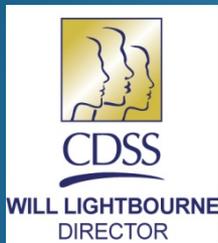


# County Welfare Department/ Local Health Department Collaboration Project



# CWD/LHD Collaboration Project

- With the encouragement and support of the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS), CDSS has embarked on a new and groundbreaking concept in the Supplemental Nutrition Assistance Program Education (SNAP-Ed) program with our partners at CDPH.
- The County Welfare Department (CWD)/Local Health Department (LHD) Expansion for Community Nutrition Pilot is the first of its kind in the SNAP-Ed Program and provides funding at the local level to target nutrition interventions primarily for CalFresh participants.
- This project is federally funded without a requirement for state or local match.

# CWD/LHD Collaboration Project

- The objectives of the pilot are to:
  - 1) provide an avenue for CWDs and LHDs to partner together and coordinate efforts to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget;
  - 2) increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults; and
  - 3) establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines, increase fruit and vegetable consumption and increase physical activity among the CalFresh population.

# CWD/LHD Collaboration Project

- CDSS became interested in improving the collaboration between the county welfare departments and local health departments in light of observations of the health challenges due to the poverty of the persons served.
- Although the CalFresh benefits provided to clients may keep them from being hungry, it was clear it was not keeping them healthy.
- This observation is supported by research in the field done by Dr. Iton, who has clearly demonstrated the link in mapping health and poverty outcomes in cities like Alameda, San Diego and Los Angeles. He found similar results in cities across the nation.

# CWD/LHD Collaboration Project

- Anthony B. Iton, M.D., J.D., MPH, serves as Senior Vice President of Healthy Communities for The Endowment foundation's 10-year [Building Healthy Communities: California Living 2.0 initiative](#). The goal of the 10-year effort is create communities where children are healthy, safe and ready to learn.
- Prior to his appointment at The Endowment, Dr. Iton served since 2003 as both the director and County Health Officer for the Alameda County Public Health Department. In that role, he oversaw the creation of an innovative public health practice designed to eliminate health disparities by tackling the root causes of poor health that limit quality of life and lifespan in many of California's low-income communities.

# CWD/LHD Collaboration Project

- Dr. Iton's primary interest is the health of disadvantaged populations and the contributions of race, class, wealth, education, geography, and employment to health status.
- He has asserted that in every public health area of endeavor, be it immunizations, chronic disease, HIV/AIDS, STDs, obesity, or even disaster preparedness, local public health departments must recognize that they are confronted with the enduring consequences of structural poverty, institutional racism and other forms of systemic injustice.
- He further asserts that the only sustainable approach to eliminating health inequities is through the design of intensive, multi-sectoral, place-based interventions that are specifically designed to identify existing assets and build social, political and economic power among a critical mass of community residents in historically under-resourced communities.

# CWD/LHD Collaboration Project

- In his words, “Our health is largely determined within the context of where we live,” said Iton. “Communities that lack even the most basic ingredients for health such as safe parks, and access to healthy foods are especially vulnerable to higher prevalence rates for type-2 diabetes and other costly, preventable health conditions and diseases. The good news is that through thoughtful and strategic investments in people, places and policies we can substantially change these odds. The Endowment’s 10-year initiative will endeavor to do just that through a prevention-based strategy.”
- His work made it clear we needed to form a better link between people that serve persons in poverty and those who deal with public health to focus our efforts on those most in need.

# CWD/LHD Collaboration Project

- This project focuses on that concept. The 22 counties were selected based high obesity rates and unmet need in terms of nutrition assistance.
- There are currently some good models of counties that have worked well together like Alameda, Solano, Humboldt, Santa Clara, Shasta and others but the focus of this project was also to expand into counties not currently funded for nutrition education by CDPH.
- As this is a new initiative for these counties, we hope to get some creative ideas to test different models. Counties are in the process of drafting plans.

# County Selections

- **Under 20,000 SNAP-Ed Eligibles - \$75,000 Total \$225,000**
  - Del Norte
  - Siskiyou
  - Trinity
  
- **20,000-64,000 SNAP-Ed Eligibles - \$150,000 Total \$1,350,000**
  - Mendocino                      Napa
  - Kings                              Nevada
  - Lake                                Placer
  - Madera                            Sutter
  - Yuba
  
- **64,000-300,000 SNAP-Ed Eligibles - \$250,000**
  - Imperial
  - Santa Cruz
  - San Luis Obispo
  - Sonoma

# County Selections

- **Over 300,000 SNAP-Ed Eligibles - \$350,000 Total \$2,100,000**
- Fresno
- Kern
- Merced
- Stanislaus
- San Diego
- Tulare
- **Combined Total  $\$4,675,000 \times 2 = \$9,350,000$**
- **Project Total  $\$5,000,000 \times 2 = \$10,000,000$**
- **Remainder for Evaluation = \$650,000**

# CWD/LHD Collaboration Project

- San Diego has plans to integrate nutritional messages into their orientation process, their life skill classes, and their Family Self-Sufficiency classes. They are considering cooking classes, taste testing and education on preparing healthy meals on a budget.
- Some counties are considering taste testing in waiting rooms and providing nutritional information as well.
- Counties plan to encourage use and provide incentives to use their EBT cards at Farmer's Markets.
- Classes are planned on how to shop for healthy food, how to use fresh produce in menu planning.
- Counties are planning to focus on “Eating Right when the Money is Tight” and providing nutritional information on county websites.

# CWD/LHD Collaboration Project

- CDSS is confident that the collaboration between the CWDs and LHDs at the local level will result in the improved nutritional health of our CalFresh participants.
- In addition, CDSS plans to offer funding for innovative projects to CWDs who were not eligible for this funding as the county LHD currently received funding. These counties may choose to partner with their LHD, or others to test other partnerships as well.
- County evaluations of projects will be utilized to judge the effectiveness of various approaches to provide models for other counties.
- Questions?