



Investing in California...
Transitioning from SNAP-Ed to Nutrition Education and Obesity Prevention

NSC
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How can we maximize our impact to benefit California's low income population using the opportunity created by changes to SNAP-Ed?



- **Healthy Hunger-Free Kids Act**
- **Funding**
 - Grant vs. match
 - Initial increase for California
 - Decline between 2014-2018



- **Healthy Hunger-Free Kids Act**
- **Program Changes**
 - Obesity prevention added
 - Allows for community and public health approaches
 - Charges USDA to consult with CDC and other stakeholders to identify allowable use of funds
 - Effective FFY 2013, rules published by Jan 1, 2012



CA Implications

- Cumbersome match program - **gone**
- Many restrictions on approaches - **lifting**
- Build public health infrastructure to address obesity - **opportunity**
- Heightened expectations- **results**




• Guiding Principles – Process

- California Obesity Prevention Plan is the foundation
- Process is transparent and inclusive
- Process focus ... to maximize improving health outcomes



• Guiding Principles – Outcome

- Achieving Equity: food security and safe places
- Maximize the impact for low income Californians
- Evidence based interventions, yet innovation considered
- Intervene as “upstream” as the regulations allow
- Interventions are comprehensive
- Community voice and perspective, including youth
- Local flexibility, leverage resources, evaluation



Obesity Prevention Think Tank Meeting- May 6, 2011
 32 leaders from diverse perspectives

Purpose: Recommend priority areas for NEOP focus during the first 3 years



Three Priority Areas

1. Decrease sugary beverage consumption and increase healthy beverage consumption, especially water
2. Increase physical activity
3. Increase consumption of healthier foods



Stakeholder Input

3 Regional Meetings- late July 2011

- Los Angeles (Long Beach)
- Fresno
- Oakland



3 Topic-Specific Webinars- Sept 2011

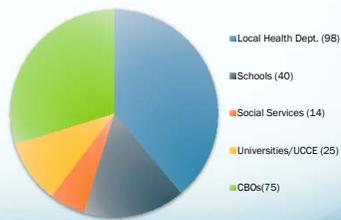


Stakeholder Demographics

252 stakeholders provided input to the NEOP transition

- Current *Network* contract participants: 123
- Non-*Network* participants: 129

Organizations



Organization Type	Count
Local Health Dept.	98
Schools	40
Social Services	14
Universities/UCCE	25
CBOs	75

Overarching Themes *Opportunities*

- Do more P-S-E approaches
- New partnerships
- Build on existing nutrition education infrastructure
- Work across multiple sectors
- Coordinate activities among agencies (both local and state)
- Develop clear, coordinated messages
- Expand peer-to-peer education strategies

Overarching Themes *Challenges & Concerns*

- Fear of losing funding – especially schools
- Fear of losing nutrition education foundation
- Fear of competitive funding
- Concern that USDA will not loosen restrictions
- Ongoing restrictiveness of USDA targeting (e.g., census tracts)

Transition Planning *Next Steps*

- Reviewing comments; draft a 3 year Transition/Implementation Plan (mid Nov)
- Present to CDPH Leadership & Think Tank (Nov/Dec)
- Adjust in January to align with new regulations and March with release of Guidance
- Prepare RFAs and contracts (March/April)

Training Survey

- 264 respondents completed the survey of which 84% are current *Network* contractors
- High Interest for capacity building in the following areas:
 - Grant-writing
 - Developing effective measures of success for interventions
 - Parent empowerment
 - Best practices in obesity prevention

Looking forward

- **Challenges Ahead**

- Executed contract by Sept. 30
- NEOP funds- "use or lose"
- Farm Bill-Will SNAP-Ed be subject to cuts?



View the California Obesity Prevention Plan:

<http://www.cdph.ca.gov/programs/COPP/Pages/CaliforniaObesityPreventionPlan.aspx>

View the NEOP Think Tank Report:

http://www.cdph.ca.gov/programs/cpns/Documents/6-28-11_FINAL_SNAP-ED_Report.pdf