

# CalFresh Healthy Living Newsletter

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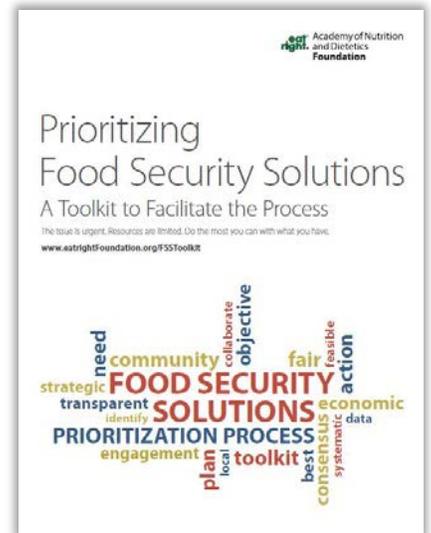
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## Prioritizing Food Security Solutions – A Toolkit to Facilitate the Process

Food insecurity is a global issue with significant effects on human health. However, while great strides have been made in addressing hunger and improving health, continued progress is still necessary and depends on efforts at all levels. To make the best progress locally, communities must identify the most impactful way to use available resources.

This is how the Food Security Solutions (FSS) Prioritization Process can help. The four-step FSS Prioritization Process identifies the best solutions to improve food security in the community, given the resources available.



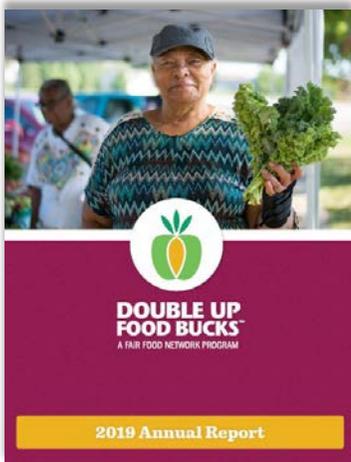
- ❖ [FSS Prioritization Process Webinar](#)
- ❖ [FSS Prioritization Process Summary](#)

This four-step process will help identify the best food security solutions for your community. Worksheets developed specifically for this process are used to facilitate each step. To get started, download the Toolkit [here](#).

## DPSS Website Feedback

The Department of Public Social Services (DPSS) is seeking your feedback on our newly redesigned website. The purpose of this survey is to gather customer feedback specific to website usability, display of relevant and important information and user interface and design. This survey is anonymous, and the data collected will be used to help improve the website’s functionality, overall look, and provide better customer service. Help them improve by taking a five-minute survey. Click [here](#) to take the survey.

## Double Up Food Bucks – 2019 Annual Report



In 10 years, Fair Food Network’s Double Up Food Bucks has demonstrated the power of nutrition incentives to provide low-income families with affordable access to fresh fruits and vegetables at a national scale. The idea was simple: double the buying power of SNAP participants for healthy food, and expand market opportunities for local farmers.

Double Up, which started in 2009 as a promising idea at five farmers markets in Detroit, is today available at over 900 grocers and farmers markets in 30 programs across 28 states. In pure dollars, \$16,000 of Double Up spent in 2009 on fruits and vegetables by low-income families blossomed into nearly \$6 million spent in 2019, with significant impacts for low-income families and local farmers. These potentially unexpected bedfellows shared their stories and data – of impact on health, hunger, and economic development in communities small and large – and helped Fair Food Network make the case for the first \$100 million and now \$250 million for USDA Gus Schumacher Nutrition Incentive Program grants (GusNIP)

with permanent federal funding. This annual report illustrates the impact Double Up programs are having on community health and wealth nationwide. Click [here](#) to read the report.



## 2020 Public Health Law Virtual Summit

The COVID-19 pandemic is challenging public health in unprecedented ways, and is exposing structural failures and health inequities that further exasperate the impact of the virus. State and local jurisdictions have had to navigate a myriad of public health legal and emergency preparedness response issues in an effort to mitigate infection rates and loss of life. This virtual two-day Summit will examine key issues surfaced by the pandemic and paths forward to more effective and equitable response and recovery efforts. The summit will cover critical issues over the two days including:

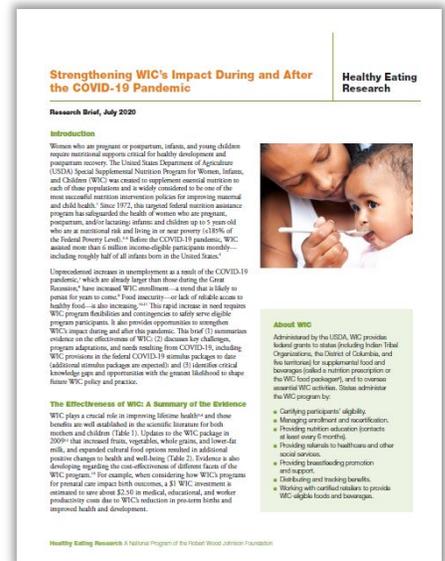
- ❖ Food Insecurity
- ❖ Health Equity for Marginalized Communities
- ❖ Federal, State and Local Emergency Measures
- ❖ Education and Broadband Access

Register and learn more about the summit [here](#).

# Strengthening WIC's Impact During and After the COVID-19 Pandemic

The USDA Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides critical nutrition assistance to lower-income women, infants, and young children. During the coronavirus pandemic, unemployment has risen to levels greater than experienced during the Great Recession, and food insecurity has also increased, making WIC's role more important than ever. This research brief focuses on how to strengthen WIC's impact during and after COVID-19.

The brief summarizes the evidence of WIC's benefits and challenges the program and participants are facing due to COVID-19. The brief addresses what actions are needed in addition to the Families First Coronavirus Response Act passed by Congress, which provided \$500 million for 2020 to support increases in WIC enrollment. The brief suggests increasing access to telemedicine, expanding online food package ordering, in addition to steps already taken, including minimum stocking requirements and food package substitutions for added flexibility. Read the brief [here](#).



## Physical Activity Videos Lead by Youth



Sanford *fit* is a health activation program from Sanford Health, developed to empower children and parents to make healthy lifestyle choices that help prevent childhood obesity.

The *fit* platform was developed using a combination of the latest scientific and behavioral research designed to educate, motivate, and inspire children of all ages to live a balanced, healthy lifestyle. The resources can be used by teachers, coaches, parents, and/or community members. Check out their website [here](#).

## Webinars New Additions in Purple

### Measuring and Evaluation Impact (Part 2) August 4, 2020 11:00 am

\*A three-part webinar series. SNAP-Ed partners across the country are adapting to a changing and challenging new virtual environment. While some initiatives are modifying their existing digital nutrition education platforms, others are reinventing their delivery methods. Register [here](#).

### Mas Fresco Virtual Information Workshop (English) August 6, 2020, 3:00 pm

The Los Angeles Trust for Children's Health will be hosting two virtual information workshops on [¡Más Fresco! More Fresh Program](#) in partnership with UC San Diego Center for Community Health on August 6<sup>th</sup> (English). The workshops will be available through [Facebook live](#) and Zoom. Register [here](#). Use the following Zoom Meeting ID: 872 4060 2899.

## Mas Fresco Virtual Information Workshop (Spanish)

**August 7, 2020, 12:00 pm**

The Los Angeles Trust for Children's Health will be hosting two virtual information workshops on [¡Más Fresco! More Fresh Program](#) in partnership with UC San Diego Center for Community Health on August 7<sup>th</sup> (Spanish). The workshops will be available through [Facebook live](#) and Zoom. Register [here](#). Use the following Zoom meeting ID: 872 4060 2899

## Collecting and Reporting Data (Part 3)

**August 11, 2020, 11:00 am**

\*A three-part webinar series. SNAP-Ed partners across the country are adapting to a changing and challenging new virtual environment. While some initiatives are modifying their existing digital nutrition education platforms, others are reinventing their delivery methods. Register [here](#).

## Lessons from the Pandemic – Staying Strong with Families

**August 11, 2020, 11:00 am**

In the midst of a global pandemic in 2020, 40% of American adults say they are now cooking more at home. If so many people are eating most of their meals at home, how can we effectively promote even more of this behavior to support, encourage, and inspire Americans to “stay strong” and continue to enjoy family meals? Join Produce for Better Health Foundation to learn about the changing landscape of family meals and the evolution of positive messaging about them. Register [here](#).



## Funding Opportunities

**New Additions in Purple**

### Emergency Meal Distribution Equipment Grants

**Close Date: Rolling deadline until all funds are awarded**

School nutrition professionals across the county have stepped up to get food to kids during school closures. Districts and schools have shared the need for additional equipment to create grab-and-go curbside meal pickups at schools and other locations within the community, additional hot and cold food storage containers, grab-and-go packaging materials, and mobile distribution to families in outlying or rural communities. Working with the equipment vendor, [Hubert](#), Action for Healthy Kids will provide selected school districts with equipment credits for \$1,000-\$2,000 per site to purchase equipment. Click [here](#) to apply.

### 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.

## Equitable Parks and Green Spaces in Small and Midsize cities: Planning Grant Close Date: September 9, 2020

The Robert Wood Johnson Foundation (RWJF) seeks an organization (or up to three collaborating organizations) to plan an initiative, which, by influencing policy and systems change, rectifies the inequitable distribution of parks and green spaces in low-income communities and communities of color in urban regions, including small and midsize cities (pop. 50,000–500,000). Click [here](#) to apply.

## Reading Opportunities

### “Stealth” Food Banks Serve the Undocumented

Underground food distributions, direct financial assistance, and postings on WhatsApp are some of the ways food banks are reaching out to undocumented clients, a population that has been particularly hard hit by the coronavirus crisis. Read article [here](#).

### SNAP-Ed Policy, Systems, and Environmental Interventions and Caregivers’ Dietary Behaviors

A new study by researchers at the Center for Wellness and Nutrition (CWN) and California State University – Sacramento links policy, systems, and environmental change strategies (PSEs) to improved dietary outcomes in California communities. Researchers analyzed detailed 24-hour dietary recall responses from more than 2,000 low-income adults throughout California, and found that greater numbers of PSEs in California communities were associated with decreased intake of added sugars, decreased sugar-sweetened beverage intake, and increased Healthy Eating Index scores, a measure of overall dietary quality. Read the article [here](#).

### Approaches to a Retail-Based National Fruit and Vegetable Subsidy Program

Suboptimal fruit and vegetable intake is associated with an increased risk of diet-related disease, but currently the United States has no national programs supporting fruit and vegetable consumption. In a new *Milbank Quarterly* article, authors argue for a national fruit and vegetable subsidy program that decreases the price of these foods at the point of sale, suggesting that it could broadly benefit population health. Drawing on existing programs and policies, the authors identify approaches to implementing a voluntary funding program or a mandatory federal–state cooperative program. Read article [here](#).

# Training Resources

Title	Date / Time	Format	Info	Registration
Designing Powerful Online Meeting Experiences	Wed. 8/5 8:30 am	Live Online Training	<a href="#">Flyer</a>	<a href="#">Register here</a>
ToP Secrets of Implementation - <i>Virtual Edition</i>	8/10 & 8/6 9:00 am	Zoom Training	<a href="#">Flyer</a>	<a href="#">Register here</a>
Nutrition Update Webinar	Tues. 8/25 11:00 am	Webinar	----	<a href="#">Register here</a>
Community Engagement: Involving Community Members in Priority Planning and Implementation	Wed. 8/26 1:30 pm	Webinar	----	<a href="#">Register here</a>
2020 Healthy Snack Day Step-by-Step Webinar for Hosts	Wed. 8/26 11:00 am	Webinar	----	<a href="#">Register here</a>
How to Implement Physical Activity in ECE Settings while Physical Distancing	Thurs. 8/27 10:00 am	Webinar	----	<i>Link Coming Soon!</i>
<p>Visit the CDPH Trainings and Resources page for the latest training related information and <a href="#">calendar</a> of all scheduled trainings and events. Please seek approval from Project Officer and Contract Manager prior to travel.</p>				

**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)**