

## California Department of Social Services

### Supplemental Nutrition Assistance Program Nutrition-Education (SNAP-Ed) State Plan Federal Fiscal Year (FFY) 2015

#### Executive Summary

During Federal Fiscal Year (FFY) 2015, the California Department of Social Services (CDSS), California's oversight agency, plans to continue to support SNAP-Ed's primary focus of improving the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans (DGA) and the United States Department of Agriculture, Food Nutrition Service (USDA-FNS). Moreover, in FFY 2015, CDSS plans to continue to emphasize collaboration and coordination among all State Implementing Agencies (SIAs) and their Local Implementing Agencies (LIAs), to ensure that the quality of SNAP-Ed programs and services are in alignment with evidence-based and practice-based approaches stipulated in the FFY 2015 Guidance.

In FFY 2015, CDSS will oversee, collaborate and coordinate with the three other SNAP-Ed SIAs to build an integrated and dynamic program. The roster of SIAs that CDSS provides oversight to and partners with provide comprehensive program delivery include the California Department of Public Health (CDPH), the California Department of Aging (CDA), and the University of California at Davis, CalFresh Nutrition Education Program (UC CalFresh). CDPH delivers nutrition education through its LIAs—the Local Health Departments (LHDs). The LHDs subcontract with many Community Based Organizations (CBOs) and other entities to provide nutrition education services throughout the state, including media campaigns. UC CalFresh utilizes its University California Cooperative Extensions (UCCEs) to concentrate on direct delivery utilizing evidence-based activities. CDSS works directly with their County Welfare Departments (CWDs) to provide services to the SNAP population as this is the main clientele of the CWDs. CDSS also partners with Catholic Charities of California (CCC), who reach out to the homeless and others living in supportive housing.

#### State-level Highlights

The FFY 2015 SNAP-Ed Annual State Plan represents a collaborative effort by all SIAs and LIAs, a process of collaboration, which under CDSS' leadership, started early in the year and lead to the successful creation of an integrated state plan. The data listed in the FFY 2015 Annual SNAP-Ed State Plan have been organized by state, county and when required by city jurisdiction. They also include a comprehensive list of services, budgets and projects planned for FFY 2015.

#### State-level Highlights

##### 1) Support for State Implementing Agencies (SIAs)

- Increased CDSS staffing: CDSS has identified the need to add one additional unit to its SNAP-Ed team in order to improve its ability to conduct fiscal and

programmatic reviews, provide improved contract oversight and increase its technical assistance to all SIAs and LIAs. This additional unit will be added in FFY 2015.

- **CDSS Support for CDA:** CDA administers the Older Americans Act (OAA) Title III Congregate Nutrition Program through its statewide network of 33 Area Agencies on Aging (AAA) and their service providers. This program helps older adults remain independent in their communities by providing nutritious food. OAA services target older individuals who are in greatest economic or social need, and give particular attention to low-income, minority older individuals, as well as older individuals living in rural areas. The Program's goal is to improve dietary intake and decrease the risk of chronic disease by providing meals that meet the DGA, which align with SNAP-Ed intervention strategies. In FFY 2015, SNAP-Ed activities and services will be provided by 22 AAAs at eligible sites. Prior to this grant, there was no statewide SNAP-Ed program targeting low-income older adults.
- **Integrated State-level Needs Assessment, Planning and Evaluation:** CDSS will conduct regular meetings with all SIAs in order to improve communication, share USDA directives, and discuss strategies and coordination for state and local interventions. At least one statewide conference with state and local agency staff is planned for FFY 2015.
- **CDPH Transition to Civil Service Staffing:** In September 2014, the state's largest SIA, CDPH will reach the end of its third five-year contract with the Public Health Institute (PHI). As judicial rulings prohibit issuing another Request for Proposal for these services, CDPH requested and has received Legislative approval for civil service positions to carry out the functions that were previously subcontracted and carried out by PHI. CDPH has commenced the recruitment and hiring process for these positions, which will become effective October 1, 2014.
- **Contract for SIA training and technical assistance:** As part of a one-year contract to assist with training new civil service staff to carry out SNAP-Ed policies and strategies, CDSS has provided approval to CDPH to include training and technical assistance services to LIAs and SIAs. CDPH will ensure all LIAs and all SIA staff have the opportunity to receive approved training on SNAP-Ed.
- **UC CalFresh Nutrition Education Program (NEP)** will continue to expand upon its array of partnerships including the new UC World Food Center and Agriculture and Natural Resources (ANR) Nutrition Policy Institute. These partnerships will assist in addressing food security and food resource management issues through communicating research findings that can support SNAP-Ed efforts.

- UC CalFresh is increasing its focus on integrating multiple level, comprehensive nutrition education delivery into programs. This includes more physical activity, introduction of *Smarter Lunchroom* strategies and the *Shaping Healthy Choices* pilot program (referred to in Special Projects and Pilots).

## 2) State Support for Local Implementing Agencies (LIAs):

- **Increased Collaboration with and Support to LIAs:** Under CDSS' leadership, there was increased collaboration between SIAs to support and provide guidance to LIAs in the development of County Integrated Work Plans. Staff from all SIAs and over 500 representatives from local jurisdictions met in February 2014 to initiate a first-ever County Integrated Work Plan process for SNAP-Ed activities. Clear communication and services provided by a trained facilitator were essential for this in-person meeting, as many local agencies met their counterpart SNAP-Ed partners for the first time at this meeting. The process also represented a significant change from how local plans were previously developed and implemented. Partners now needed to discuss and determine how each organization's strengths and assets could build upon and support each other's SNAP-Ed efforts, especially if interventions were taking place at the same site. The SIAs agreed on a single process for consistent communication and an aggressive timeline for completion of the work plans. These work plans are the basis for the FFY 2015 State Plan for California, a first-ever integrated plan incorporating the collaborative work of all SIAs. For FFY 2016, California expects to repeat and improve on this year's successful creation of the State Plan.
- **LIA training and technical assistance for Policy-Systems-Environmental (PSE) Changes in Support of Nutrition Education:** CDPH has contracts in place for seven Training and Resource Centers (TRCs) to support the Local Health Departments (LHDs) to implement the partnership, media, public relations and PSE work that USDA expects in support of the nutrition education offered through SNAP-Ed. The TRCs will support the continuation of CDPH's social marketing initiatives and noteworthy interventions by providing regionally based trainings on the use of materials, the availability of resources and strategies for implementation. CDSS plans to allocate/redirect funds to CDPH in order to augment the training sessions and other assistance activities to include staff from all LIAs in a given geographic area of the state.
- **CDSS Support for Catholic Charities of California (CCC):** During FFY 2014 and continuing into FFY15, CCC implemented high-quality, innovative SNAP-Ed services in nine California counties. These services reached approximately 20,562 of California's most vulnerable residents. Efforts focused on families and individuals accessing other social service programs to meet basic needs,

with 60% of clients initially contacted through nutrition assistance programs. Additional efforts targeted families looking for rental assistance, grade school students, seniors, and homeless clients. Close collaboration between CDSS and CCC has thus far produced outstanding results. This close collaboration will continue in FFY 2015.

- CDSS Support for County Welfare Departments (CWDs): During FFY 2014, CDSS began a partnership with CWDs, to coordinate efforts implementing community nutrition interventions and educating CalFresh participants and SNAP-Ed eligibles on making healthier choices within their limited budgets. CDSS also sees this project as an opportunity to develop successful and long-lasting partnerships between CDSS and CWDs to promote the 2010 DGA, increase fruit and vegetable consumption and increase physical activity. This is a two-year grant project that will continue into FFY 2015.

### 3) Statewide Media and Public Relations:

- Warehousing of SNAP-Ed education pieces, training manuals, tool kits and other materials will transition from the PHI contractor to the Office of State Publishing (OSP) during the FFY 2014. For FFY 2015, CDPH will provide comprehensive warehouse, fulfillment and web-based online ordering services for materials and resources for all local agencies conducting SNAP-Ed interventions including state implementing agencies through an interagency agreement with the Office of State Publishing.
- CDPH will implement a statewide mass advertising campaign April through September 2015 using existing English and Spanish language television, radio, outdoor and digital advertising to reach SNAP-Ed eligibles. In addition, CDPH will plan, create, and focus test a comprehensive social marketing campaign promoting physical activity as a primary message with nutrition education as a secondary message.
- Evaluation Activities: CDPH will facilitate the implementation of the online Education and Administrative Reporting System (EARS) across all SIAs. Related activities will include training lead staff at each SIA on the requirements and functions of the system, and working as a liaison with the State of California Information Technology Services Division (ITSD) to establish passwords and modify the system in accordance with SIA needs. CDPH will also provide training and technical assistance with SIAs on the various methodologies on evaluation, and specifically for evaluating PSE interventions per the RE-AIM (Reach, Effectiveness, Adoption, Implementation and Maintenance) program planning and evaluation framework.
- CDPH will continue to implement the statewide evaluation of the Champion for Change media campaign using a pre and three-month follow-up survey

design. The continued evaluation of the local health department funding model will be conducted by the UC Davis Institute for Population Health Improvement, and will include semi-structured interviews with key staff from all funded local health departments. CDPH plans to also oversee the implementation of year 3 of the longitudinal surveys of randomly-sampled mothers, teenagers, and children from SNAP-Ed households within 17 selected local health department jurisdictions.

- UC CalFresh will continue outcome evaluations with a focus on refinement of *Plan Shop Save and Cook*. With the positive and promising findings on the initial evaluations, we hope to learn more to share with other SNAP Ed programs. We will also work to integrate the PSE evaluation by adopting parts of the USDA Western Region Evaluation Framework and RE-AIM indicators from CDPH's joint evaluation efforts.

#### 4) Special Projects and Pilots.

##### UC CalFresh Nutrition Education

- *Shaping Healthy Choices Program* (SHCP) will be piloted in at least three counties. SHCP, an inquiry-based version of *Nutrition to Grow On* and *Discovering Healthy Choices*, supports the Common Core Standards for 4<sup>th</sup>–6<sup>th</sup> grade. The State Office will work with the UC Davis Center for Nutrition in Schools (CNS) to support and deliver advisor/program staff training using the lesson study model.