

## UC CalFresh Weekly Update July 21, 2014



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### UC CalFresh Website Updates

#### Recording of the Hunger Attacks Webinar presented by Anne Iaccopucci and Melissa Tamargo

Anne Iaccopucci and Melissa Tamargo presented their experience using the Hunger Attack curriculum. They discussed many helpful strategies they used. The webinar recording has been posted to the UC CalFresh website: <http://www.uccalfresh.org/trainings/trainings>.

### Welcome New UC CalFresh Staff!

This new feature is to introduce and welcome new staff to UC CalFresh. If you have new staff, please send a short paragraph and photo to Lindsay Hamasaki at [Hamasaki@caes.ucdavis.edu](mailto:Hamasaki@caes.ucdavis.edu).



### Upcoming Events & Deadlines



JULY 2014

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**7/15/14: UC CalFresh Town Hall Webinar, 12:30-2:00 PM**  
The July UC CalFresh Town Hall Webinar has been scheduled for Tuesday, July 15, 2014 from 12:30-2:00 PM. The topic of the Town Hall will be **Go Glow Grow, Newly Revised Pre-School and Youth Curriculum**, presented by Sharon Junge, Emeritus, UCCE Placer County.

#### ReadyTalk Information:

**Webinar Link:** <https://cc.readytalk.com/r/9fmbnszsg806&eom>  
**Security Passcode:** apple1  
**Access Code:** 7544137  
**Dial-In Number:** 1-866-740-1260

#### 8/8/14: Q3 Reporting Tools Workbooks Due

FFY 2014 Q3 Reporting Tools Workbooks for UC CalFresh were returned on July 2nd. Due to the late return of the workbooks, the deadline for returning the Q3 Reporting Tools Workbook and Q3 documentation to the State Office has been **extended until August 8, 2014**. Please contact the UC CalFresh State Office if you have any questions related to your workbooks or the submission date.

#### Evaluation Survey for the UC CalFresh & EFNEP Skills-Based Training Institute

Thank you for your attendance and participation at the UC CalFresh & EFNEP Skills-Based Training Institute in Stockton. Your input is very valuable in planning future meetings. Please take time to share your comments and suggestions by completing the evaluation survey: <http://ucanr.edu/survey/survey.cfm?surveynumber=13285>.

#### CDPH-NEOPB Nutrition Education Materials and Resources

The UC CalFresh State Office ordered materials and resources through the CDPH NEOPB Online Ordering System for each UC CalFresh nutrition education program. E-mail notifications were sent on Thursday, 7/3/14, listing the items expected to arrive for each program. These items have begun to ship and will be (or already have been) delivered to your county offices. In addition, each program will be receiving a DVD copy of the Champions for Change campaign which can be used at various events and programs.

# UC CalFresh Weekly Update: July 21, 2014

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## UC CalFresh Success Stories

The State Office will begin sharing successes through this new feature in the Weekly Updates. Successes for FFY 2014 can be shared through the online data entry portal: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=11480>

*"This class has been an inspiration to me. I am so grateful for all the tools I have learned to keep me and my family healthy and strong, such as: MyPlate, why I should plan my meals, tips to a great plate and the financial advice for money."*  
—Plan, Shop, Save, Cook Participant, Santa Clara County

*"This class helped me to use the five food groups and how to measure portions. I have implemented this daily. I learned how to compare prices and how to read and observe the nutrition facts labels."*  
—Plan, Shop, Save, Cook Participant, Tulare County



## UC CalFresh in Action!

Share your UC CalFresh success stories with the State Office: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=11480>

### 100 Years of Science and Service!, UCCE Fresno County

This year, the University of California Cooperative Extension is celebrating 100 years of science and service. On May 8th, 2014, individuals across the state had the opportunity to 'be a scientist'. From cutting cake to counting pollinators, the day was filled with honoring the vital link between universities and communities. Click on the images below to see how UCCE Fresno celebrated 100 years! [Read full blog article.](#)



### Summer is in Session!, UCCE Fresno County

School is out but new classes are still forming. Participants in the Fresno Jobs and Beyond program are enrolled in a four week series called Plan, Shop, Save and Cook. Individuals attending this series, delivered by UC CalFresh, learn how to read nutrition labels and the importance of a healthy breakfast. Click on the images below to see Nancy Zumkeller deliver Lesson 2 of Plan, Shop, Save and Cook! [Read full blog article.](#)



## UC CalFresh, UC ANR and UC Davis in the News!

### California agriculture to suffer \$1 billion in drought losses

The California drought will cost the state's agriculture industry about \$1 billion in lost revenue, reported David Pierson in the Los Angeles Times. Total statewide economic cost of the drought was calculated to be \$2.2 billion. The story was based on a report released by the UC Davis Center for Watershed Sciences. The 2014 drought, the report says, is responsible for the greatest water loss ever seen in California agriculture—about one third less than normal. A key concern is the loss of agricultural jobs, said lead author Richard Howitt at a press conference about the report. "What really hurts is you are also losing 17,000 jobs," Howitt said. "(These jobs) are from a sector that has the least ability to roll with the punches." Consumer food prices will be largely unaffected. Higher prices at the grocery store of high-value California crops like nuts, wine grapes and dairy foods are driven more by market demand than by the drought. The report calls the groundwater situation in California "a slow-moving train wreck." "California's agricultural economy overall is doing remarkably well, thanks mostly to groundwater reserves," said Jay Lund, a co-author of the study and director of the Center for Watershed Sciences. "But we expect substantial local and regional economic and employment impacts. We need to treat groundwater well so it will be there for future droughts." California currently the only Western state without a framework for groundwater management. The report says the Central Valley is hardest hit, particularly the Tulare Basin, with projected losses of \$810 million, or 2.3 percent, in crop revenue; \$203 million in dairy and livestock value; and \$453 million in additional well-pumping costs. The ongoing drought has contributed to declines in Fresno County crop values, reported Bob Rodriguez in the Fresno Bee. Fresno County's overall gross value fell 2.2 percent to \$6.4 billion in 2013, and with the reduction lost its bragging rights as the No. 1 ag county in California. Tulare County took the No. 1 spot with a record \$7.8 billion in ag value, riding on robust dairy prices. To read the full report, please visit: [https://watershed.ucdavis.edu/files/content/news/Economic\\_Impact\\_of\\_the\\_2014\\_California\\_Water\\_Drought.pdf](https://watershed.ucdavis.edu/files/content/news/Economic_Impact_of_the_2014_California_Water_Drought.pdf). [Read full blog article.](#)



### USDA, Partners Help Fill the Summer Meal Gap

In the battle for our children's future, one of the most powerful things we can do to protect them is to ensure they get the nutrition they need to learn and grow. Nationwide, 16 million children live in households that have trouble putting food on the table at least a portion of the year. During the school year, USDA's school nutrition programs help make sure millions of American children get a healthy breakfast and lunch at school. When school lets out, USDA's summer meals help make sure that those kids get the nutrition they need, even when school is not in session. Last year, USDA and its partners served a record 168 million summer meals to kids across the country. Unfortunately, many kids are still missing out. That is why USDA has set a goal of serving an additional 10 million meals to kids this summer. With strong support from individuals, communities, local governments and advocates, we can reach more kids with nutritious meals during their time out of school. To better support partner organizations, USDA has developed state-targeted technical assistance and a new [Summer Meals Toolkit](#) to make sure state agencies, partners and sponsors have the resources available to run smoothly and effectively. Together, we can tackle childhood hunger and get the word out to identify communities to ensure kids are receiving the nutritious meals they need through the summer, and throughout the year. Help spread awareness of summer meals in your community using the National Hunger Hotline at: 1-866-3-Hungry or 1-877-8-Hambre and learn more by visiting: <http://www.fns.usda.gov/sfsp/summer-food-service-program-sfsp>. [Read full communications release.](#)

### 2014 Farm Act Maintains SNAP Eligibility Guidelines and Funds New Initiatives

The Nutrition title of the Agricultural Act of 2014 reauthorizes USDA's Supplemental Nutrition Assistance Program (SNAP), the Nation's largest food and nutrition assistance program. In fiscal 2013 (October 2012-September 2013), an average of 47.6 million people received SNAP benefits each month, and Federal spending for the program totaled \$79.8 billion, accounting for over half of USDA outlays in that year. In contrast with many other programs serving low-income households, SNAP eligibility does not depend on family structure, age, or disability status, so benefits reach a broad range of needy households. The 2014 Farm Act contains a number of provisions that reflect the growing emphasis on improving access to healthy food options; two of those provisions target the options available to SNAP participants. First, the legislation establishes that retailers authorized to accept SNAP benefits must stock at least seven items in each of four basic categories: (1) fruits and vegetables; (2) bread or cereal; (3) dairy; and (4) meat, poultry or fish. Previously, SNAP retailers were required to stock at least three items in each category. In addition, at least one fresh or frozen item must be offered in at least three of the categories, rather than the minimum of two categories specified in prior law. [Read full article.](#)

### Most Kids Eat Fruit, Veggies Daily: CDC

More than three-quarters of U.S. children eat fruit on any given day, and nearly 92 percent dig into vegetables in a 24-hour period, a new U.S. health survey reveals. But consumption of fruits and vegetables—sources of valuable nutrients—declines as kids move from preschool to high school, according to the survey from the U.S. Centers for Disease Control and Prevention. And whether kids' vegetable and fruit consumption meets the Dietary Guidelines for Americans wasn't addressed in the report, said study researcher Samara Joy Nielsen, a nutritional epidemiologist with the CDC's National Center for Health Statistics (NCHS). "We weren't looking at how much was being consumed, we were looking at whether they were consuming," Nielsen said. The dietary guidelines recommend that kids eat at least one cup each of fruit and vegetables a day and a variety of both, Nielsen said. The amount needed increases with age and activity level. For this report, the researchers used data on children ages 2 to 19 from the 2009-10 National Health and Nutrition Examination Survey, which asked what people ate over 24 hours. Ninety percent of children aged 2 to 5 years old ate fruit on any given day, while only six of 10 teens did, according to the report published July 16 in the *NCHS Data Brief*. Younger children also ate more vegetables on a given day than teens, the survey found. More than 93 percent of children 2 to 11 ate vegetables on a given day, while veggie eating declined to 90 percent among kids 12 to 19 years old. [Read full article.](#)

### Less exercise, not more calories, responsible for expanding waistlines

Sedentary lifestyle and not caloric intake may be to blame for increased obesity in the US, according to a new analysis of data from the National Health and Nutrition Examination Survey (NHANES). A study published in *The American Journal of Medicine* reveals that in the past 20 years there has been a sharp decrease in physical exercise and an increase in average body mass index (BMI), while caloric intake has remained steady. Investigators theorized that a nationwide drop in leisure-time physical activity, especially among young women, may be responsible for the upward trend in obesity rates. By analyzing NHANES data from the last 20 years, researchers from Stanford University discovered that the number of US adult women who reported no physical activity jumped from 19.1% in 1994 to 51.7% in 2010. For men, the number increased from 11.4% in 1994 to 43.5% in 2010. During the period, average BMI has increased across the board, with the most dramatic rise found among young women ages 18-39. [Read full article.](#)

### Make Exercise Fun, Eat Less Afterwards

If you make exercise fun, you'll eat less after your workout, new research contends. In one experiment, 56 adults were led on a 1.4-mile walk and were either told it would be an exercise walk or a scenic walk. The participants were given lunch after the walk, and those who were told it was an exercise outing ate 35 percent more chocolate pudding for dessert than those who were told it was a scenic walk. In another experiment, 46 adults were given mid-afternoon snacks after their walk. Those who were told it was an exercise walk ate 124 percent more calories of candy than those who were told it was a scenic walk. The Cornell University study was published recently in the journal *Marketing Letters*. "Viewing their walk as exercise led them to be less happy and more fatigued," study author Carolina Werle, a professor at Grenoble Ecole de Management in France, said in a Cornell news release. The findings suggest that some people in exercise programs gain weight because they reward themselves by overeating after a workout, Werle said. The key is to make exercise enjoyable, according to study co-author Brian Wansink, director of the Cornell Food and Brand Lab. "Do whatever you can to make your workout fun. Play music, watch a video, or simply be grateful that you're working out instead of working in the office. Anything that brings a smile is likely to get you to eat less," he said in the news release. [Read full article.](#)

### Cook Healthy, Tasty Meals on \$4 a Day—Help the Poor Too

More than 4,000 people have contributed to a Kickstarter campaign created, of all reasons to print a cookbook. Most curious of all, the cookbook in question is one that can be downloaded for free. What gives? The cookbook, *Good and Cheap: Eat Well on \$4/Day*, serves up recipes that can be made, as the title indicates, on a bare-bones budget of just \$4 daily. Author Leanne Brown designed the book while a graduate student at NYU as a resource for families on the Supplemental Nutrition Assistance Program (SNAP), also known as food stamps. (The average food stamp benefit per person per day is \$4.) Brown posted *Good and Cheap* online as a free PDF in April, and there were 100,000 downloads in the first two weeks. The total has since topped 200,000 free downloads. It's been a huge hit. "I was getting all these notes from people saying how useful it was to them," says Brown. But something bothered her: not every family on food stamps has access to a computer and internet service. So Brown turned her attention to a Kickstarter campaign based on a "buy one, give one" model. For \$25, donors receive a hard copy of *Good and Cheap*, and an additional copy is donated to a low-income person who needs it. Heftier donations yield extra perks. The free print books that thousands of Kickstarter backers are donating will be distributed by organizations that work with low-income families on food stamps. They have yet to be selected, but more than 240 organizations from all over the country have applied to become distributors, including food pantries, farmers' markets and nutritional education organizations. Beyond families on food stamps, *Good and Cheap* has found fans of many different stripes. Brown's inbox flooded with thank-yous from students, single parents, families saving to buy a home, and general foodies and chowhounds who appreciate that she's busting up the myth that eating healthfully entails spending a lot of money. [Read full article.](#)



## Education & Resources



### **TEDMED Great Challenges: A Candid Conversation about Childhood Obesity, July 22, 2014, 2:00-3:00 PM EST**

Hosted by TEDMED, this live online discussion will feature Risa Lavizzo-Mourey, president and CEO of the Robert Wood Johnson Foundation, along with some of the nation's top health and research leaders to take measure of the progress and challenges in our ongoing struggle with childhood obesity. Please RSVP to participate in the live Google Hangout: <https://plus.google.com/u/0/events/c2ldh448qbe4g89jf14kjhbr4g>.

### **Thunderclap: A Social Media Promotion to Help Feed Hungry Children This Summer, July 29, 2014**

Children need healthy food all year long. During the school year, many children receive free and reduced-price breakfast and lunch through their school meals programs. But when school lets out many of these children are at risk of hunger, which can hinder the learning process. USDA's Summer Food Service Program ensures children 18 years of age and below, living in income-eligible communities, receive nutritious meals even when school is out. To reinforce this value, FNS has just launched a summer meals support effort on social media to raise awareness about summer meals sites and how these nutritious meals benefit our nation's children. Through a platform known as Thunderclap, this important message can be heard when you and your friends say it together. By simply clicking a button of support, a user agrees to share a message with their friends through their Twitter, Facebook and/or Tumblr accounts. That same message will be blasted by those that have agreed to support summer meals during the exact same established time. Please consider using your social media influence to spread the word about this vital resource for families in need. In doing so, more folks will know how to help kids and teens find a free, nutritious summer meal site this summer. For additional information, please visit: [www.summerfood.usda.gov](http://www.summerfood.usda.gov).

### **Now Open! Call for Session Proposals for the 8th Biennial Childhood Obesity Conference, Deadline: July 31, 2014 at 11:59 PM EDT**

The 8th Biennial Childhood Obesity Conference hosts invite you to submit a session proposal. Your contribution of knowledge, experience and resources will ensure conference attendees continue to receive high quality information they expect to see at the Childhood Obesity Conference—the nation's premier conference on childhood obesity. The session proposal call officially opened July 1, 2014 and closes July 31, 2014 at 11:59 PM EDT. Notification of accepted proposals is scheduled for January 2015. To learn more about the proposal submission process and conference priorities—visit the Childhood Obesity Conference website: <http://www.childhoodobesity2015.com/>.

### **Save the Date! 8th Biennial Childhood Obesity Conference, June 29-July 2, 2015, San Diego, CA**

Now in its 8th year, the Biennial Childhood Obesity Conference is the nation's largest, most influential collaboration of professionals dedicated to combating pediatric obesity. Nearly 2,000 attendees from across the country are expected to attend in 2015. Join us as we continue to share and discuss emerging research, best practices, community-based efforts and effective policy strategies that promote and sustain healthy eating and physical activity practices for children, adolescents and their families! For additional information, including submissions for a session proposal, and how to sign up to receive monthly e-newsletters and e-news alerts, please visit: <http://www.childhoodobesity2015.com/>.

### **Funding Opportunities from the American Heart Association and Robert Wood Johnson Foundation *Voices for Healthy Kids* Program**

The American Heart Association and Robert Wood Johnson Foundation *Voices for Healthy Kids* Program has several different types of grant opportunities addressing six priority areas: smart school foods; healthy drinks; marketing matters; food access; active places; and active kids out of school. There is no deadline noted for these grant opportunities. For additional information, please [click here](#).



## We want to hear from you!

The UC CalFresh State Office would love to hear from you! Please e-mail Lindsay Hamasaki at [Hamasaki@caes.ucdavis.edu](mailto:Hamasaki@caes.ucdavis.edu) to share your comments on the new format of the Weekly Update, stories, photos, or other items you would like to see featured in future Weekly Updates.

*The UC CalFresh Weekly Updates are sent by the UC CalFresh State Office on behalf of David Ginsburg, Director of the UC CalFresh Nutrition Education Program. Electronic versions of the Weekly Updates are also posted on the UC CalFresh website: <http://www.uccalfresh.com/weekly-updates>.*

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