

UC CalFresh Weekly Update September 29, 2014



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UC CalFresh Website Updates

UC CalFresh Program Directive 2015-01: Changes to Reporting of Local Support

Effective October 1, 2014, the reporting of local support is no longer a requirement. UC CalFresh Nutrition Education Programs are no longer required to collect and report local support. Any reporting of local contributions is strictly voluntary. For additional information, a copy of UC CalFresh PD 2015-01 has been posted on the UC CalFresh website: <http://www.uccalfresh.org/administrative/program-directives>.

UC CalFresh State Office Transitions

There is a job opportunity at the UC CalFresh State Office for the position of **Analyst I, Financial/Program Analyst** (Req. #03013001). For full consideration, interested candidates should apply by **October 5, 2014**. For additional information on the position, please [click here](#).

Upcoming Events & Deadlines



SEPTEMBER 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				

OCTOBER 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	

Confirmation of Receipt of Items

E-mail notifications have been sent to each county providing the quantity of each item to be expected. Once your items have been delivered, please e-mail **Rolando Pinedo** at rgpinedo@ucdavis.edu to confirm receipt. Please remember that confirmation of receipt of items is **required** for accounting and auditing purposes.

9/30/14 Last Day of FFY 2014 & Last Day to Submit Evaluation Data to UC CalFresh State Office

All evaluation portals for FFY 2014 data entry will close. The UC CalFresh State Office will begin aggregating county specific data. Please refer to the FFY 2014 UC CalFresh Annual Report website: <http://www.uccalfresh.org/front-page/administrative/ffy-2014-call-for-annual-report/call-for-ffy-2014-annual-report>.

10/1/14 Start of FFY 2015

10/7/14 CDPH NEOPB Web Store Front Training

The Nutrition Education and Obesity Prevention Branch (NEOPB) has completed the transition of their warehouse, fulfillment, and online ordering services to the Office of State Publishing. You are invited to participate in a training webinar focused on the new Web Store Front (WS). To register for the webinar, please visit: <https://student.gototraining.com/r/1668150815461155328>.

10/17/14 Q4 Reporting Tools Workbooks Due

FFY 2014 Q4 Reporting Tools Workbooks for UC CalFresh were returned on August 28th. The deadline for returning the Q4 Workbooks and documentation to the State Office is **Friday, October 17, 2014**. Please contact the UC CalFresh State Office if you have any questions related to your workbooks.

FFY 2014 UC CalFresh Annual Report Due Dates

For due dates related to the FFY 2014 Annual Report, please visit the UC CalFresh webpage: <http://www.uccalfresh.org/administrative/ffy-2014-call-for-annual-report>.

UC CalFresh Weekly Update: September 29, 2014

One Shields Avenue, 1103 Meyer Hall • Davis, CA 95616 • (530) 754-7794

UNIVERSITY of CALIFORNIA
cal fresh Nutrition Education

<http://www.uccalfresh.org>



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>

"Helped me to make healthier food choices, also helped me learn how to save money when shopping. This class was very informative."

—Plan, Shop, Save, Cook Participant, Riverside County

"This is my first time in this class and I like the fact I was able to see the recipes done in class and taste them. I also like the fact that a lot of information was given out. I will start looking at food labels to really share what we (my family) is eating. I like the teacher, she was fun and outgoing."

—Plan, Shop, Save, Cook Participant, Tulare County

EatFit Student Workbooks

The EatFit Student Workbooks are now available on the UC ANR Catalog website: <http://anrcatalog.ucdavis.edu/items.aspx?search=eatfit>. Please note, it has been shared that the UC Cooperative Extensions are eligible to receive a 40% UC discount if orders are placed by telephone: 1-800-994-8849. For additional information, please visit the UC ANR Catalog website: <http://anrcatalog.ucdavis.edu/>.

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UC CalFresh in Action!

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

Smarter Lunchroom Movement

The UC CalFresh State Office would like to see how the Smarter Lunchroom Movement has been implemented in your county! Please share your success stories and photos with Lindsay Hamasaki via e-mail: Hamasaki@caes.ucdavis.edu.

UC CalFresh Nutrition Corners

The UC CalFresh State Office would like to see the creative ways your program and partners have used the Nutrition Corners in your county. Please send photos and a brief description to Lindsay Hamasaki at Hamasaki@caes.ucdavis.edu.



Articles & Research



USDA Releases Final Report on Evaluation of SNAP Healthy Incentives Pilot

The Food, Conservation, and Energy Act of 2008 authorized and funded pilot projects to determine if financial incentives provided at the point of sale to Supplemental Nutrition Assistance Program (SNAP) participants would increase their consumption of fruits, vegetables, and other healthful foods. The U.S. Department of Agriculture's Food and Nutrition Service used this authority and funding to implement the Healthy Incentives Pilot (HIP). Under HIP, SNAP participants received an incentive of 30 cents for every SNAP dollar spent on targeted fruits and vegetables (TFVs) at participating retailers. TFVs included fresh, canned, frozen, and dried fruits and vegetables without added sugars, fats, oils, or salt, but excluded white potatoes and 100% real fruit juice. The incentive was immediately credited back to the participants' electronic benefit transfer (EBT) card to be spent on any SNAP-eligible foods and beverages. [Read Report Summary.](#)

California after-school programs take a healthy turn with governor's signature

Governor Jerry Brown signed a bill Wednesday by local State Senator Hannah-Beth Jackson (D-Santa Barbara) to create an after school program aimed at giving students healthier options. It's called the California Distinguished After School Health recognition program—or DASH. In order to be DASH certified, programs must limit "screen time"—the time spent looking at computers or television—and serve healthful foods daily, requiring fruits and vegetables, and banning foods with high sugar or sodium content. Programs must also have 30 minutes to an hour of daily physical activity. DASH certifications are valid for one year, and can be renewed each year if programs comply with the standards. The program is entirely voluntary. [Read full article.](#)

Fresno High food bank helps students, families

With the start of another school year, a food bank program at Fresno High School is working to ensure students at the school and their families have enough to eat. The program provides food distribution every other Friday to needy families. Since the new school year started in August, there have been two distributions. The food bank, in its second year, operates through the Fresno High Parents Center, which gives parents access to computer systems to check school information, provides classes on issues and problems that kids face in everyday life and encourages parents to get involved in their kids' lives. School Principal John Forbes says the food bank program helps families trying to make ends meet. A partnership with Community Food Bank in Fresno allows Fresno High to buy food at "extremely minimal" cost on the mornings of distribution days. Parent volunteers and school staff members divide the items in boxes as well as bags before the distribution starts at 1 PM. [Read full article.](#)

Articles & Research (continued)

Diabetes rates may be leveling off overall: U.S. health officials

The drastic increases in the number of people living with diabetes and the number of new cases diagnosed each year may have leveled off, according to U.S. health officials. Researchers found little change in the prevalence and incidence of diabetes between 2008 and 2012, following drastic increases in both numbers between 1990 and 2008. “We are now for the first time showing that (those rates are) slowing down,” Ann Albright told Reuters Health. “We’re encouraged by that but it also means that we need to continue to watch this and make sure it’s not just a blip, to make sure we can sustain this and ultimately reverse this trend.” Albright, who directs the Division of Diabetes Translation at the Centers for Disease Control and Prevention (CDC) in Atlanta, is a co-author of the new report in the Journal of the American Medical Association. She added that more work is needed to make sure all groups benefit from the leveling off of diabetes rates. The number of new cases continued to increase among Hispanics and blacks, and the overall number of diabetes cases increased among those with less than a high school education, according to the new report. [Read full article.](#)

Future of Children Fall 2014 Research Report

In 2012, nearly 16 million U.S. children, or over one in five, lived in households that were food-insecure, defined as “a household-level economic and social condition of limited access to food.” These children are more likely than others to face a host of health problems, even when controlling for the effects of other factors correlated with poverty. The fact that food insecurity remains such a problem even though government spent over \$100 billion on federal food-assistance programs in fiscal year 2012 poses a significant policy challenge. On September 15, Princeton University and the Brookings Institution released the Fall 2014 research report of the Future of Children. The report’s authors Craig Gundersen of the University of Illinois and James P. Ziliak of the University of Kentucky, focus on the root causes of food insecurity among children and the effectiveness of public policies designed to combat it. To access the Future of Children report, please visit: <http://www.futureofchildren.org/>.

Improving Access to Programs May Lower Food Insecurity Among U.S. Children, Says New Princeton-Brookings Report

Despite an increase in federal food-assistance programs, food insecurity continues to plague millions of U.S. children. Providing better access to these programs may be a solution, according to a new report released by the Future of Children, a joint project by Princeton University’s Woodrow Wilson School of International Affairs and the Brookings Institution. The authors Craig Gundersen from the University of Illinois and James P. Ziliak from the University of Kentucky—explain that while programs like the Supplemental Nutrition Assistance Program (SNAP) have proven successful in terms of reducing food insecurity, applying for and receiving SNAP benefits may be difficult for parents. Likewise, school feeding programs are sometimes incomplete, exposing children to a host of health and cognitive issues. “Policy makers should examine improving access to the program along with determining whether food-assistance programs’ benefit levels are adequate,” the authors write. “Both would likely reduce U.S. food insecurity and its corresponding health issues.” The new report, “Childhood Food Insecurity in the U.S.: Trends, Causes, and Policy Options,” the authors highlight new research and outline potential policies to address this crippling social issue. To request a copy of the report, contact B. Rose Huber at (609) 258-0157 or brhuber@princeton.edu.



Education & Resources

For additional resources, please visit the UC CalFresh website: <http://www.ucclafresh.com/resources>



New CDC Resource: Tips for Teachers – Promoting Healthy Eating & Physical Activity in the Classroom

Simple changes in the classroom can make a big impact on preventing childhood obesity. CDC’s new resource, [Tips for Teachers: Promoting Healthy Eating and Physical Activity in the Classroom](#), is full of easy ways teachers can promote a healthy classroom. Tips for Teachers was developed from science-based recommendations from CDC’s [School Health Guidelines to Promote Healthy Eating and Physical Activity](#). For additional information and resources, please visit the CDC website: <http://www.cdc.gov/healthyyouth/npao/strategies.htm>.

New CDC Resource: 2012 Physical Education Profiles

Schools can transform into active environments by providing students with quality physical education and opportunities to stay active each day. Two new resources from CDC, [2012 Physical Education Profiles Report](#) (PE Profiles) and the [2012 Physical Education Profiles Fact Sheet](#), examine the policies and practices of select secondary schools and identify best practices and areas for improvement. PE Profiles reports on categories aligned with guidelines for quality physical education and physical activity programs in the [CDC’s School Health Guidelines to Promote Healthy Eating and Physical Activity \(Guidelines\)](#):

- | | | | |
|--|--|---|--|
| * Physical education requirements | * Physical education curricula and standards | * Physical education instruction | * Student assessment in physical education |
| * School-based intramural sports programs or physical activity clubs | * Physical education teacher qualifications | * Professional development for physical education | * |

For additional information and resources, please visit: <http://www.cdc.gov/healthyyouth/physicalactivity/profiles.htm>.

Join the SPARK Challenge for a Chance to Win a \$25,000 SPARK Package, September 29-October 31, 2014

In celebration of the SPARK 25th Anniversary, we’re excited to team up with **Let’s Move! Active Schools** and the **President’s Challenge**, the premier program of the President’s Council on Fitness, Sports, and Nutrition, to host the SPARK 25-Day Physical Activity Challenge this fall! The goal of the SPARK Challenge is to promote daily physical activity—at least 60 minutes of physical activity a day, at least 5 days a week! Follow these three easy steps to join the SPARK Challenge:

1. **Sign Up Your School.** Complete the sign up form on the SPARK website.
2. **Join Let’s Move! Active Schools.** Make sure to mention that you heard about LMAS from SPARK!
3. **Recruit Your Students.** Students track their physical activity using the tracking logs provided. At the end of the SPARK Challenge, teachers report back to SPARK on the number of students who participated and successfully completed the SPARK Challenge.

Make sure to sign up prior to September 29th to participate! The grand prize is a \$25,000 SPARK Package (including teacher training, curriculum, and PE equipment). 2nd & 3rd place prizes include \$2,500 SPARK gift certificates (to purchase curriculum or equipment). Share your experience on Twitter, Facebook and Instagram using hashtag **#SPARKChallenge** and score extra points to help your school win the Grand Prize! For additional information, please visit: <http://www.sparkpe.org/25-day-physical-activity-challenge/25-day-challenge-details/>.

Walk to School Day is October 8th!

International Walk to School Day is an annual event celebrated on October 8, 2014, with over 1,200 California schools planned to participate this year. Many schools choose to extend this event into week or month-long activities throughout October. With just 13% of children walking and biking to school, compared to 48% thirty years ago, along with California childhood obesity rates at 38%, Walk to School programs aim to increase the number of children safely walking and biking to school. To register a Walk to School event, in order to be counted and included in a nationwide database, visit www.walkbiketoschool.org. Visit California’s Walk to School Headquarters’ website at www.caactivecommunities.org/w2s.

Education & Resources (continued)

NCCOR Connect & Explore Webinar Series: Insights into Landmark Calorie Declines in the U.S. Food Marketplace, October 9, 2014, 11:00 AM PST

In an unprecedented review of the U.S. food system, researchers have, for the first time, used big data to track the number of foods and beverages consumed and purchased by Americans. The assessment, conducted by the University of North Carolina (UNC) researchers, was part of an evaluation of the Healthy Weight Commitment Foundation's (HWCF) pledge to remove 1 trillion calories from the marketplace by 2012, and 1.5 trillion by 2015. The evaluation found that 16 food industry leaders cut 6.4 trillion calories from the U.S. food market over five years (2007-2012). In the latest edition of Connect & Explore, the National Collaborative on Childhood Obesity Research (NCCOR) will dive deep into the study's landmark findings and methods and examine how UNC researchers built such an innovative and thorough picture of the U.S. food system. The event is free, but attendance is limited. For additional information, or to register for the webinar, please visit: <https://www.eventbrite.com/e/nccor-connect-and-explore-webinar-tickets-12856862221>.

8th Biennial Childhood Obesity Conference Registration Opens October 15, 2014!

Early Bird conference registration is set to open October 15, 2014 and will run until December 31, 2014. Save \$50.00 off the regular registration rate if you act fast and register during the Early Bird period (Early Bird Rate: \$325.00; Regular Conference Rate: \$375.00). In addition to an Early Bird discounted rate, for the first time in conference history, a student discounted rate will be available (Student Early Bird Rate: \$260.00; Student Regular Rate: \$300.00). More details on how to apply for the student rate will be coming soon when the registration website becomes available on October 15, 2014. Lodging is available now; for additional information about the conference host location and to make your room reservations, please visit: <http://childhoodobesity2015.com/index.cfm?pid=889>.

October 24th is Food Day!

October 24th is Food Day. Thousands gather to organize events all around the country to celebrate and enjoy real food and push for improved food policies. This is a day to resolve and make changes in our own diets and to take action to solve food-related problems in our communities at the local, state and national levels. This year's focus will include three main themes: food justice (food access, farm and food service workers, hunger & obesity), food education, and the relationship between food and health. For additional information about this year's Food Day initiative and how you can participate in or host your own event, visit: <http://www.foodday.org>, email foodday@cspinet.org, or call 202-777-8392.

Free Webinar: Promoting HEALTH Instead of SIZE in Children: Teaching Kids to Connect With and Care For, Not Compare Their Bodies, October 29, 2014, 10:00 AM PST

Whether it's the "thin ideal" for appearance, a "normal" BMI for health, or the "perfect" weight for athletics, kids today learn at ever younger ages that they should compare their bodies to narrow standards that are not right for many of them. Instead of inspiring good self-care, the resulting body objectification and dissatisfaction, internalized weight stigma, worry about weight and drive to lose it lead to poorer eating and fitness habits, diminished health, and weight gain (not loss) over time. The more kids feel anxious and bad about their bodies, the less likely they are to engage in health-enhancing behaviors. Given the harmful effect of conventional, weight-focused approaches to health and wellness, it is critical that adults begin to address the topic of weight more effectively. This webinar will introduce The Model for Healthy Body Image and Weight, a universal, evidence-based model for use in any venue, with any age student, with confidence. This model promotes the attitudes, intentions, motivation, and behaviors needed for positive body image and wholesome lifestyle habits for all, regardless of size, in today's challenging environment. To register for the webinar, please visit: <http://gowoa.me/i/vWQ>.

Obama Administration Announces Competition to Designate Next Round of Promise Zones, Deadline: November 21, 2014, 5:00 PM EST

The Obama Administration invites a new round of eligible applicants to apply for a Promise Zone designation. All communities can apply that meet the eligibility criteria, and demonstrate high need, a strong local commitment and a compelling strategy. In his 2013 State of the Union address, President Obama announced that he would designate 20 Promise Zones nationwide: urban, rural, and tribal communities where the Administration would partner with local leaders to create jobs, increase economic activity, improve educational opportunities, and reduce violent crime. On January 9, 2014, the first urban, rural and tribal Promise Zones were announced in a ceremony at the White House. They are located in: San Antonio, Los Angeles, Philadelphia, Southeastern Kentucky, and the Choctaw Nation of Oklahoma. The U.S. Department of Housing and Urban Development (HUD) intends to designate six urban communities and USDA intends to designate at least one rural and at least one tribal community. Submit completed applications via www.Max.Gov. Resources are available on the HUD website: <http://www.hud.gov/promisizezones>. [Read full Press Release.](#)



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 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>.

The University of California CalFresh Nutrition Education Program (UC CalFresh) is funded through a joint agreement among the U.S. Department of Agriculture/Food & Nutrition Service (USDA/FNS), the California Department of Social Services (CDSS) CalFresh Branch, and the University of California Cooperative Extension (UCCE). This material was produced by the University of California CalFresh Nutrition Education Program with funding from USDA SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663.