



CalFresh Healthy Living, UC FFY 2021 Annual Report San Luis Obispo & Santa Barbara County

A. CalFresh Healthy Living, UC Program Overview

i. Key Integrated Work Plan activities

During FFY2021, CalFresh Healthy Living, UCCE in San Luis Obispo and Santa Barbara counties (SLO/SB) supported comprehensive, school-based nutrition and physical activity education and supports for policy, systems and environmental changes including:

- Direct education reaching 3,288 youth and 59 adults. 87% of participants were identified as Hispanic/Latino.
- Indirect education reached 621,429 community members, of whom 151,842 were estimated as new reach.
- Engaged 41 community partners in CalFresh Healthy Living programming including agricultural partners, schools, food banks, nonprofit organizations and public housing agencies.
- Participated in multi-sector coalitions across both counties to address food security and equitable access to policies, systems and environments supportive of health and wellness. Sectors represented on these coalitions included: agriculture, education, food industry, government, community-based organizations and public health.
- PSE Supports implemented at 17 sites, reaching 13,327 low-income community members, including:
 - Supported adoption of 47 nutrition and 4 physical activity supports across both counties for a total of 51 PSE changes adopted or actively maintained.
 - Conducted 7 needs assessments (4 Market Manager Interviews, plus additional environmental scans and staff readiness assessments).
 - Delivered additional programs in support of PSEs including: Gardens, HOTM, Farm-to-Fork, PowerPlay, EatFresh.org.
 - Of the sites implementing or maintaining PSE changes, a majority also offer complementary strategies such as evidence-based education (10% in SLO, 83% in SB), Parent/Community Involvement (70% in SLO, 67% in SB) and/or staff training (80% in SLO, 83% in SB).
 - For sustainability of PSE changes, 70% in SLO and 50% in SB report at least one sustainability mechanism is planned, in process or already in place.

ii. Major achievements/outcomes despite COVID-19

- Direct Education: Strengthened our partnership with teacher extenders, staff, parents, and students at partnering elementary schools to provide comprehensive nutrition education and PSE support on site and through virtual lessons.
 - When 4th & 5th grade students (N=282) were asked to complete the Youth Intent to Change survey, students reported they would try to eat more fruits (70%) and vegetables (47%) and drink less sugary beverages (48%). Also 90% of students reported they will choose to drink water will drink water and 79% will try to get more physical activity.

Survey Question	Yes	Maybe	No
When I have a choice, I will try to eat more FRUITS <i>Total Students (N) 149</i>	70%	25%	5%
When I have a choice, I will try to eat more VEGETABLES <i>Total Students (N) 142</i>	47%	43%	10%
When I have a choice, I will try to drink less SUGAR SWEETENED BEVERAGES <i>Total Students (N) 50</i>	48%	38%	14%
When I have a choice, I will drink WATER <i>Total Students (N) 48</i>	90%	10%	-
When I have a choice, I will try to get more PHYSICAL ACTIVITY <i>Total Students (N) 182</i>	79%	18%	3%

- Students also reported one thing they learned as a result of these classes; this is what some had to say:
 - "One thing I learned in these classes is how important it is to stay healthy. Before I did know it was important to stay healthy. But these classes helped me understand more about staying healthy, and why, and how to."
 - "I learned that there are five food groups. And they are really important. And they're good for your body."
 - "How to "Don't yuck my yum" and I learned about counting meters, feet and that is all :). "
- Partnered with Santa Maria Recreation and Parks to provide a virtual summer culinary camp for adolescents in low-income communities with the opportunity to obtain ServSafe certification. [See PEARS Success Story.](#)
 - Seven students who completed the Teens Love Cooking (TLC) course, responded to the What Did You Learn open ended survey. Four of the seven students reported that they learned about food safety concepts such as handwashing, while three of the seven reported nutrition concepts such as limiting salt and sugar, and healthy fats.

- Students also reported one thing they would do differently as a result of the classes. These reported changes included improvements in culinary skills (holding a knife, cutting fruits and vegetables), food safety (separating foods during preparation to avoid cross contamination), and nutrition (incorporating more healthy foods in my meal). One student wrote, “I am now more mindful of how safe I am while cooking and I now take more steps to ensure my food is safe.”
- Partnered with Liberty and Rice elementary schools to provide virtual Family Cook Nights for families in low income communities, engaging a total of 64 parents/guardians. [See PEARS Success Story.](#)
- UC Staff partnered with P.E. Specialists across three school sites, increasing the total number of enrolled classes by 53% and engaging more than 1,000 students. [See PEARS Success Story.](#)
- UC Staff worked closely with extenders at Hapgood Elementary to offer a 5 week in person summer school program where 34 leadership students led garden lessons and engaged a total of 336 students. [See PEARS Success Story](#)
- Collaborated with local and statewide UC staff to adapt programming, communication tools, curricula, and evaluation tools to be effective in the virtual setting and prepare for program delivery during Academic Year 21/22.
- Continued to maintain, plant and harvest school gardens. This resulted in the donation of 1,612 pounds of fresh produce to school meal programs and local pantries.
- Responded to community and school partner needs with essential resources and information including: how to apply for CalFresh Food benefits, how to use CalFresh benefits, activities for families to increase physical activity and resources for cooking with kids, and food security resources for community members.
- EBT at Farmers Markets -SLO/SB continued to chair and provide staff support for the EBT at Farmers Markets working group of the San Luis Obispo County Food System Coalition. Efforts post-COVID included:
 - Postcard mailer reaching 7,232 low income families in SLO County
 - Staff developed materials for managers and staffed socially-distanced nutrition education booths during National Farmers Market week in August. [See PEARS Success Story](#)
 - Partnered with the Statewide SNAC Farmers Market Initiative.
 - Received external funding to develop the Farmers Market Navigators Project for a Healthy Planet and Healthy People in San Luis Obispo County in collaboration with North County Farmers Market Association, Center for Family Strengthening, Food Bank Coalition of San Luis Obispo County from the [Danone Institute North America Awards](#). Implementation will begin FY22.

B. Summary FFY2021 Program Activities from PEARS

- i. FFY 2021 Direct Education Participants Reached by Age Group and Setting – tables to be provided by the State Office based on PEARS data

County	0-4	5-17	Total Youth	18-59	60+	Total Adult	Total DE Participants
San Luis Obispo		24	24				24
Santa Barbara	12	3,252	3,264	59		59	3,323

Reach by IWP Setting	Schools (K-12)				After School			
	0-4	5-17	18-59	60+	0-4	5-17	18-59	60+
County(s)								
San Luis Obispo						24		
Santa Barbara	12	3,232	59					

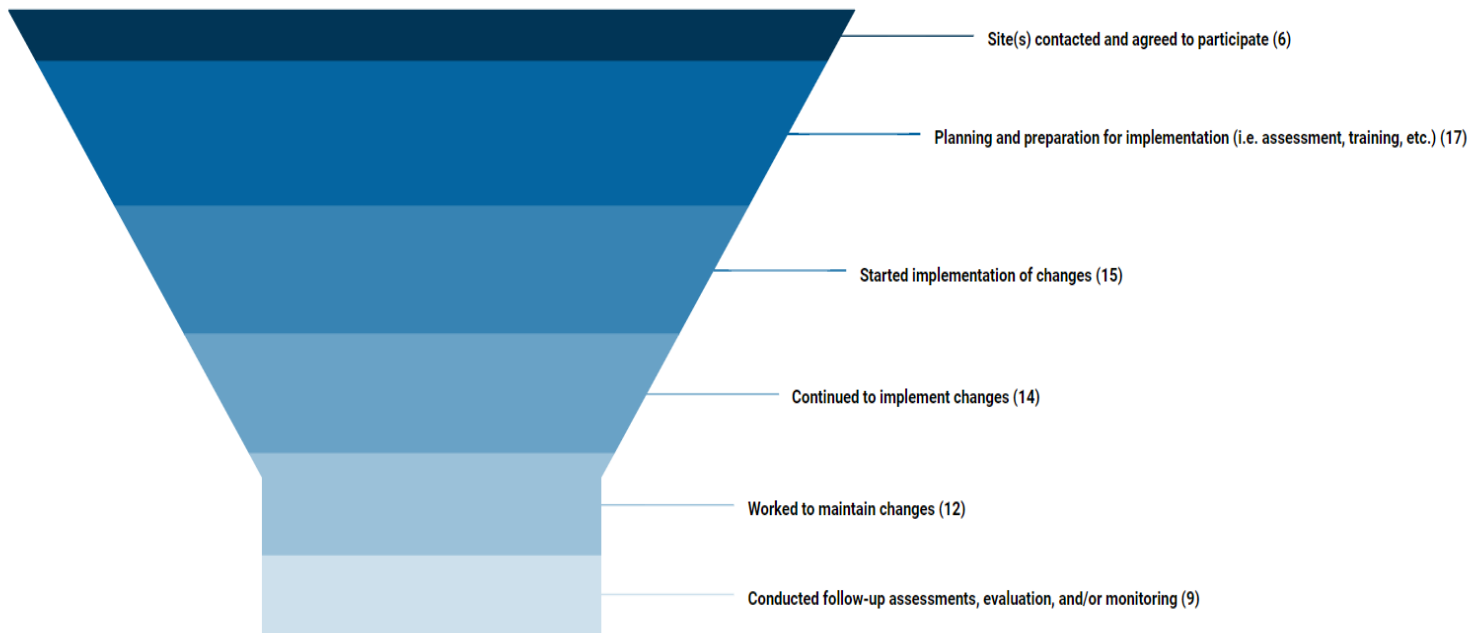
County(s)	Early Childhood				Community			
	0-4	5-17	18-59	60+	0-4	5-17	18-59	60+
San Luis Obispo								
Santa Barbara						20		

- ii. Indirect Education channels and reach (total and new) – to be provided by State Office

Indirect Education	San Luis Obispo	Santa Barbara
Unique Reach	493,332	128,097
New Reach	101,398	50,444
Articles	1	1
Billboards, bus/van wraps, or other	1	1
Blog	1	1
Calendars	-	-
Community events / fairs - participated	2	1
Community events / fairs - sponsored	-	-
Electronic materials	1	-
Fact sheet	-	-
Hard copy materials	2	3
NERI	1	-
Other, please specify	1	-
Radio interview	-	-
Social media	2	2
TV public service announcements	-	-
Videos	2	3
Websites	-	-

- iii. PSE sites by stages, needs assessments conducted, reach by settings, changes adopted – information either provided by the State Office or available from PEARS Impact Dashboard

PSE Activity Pipeline



The PSE Activity Pipeline **can be clipped from the PEARS Impact Dashboard**. Filter for FFY2021 data and for individual counties or if preferred the entire cluster.

NEEDS ASSESSMENTS

Number of Assessments and PSE Sites/Organizations with Assessments*	San Luis Obispo		Santa Barbara	
	Number of Assessments (n=6)	Number of Sites (n=11)	Number of Assessments (n=3)	Number of Sites (n=6)
Total Needs Assessments / Environmental Scans	6	6	1	1
Market Manger Interview	4	4		
Market Manager and Farmers Interview	2	2		
FRESA Community Needs Assessment			1	1
Total Staff Readiness Assessments	0	0	2	2
Principal Interview			1	1
Interest Survey			1	1
Total Organizational Readiness Assessments	0	0	0	0

*Reported for all PSE stages.

Total PSE Sites/Org and Number with One or More PSE Change Adopted and Reach*

COUNTY	All Stages of Implementation	Only Implementation and Maintenance Stages					
	Number of PSE Sites/Orgs	Schools (elementary, middle, and high)	Early care and education (ECE)	Before/ afterschool programs	Other	Number of PSE Sites/Orgs with Changes Adopted	COUNTY REACH TOTALS
San Luis Obispo	11	1	0	0	9	10	8,334
Santa Barbara	6	5	0	0	1	6	4,993

*Summary statistics provided for PSEs in all stages of implementation and for those in the implementation and maintenance stages only.

Number of PSE Sites and Reach by Setting for *Implementation and Maintenance Stages* *

COUNTY	Schools (K-12, elementary, middle, and high)		Farmers markets		Youth Organizations (e.g. Boys or Girls Clubs, YMCA)		TOTALS	
	PSE Sites	Reach	PSE Sites	Reach	PSE Sites	Reach	PSE Sites	Reach
San Luis Obispo	1	80	8	8,206	1	48	10	8,334
Santa Barbara	5	3,993	1	1,000	0	0	6	4,993

*Summary statistics include only those PSEs in the implementation and maintenance stages.

PSE Changes Adopted



The PSE Changes Adopted (total and top 5 for Nutrition and Physical Activity) can be clipped from the Impact Dashboard. Filter for FFY2021 data and for individual counties.

iv. Total Partners and Partners by Type and Number of Coalitions and Members by Sectors of Influence) – Tables to be provided by the State Office

Partnerships by type	San Luis Obispo	Santa Barbara
Agricultural organizations	8	1
Community members/individuals	-	-
Early care and education facilities	-	-
Faith-based groups	-	-
Food banks/food pantries	1	3
Food stores	-	-
Foundations/organizations/ nonprofits	3	1
Government program/agency	2	1
Hospitals/healthcare organizations	-	-
Human services organizations	-	-
Indian Tribal Organizations	-	-
Labor/workforce development	-	-

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Local governments/agencies	-	-
Other	-	-
Other commercial businesses	-	-
Parks and recreation centers	1	1
Public health organizations	2	-
Public/low-income housing groups	-	2
Schools (colleges and universities)	1	-
Schools (K-12)	2	12
Senior housing	-	-
Shelter/temporary housing groups	-	-
Worksites		-

Coalitions by Sector	San Luis Obispo	Santa Barbara
Agriculture	4	2
Community design	-	-
Education	4	4
Food industry	3	1
Government	2	3
Other (please specify)	2	4
Public health/health care	-	1
Public safety	-	-

C. Success Stories, Challenges and Planned Improvements for FFY 2021

I. Success – See PEARS Success Story entry

From the PEARS Success Story Module, please provide the PEARS ID number and name of at least one success story if possible one per county. The State Office county contact will review and follow-up with questions as needed. Photos are terrific to include. But, a photo release needs to be on file for each identifiable participant.

Success Story	PEARS ID #
P.E. Specialist Partnership: Resilience and Innovation Broadens our Reach	20387
Cooking together (virtually) to build community and promote health during COVID-19	21797
Hapgood students discover pests and pals!	22051
Teens Love Cooking!	22745
CFHL, UCCE partners with farmers markets to increase access to healthy, local food	23146

II. Responding to the COVID-19 Challenge

Describe how your program responded to COVID-19 challenges. What were the major areas of focus to adapt programming and build capacity to continue to contribute to CalFresh Healthy Living, University of California goals and objectives. Suggested maximum length: 500 words

SLO/SB adapted to the challenges of COVID-19 by listening to the needs of our community members and partners. As the pandemic continued to interrupt school based programming, we strengthened our social media presence, created virtual indirect educational materials (i.e. Videos on food resource management, food safety, physical activity, etc.), supported farmers markets through outreach, and continued to support school sites through hosting a virtual 4-H SNAC club, supporting school gardens and helping schools distribute garden produce to families.

As we started the new school year, we planned for three different scenarios that our school partners could possibly be facing, including 1) all in-person with no outside visitors, 2) hybrid schedules of some in person and some virtual and 3) all virtual. As a team (both local and statewide) we developed modifications to our program to be able to meet the needs of our students once a school district decided on their model.

This planning and collaboration allowed us to stay flexible and meet the needs of our partners and clientele. For example, when classroom teachers were overwhelmed and unable to partner with us, we reached out to P.E. Specialists who were in search of high-quality nutrition programming for their students.

Throughout the summer, SLO/SB prepared to support teacher extenders and partners for the upcoming school year and maintained a controlled website for enrolled extenders to access grade level curricula and materials developed by SLO/SB and other CalFresh Healthy Living, UC and EFNEP programs across the state.

- A total of 16 extenders who participated in the Teacher Feedback Survey almost all agreed that virtual lessons were easy to integrate into their class schedule (93%) and all extenders shared their students were actively engaged in virtual lessons (100%). One extender wrote, “Using technological tools to engage students was awesome and definitely kept the students engaged.”
- Teachers also reported that both videos (88%) and worksheets (50%) worked well with their students.

Survey Question	Yes	No
The UCCE virtual lessons were easy to integrate into my class schedule.	93%	7%
My students were actively engaged in the virtual nutrition and/or physical activity lessons led by UCCE educators.	100%	-

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The videos worked well for my students.	88%	13%
The worksheets worked well for my students.	50%	6%
The instructor materials were useful.	88%	13%

In addition, staff worked to plan a virtual cooking camp co-hosted with the Parks and Recreation Department in which the youth were given the option to complete the self-paced SerSave certification. The event resulted in 20 youth attending.

Additionally, SLO/SB participated in professional development and worked on enhancing educators’ skills and abilities to accurately and systematically report PSE and DE work in PEARS.

When our UCCE educators were asked about our response to COVID-19 and what they thought was most successful, this is what they had to say:

“Teaching 20 different classes using TWIGS during summer school and work I have done with the state garden work group.” SLO/SB Community Educator

“Family Cook Nights at Liberty and Rice and working with PE teachers at Rice, Bonita and Adam on including nutrition during PE time helping to include education for almost the whole school at Bonita and Rice and K-3 at Adam. A runner up would be Teens Love Cooking over the summer and working with Parks and Rec in Santa Maria to make it a fun virtual class.” – SLO/SB Community Educator

“Creating virtual resources for direct education and facilitating virtual Family Cook Nights for over 60 families.” - SLO/SB Community Educator

“Successful collaboration with our partners, especially Liberty school. That is essential to continue helping our community in the best way. We delivered a series of lessons not only for adults or students, but for the whole family. In these 4 lessons from the Healthy Liberty school community we learned about healthy routines, beginning healthy habits early, watching children grow, trying new foods. They also learned basic nutrition, food safety and the current dietary guidelines.” - SLO/SB Community Educator

“Family cook nights and collaborating with UC Educator on the training manual.” - SLO/SB Community Educator

Optional Data to show COVID-19 Impact - Tables to be provided by the State Office and can be incorporated if desired.

County(s)	Modified		New		No Impact		Postponed	
	DE Activities	Reach	DE Activities	Reach	DE Activities	Reach	DE Activities	Reach
San Luis Obispo	-	-	2	24	-	-	-	-
Santa Barbara	44	1,174	84	2,144	-	-	-	-

III. Optional Describe any additional Challenge(s)

It is difficult to think beyond the challenges we have faced due to COVID-19. In the last two years we have had to modify and adapt almost everything we do. Our team has worked together and with our colleagues across the state to rise to the challenge and continue to problem-solve issues as we go. As we do this work, we innovate, we overcome challenges, and we recognize that there are some challenges that we cannot address alone. So far, these ongoing challenges include:

- The communities we serve experience inequitable access to housing, food, childcare, and work that provides a livable wage and sick leave. Many of the families we serve have been the hardest hit by COVID-19 and the economic, social, and health impacts. This takes a toll on Community Education staff who feel helpless to address underlying causes and inequities. It is impossible to teach nutrition when people do not have enough food, cannot access healthy food, or do not have their basic needs met.
- Disparate requirements from federal food benefit programs offered at the farmers market. Currently programs like SNAP, WIC, GusNIP (Market Match), etc. all have differing requirements regarding where and how they can be accepted at farmers markets. This poses an unrealistic burden for farmers, market managers and all but the most determined and informed consumers. Streamlining these programs could potentially reduce the administrative burden and drastically increase participation so that community members have access to local foods and local farmers have access to all of the food dollars in a community.
- Nutrition curricula that are not culturally appropriate/affirming and/or that uses literature that is fat shaming. We have seen incremental improvement in this area where at least one book was replaced. We have brought this to the attention of the State Office, however, significant institutional barriers to change remain in that it takes a long time to develop curricula and get SNAP-Ed approval. I think this will continue to be an ongoing challenge and we will be looking to find SNAP-Ed approved curricula that is more inclusive of different food cultures represented in our counties and in our country.
- Lack of MOU agreements in place with school partners that address online classroom and district account access.
- School staff and teachers that are overwhelmed and unable to reach out or answer emails. Teachers have had to take on a whole new set of responsibilities. Though many of our partners are supportive of our programming, they are unable to read one more email or schedule one more meeting. As long as Health is not considered a core subject, this will remain an ongoing issue of competing priorities.
- Ongoing challenges related to COVID-19 including difficulty creating new partnerships as schools severely limit outside visitors, hybrid learning in some school sites is challenging for

authentic youth engagement, and limited ability to conduct food demonstrations and cook with kids due to ongoing safety concerns.

- Staff turnover and changes in supervisory structure: While we have seen reductions in staff turnover in the last several years, we did have one experienced educator leave to pursue an advanced degree and we reorganized to promote one educator to a Community Education Supervisor 1 and the Supervisor 2 moved to an Academic Coordinator position with .75FTE dedicated to SNAP-Ed. The reduction in staff and the delays in refilling that position has caused some gaps in our ability to serve our clients and partners. The reorganization has caused some disruption as we all learn our new roles and positions, however, in the long run we hope that it will create a more sustainable and supportive model for our program.

IV. Planned Improvements

We have completely modified and improved our programming to attempt to meet the needs of the youth, families, teachers and community partners that we serve. Improvements we are in the process of making and/or refining include:

- ✓ Improve our system for sharing approved-curricula/resources to fit extender classroom needs (in-person, virtual, and/or hybrid lessons).
- ✓ Continue to pilot new ways to engage families at home through produce distributions from school-gardens, and food banks; hosting family cook nights, and adult education using family-centered curriculum.
- ✓ Work with teacher extenders in new ways to facilitate cooking from home activities with students and families.
- ✓ Continue to build relationships with existing and new clients and partners.
- ✓ Continue to provide professional development opportunities and training to staff.
- ✓ Continue to adjust to meet the needs of extenders, students, families based on COVID restrictions.
- ✓ Opened an office in Santa Barbara County (Santa Maria) that is much closer to many of our school partner sites.

D. Presentations, Publications and Awards

i. Conference Presentations and Posters, Publications

Conference Presentations:

Klisch, S., MKNelly, B., Soule, K.E. (2020). The 4-H SNAC program: youth engagement in nutrition education shows potential for increasing healthy behaviors, connectedness and self-confidence. American Public Health Association Annual Conference October 27, 2021.

Klisch, S. et al. (2021). CFHL,UCCE response to COVID-19 Pandemic: Working to ensure food security for our community. Part of a panel presentation to CDSS Leadership on January 25, 2021.

Klisch, S., Soule, K.E. (2021). Supporting Positive Youth Development and Improved Health Outcomes in Marginalized Communities. Hawaii International Conference on Education.

Klisch, S., (2021). The power of partnership: Increasing access to Market Match nutrition incentives. USDA NIFA National Nutrition Incentives Hub Annual Convening.

Marrs, A., Cleave-Hunt, V., Wong, C., Munniks, K., (March 2021) Using School Gardens to Improve Food Security and Gardening Skills during the Pandemic. 2021 SNAP-Ed Local Implementing Agency Forum

Vargas, R., Tabarez, P., (March 2021) Youth Voice in a Virtual World. 2021 SNAP-Ed Local Implementing Agency Forum

Posters:

K Hong, R Vargas, E Dimond, S Klisch, K Soule. (2021) Our Virtual Reality: 4-H SNAC Programming. Presented at the LIA SNAP-Ed Forum

- UC Delivers Blogs:

Hong, K., Dimond, E., Lafreniere, M., Vargas, R., Klisch, S. (August 2021) Resilience and Innovation: CalFresh Healthy Living, UCCE partners with school districts to promote healthy living. UC

Delivers.<https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=50205>

Vargas, R. Diaz, M., Dimond, E., Klisch, S. (July 2021) Virtual cooking classes build community and promote health during COVID-19. UC

Delivers.<https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=49016>

- UC ANR Blogs (Food Blogs, Communities, etc):

Gertschen, D., Vargas, R., Klisch, S. (July 2021) Eating for health: It's not what it "looks" like. Healthy Communities Blog.

<https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=48960>

- News coverage – Print and Electronic Media:

August 4, 2021: KPRL FM *National Farmers Market Week* <https://kprl.com/national-farmers-market-week-8-04-2021/>

August 5, 2021: Paso Robles Press *National Farmers Market Week*

<https://pasoroblesdailynews.com/this-week-is-national-farmers-market-week/130764/>

- News coverage - Broadcast Media:

August 1, 2021 KSBY *National Farmers Market Week*

<https://www.ksby.com/news/local-news/county-farmers-celebrate-national-farmers-market-week>

- Publications - Peer reviewed

Klisch, S., & Soule, K. E. (2021). 4-H Student Nutrition Advisory Councils Support Positive Youth Development and Health Outcomes Among Underserved Populations. *The Journal of Extension*, 59(3), Article 19. <https://doi.org/10.34068/joe.59.03.19>

- Statewide Leadership/Collaboration

- Town Halls

- Marris, A., (October 2020) School garden work during COVID-19. CalFresh Healthy Living, UCCE TownHall
- Hong, K., (December 2020) Experience and best practices implementing direct education. What's Up Wednesday (CFHL, UC)
- Hong, K., (February 2021) Kit and Materials Distributions: Lessons from SLO and SB counties. CalFresh Healthy Living, UCCE TownHall

- Workgroups

- Lead:

- Educator Self Assessment - Klisch, S.
- Garden - Marris, A.
- Parent Engagement - Hong, K.

- Participated:

- Adult/Community - Diaz, M.
- Equity & Access - Plascencia, B.
- Promotional Materials - Vargas, R.
- Schools (K-12) - Lafreniere, M.
- School Wellness Policy - Diamond, E.

ii. Awards Received

National Extension Association of Family and Consumer Sciences (NEAFCS) School Wellness Award: 2nd Place National and 2nd Place Western Region: "Supporting Schools as Hubs of Health for Student Wellness and Thriving"