocery shopping has the potential to increase access to and consumption of healthy foods. However, current retailer practices fail to support healthy eating. **Here are some of the report highlights:**

- ❖ More than half of food and beverage promotions were for unhealthy products.
- ❖ More than three-quarters of the food- and beverage-related emails that retailers sent promoted unhealthy products.
- ❖ More than half of items featured prominently in search results for staple foods were unhealthy.
- ❖ The majority of fresh fruits and vegetables delivered were of good quality, with taut skin, few soft spots, and good color.



Download the full report [here](#).

New FDA Photonovels



The U.S. Food and Drug Administration (FDA) has developed four photonovels — or comic-style, graphic stories — for Hispanic American and Chinese American families on FDA and the Environmental Protection Agency's (EPA's) updated advice about eating fish. The photonovels include information about eating fish during pregnancy and about the nutrients in fish that can help a child's growth and development. Fish provide protein, healthy omega-3 fats, Vitamin B12 and Vitamin D, iron and other minerals like selenium, zinc and iodine.

The 2015-2020 Dietary Guidelines for Americans recommends:

- ❖ At least 8 ounces of seafood (less for young children) per week based on a 2,000 calorie diet
- ❖ Women who are pregnant or breastfeeding to consume between 8 and 12 ounces of a variety of seafood per week, from choices that are lower in mercury.

Click [here](#) to download the photonovels.

New Nutrition Facts Label

On January 1, an updated Nutrition Facts label took effect covering all food and beverage products from manufacturers with more than \$10 million in sales (most manufacturers with less than \$10 million in annual sales get an additional year to comply). This milestone is a long time coming—the previous label had been in effect for 20 years and it's been six years since the U.S. Food and Drug Administration first proposed updates.

The Nutrition Facts label has always been popular among consumers. More than three-quarters of U.S. adults [report](#) using the Nutrition Facts label to inform purchasing decisions, with half using it “always” or “most of the time,” while nearly 80 percent use it always or sometimes when purchasing a product for the first time. The new label is even more of a hit—a 2018 [poll](#) from the [Center for Science in the Public Interest](#) found that nearly 90 percent of Americans support implementation of the updated label. With all these important and helpful changes, it's easy to see why.

Some of the new changes include:

- ❖ New line for added sugars
- ❖ More realistic serving sizes
- ❖ Dual labels for products that can be consumed in one or multiple servings
- ❖ Refreshed presentation

Click [here](#) to read more about the new label.

NEW LABEL / WHAT'S DIFFERENT

<p>Servings: larger, bolder type</p>	<p>Nutrition Facts 8 servings per container Serving size 2/3 cup (55g)</p> <hr/> <p>Amount per serving Calories 230</p> <hr/> <p style="text-align: right; font-size: small;">% Daily Value*</p> <p>Total Fat 8g 16% Saturated Fat 1g 5% Trans Fat 0g Cholesterol 0mg 0% Sodium 160mg 7% Total Carbohydrate 37g 13% Dietary Fiber 4g 14% Total Sugars 12g Includes 10g Added Sugars 20% Protein 3g</p> <hr/> <p>Vitamin D 2mcg 10% Calcium 260mg 20% Iron 6mg 45% Potassium 235mg 6%</p> <p style="font-size: x-small;">*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</p>	<p>Serving sizes updated</p> <p>Calories: larger type</p> <p>Updated daily values</p> <p>Actual amounts declared</p> <p>New footnote</p>
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New:
added sugars

Change
in nutrients
required

USDA Data Briefs on Added Sugars

USDA released two data briefs on added sugars in children's/adult's diet. The Dietary Guidelines for Americans 2015-2020 (DGA) recommend that Americans limit their added sugars intake to less than 10 percent of daily calories. The studies focused on foods and beverages that are major sources of added sugars in the diets of adults in America. Below are some of the highlights for both briefs:

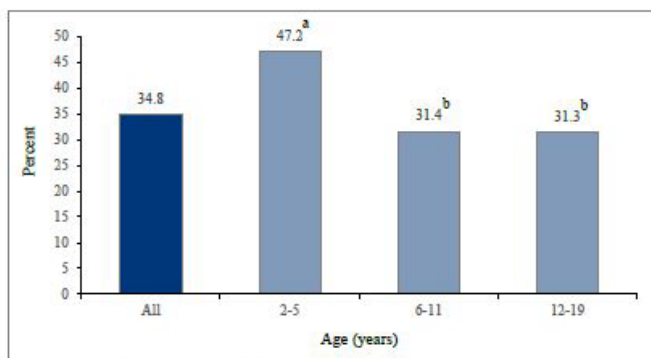
Added sugars in adults' diet

- ❖ Overall, 47 percent of adults, 20 years and over, met the 2015-2020 DGA recommendation for added sugars, by limiting added sugars intake to less than 10% of daily calories
- ❖ On average, the adults who met the recommendation obtained 5.1 percent, and the adults who did not meet the recommendation obtained 19.4 percent of total calories from added sugars
- ❖ On average, the adults who did not meet the DGA recommendation consumed about four times more added sugars than the adults who met the recommendation
- ❖ Sweetened beverages were the top source providing about one-third of added sugars in the males' diets and about one-fourth of added sugars in the females' diet

Added sugars in children's diet

- ❖ About 35 percent of children 2 to 19 years of age met the 2015-2020 DGA recommendation for added sugars, by limiting added sugars intake to less than 10% of total energy for the day
- ❖ On average, those who met the recommendation obtained 5.9 percent, and those who did not meet the recommendation obtained 18.5 percent of total energy from added sugars
- ❖ Significantly higher percentages of children 2-5 years met the recommendation than the older children
- ❖ Sweetened beverages, sweet bakery products, and candy were the top three sources of added sugars in the diet of children who did not meet the DGA added sugars recommendation

Figure 1. Estimated percentages of children meeting the DGA 2015-2020 added sugars recommendation¹ by age, WWEIA, NHANES 2015-2016



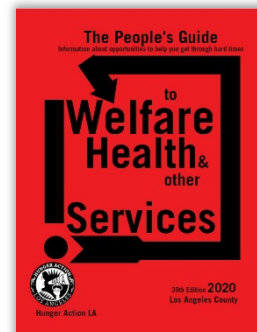
¹ Limiting added sugars intakes to less than 10 percent of daily energy
Percentages with same superscripts are not significantly different from each other at p<0.01
DATA SOURCE: WWEIA, NHANES 2015-2016, day 1, children 2-19 years and FPED 2015-2016 (n=2,901)

Read the adults' brief [here](#) and children's brief [here](#).

2020 Peoples Guide

The long-awaited new edition of the Peoples Guide to Welfare Health and Other Services 2020 is available now in English & Spanish!

Published since the late 1970s, the Peoples Guide has become the standard guidebook of public social services for people working in the field, people in need of help, and those just helping their neighbors. This 72–page newsprint booklet gives you all you need to know about applying for financial assistance for individuals and families, CalFresh, child nutrition and WIC, unemployment benefits, job training and much more! Click [here](#) to learn more and download the guide.



Webinars

New Additions in Purple

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

CalFresh Healthy Living Program

NEW DEADLINE: February 21, 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.

Built Environment Policy Advocacy Fund

Close Date: March 13, 2020

With funding from First 5 LA, Prevention Institute will award one-year (May 2020 – May 2021) grants ranging from \$25,000 – \$100,000 to community-based organizations, policy advocacy networks, and emerging coalitions advocating for high-quality parks, open space, and recreation facilities; safe and reliable transportation/opportunities for mobility; and/or food security in First 5 LA's Best Start geographic areas. This is a unique opportunity to improve the built environment, with a goal of promoting healthy early childhood development. Click [here](#) to apply.

Healthiest Cities and Counties Challenge

Close Date: February 26, 2020

The purpose of this program is to advance health equity and prevent chronic disease in communities by accelerating systems-level approaches to improving community health. The program is based on the theory that authentic collaboration across sectors can result in powerful, sustainable approaches that advance health equity. Successful applicants are expected to establish or revitalize a cross-sector team that fosters partnerships between community residents, local government, nonprofit partners, businesses, academic institutions, and others. Applicants must have a population of up to 600,000 to be eligible for funding. Prospective applicants from the same city, county, or tribe are encouraged to collaborate and submit one joint application. Click [here](#) to apply.

Reading Opportunities

New SNAP Rule Impacts College Students

Some low-income college students are among the nearly 700,000 SNAP recipients projected to lose benefits as a result of a Trump administration rule. While the rule targets "able-bodied adults without dependents," it also limits food assistance for a share of college students. Read the article [here](#).

Little Rock School District Just Became First in U.S. to Pass Hydration Policies Training Resources

The Little Rock School District just became the first school district in the nation to adopt a hydration policy. The measure allows students to bring water bottles with them into classrooms and it requires all new construction and major renovation projects that happen at schools to include water bottle filling stations in their blueprints. Click [here](#) to read more.

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