



Peer Education Overview: Objective 10

Engaging Peer Educators to Promote CalFresh, Healthy Eating, and Physical Activity- Lessons learned from the CalFresh Promotion Pilot Project

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PROJECT LEAN
LEADERS ENCOURAGING
ACTIVITY AND NUTRITION

Agenda

- **Welcome**
- **California Project LEAN Overview**
- **CalFresh Promotion Project- Pilot**
- **California Project LEAN's role**
- **LHD's Role- Objective 10: Peer to Peer Education**
- **Q&A**



California Project LEAN (CPL)

- **CLP is a joint program of the California Department of Public Health and the Public Health Institute**
- **CPL works to advance nutrition and physical activity policy in schools and communities in order to prevent obesity and its associated chronic diseases.**
- **Efforts are centered around youth and parent empowerment approaches, policy and environmental change strategies, and community-based solutions that improve nutrition and physical activity environments.**



California Project LEAN (CPL)

CPL is a training and technical assistance provider for many statewide and local initiatives.

Recent initiatives include:

- **Healthy Eating, Active Communities (HEAC)**
- **Communities Putting Prevention to Work (ARRA)**
- **Building Healthy Communities (BHC)**
- **Community Transformation Grants (CA4Health)**
- ***Peer-led CalFresh Promotion Expansion Pilot***



CalFresh Participation

- **Three million Californians currently participate in the program.**
- **Many are new participants due to the recession and unemployment.**
- **Current enrollment represents less than half the number who potentially qualify.**



The Problem



However...

- **California has the lowest CalFresh (food stamp) participation rate in the nation!**

Goal of CalFresh Promotion Pilot Project

To develop and pilot test a training to build the capacity of promotores and other adult peer leaders to promote:

- Fruits and vegetables**
- Physical activity**
- Participation in CalFresh**



Selecting the Communities



– Alameda

- Alameda Co. Department of Public Health

– Fresno

- Centro La Familia
- Proteus Inc.

– Tulare

- FoodLink of Tulare County

Lesson Plans



Three lessons:

1. CalFresh Overview and MyPlate
2. Money Saving Tips for Food Shopping
3. Sugary Drinks



Training the Peer Educators



- **Modeled use of lesson plans**
- **Trainings done primarily in Spanish**
- **On-going technical assistance provided**

Intervention



Intervention



Intervention



Certificate of Participation



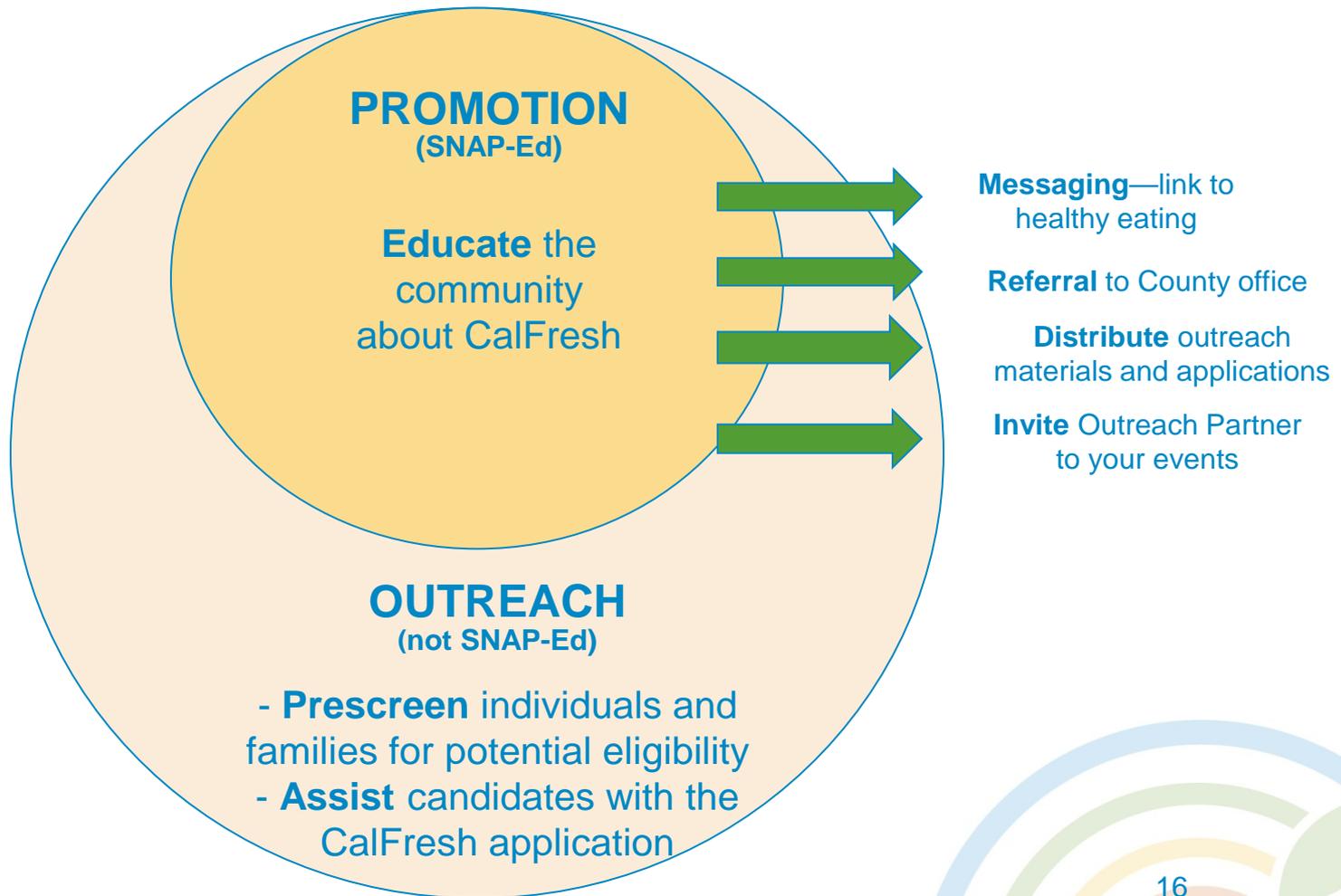
Partnered with CalFresh Outreach Workers

CalFresh Outreach Workers were invited to:

- Attend classes to provide additional information on CalFresh
- Screen potential applicants
- Assist with application process



Promotion and Outreach



Evaluation

Design

- Pre and Post test survey
- Class Evaluations
- Observations
- Online Survey with CalFresh Outreach Workers



Evaluation



Demographic profile of participants (n = 582)

- **Female: 85%**
- **Male: 6%**
- **Latino: 91%**
- **Foreign born: 83%**
- **Less than H.S. education: 70%**
- **Not on CalFresh: 48%**
- **Receiving CalFresh: 28%**

Evaluation Findings

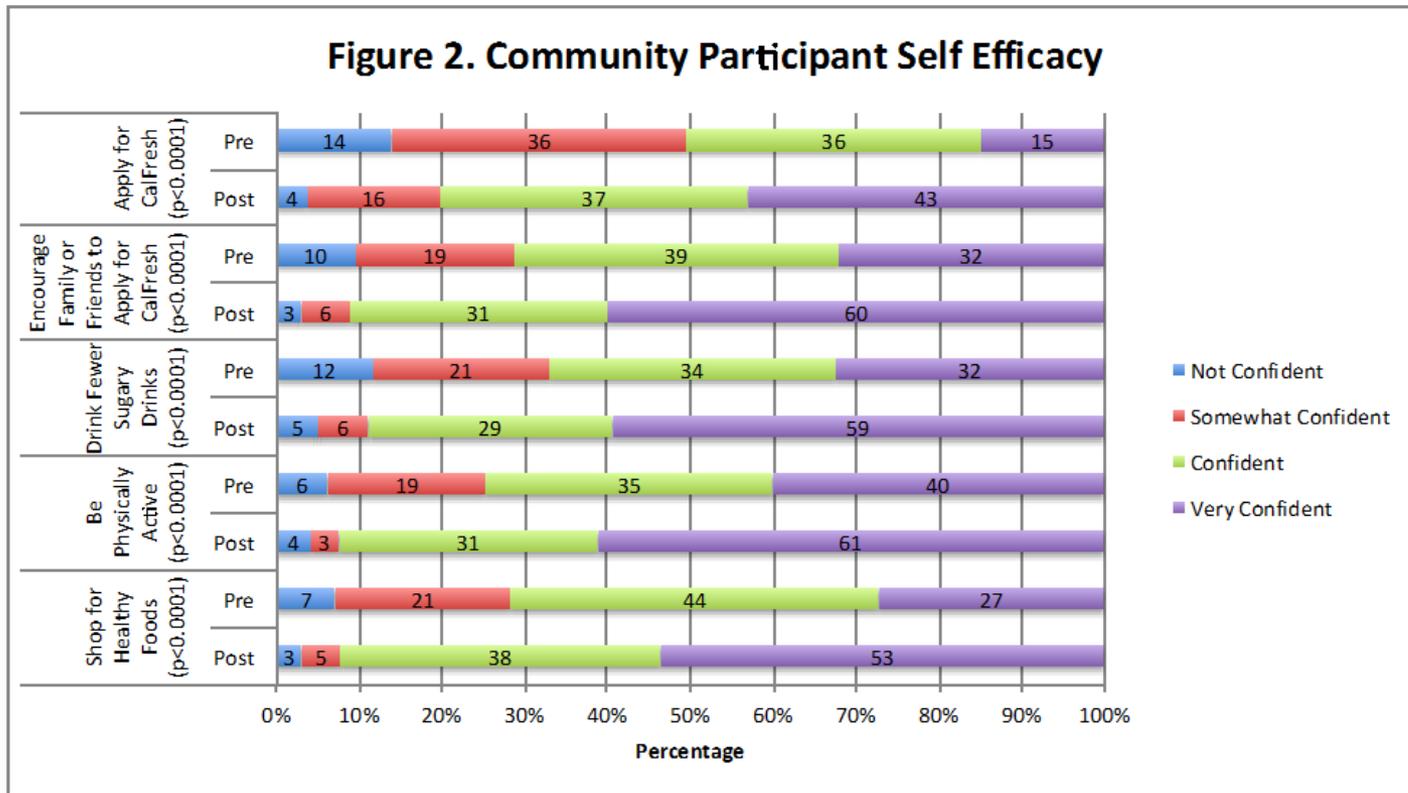
Increase in knowledge for all 10 true/false questions at pre vs. post



Changes in Self-Efficacy



Figure 2. Community Participant Self Efficacy



Behavior Change and Intention



As a result of participating in the CalFresh Promotion classes, I ...

- Increased my fruit and vegetable consumption (n=506)

Yes	97.9%
No	2.1%
- Increased my level of physical activity (n=508)

Yes	92.5%
No	7.5%
- Decreased consumption of sugary drinks (n=509)

Yes	95.3%
No	4.7%
- Completed an application for CalFresh (n=219)*

Yes	13.7%
I plan to	51.6%
No*	34.7%

Lessons Learned

- **Using a Peer-to-Peer model works!**
- **Peer Leaders know their community**
- **Peer Leaders feel empowered and valued!**
- **Strong impact on increasing knowledge, beliefs and behavior change on healthy eating, physical activity and CalFresh**
- **CalFresh Outreach Workers valued partnering with our project.**



California Project LEAN's Role



CPL will:

- Provide a one-day, regional training to LHD Objective 10 Project Teams
- Provide on-going technical assistance via phone and/or email

Local Health Department's Role



Objective 10:

- Recruit Peer Educators
- Project Coordinators and Peer Educators will attend a 1-2 day training led by CPL
- Peer Educators will promote and conduct the classes and reach a minimum of x unduplicated SNAP-Ed-eligible individuals

Local Health Department's Role



Objective 10 continued:

- Contact and invite CalFresh Outreach organizations to attend at least one of the three lesson series of classes.
- Provide technical assistance to Peer Educators at least three times a year.

Questions and Answers



Questions

Contact Information



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