

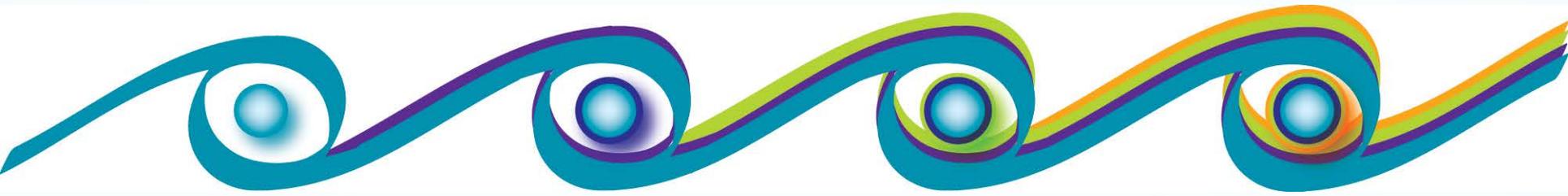
Investing in California...

***Transitioning from SNAP-Ed to Nutrition
Education and Obesity Prevention***

CCLHO

October 20, 2011

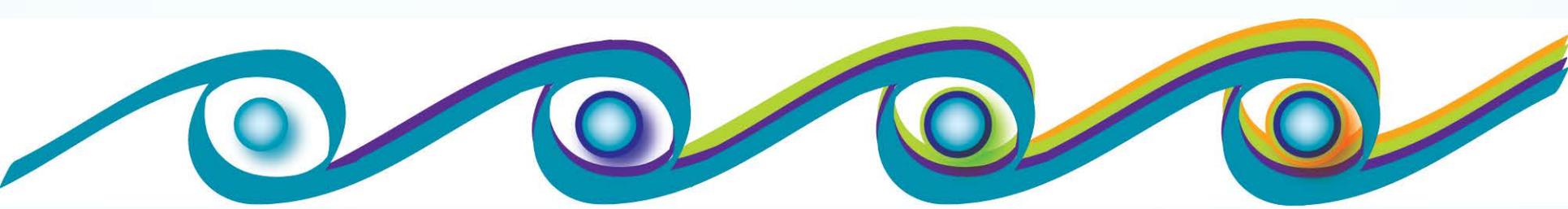
Peggy Agron, MA, RD



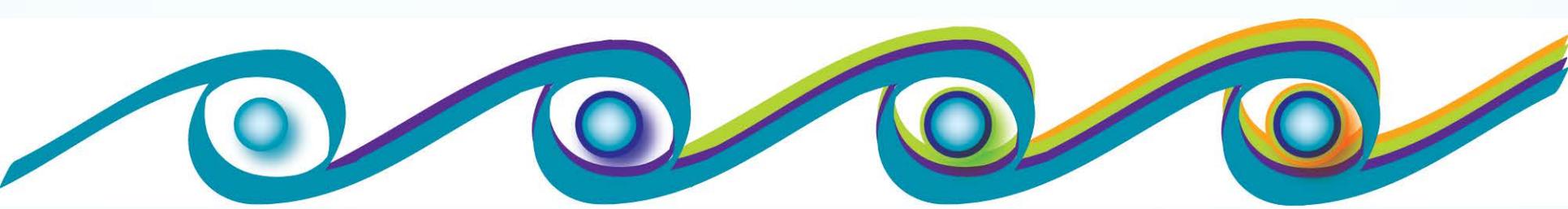
How can we maximize our impact to benefit California's low income population using the opportunity created by changes to SNAP-Ed?



- **Healthy Hunger-Free Kids Act**
- **Funding**
 - Initial increase for California
 - Decline between 2014-2018



- **Healthy Hunger-Free Kids Act**
- **Program Changes**
 - Obesity prevention added
 - Comprehensive multi-level interventions at multiple complementary organizations and institutional levels
 - Allows for community and public health approaches
 - Charges USDA to consult with CDC and other stakeholders to identify allowable use of funds



Background

- Cumbersome match program
- Many restrictions on approaches
- Opportunity to build public health infrastructure to address obesity





Transition from SNAP-Ed to Nutrition Education and Obesity Prevention

2012

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<div data-bbox="162 505 610 618" style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Federal Regulations are out (Jan 2012)</p> </div> <div data-bbox="195 654 606 911" style="border: 1px solid black; border-radius: 50%; padding: 10px; margin-bottom: 10px; text-align: center;"> <p>Statewide Network Conference</p> </div> <div data-bbox="291 946 755 1108" style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>RFA/RFP(s) Out begins Oct 2012 (FY 2013)</p> </div> <div data-bbox="1193 1125 1657 1286" style="border: 1px solid black; padding: 5px;"> <p>NEOP Plan Implementation begins Oct 2012 (FY 2013)</p> </div>											



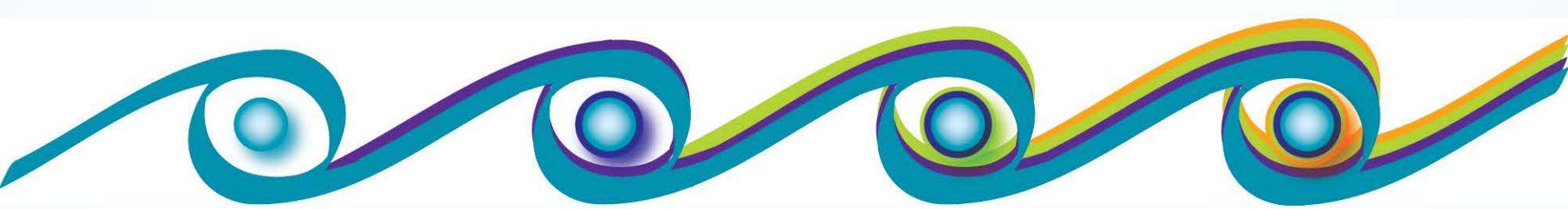
● Guiding Principles – Process

- California Obesity Prevention Plan is the foundation
- Process is transparent and inclusive
- Process focus ... to maximize improving health outcomes



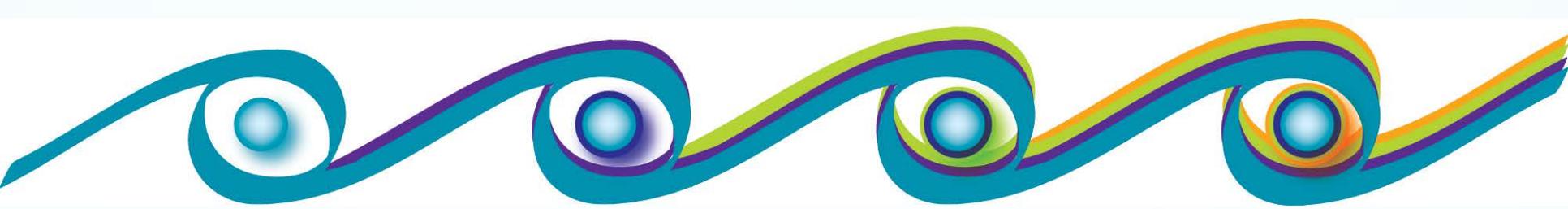
● Guiding Principles – Outcome

- Achieving Equity: food security and safe places
- Maximize the impact for low income Californians
- Evidence based interventions, yet innovation considered
- Intervene as “upstream” as the regulations allow
- Interventions are comprehensive
- Community voice and perspective, including youth
- Local flexibility, leverage resources, evaluation



**Obesity Prevention Think Tank Meeting
May 6, 2011**

**Purpose: Recommend priority
areas for NEOP focus during the
first 3 years**



Three Priority Areas

- 1. Decrease sugary beverage consumption and increase healthy beverage consumption, especially water**
- 2. Increase physical activity**
- 3. Increase consumption of healthier foods**

Regional Meetings & Webinars

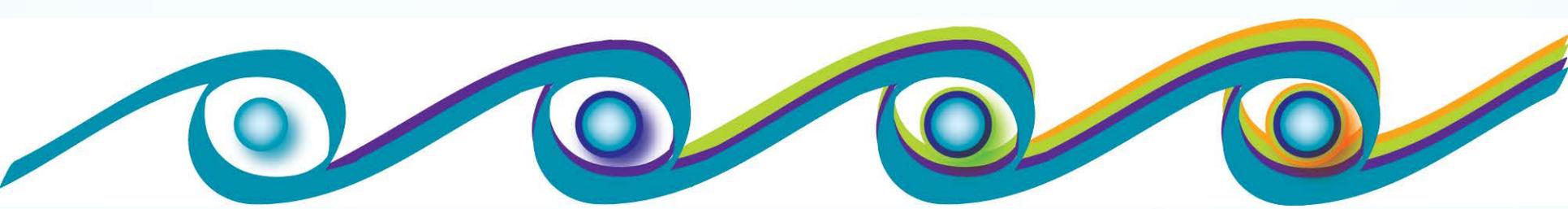
Positive feedback

- Ability to do more policy, systems, environmental approaches
- Reduction in administrative burden
- Opportunities for new partnerships
- Support for 3 priority areas

Concerns:

- Fear of losing funding – especially schools
- Fear of losing nutrition education foundation
- Fear of competitive funding





Next Steps

- We will review all comments and draft a 3 year Transition/Implementation Plan
- Present to CDPH Leadership & Think Tank
- Adjust in January to align with new regulations
- Prepare RFA's and contracts



Building the Infrastructure

- October 2011 -
 - Add 20 local health departments
 - Collaborate with county welfare departments

- October 2012 –
 - Some level of funding at most counties
 - Possible clusters where CalFresh population is small

Local focused action

- Key focus- key results
 - County Nutrition Action Plans (CNAP)
 - ReThink Your Drink
 - Community events
 - Nutrition education
 - CX³ (mid to large health departments)

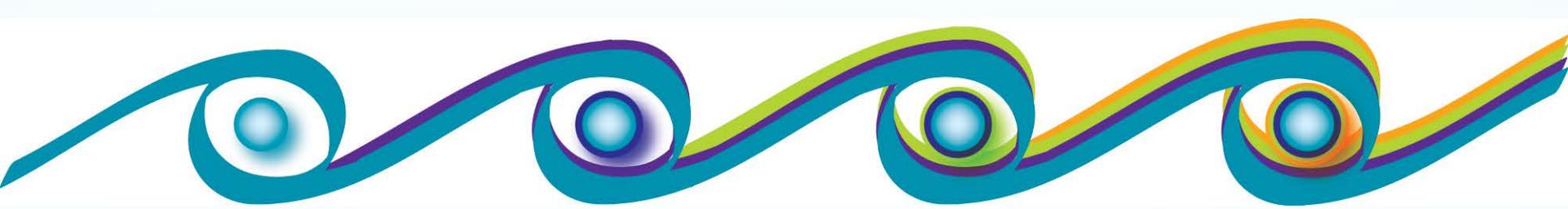
ReTHINK
your
drink



Local focused action- cont.

- **Champions for Change-** empowering consumers
- **Health – Social Services Collaboration**
 - Tighten the food security-nutrition linkage!
 - CNAP, training, health expertise, access
- **Local capacity building-** needed





How to Contact me:

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View the California Obesity Prevention Plan:

[http://www.cdph.ca.gov/programs/COPP/Pages/
CaliforniaObesityPreventionPlan.aspx](http://www.cdph.ca.gov/programs/COPP/Pages/CaliforniaObesityPreventionPlan.aspx)