

# CalFresh Healthy Living Newsletter

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CalFresh Food benefits can now be used to purchase groceries ONLINE at select retailers



## EBT Online

As of April 28, 2020, CalFresh participants can use their EBT card to make purchases online at Amazon and Walmart. CalWORKs participants may also be able to use their

cash benefits to make purchases online at Wal-Mart.

California expedited implementation of EBT online purchasing in response to COVID-19. Allowing for EBT online purchases will support vulnerable populations in meeting their nutrition needs, especially while a statewide stay at home order remains in place.

California is actively working to expand the number of stores that accept EBT online in the future. CalFresh provides monthly food benefits that help individuals and families buy healthy, nutritious food! Even if temporary, individuals and families who have experienced a change in their circumstances and need additional help may apply for CalFresh. Californian’s can visit

[GetCalFresh.org](http://GetCalFresh.org) to apply or call 1-877-847-3663 (FOOD) to be connected to their local county social service office.

## CalFresh Healthy Living New Social Media Content

The California Department of Public Health’s CalFresh Healthy Living program has created new social media content that highlights healthy eating and physical activity within the context of COVID-19. The initial posts target an older adult audience, per a request by our Health and Human Services Agency, but future content will focus on all SNAP-Ed eligible audiences.

Feel free to tailor this content to fit your organizational needs by repurposing it or simply share the content from our CalFresh Healthy Living social media channels. This content is available for download on the Communication Resource Library. Remember, we are all in this together! Click [here](#) to access the resource.



## Fruit & Veggie SNAP Benefits Partnership



The ¡Más Fresco! More Fresh Program, also known as the Southern California Nutrition Incentive Program, is a partnership between the United States Department of Agriculture (USDA), University of California, San Diego Center for Community Health, and Northgate González Market. The primary goal of this program is to evaluate the effect of financial incentives on the purchase and consumption of fruits and vegetables among CalFresh recipients. This program provides financial incentives to CalFresh recipients when they purchase qualifying fresh fruits and vegetables with their Electronic Benefit Transfer (EBT) card. These incentive dollars can then be used to purchase additional qualifying fresh fruits and vegetables, with the goal of increasing their purchasing power and overall consumption of healthy foods.

CalFresh recipients will earn one dollar for every CalFresh benefit dollar spent on fresh fruits and vegetables (up to \$40 a month for a year) when they shop at participating Northgate Gonzalez Markets. In addition to providing financial incentives, the program includes ongoing fruit and vegetable discount pricing promotions and nutrition education in the form of healthy food shelf-labeling, cooking classes, and store tours. These programs aim to increase program participants' knowledge and self-efficacy around making healthy food choices.

Please visit the website [here](#) to sign up and to learn which stores you can shop at.

## Systems Approaches for Healthy Communities – Web-based Training

Are you or your agency interested in learning more about Policy, Systems, and Environmental Changes (PSEs)? Are you eager to step up your community engagement game? Systems Approaches for Healthy Communities is available for a limited time only! Systems Approaches for Healthy Communities (SAHC) is a web-based training from the University of Minnesota (UM) Extension designed to help professionals effectively apply PSE approaches to their work.

There are five interactive, self-paced, online modules that serve as the primary source of content. The material is presented through activities, examples, stories, reflection questions and interactive exercises. Viewed individually or in groups, it is best to complete all five 50 to 60 minute modules within a flexible four to six week period.

Facilitated discussions following the modules are an essential part of the program's success. They help staff reflect on relevant program content and consider ways to apply strategies to strengthen their PSE work. UM recommends that someone within each local agency should lead the discussion sessions. Agencies that are not able to facilitate their own discussions can participate in a series of virtual sessions led by the CalFresh Healthy Living Statewide Training Team. Request access [here](#) soon, as space will only be available for a limited time!



## Webinars

### New Additions in Purple

#### **Food Insecurity & Growing Concerns During COVID-19**

**Monday, May 11, 2020, 11:00 am**

This webinar will bring together experts to provide insights on the longstanding issues surrounding food insecurity in the United States, exacerbated by the COVID-19 pandemic. Register [here](#).

#### **Walking and Walkability in the Time of COVID-19: New Policies and Practices**

**Wednesday, May 13, 2020, 11:00 am**

As America responds to the coronavirus pandemic, how do physical distancing, stay-at-home orders, and a slower economy impact walking and walkability? This webinar will discuss why it's especially important to stay active right now, how new policies and practices can help you do so safely, and what the national walking movement might learn from the crisis. This webinar is intended for those who are familiar with topics and issues related to walking and walkability. Register [here](#).



## Funding Opportunities

### New Additions in Purple

#### **Pioneering Ideas: Exploring the Future to Build a Culture of Health**

**Close Date: Proposals accepted on a rolling admission**

Pioneering Ideas: Exploring the Future to Build a Culture of Health seeks proposals that are primed to influence health equity in the future. RWJ Foundation is interested in ideas that address any of these four areas of focus: Future of Evidence; Future of Social Interaction; Future of Food; Future of Work. Additionally, RWJ welcomes ideas that might fall outside of these four focus areas, but which offer unique approaches to advancing health equity and our progress toward a Culture of Health. Click [here](#) to apply.

#### **AARP Community Challenge**

**Close Date: May 15, 2020**

The AARP Community Challenge provides small grants to fund "quick-action" projects that can help communities become more livable for people of all ages. Applications are being accepted for projects to improve housing, transportation, public space, technology ("smart cities"), civic engagement and more. Click [here](#) to apply.

#### **Gus Schumacher Nutrition Incentive Program**

**Close Date: May 18, 2020**

To support 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 learn more and apply.

## **USDA Regional Food Systems Partnerships**

**Close Date: May 26, 2020**

The Regional Food System Partnerships (RFSP) program supports partnerships that connect public and private resources to plan and develop local or regional food systems. Effort is focused on building and strengthening local or regional food economy viability and resilience by alleviating unnecessary administrative and technical barriers for participating partners. Click [here](#) to learn more and apply.

## **USDA Farmers Market Promotion Program**

**Close Date: May 26, 2020**

The Farmers Market Promotion Program (FMPP) funds projects that develop, coordinate and expand direct producer-to-consumer markets to help increase access to and availability of locally and regionally produced agricultural products by developing, coordinating, expanding, and providing outreach, training, and technical assistance to domestic farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, online sales or other direct producer-to-consumer (including direct producer-to-retail, direct producer-to-restaurant and direct producer-to-institutional marketing) market opportunities. A 25% match is required. Click [here](#) to learn more and apply.

## **USDA Local Food Promotion Program**

**Close Date: May 26, 2020**

The Local Food Promotion Program (LFPP) funds projects that develop, coordinate and expand local and regional food business enterprises that engage as intermediaries in indirect producer to consumer marketing to help increase access to and availability of locally and regionally produced agricultural products. Grants can be used for the planning stages of establishing or expanding a local and regional food business enterprise or to improve or expand a food business that supports locally and regionally produced agricultural products and food system infrastructure by performing feasibility studies, market research, training and technical assistance for the business enterprise and/or for producers working with the business enterprise. A 25% match is required. Click [here](#) to apply.

## **Active Transportation Program (ATP) Cycle 5**

**Close Date: June 15, 2020**

The Active Transportation Program was created by Senate Bill 99 to encourage increased use of active modes of transportation, such as walking and biking. Since its inception, the Active Transportation Program has funded over 800 active transportation projects across the state benefiting both urban and rural areas. More than 400 of the funded projects are Safe Routes to Schools projects and programs that encourage a healthy and active lifestyle throughout students' lives. In addition, every cycle has seen more than 85% of funds going towards projects that will benefit disadvantaged communities throughout the state. Click [here](#) to learn more. Link to apply is not yet available.



## Reading Opportunities

### The Impact of Increasing SNAP Benefits on Stabilizing the Economy, Reducing Poverty and Food Insecurity amid COVID-19 Pandemic

With unemployment currently at a record high as a result of COVID-19, participation in the Supplemental Nutrition Assistance Program (SNAP) is expected to increase significantly. A new issue brief from Healthy Eating Research provides evidence on the potential positive impact of a SNAP benefit increase on SNAP households and the economy. Read more [here](#).

### Children’s Fruit “Juice” Drinks and FDA Regulations: Opportunities to Increase Transparency and Support Public Health

Given the wide range of drinks marketed to and consumed by children that may contain juice, it is important that caregivers are able to differentiate among product types and identify drinks that are recommended for children. While the FDA regulates these drink labels, it also permits a wide range of names, claims, and fruit images on packaging that do not necessarily reflect the drink’s ingredients. This study examined the labels and ingredients of top-selling children’s juice drinks, including brands with at least \$10 million in annual sales, and found that nearly all drinks showed images of fruit on the front of the package, even if they did not contain juice from the fruits pictured or any juice at all. Read the full study [here](#).

## Training Resources

Title	Date / Time	Format	Info	Registration
Prevention Institute Webinar #2. System of Prevention: Understanding and Countering the Production of Inequities	Tues. 5/21 10:00 am	Webinar	<a href="#">Flyer</a>	<a href="#">Register here</a>
CalFresh Healthy Living Nutrition Standards in Schools Webinar #2: Supporting School Nutrition Standards for Foods Offered or Sold Outside of the School Meal Program	Thurs. 5/28 10:00 am	Webinar	---	<a href="#">Register here</a>
<i>Coming soon!</i> Designing Powerful Online Meeting Experiences	TBD	Online Training	<a href="#">Flyer</a>	----
2020 Healthy Snack Day Kick Off Webinar	Wed. 7/1 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)**