



## Food Day and Public Relations Webinar



Did you know that Food Day is celebrated every October 24? For the past four years Food Day has brought people together to celebrate and enjoy real food and to push for improved food policies. Food Day is in response to the typical American diet that is contributing to obesity and its related health problems in our nation. It is a day that has been dedicated for us to make changes in our own diets and to take action at the local, state and national levels to solve food-related problems in our communities.

Food Day was created by the Center for Science in the Public Interest, but it is powered by a diverse coalition of food movement leaders and organizations, including student leaders, public offices, school districts, and local organizers. Food Day seeks to inspire community action in every city and state in the country, with individuals and organizations coming together on and around October 24 to learn, debate, and mobilize to improve our food system and the American diet.

This year the Food Day theme is “Toward a Greener Diet” as a way to address health and environmental issues.

The Food Day web site has compiled a host of useful resources. Whether you’re searching for tips on planning an event, would like free tools to publicize your event, need fact sheets, or just want to learn more about the annual event, you can find it all at [www.foodday.org](http://www.foodday.org).

In addition, the Nutrition Education and Obesity Prevention Branch (NEOPB) Public Relations team and Runyon Saltzman Einhorn, (RSE) Inc. will present a one-and-a-half hour webinar for Food Day tentatively scheduled for Friday, September 25, from 11 a.m. to 12:30 p.m. The webinar will provide an overview of Food Day; present NEOPB approved template media materials; and introduce goals, objectives, activity ideas and tools that can be customized locally.

NEOPB and RSE look forward to continuing to provide materials and technical assistance for your Signature Events.

Please register for the webinar at: <https://attendee.gototraining.com/r/535639553031426562>

After registering, you will receive a confirmation email containing information about how to join the webinar. Materials will be provided prior to the webinar.

For more information, please contact us at [NEOPB\\_MediaPR@cdph.ca.gov](mailto:NEOPB_MediaPR@cdph.ca.gov).

---

## Fourth Quarter Progress Report and Federal Fiscal Year (FFY) 2015 Success Story

The Fourth Quarter Progress Report for FFY15 is due on October 15. The template can be downloaded from the NEOPB website (see the link below).

Secondly, please provide a “Success Story” highlighting the success, lessons learned, and best practices of your work for FFY15. We would like to learn how your Policy, Systems and Environmental Change interventions and strategies, in addition to your collaborative work with local community partners, have contributed to the success of your Supplemental Nutrition Assistance Program – Education (SNAP-Ed) activities this fiscal year.

Templates for both submissions are now posted on our website under the NEOPB Reporting section. Below is the link to download the two templates:

<http://www.cdph.ca.gov/programs/NEOPB/Pages/NEOPBSNAP-EDGUIDANCE.aspx>

Lastly, all SNAP-Ed activities for FFY15 should be entered into the Activity Tracking Form (ATF). The last day to enter the data is October 15.

For questions on the ATF, contact Evan Talmage at [Evan.Talmage@cdph.ca.gov](mailto:Evan.Talmage@cdph.ca.gov).

For any additional questions please call or email your Project Officer.

Check out the [NEOPB Training Resources](#) webpage for the latest training related information and calendar of scheduled [NEOPB events](#) and [TRC Trainings](#).

[NEOPB Event Highlights for September and October](#)

Champions Summit– September 28  
CNN GIS Viewer Training – October 20 & 29

[TRC Training Highlights for September](#)

Retail Training – September 24  
Youth Engagement Training – September 24

---

## New Child and Adult Care Food Program (CACFP) Provider Handbook Supplement Is Now Available

The United States Department of Agriculture has just made available a new supplement to the Nutrition and Wellness Tips for Young Children: Provider Handbook for the CACFP. The new supplement (Supplement C) illustrates how child care centers and homes can encourage children to eat healthful foods by using easy, low-cost techniques similar to those that schools use from the Smarter Lunchrooms Movement.

You can download Supplement C from the CACFP Handbook webpage at:

<http://www.fns.usda.gov/tn/nutrition-and-wellness-tips-young-children-provider-handbook-child-and-adult-care-food-program> .

For technical assistance, contact Monet Parham-Lee at [Monet.Parham-Lee@cdph.ca.gov](mailto:Monet.Parham-Lee@cdph.ca.gov).

## Sales Data Collection Strategies for California Retail Recognition Pilot Program

The Sales Data Collection Strategies for California Retail Recognition Pilot Program report offers an analysis of six common sales data collection methods for small food stores. The sales data collection methods analyzed include point-of-sale system, Women, Infants and Children Supplemental Nutrition Program vouchers, food sales recall, ledgers, measuring inventory and customer survey. The report provides best practices, sample survey instruments and summarized data collection method ratings.

To learn more about how to obtain reliable sales data from this report, it can be found at:

[http://www.cdph.ca.gov/programs/NEOPB/Documents/Sales%20Data%20Collection%20Strategies\\_Final\\_Updated%2020140930.pdf](http://www.cdph.ca.gov/programs/NEOPB/Documents/Sales%20Data%20Collection%20Strategies_Final_Updated%2020140930.pdf)

For further information, contact Gloria Dawson at [Gloria.Dawson@cdph.ca.gov](mailto:Gloria.Dawson@cdph.ca.gov).

## New NEOPB Allocations Coming Soon!

A new materials allocation will be sent to funded partners Tuesday, October 13. In this allocation, we will provide access to NEOPB materials to meet your FFY16 intervention needs. The allocation is based on the number of Supplemental Nutrition Assistance Program (SNAP) participants you have targeted with your interventions and your agency's funding level. To ensure we have an accurate accounting of our materials, the NEOPB Web StoreFront will be closed from September 25 through October 13, 2015 for preparation of the allocations.

For more information, please contact Cindy Figgins at [Cindy.Figgins@cdph.ca.gov](mailto:Cindy.Figgins@cdph.ca.gov).

