



Creating Policy, Systems, Environmental Change: Your Success Story and Lessons Learned

Title

Building Momentum in Santa Clara County: The Power of Concentric Circles and Use of Consistent Messaging

Intervention Summary

Prior to the development of the FFY15 SNAP-Ed integrated work plan, there was little coordination of nutrition and physical activity messaging and resources used among funded partners in Santa Clara County. In developing the work plan, the Santa Clara County's CNAP group wanted to ensure coordination of key messages across all neighborhoods and cities in the County. This led to the development of the *Santa Clara County Nutrition and Physical Activity Monthly Themes Calendar and Toolkit [Monthly Themes Calendar and Toolkit]*, which were designed to be utilized by both USDA SNAP-Ed funded and non-funded partners, all of whom had varying levels of nutrition and physical activity experience. Each month features a nutrition, physical activity, and *Harvest of the Month* theme. The toolkit features monthly handouts, recipes, ideas for promoting the monthly themes in different settings, and resource links for additional information. Many of the themes were tied to National Health Observances, NEOP signature campaigns, and/or holidays. For the *Harvest of the Month* theme, Second Harvest Food Bank of Santa Clara and San Mateo Counties provided input on which produce items were typically distributed through their program each month, and which items were unfamiliar to clients and that the clients didn't know how to prepare. The current *Monthly Themes Calendar and Toolkit* is a prototype/pilot that will be refined during the year based on feedback from the organizations that have agreed to use it. A fun, action packed, experiential training was conducted in early September 2014 to officially launch the *Monthly Themes Calendar and Toolkit* for FFY 2015. The hands-on training was designed to support using the resources in a variety of settings and with a variety of audiences. During the training, participants rotated through five stations that included: creating a display, conducting a taste test, creating a window sill garden, and two on leading physical activity demonstrations, all of which were led by the CNAP partners. A total of 68 participants from various organizations throughout the County attended this training. Participant feedback and evaluation results were extremely

positive, with most participants agreeing or strongly agreeing that they plan to use the calendar and toolkit and would recommend the use by other community partners. Training participants completed an organizational survey that provided contact information, baseline information on what their organization was currently doing to promote nutrition and physical activity, and types of materials and support (including technical assistance tied to creating healthy organizational practice changes [PSE]) that would be helpful to them in implementing the monthly themes within their organization. Participants will receive monthly emails with copies of the toolkit materials for the month, as well as quarterly surveys that will be used to evaluate and improve the calendar and toolkit contents and delivery system.

Description of Barriers Encountered and Identified or Proposed Solutions

One of the challenges encountered with the *Santa Clara County Nutrition and Physical Activity Monthly Themes Calendar and Toolkit* was developing an evaluation plan. We want to evaluate the reach of the calendar and toolkit, what organizations are specifically doing to promote the monthly themes, if the monthly themes increased the amount of nutrition and physical activity promotion at participating organizations, as well as what part of the calendar and toolkit worked well and what adjustments or improvements are needed to make this a valuable, well-utilized resource for our local partners. We have received a great deal of interest in the *Monthly Themes Calendar and Toolkit*, as well as having received numerous requests for the materials from organizations that were unable to attend the training from both within and outside of Santa Clara County. While we have the contact information for the participants who attended the training, it is very difficult to determine the full reach since some of those participants trained are sharing the resource with others. To address this challenge, organizations who are interested in using the resources are being asked to complete an electronic version of the survey administered to the participants at the training, so that so that we can collect contact information and baseline information, prior to us sending them the materials. These newly added participants will then be put on our email distribution list for monthly updates and will be asked to complete the quarterly surveys. In addition to the quarterly surveys, organizations will have the opportunity to share activities they implement using the monthly themes, with the incentive of being entered into a drawing to receive a nutrition and/or physical activity incentive in addition to being featured in the monthly emails, on the Santa Clara County Public Health Department website (to be posted this fall), and/or in a future additions of the *Monthly Themes Toolkit*.

Future Directions/Sustainable Success

One of the main goals of the *Santa Clara County Monthly Themes Calendar and Toolkit* is to promote consistent nutrition and physical activity messaging across Santa Clara County. The Toolkit was also designed to provide handouts, materials and resource links that organizations, including those without prior nutrition and physical activity experience, can easily use to promote the monthly themes to staff and participants within their organizations.

Our short-term goals include:

- Developing a flyer for promoting the *Monthly Themes Calendar and Toolkit* to organizations, as well as information on how to register.
- Posting the *Monthly Themes Calendar and Toolkit* on the Santa Clara County Public Health Department website, however, making it so that only those who sign up for the program are able to access the content.
- Sending out quarterly surveys to evaluate the program.
- Holding biannual trainings on the *Monthly Themes Calendar and Toolkit* (September and March).

Our long-term goals include:

- Development of an updated version of the *Monthly Themes Calendar and Toolkit* to reflect organizations' feedback.
- Utilization of the *Monthly Themes Calendar and Toolkit* by a majority of the organizations serving SNAP-Ed-eligible individuals in Santa Clara County.

In order to achieve these goals, we will work with the Santa Clara County CNAP group to help contribute to, support and sustain the Monthly Themes Calendar and Toolkit.

Contact information about this Narrative

Local Health Department Grant Name: Santa Clara County Public Health Department

Grant #: 13-20507

Author's Name: Jessica Soldavini, MPH, RD, CLEC / Lori Martin, MS, RD

Phone: 408-793-2788 / 408-793-2713

Email: Jessica.Soldavini@phd.sccgov.org / lori.martin@phd.sccgov.org

This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.