

Town Hall

2-3 pm, Oct.19, 2023

Agenda

- Welcome
- Leadership Update
- Stories from the Field
- Strategic Focus
- New Hires
- Other Updates

Chat warmup
Learning about each other:

What's your favorite October tradition?



Leadership Update

Vision & News - (10-15 mins)



Leadership Update:

Economic Summit – Glenda

Call for positions – Glenda

UC travel policy eliminates banned states – Glenda

New AES campuses UC Merced & UC Santa Cruz - Brent

Working Lands Tour Oct. 26-27 for new academics – Brent

Strategic Visioning feedback sessions - Kathy

Visit to UC Merced & UC Santa Cruz



Strategic Visioning Feedback Sessions

DATE	TIME	LOCATION	CAP
December 7, 2023	10 am – 1 pm	UC ANR Davis – 2 nd St. Building	96
December 11, 2023	10 am – 12 pm	Zoom Session #1	100
January 9, 2024	10 am – 1 pm	UC Santa Cruz , Cowell Ranch Hay Barn	100
January 16, 2024	10 am – 1 pm	UC Riverside , Alumni & Visitors Center	100
January 31, 2024	1 pm – 3 pm	Zoom Session #2	100
February 8, 2024	3 pm – 5 pm	Zoom Session #3	100
February 9, 2024	10 am – 1 pm	UC Merced , UC Merced Conference Center	72
February 27, 2024	10 am – 1 pm	Redding , McConnell Foundation	72

ALL In-person Feedback Sessions: 10 am – 12 pm with
Lunch & Networking: 12 pm – 1 pm

Stories from the Field

Promoting Healthy Eating UC Delivers Blog

Jennifer Sedell, Ph.D., UC ANR Program Planning and Evaluation

Kelly Hong, CalFresh Healthy Living, UCCE San Luis Obispo and Santa Barbara

October 19, 2023



UCANR: Promoting healthy people and communities

[SHARE](#)

[PRINT](#)

CalFresh Healthy Living, UCCE in Santa Barbara and San Luis Obispo Counties Promotes Healthy Eating Practices with Teens Love Cooking

Author: Kelly Hong

Editor: Mishelle Costa

Editor: Rosa I Vargas

Editor: Shannon A Klisch

Published on: April 11, 2023

After attending a *Teens Love Cooking* summer series focused on nutrition and culinary skills, 83% of youth participants were more willing to try new foods and ask for them at home. The class helped reinforce their healthy eating habits and support their long-term health.

Search

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– UC ANR Collaboration with Almond Industry Increases Environmental Sustainability of Agriculture through Professional Development Training for

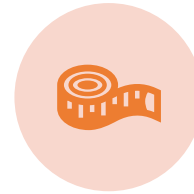
UC Delivers Overview



Accessed through the UC ANR Portal



Three key components:
The Issue, How UC Delivers, The Impact



Focuses on measured outcomes



Connects to UC ANR strategic plan



Reinforces public benefit of UC ANR's work

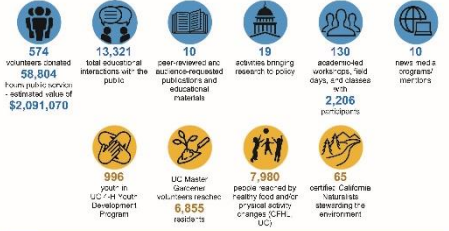


Celebrates excellent work

**UC Cooperative Extension
Santa Clara County
Annual Report 2022-23**

University of California Agriculture and Natural Resources (UC ANR) brings the power of UC research in agriculture, natural resources, nutrition and youth development to local communities to improve the lives of all Californians.

The University of California Cooperative Extension of Santa Clara County (UCCE) advisers, community education specialists and campus-based academics work as teams to bring practical, trusted, science-based solutions to our state. We are problem solvers, catalysts, collaborators, educators, and stewards of the land, living in the communities we serve.



UCCE Santa Clara County Director
Sheila Barry, Ph.D.
1450 Berger Dr.
San Jose, CA 95128
Phone: (408) 282-5106
osheila@ucanr.edu

UC ANR Staff in front of the Master Gardener 2022/2023 dedication for project 1000000 in San Jose.

Working Together for the Benefit of All Californians
2022 UC ANR Annual Report

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

How UC Delivers Helps

- Builds content for performance reviews and reporting
 - Thematic Program Review Dossier
 - Annual performance reviews
- Provides content for:
 - USDA NIFA reporting
 - UC ANR Annual Report
 - UC ANR strategic communications
 - UC ANR advocacy efforts
- Can be shared through social media

ucanr Follow Message ...

1,535 posts 4,530 followers 786 following

UC Ag & Natural Resources

100M+

UC Agriculture & Natural Resources studies food, pests, #environment, #wildfire, youth development & #nutrition for California.
[Ink.bio/vAem](https://www.inkbio.com/vAem) + 1

Recipes Takeovers Wildfires Pride Month Gardening AG Day '22 Agriculture

POSTS REELS TAGGED

Connect with us!

Jennifer Sedell, Ph.D.

Program Policy Analyst and UC Delivers Administrator

jennifer.sedell@ucop.edu

UC Delivers Blog

<https://ucanr.edu/blogs/UCDelivers/>

UC ANR Program Planning and Evaluation

https://ucanr.edu/sites/anrstaff/Divisionwide_Planning/Program_Planning_and_Evaluation/

Posting To The UC Delivers Blog

Why?

- Increase program visibility
- Meet personal writing goal

UC DELIVERS

How UC ANR is making a difference for Californians



UCANR: Promoting healthy people and communities

SHARE PRINT

CalFresh Healthy Living, UCCE in Santa Barbara and San Luis Obispo Counties Promotes Healthy Eating Practices with Teens Love Cooking

Search Enter Search Terms

UC Delivers Archive (2003-2019)

How do I write a UC Delivers?

How do I post to the blog?

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Enter e-mail Address

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Author: Kelly Hong

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After attending a *Teens Love Cooking* summer series focused on nutrition and culinary skills, 83% of youth participants were more willing to try new foods and ask for them at home. The class helped reinforce their healthy eating

– UC ANR Collaboration with Almond Industry Increases Environmental Sustainability of Agriculture through



How do I write a UC Delivers?

UC Delivers is a blog for compelling impact stories with measured outcomes that communicate how your program contributes to **public value**.

Title

Write a brief, catchy headline capturing the outcome of your project. Use strong verbs and [UC ANR's condition changes](#).

- Example: 4-H increases civic engagement

Social media summary

This quick 200 character summary is ideal for use on social media. Briefly describe

Search Enter Search Terms

UC Delivers Archive (2003-2019)

[How do I write a UC Delivers?](#)

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- UC ANR Collaboration with Almond Industry Increases Environmental Sustainability of Agriculture through

1

The Issue

Answer WHY was this project necessary? What is the challenge this project is trying to address? Help the reader understand why this project is important and for whom. Be brief. Use numbers when possible.

2

How UC Delivers

Describe WHAT was done for this project, including details on who did it, how they did it, when they did it, where they did it, and who was served/reached/participated. Be detailed but concise and use concrete numbers when possible. *Optional: Include block quote from community partner or collaborator, highlighting UC ANR's role. (In text editor portion, select text and apply block quote style from dropdown.)*

3

The Impact

Describe the impact or results from the project. Answer the question, SO WHAT? What difference did this project make to address The Issue? This is your longest section and the most important part of your blog post.

- Describe your participant outcomes (i.e., changes in knowledge, attitude, skills; changes in behavior or practices; changes in policy or decision-making) and include any data (i.e. X% of people gained Y skill.).
- Explain how the project contributes to UC ANR's [condition changes](#) and [public value](#). Cite existing research/literature to make the connection between measured participant outcomes and longer term benefits. Include condition change indicators from other organizations when available to support your contribution.
- Discuss how the project, or the benefits from the project, will continue. Include any goals, next steps, or future directions that will follow or result from the

- CalFresh Healthy Living UC (10)
- Santa Barbara (8)
- San Luis Obispo (7)
- Food Security (6)
- Physical Activity (5)

Feeds

- RSS
- PODCAST

My Stuff

[ANR Blogs](#)

- [Blog Home](#)
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Tell Your Story

- Easy as 1,2,3!
- Check out the archive

Poll Questions

1. What percent of youth do you think eats out on a given day?
2. True or False? It is safe to clean a knife with soap, water and scrub in an up/down motion?

Youth are hungry in the summer, too.

- Youth rely on school meal programs through out the school year
- Fast food is seen as affordable and convenient
- Teens don't always have the skill or confidence to cook healthy meals



How UC Delivered

- Partnered with Santa Maria Rec and Parks and UCCE Master Food Preservers
- 4-class series focused on culinary skills and nutrition
- Food Handler's Certification



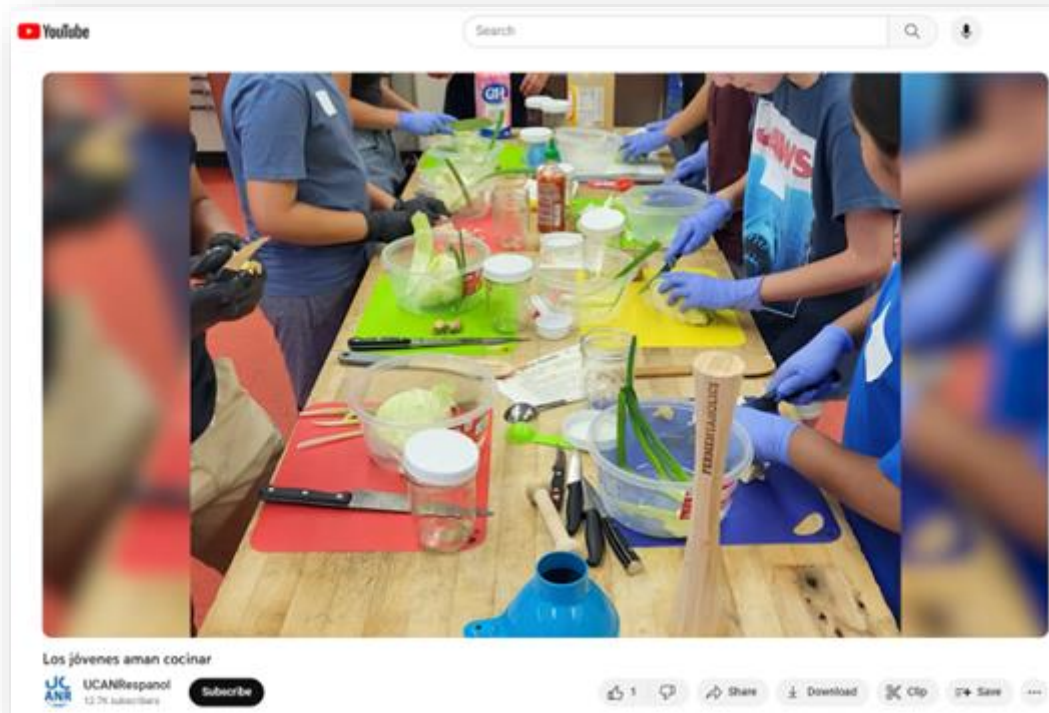


So what?

- Participants reported increased:
 - knife skills and safety
 - nutrition knowledge
 - knowledge of healthy food preparation
 - comfortability using a knife and preparing nutritious foods



Updates Since The Blog Post...



Video by NOS



Cooking with youth from Boys and Girls Club (SLO)

- ANR News and Information Outreach in Spanish (NOS)
- Expand programming to San Luis Obispo with Boys and Girls Club
- Program Reporting- Success Story
- Today's Townhall!!

Contact Information

Kelly Hong

Community Education Specialist 3

CalFresh Healthy Living, UCCE

Email: kqhong@ucanr.edu

Address: 2156 Sierra Way Ste. C, San Luis Obispo, CA

Office: (805)-781-5947

Strategic Focus: CONNECTING UC ANR WITH LATINOS IN CALIFORNIA

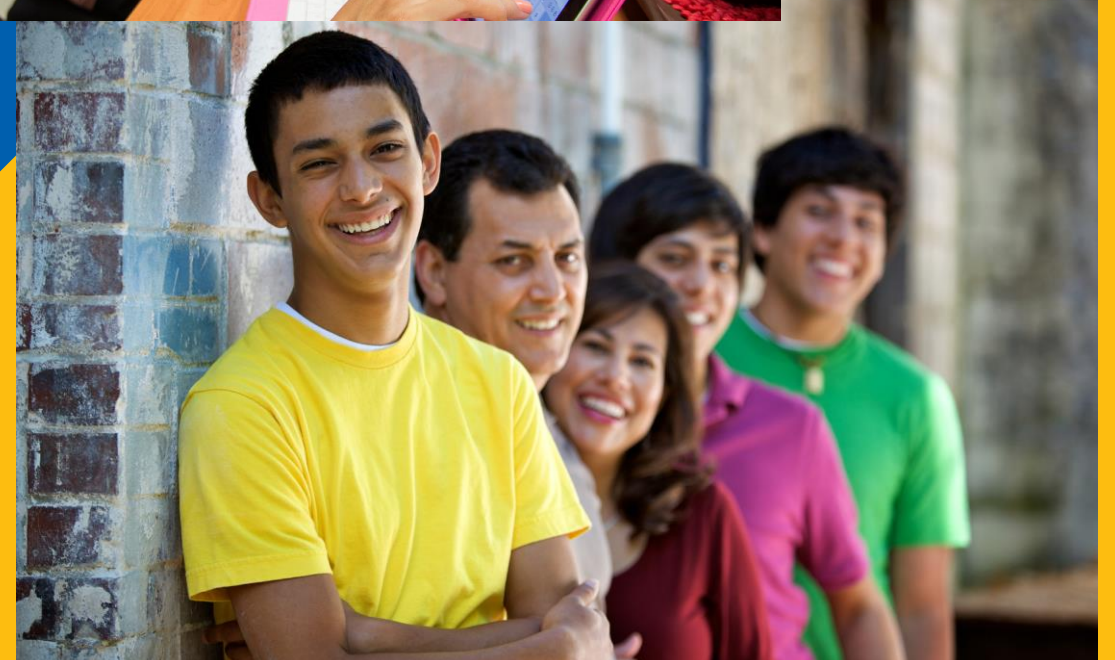
Presentation by Ricardo Vela
UC ANR News & Information Outreach in Spanish (NOS)

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In 2019, Latino residents in California were about 15.6 million, becoming the largest ethnic group in the state.

Two in every five Californians (40.3%) identify as Latino.



The forgotten Latinos

California is home to 350,000 Indigenous Oaxacans, primarily concentrated in the Central Valley, Los Angeles and San Diego counties and the Coachella Valley. 165,000 live and work in California's fields.

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The Latino community is increasingly gaining political influence in California, from U.S. Senators to state legislators.

Latinos today represent **32.5%** of the California Legislature, including **80 Assembly seats** and **40 Senate seats.***

*Sacramento Bee



Who is our audience?

Spanish-speaking Latinos in California.

Demographic	%
18-25	15%
25-45	35%
45-65	45%
65+	5%



Gender	%
Male	45%
Female	55%

Whom to reach where

Demographic	Gender	Media Outlet	SM Platform
18-25	Male / Female	Radio	Instagram / TikTok
25-45	Male / Female	Weeklies / Podcast TV / Print	Instagram / YouTube
45-65	Male / Female	TV / Radio / Print	Facebook / YouTube
65+	Female	TV / Radio / Weeklies	Facebook

What we offer

- Better understanding of Latinos and their cultural differences.
- Translation of documents.
- Successfully reaching out to Latinos.
- Promoting your success story with California and USA Latino households.
- Workshops to share best practices.

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Agriculture and Natural Resources



Claudia Diaz, 4-H Youth Advisor for UCCE San Bernardino – Riverside counties, in an on-set interview with Univision Notivalle.

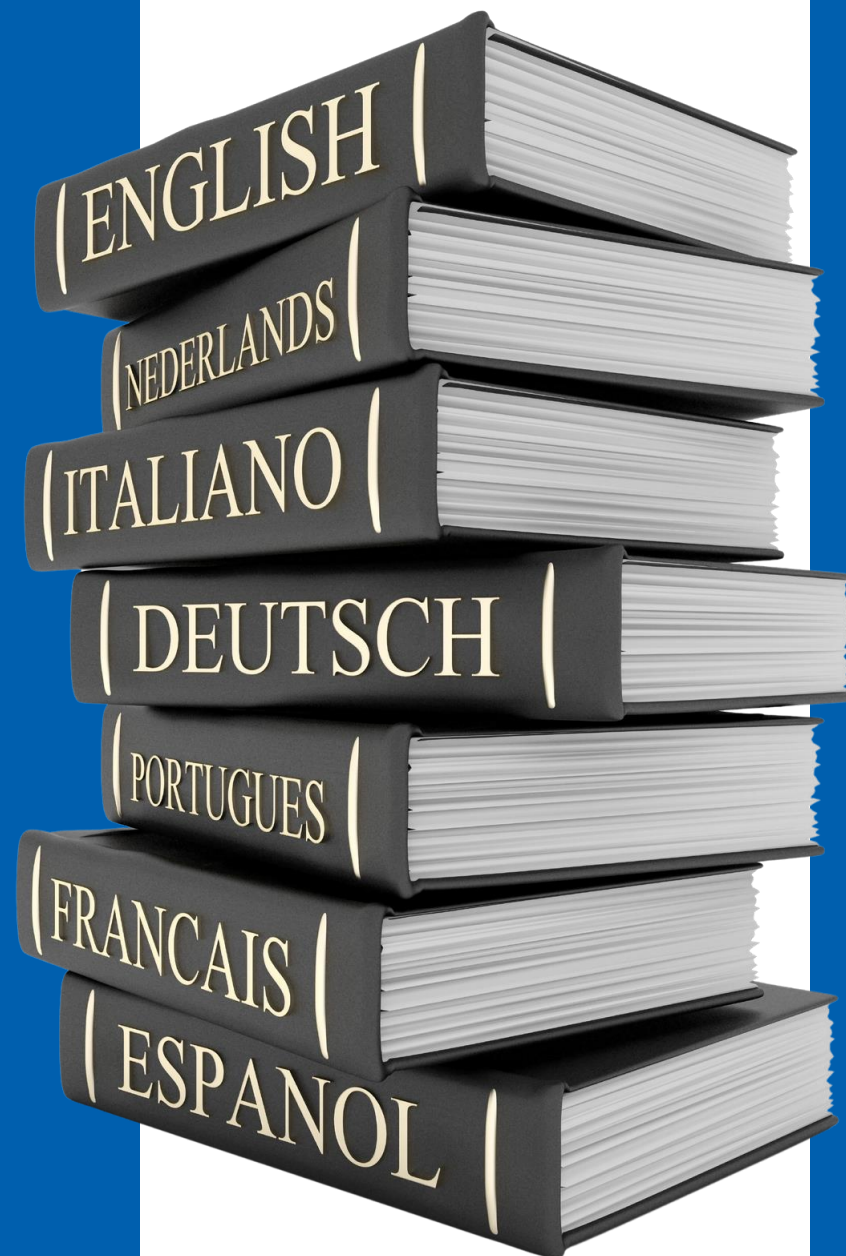
Better understanding of Latinos
and their cultural differences.

The Latino community is
complex and diverse.
Let's use San Diego
County as an example.

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Translation of documents



English-Spanish

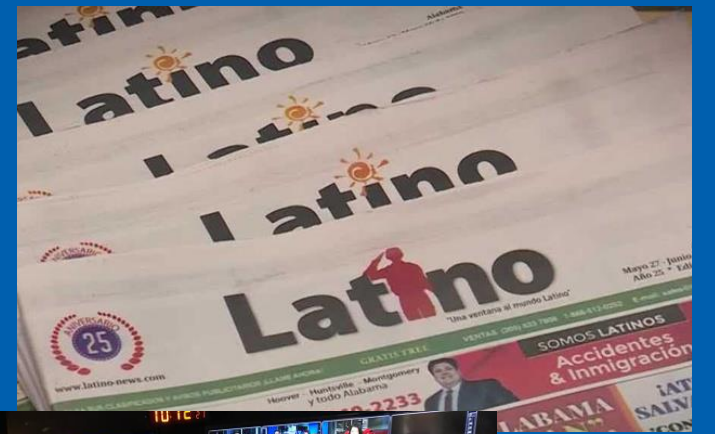
Spanish-English

English-Other languages

- Tagalog
- Cantonese
- Punjabi
- Farsi
- Vietnamese
- Mandarin
- Mixteco
- Zapoteco
- Triqui

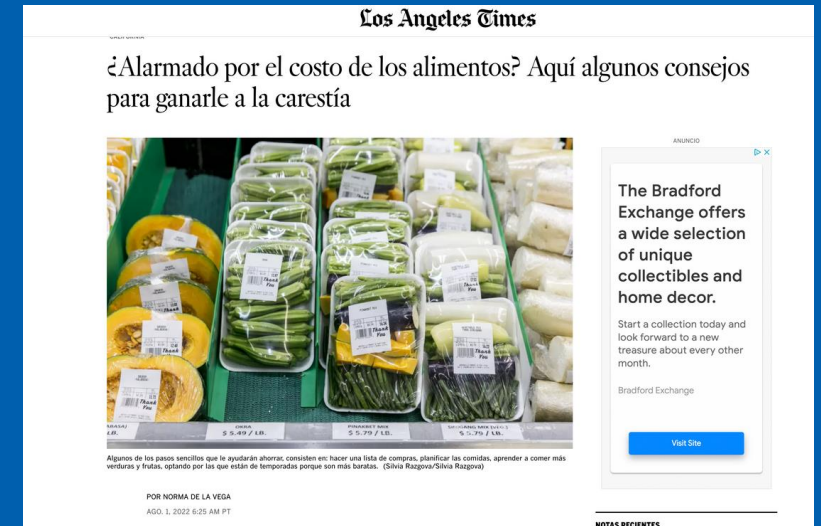
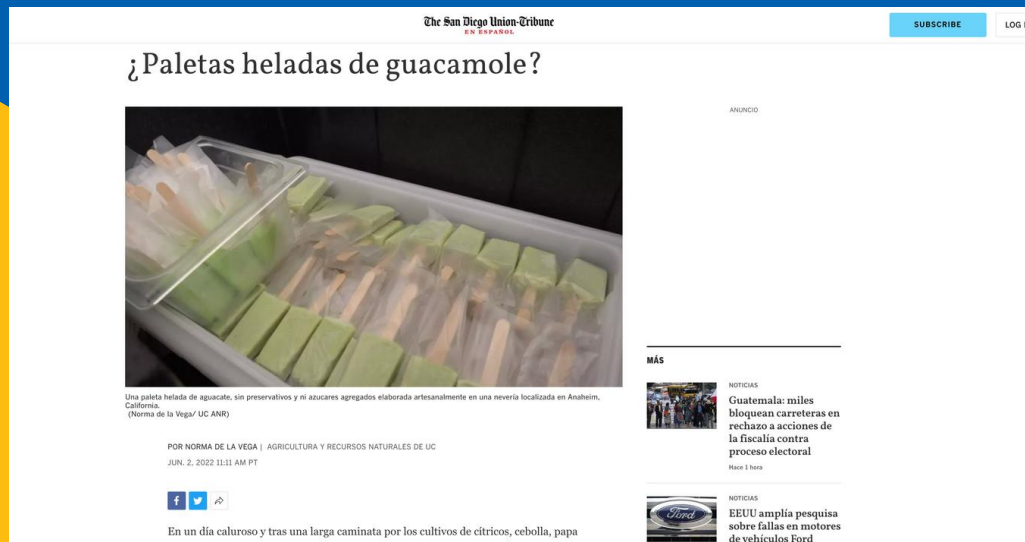
Successfully reaching out to Latinos by

- Using Spanish media partners (Radio, Newspaper, TV)
- Creating culturally relevant and engaging social media campaigns
- Producing radio and TV PSAs
- Compelling marketing video success stories



MEDIA PARTNERS

- 17 publications (Daily, Weekly and Monthly) in Spanish throughout the state
- 5 radio networks
- 12 TV stations



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“Breakfast on the
Playground”
campaign for
Coachella Valley
Unified Child
Nutrition
Services.



TV Spot aired on Univision/Entravision

Breakfast on the playground results:

TV and social media

Total audience reached: 1.1 million
people

Demographic 25-45 / 100% engagement

Demographic 45-65 / 90% engagement

Total results: 45-50% increased
participation in most of the targeted
schools



COVID-19

Vaccination Campaign

**UC ANR promotes
health and
empowers Latino
communities
in California in
their language of
comfort.**



Mixteco TV Spot aired on Univision/Entravision

“The vaccine is free for everyone, and you won't be asked any questions about your immigration status. No health insurance is required to receive a vaccine, nor is a driver's license or ID. Protect your friends and family. Get vaccinated!
Help who you love the most. Get vaccinated now!”

COVID-19 Vaccination campaign results:

Total audience reached 6.4 million people
statewide.

Demographic	% of Message Watched or Listened to*		
	TV	Radio	Social Media
18-25	100%	100%	65%
25-45	100%	100%	100%
45-65	100%	100%	100%

* Nielsen ratings



Empowering Latinos with Vital Scientific Alerts Through NOS



Wildfire Response Campaign

UC ANR Quick tips on what to do in case of wildfire evacuation.

Lista de verificación para orden de pre-evacuación del hogar
Siga todas las instrucciones de emergencia locales verificadas para la evacuación.

Estados de orden de evacuación

Personas y Mascotas
Orden de evacuación obligatoria

Hogar
Orden de evacuación voluntaria

Propiedad
Cerca de las zonas de evacuación, pero no en estatus de evacuación

Que hacer

- Evacuar inmediatamente. La evacuación temprana es la más segura.
- Subir medicamentos, documentos importantes, provisiones y mascotas al auto.
- Abueva el auto del garaje. Estacione el auto en la entrada del garaje evitando hasta fuera con las llaves en el encendido para una salida rápida.
- Desconecte el control automático de la puerta del garaje para que en caso de un corte de luz tenga un acceso rápido.
- Cierre ventanas, toldos y puertas para moscas. Selle los huecos alrededor de las puertas con cinta metálica.
- Cierre el medidor de gas. Apague los tanques de propano y colóquelos a 20 pies de la casa o construcción o colóquelos dentro del garaje.
- Cierre las rejillas o las puertas de la chimenea.
- Coloque muebles de patio que utilizan combustión, tapetes u otros inflamables en el interior o al menos a 30 pies de las estructuras.
- Encienda una luz en cada habitación para aumentar la visibilidad de su casa cuando haya mucho humo.
- Avise a sus familiares o amigos de fuera de la zona de que está preparando la evacuación y comuníquese sus planes.
- Evacue o prepare a los animales de cría.
- Revise con anticipación las rutas de evacuación.
- Registre sus pertenencias para ayudar con el proceso de seguro y recuperación.
- Selle las ventilaciones del ático y del suelo con paneles de madera pre cortados, papel de aluminio grueso o cinta metálica.
- Llene botes de basura con agua y colóquelos delante de la casa.
- Coloque escaleras contra la casa y herramientas contra incendios (astrillapalo de metal) delante de la casa.
- Levante escaleras contra la casa y coloque herramientas de lucha contra incendios (astrillapalo de metal) delante de la casa.
- Para las fuentes de agua secundarias (piscinas/estanque/depósito de agua), instale una bomba portátil de gasolina.

UC CE UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources

Lista de verificación para la bolsa de evacuación
Prepare una bolsa de evacuación para cada persona antes de un incendio forestal y manténgala fácilmente accesible.

Prevea que va a estar fuera de casa durante un largo periodo de tiempo y haga las maletas lo suficientemente ligeras como para que pueda subirlos a su vehículo.

Lista de verificación para la bolsa de evacuación para cada persona

- Llaves del auto, tarjetas de crédito, efectivo
- Copias de documentos importantes, pasaportes, actas de nacimiento etc.
- Medicamentos.
- Un cambio de ropa.
- Guantes de trabajo de cuero y protección ocular.
- Protectores faciales (se recomiendan máscaras N95 para protegerse del humo de los incendios forestales)
- Gafas o lentes de contacto.
- Artículos de aseo (papel higiénico, higiene femenina, pañales)
- Botiquín de primeros auxilios.
- Linterna.
- Mapa con varias rutas de evacuación.
- Comida y agua para tres días.
- Comida y agua para mascotas.
- Radio de baterías y baterías de repuesto
- Computadora, tableta y disco duro.
- Cargadores para electrónicos.

Bonus Items

- Objetos de valor fáciles de transportar.
- Fotografías familiares y otros artículos irremplazables

¿Qué ropa vestir durante una evacuación?
Vístase con ropa de fibra sintética (sintética) para que le proteja del calor, las brizas y las llamas. Mantenga estas prendas cerca de la bolsa de evacuación para llevarlas a mano.

- Camisa de manga larga que cubra el cuello
- Pantalones largos con cinturón resistente
- Gafas de protección
- Guantes de trabajo de cuero
- Casaca de algodón o lana
- Máscara N95 u otro tipo de protección facial (por ejemplo, pañuelo)
- Calzettes de algodón o lana

Para más información sobre preparación para evacuación de incendios visite:
<https://www.readyforwildfire.org/prepare-for-wildfire/get-set-emergency-supply-kit>

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Información del residente
Llene este formulario y colóquelo en la ventana de enfrente antes o durante una orden de evacuación

Información de contacto del residente

Nombre completo: _____

Domicilio residencial: _____

Número de teléfono principal: _____

Número de teléfono secundario: _____

Correo electrónico: _____

Información sobre evacuación del hogar.

Fecha de evacuación: _____ Hora de evacuación: _____

Ubicación del destino de evacuación previsto: _____

Destino de la evacuación (teléfono/ correo electrónico): _____

Nombre de los residentes evacuados: _____

Nombre de los residentes que se quedaron: _____

Número de mascotas evacuadas: _____

Numerotipo de mascotas que se quedaron: _____

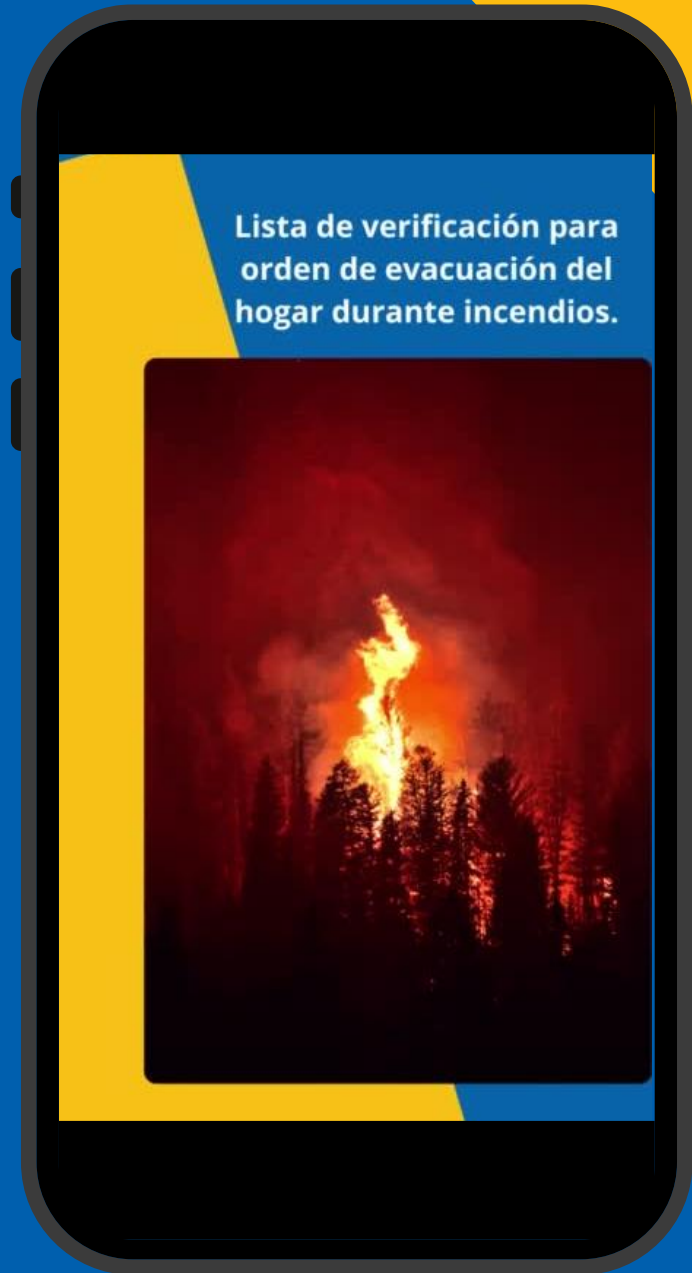
Información de la propiedad

Ubicación del cierre de gas propano: _____

Ubicación del cierre de gas natural: _____

Ubicación del corte de energía/generador: _____

Acceso al agua: _____



NOS acts as a liaison with Spanish media outlets, social media and the Latino community to help UC and UC ANR scientists alert residents of emergencies.

- Avian influenza
- Newcastle disease
- Asian citrus psyllid
- Extreme heat
- Wildfires
- Heavy rains/flooding



Collaborating with UC ANR researchers to bring science- based information to Latinos



Promoting your success story with California and U.S. Latino households

- Monthly podcast
- Engaging videos in social media
- Bilingual monthly newsletter
- Blogs in Spanish are shared with our community partners



Collaborating with UC ANR Professionals

- Nutrición en un Minuto
- ¿Sabías qué?
- Jardinería en un Minuto
- Cambio Climático



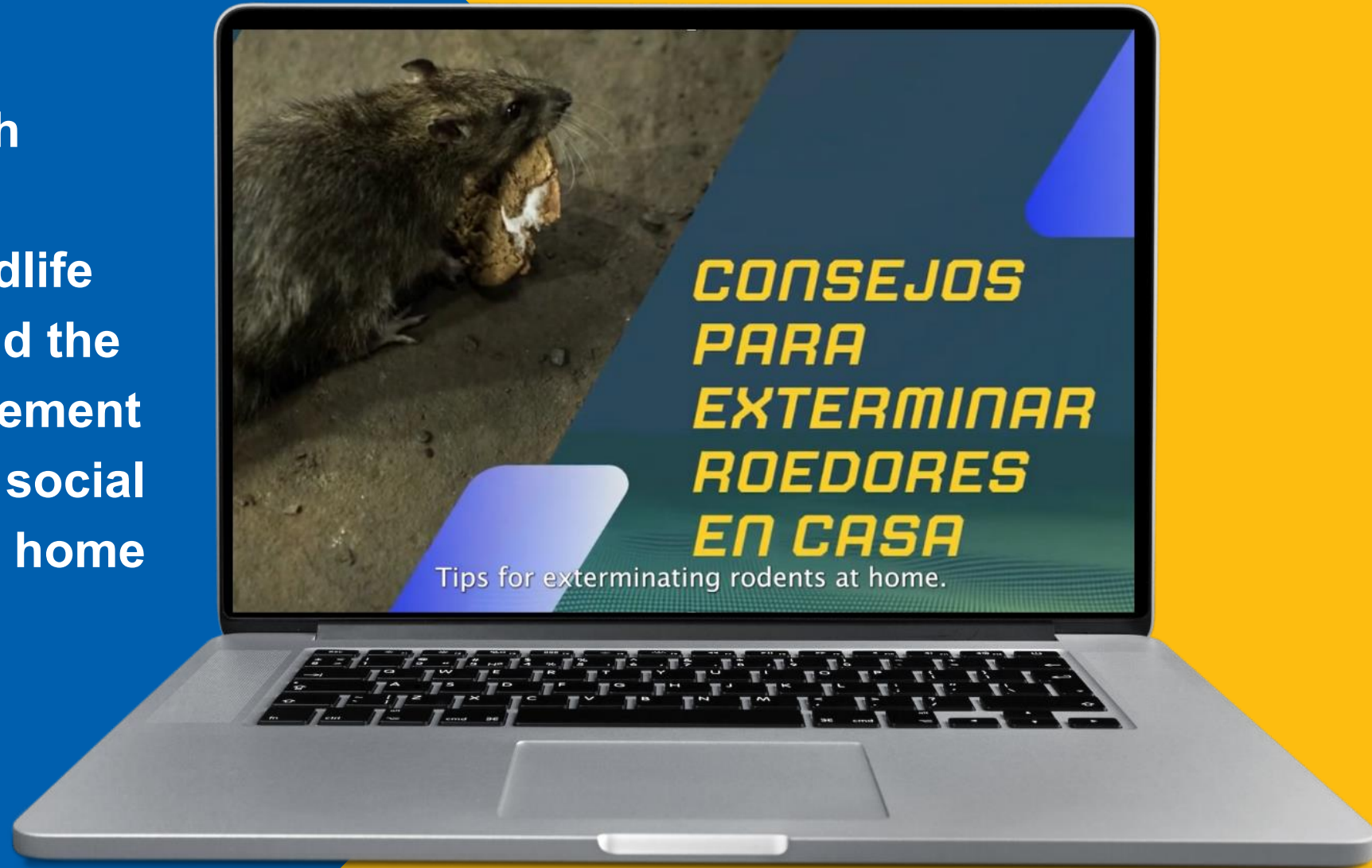
**Agave the crop for
California's future.
An interview with Samuel
Sandoval Solis, UC
Cooperative Extension
Specialist**

**Posted on social media -
shared with media partners
800 views first 3 days**



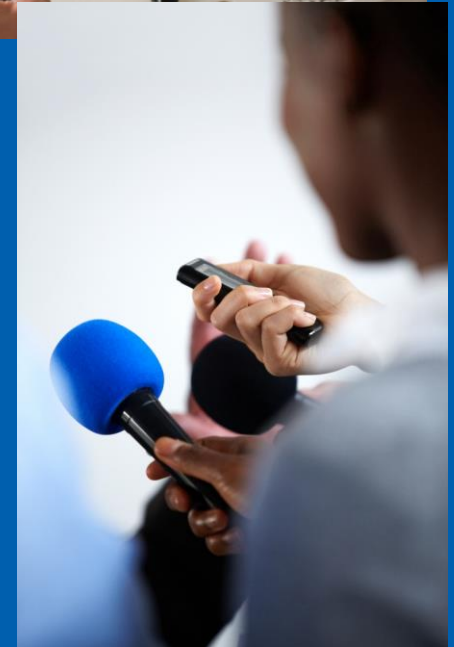
**Collaborating with
Niamh Quinn,
UC ANR Human-Wildlife
interaction advisor and the
Integrated Pest Management
Program, we created a social
media campaign about home
pests.**

**Posted on social media -
shared with media partners
60K views in the first 4 months**



Workshops to share best practices

- Hands-on workshops on working more effectively with Latino Media
- Understanding Latinos
- From shooting to editing - How to create a compelling and culturally relevant video story with your iPhone



News & Information Outreach in Spanish (NOS) By the numbers



- 7.5 million people were reached for marketing campaigns
- 200-plus documents translated into Spanish yearly
- 200% increase in social media followers in the last four years
- 25 media partners in California - a total audience of 8 million people
- Collaboration with 35-plus researchers, educators and advisors from UCCE statewide

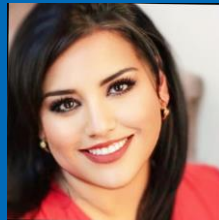
Meet the NOS team:



Ricardo Vela
Manager



Lisa Rawleigh
Admin. assistant
social media



Diana Cervantes
Video journalist
digital content



Miguel Sanchez
Video journalist
digital content



Leticia Irigoyen
Translator
writer



We **know** the Latino Community
We **are** the Latino community

We Are
NOS

rvela@ucanr.edu
951-660-9887 (cell)

Follow us:

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@UCANRespanol



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@ucanrespanol



LinkedIn
@ucanrespanol



Instagram
@ucanrespanol

In the Media

- **Anita Oberholster** was quoted by Associated Press on smoke taint in wine. It went viral, racking up over 400 clips
- **Kosana Suvocarev** was interviewed by Ag Alert about water conservation strategies
- **Ruth Dahlquist-Willard** was interviewed by Civil Eats about using agrivoltaics to produce food and energy on farms
- **Ali Pourreza** contributed an op-ed to CNN about the potential impacts of AI to agriculture
- **Jackson Gross** was quoted by Mercury News about sturgeon farming. It was reprinted by Seattle Times & other outlets
- **Edith de Guzman** was quoted in WIRED describing heat effects in urban, lower-income neighborhoods



Anton Cornel pictured in New York Times

New Hires: Welcome to UC ANR!

Sept. 19-Oct. 16

Irene	Briseno	CMTY EDUC SPEC 3
Abigail	Brondos	LAB AST 1
Zoe	Clark	CMTY EDUC SPEC 1
Michael	Cohen	ASST COOP EXT ADVISOR
Karla	Cornelio	SRA 2 NEX
Cici	Cui	CMTY EDUC SPEC 3
Alexa	Erickson	ASST COOP EXT ADVISOR
Andrea	Gahleitner	BLANK AST 2
Jessie	Godfrey	ASST COOP EXT ADVISOR
Kirthi	Hagalwadi	CMTY EDUC SPEC 2
Charrisha	Hillery	ADMIN OFCR 2 CX
Raymond	Mireles	UC COOP EXT ADVISOR
Fiona	Ogunkoya	SURVEY RESEARCHER 2
Claudia	Pardo	CMTY EDUC SPEC 2
Thuy-Vi	Pham	FINANCIAL SVC ANL 2
Victoria	Roberts	CMTY EDUC SPEC 4
Paramveer	Singh	ASST COOP EXT ADVISOR
Genoa	Starrs	GEOGRAPHIC INFO SYS PROGR 3
Jazmin	Vargas	CMTY EDUC SPEC 2
Aaron	Wilcher	ASST COOP EXT ADVISOR
Ryan	Williams	PROJECT POLICY ANL 3



Raymond Mireles



Michael Cohen



Ryan Williams



Vi Pham

Other Updates

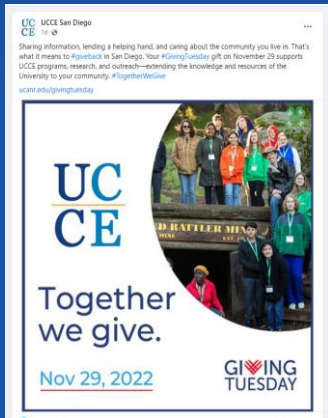
GivingTuesday

Engage with Program Teams and Workgroups in the Sustainable Food System Strategic Initiative

ANR@Work survey

SAVE THE DATE: November 28

U G A N R GIVING TUESDAY



Emily Delk, Director of Annual Giving
eddelk@ucanr.edu

Engaging with Program Teams and Workgroups in the ANR Sustainable Food Systems Strategic Initiative

Description: How are [ANR Strategic Initiatives](#) connected with program teams and workgroups?

Learn about the [Sustainable Food Systems Strategic Initiative](#) and the important role of allied program teams and workgroups.

- How do these different parts of our organization function?
- How do they connect?
- What's the best way to get involved?
- And how can participation result in new collaborations, peer mentoring, research projects, and publications?

Learn from a panel of CE advisors and specialists about how they participate in program teams and workgroups.

This one-hour event organized by the Sustainable Food Systems Strategic Initiative panel is open to everyone. It will be especially helpful for newer ANR academics as they explore UC ANR and the many ways of connecting with colleagues.

When? Monday, November 13, 12- 1 pm on Zoom

<https://ucanr.zoom.us/j/92346020490?pwd=Um9aRIYrdlozOHAXdXpTaXhuRzF2dz09>

Meeting ID: 923 4602 0490

Passcode: 335930

In loving memory of



Dorina Espinoza



THANK YOU!

The next town hall will be November 16

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Agriculture and Natural Resources