

# CalFresh Healthy Living Newsletter

## INSIDE

Nutrition Facts Label Education Campaign..... 1

Start Simple with MyPlate App .... 2

Webinars ..... 2

Funding Opportunities ..... 3

Reading Opportunities ..... 4

Training Resources..... 5

## Nutrition Facts Label Education Campaign

The U.S. Food and Drug Administration (FDA) launched *What's in it for you?* — an educational campaign to accompany the updated Nutrition Facts label. The campaign provides health care professionals, middle and high school teachers, dietitians, and community leaders with resources to help consumers understand and use the new Nutrition Facts Label. It's designed to empower consumers to make informed food choices and to adopt and maintain a healthy diet.

This is the first major update to the Nutrition Facts label in over two decades. The changes reflect new scientific information, including the link between diet and chronic diseases such as obesity and heart disease.

The changes will make it easier for consumers to make informed food choices and meet the recommendations from the [Dietary Guidelines for Americans](#).

Changes to the label include:

- ❖ **Serving size** is now in a large, bold font. It's also been updated to better reflect the amounts that people are likely to eat and drink. By law, serving sizes need to reflect what people typically eat and drink, rather than what is recommended.
- ❖ **Calories** is now in a larger, bold font to help highlight this information.
- ❖ **Nutrients** required on the label now include vitamin D and potassium. Calcium and iron will continue to be required, but vitamins A and C will no longer appear since deficiencies of these vitamins are rare. In addition, nutrients must now be presented in grams, as well as in the % Daily Value.
- ❖ **Added sugars** is a new addition to the label. It and must be listed in grams and as % Daily Value, in most cases.
- ❖ **% Daily Value** now has the following footnote to clarify its meaning: "The % Daily Value 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."



You can use the campaign materials to help increase public awareness, understanding, and use of the updated Nutrition Facts label! The resources are free and available for general use. Be sure to [check out our social media toolkit for the campaign](#).

# Start Simple with MyPlate App



## Set simple goals for healthy eating!

Meet healthy eating goals one at a time! Use the *Start Simple with MyPlate* App to pick simple daily food goals, see real-time progress, and earn badges along the way. This easy-to-use app can help you make positive changes. Healthy eating can help you achieve a healthier life overall. Get started with Start Simple with MyPlate! With the app you can:

### Pick Your Goals

- ❖ Set goals within food groups (Fruits, Vegetables, Grains, Protein Foods, Dairy)
- ❖ Choose from a variety of food goals or use the "Pick for me!" feature if you want ready-made goals and tips
- ❖ Sync up to your smartwatch (or do it all on your mobile device)

### See Real-Time Progress

- ❖ See daily progress in each food group as you meet your goals
- ❖ Get simple how-to tips to help you meet your goals
- ❖ Select options for notifications and reminders
- ❖ Visit the MyPlate 101 section for more information about healthy eating

### Earn Badges that Celebrate Your Success

- ❖ Earn badges as food group goals are completed
- ❖ Collect a variety of badges such as first goal complete, daily-streaks, food group badges, and the ultimate MyPlate badge
- ❖ Post your badges on social media to share your success and encourage others

Download the Apple Store or Google Play.

## Webinars

### New Additions in Purple

#### **Cross-Sector Collaboration: Making Partnerships Work for Your Community** **Tuesday, April 14, 2020, 10:00 am**

Cross-sector collaboration is a term used to describe a process where various community organizations come together to collectively focus their expertise and resources on a complex issue of importance to a community they serve. The cross-sector collaborative may address issues of physical health, behavioral health, and social determinants of health such as transportation, housing, and food insecurity that are impacting the health of the community. Register [here](#).

## **Unusual Bedfellows: Expanding and Developing New and Different Partnerships** **Wednesday, April 15, 2020, 11:00 am**

Join America Walks for a free webinar to explore how partnerships have been fundamental to the designing, developing and place making of livable, walkable communities. With the increasing evidence of the multiple benefits of walkability, we have an opportunity to expand our partnerships further and broader. 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](#).

## **Afterschool Meals Matter** **Thursday, April 16, 2020, 10:00 am**

Sponsors and children both benefit when year-round meals are provided seamlessly in communities through the Summer Food Service Program and Afterschool Meal Program, and March is the perfect time to finalize plans for moving from afterschool to summer meals. This webinar will cover best practices, streamlining opportunities, and new resources for establishing strong, financially viable year-round meal programs. Register [here](#).



## **Funding Opportunities**

### **New Additions in Purple**

## **No Kid Hungry Emergency Relief Grants** **Close Date: Not Disclosed**

The coronavirus is closing schools and workplaces nationwide. Vulnerable children are losing the school meals they depend on, and low-income families are struggling with lost wages. We're offering emergency grants to support local school districts and nonprofit organizations in their efforts to ensure kids get the nutritious food they need. This grant request is specifically for school districts and community organizations to submit an inquiry for grants to support nutrition programs in their communities. Click [here](#) to apply.

## **Advancing the Research on Produce Prescriptions** **Close Date: March 26, 2020**

The Rockefeller Foundation seeks an experienced partner with capacity and credibility to advance the public's understanding of the impact of produce prescription programs, in collaboration with community organizations, healthcare payers, and health care providers. The grant shall not exceed 18 months nor \$1,000,000. The Foundation's aim through this work is to make a significant contribution to the hypothesis testing of produce prescriptions, specifically aimed at strengthening their functionality and widening their availability to best serve the population that is intended to benefit from these programs. To request a PDF version of the RFP, please email [ProduceRx.RFP@rockfound.org](mailto:ProduceRx.RFP@rockfound.org).

## **Game on Grant** **Close Date: April 3, 2020**

In order to get every kid healthy and ready to learn, our Game On grants provide funding, support, and resources for schools to increase physical activity and nutrition initiatives while promoting students' social emotional learning. Funding is for \$1,000 for physical activity OR nutrition projects; and funding is for \$2,500 for physical activity AND nutrition projects. PreK-12 schools in all states are eligible to apply. Click [here](#) to apply.

## Parents for Healthy Kids Grant

**Close Date: April 3, 2020**

Parents: Here's your chance to make your mark on school health! Apply for a Parent for Healthy Kids grant that will provide funds and support to increase physical activity or nutrition initiatives while promoting students' social emotional learning and engaging parents in school wellness. Grant funding starts at \$1000. Parents or parent groups must apply for the grant (either for physical activity or nutrition) and lead projects in partnership with the school. Click [here](#) to learn more and apply.

## Leadership and Management for the RWJF Culture of Health Prize

**Close Date: April 15, 2020**

This request seeks an entity to lead the next two-year phase of the leadership and management of the RWJF Culture of Health Prize, which will include 2022–2023 cohorts of winners and initial planning for the 2024 cohort. This call for proposals provides background on the RWJF Culture of Health Prize and outlines responsibilities for an organization selected to take on the next phase of leadership and management. Click [here](#) to learn more and apply.

## The Gus Schumacher Nutrition Incentive Program Formerly known as the Food Insecurity Nutrition Incentive Program (FINI)

**Close Date: May 18, 2020**

The Gus Schumacher Nutrition Incentive Program supports projects to increase the purchase of fruits and vegetables among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase. The program will test strategies that could contribute to our understanding of how best to increase the purchase of fruits and vegetables by Supplemental Nutrition Assistance Program (SNAP) participants. Click [here](#) to apply.



## Reading Opportunities

### COVID-19 Guidance for Schools and Programs

Read the latest revisions to the CDC guide for U.S. schools and programs on how to plan, prepare, and respond to COVID-19 [here](#). You can also check out their main web page [here](#) to find out how to protect yourself, what to do if you are sick, community events guidance and more.

### Financial Resources for Residents Impacted by COVID-19

The Los Angeles County Department of Public Social Services is aware of the financial impact that the Coronavirus is having on the health and financial well-being of Los Angeles County residents, leaving thousands unemployed or underemployed. The department has provided resources to help residents who may be experiencing financial challenges due to the pandemic. Click [here](#) to read more.

# Training Resources

Title	Date / Time	Format	Info	Registration
Nutrition Standards in Schools #1: School Breakfast/Lunch Program	Wed, 4/8 10:00 am	Webinar	----	<a href="#">Register here</a>
Save the Date! Prevention Institute Webinar #1. System of Prevention: Understanding and Countering the Production of Inequities	Tues.4/21 10:00 am	Webinar	----	----
Taste, Don't Waste! Food Waste Recovery 101	Wed. 4/22 10:00 am	Webinar	----	<a href="#">Register here</a>
2020 Rethink Your Drink Day Step-by-Step Guide Webinar for Hosts	Wed. 4/29 11:00 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)**