



# CalFresh Healthy Living, UC FFY 2021 Annual Report Kern County

Narrative Annual Report: The purpose of this Annual Report is to briefly elaborate on the SNAP-Ed activities and outcomes already reported through the Program Education and Reporting System (PEARS) and evaluation tools implemented during the previous fiscal year (October 1, 2020-September 30, 2021). It also requests some specific information needed for the CalFresh Healthy Living, UC's annual report to the California Department of Social Services (CDSS) and US Department of Agriculture (USDA).

## A. CalFresh Healthy Living, UC Program Overview

For FFY2021, please describe program highlights in bulleted points that your UCCE team was able to achieve despite COVID-19. In your description, incorporate the FFY2021 PEARS year-end summary program data and evaluation results provided to your County/Cluster program by the State Office as appropriate. Highlights from evaluation results can be bulleted out separately or integrated into program-related bulleted summaries.

**Suggested maximum length: 1,500 words** (approximately 3.5 pages single space with Arial 12pt font) not including photos. Photos are encouraged but **are required to have releases on file for any individuals depicted**.

### i. Key Integrated Work Plan activities

- **Direct Education**
- **Indirect Education**
- **Policy, System, and Environmental (PSE) Changes**

- A. CalFresh Healthy Living, University of California Cooperative Extension Kern (CFHL, UCCE Kern) County program provided direct education, reaching 383 SNAP-Ed eligible adults and youth participants. The following curricula were used for direct education: Plan, Shop, Save, and Cook (PSSC), Healthy Happy Families (HHF), Coordinated Approach to Child Health Early Care Education (CATCH ECE) and UCCE Connects to You.
- B. Social media, Facebook, was used to reach 144 eligible participants indirectly.
- C. CFHL, UCCE Kern was successful in sustaining two PSE strategies. PSE strategies included two teacher extenders at Las Mariposas Head Start implementing CATCH ECE and one walking group at Fremont Elementary. 27 participants were reached through PSE efforts.

### ii. Major achievements/outcomes despite COVID-19

- From October 2020 to September 2021, CFHL, UCCE Kern staff delivered 42 direct education sessions reaching a total of 383 SNAP- Ed eligible participants.
- From October 2020 to September 2021, 131 Intent to Change (ITC) surveys were administered during workshop sessions.

- Of the 11 respondents who did not compare unit process, 91% of respondents reported they would compare prices during their next trip to the store
- Of the 39 respondents who did not use the “Nutrition Facts” on the food label, 90% reported they would use the Nutrition Facts Label the next time they went shopping.
- Of the 5 respondents who had not eaten more than 1 kind of vegetables each day, 5 reported that they would eat more vegetables within the next week.
- CFHL, UCCE Kern staff administered 45 PSSC surveys. 86% showed improvement in at least one Food Resource Management (FRM) behavior (i.e. planned their meals, or compared prices, or made a shopping list, or thought about healthy choices, or used the nutrition facts label.)
- CFHL, UCCE Kern staff administered 61 Food Behavior Checklist and Physical Activity surveys. 79% reported an improvement in reading the nutrition facts label. 79% reported an increase of minutes in their moderate to vigorous physical activity. 35% reported an improvement in food security.
- From October 2020 to September 2021, two teacher extenders, from Las Mariposas Head Start, provided 6 hours of direct education to their students using CATCH ECE. CFHL, UCCE Kern Nutrition Supervisor provided support and resources to continue implementation and support sustainability efforts.
- Kern County team used social media to share recipes, community resources, physical activity videos and food safety material to 208 Facebook followers.
- CFHL, UCCE Kern Nutrition Supervisor led physical activity breaks during the Kern County Nutrition Action Plan (CNAP) quarterly meeting. When Nutrition Family Consumer Science Advisor (NFCS) position became vacant, CFHL, UCCE Kern Nutrition Supervisor became co-chair for CNAP to represent CFHL, UC.
- CFHL, UCCE Kern Nutrition Supervisor wrote 2 UC Delivers stories based on program successes at partnership sites. One additional UC Delivers was written by NFCS Advisor.
- In March 2021 CFHL, UCCE Kern was featured in the UC Agriculture and Natural Resources (UC ANR) Food Blog spotlighting staff work with farm working families.
- CFHL, UCCE Kern Program was featured in 4 Active News Beet Newsletters from May to September 2021.
- CFHL, UCCE Kern staff submitted 3 success stories in PEARS.
- CFHL, UCCE Kern staff collaborated with the State Office Evaluation Team to share tips on how to collect evaluation surveys during CFHL meetings.

## B. Summary FFY2021 Program Activities from PEARS

County specific summaries will be provided by the State Office based on data entered by county/cluster program into PEARS for the 9 following tables. The information for two of the graphics (PSE stages and PSE

changes adopted) can be obtained from the PEARS Impact Dashboard found under the Reports drop down. Snippets of your PEARS Summary Data (see samples below) can be pasted directly into your report or provided as an attachment to your report. Please include the summary information for items **i. – iv.**

- i. FFY 2021 Direct Education Participants Reached by Age Group and Setting – tables to be provided by the State Office based on PEARS data

County	0-4	5-17	Total Youth	18-59	60+	Total Adult	Total DE Participants
Kern	13	5	25	355	3	358	383

Reach by IWP Setting	Schools (K-12)				After School			
	0-4	5-17	18-59	60+	0-4	5-17	18-59	60+
County(s)								
Kern		5	156	1				

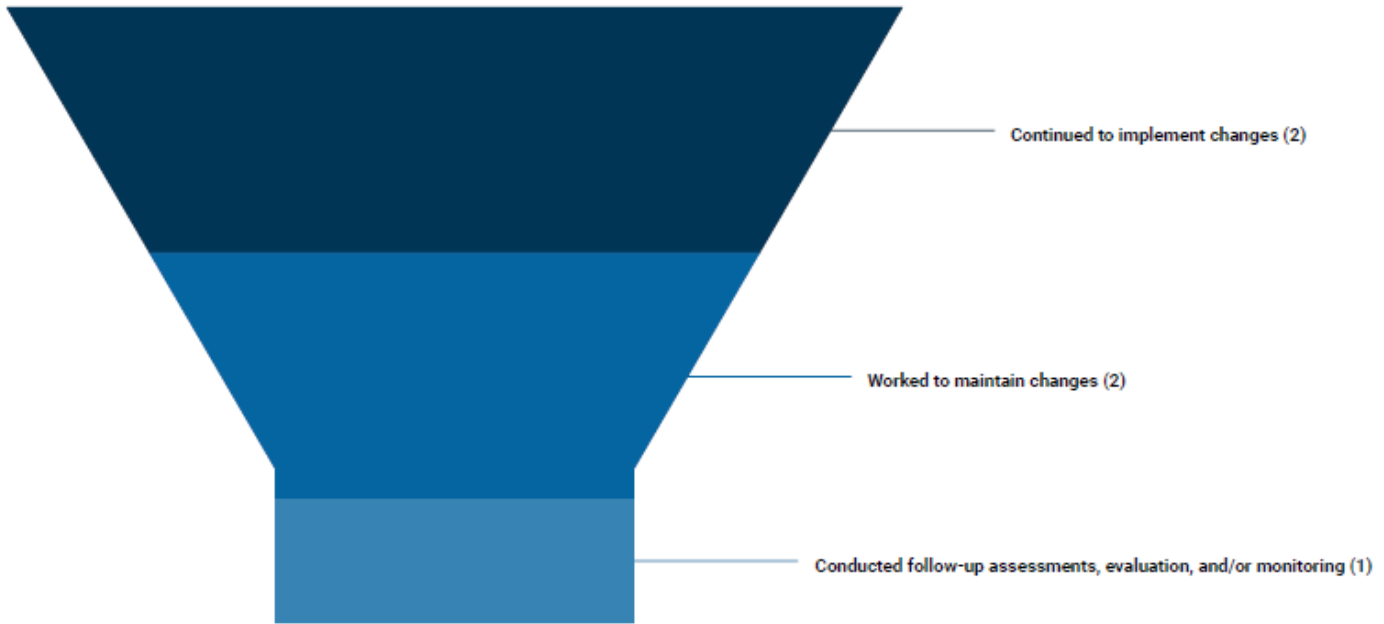
County(s)	Early Childhood				Community			
	0-4	5-17	18-59	60+	0-4	5-17	18-59	60+
Kern	20		86				113	2

- ii. Indirect Education channels and reach (total and new) – to be provided by State Office

Indirect Education	Kern
Unique Reach	1,087
New Reach	144
Articles	
Billboards, bus/van wraps, or other	
Blog	
Calendars	
Community events / fairs - participated	
Community events / fairs - sponsored	
Electronic materials	
Fact sheet	
Hard copy materials	
NERI	
Other, please specify	
Radio interview	
Social media	4
TV public service announcements	
Videos	
Websites	

- iii. PSE sites by stages, needs assessments conducted, reach by settings, changes adopted – information either provided by the State Office or available from PEARS Impact Dashboard

**PSE Activity Pipeline**



The PSE Activity Pipeline can be clipped from the PEARS Impact Dashboard. Filter for FFY2021 data and for individual counties or if preferred the entire cluster.

**Total PSE Sites/Org and Number with One or More PSE Change Adopted and Reach\***

	All Stages of Implementation	Only Implementation and Maintenance Stages						
COUNTY	Number of PSE Sites/Orgs	Schools (elementary, middle, and high)	Early care and education (ECE)	Before/ afterschool programs	Other	Number of PSE Sites/Orgs with Changes Adopted	COUNTY REACH TOTALS	
Kern	2	1	1	0	0	2	27	

\*Summary statistics provided for PSEs in all stages of implementation and for those in the implementation and maintenance stages only.

**Number of PSE Sites and Reach by Setting for *Implementation and Maintenance Stages* \***

COUNTY	Schools (K-12, elementary, middle, and high)		Early care and education facilities		TOTALS	
	PSE Sites	Reach	PSE Sites	Reach	PSE Sites	Reach
Kern	1	7	1	20	2	27

\*Summary statistics include only those PSEs in the implementation and maintenance stages.

PSE Changes Adopted

Total Changes Adopted

9

Top Nutrition Changes

There is not enough data to display this ranking.

Top Physical Activity Changes

- 2 Improved quality of structured physical activity (non-PE)
- 2 Increased, improved, or incorporated physical activity/reduced sitting during usual, on-going site activities and functions
- 1 Improved quality of physical education
- 1 Incorporated physical activity into the school day or during classroom-based instruction (not recess/free play or PE)
- 1 Increased or improved opportunities for physical activity during recess

The PSE Changes Adopted (total and top 5 for Nutrition and Physical Activity) can be clipped from the Impact Dashboard. Filter for FFY2021 data and for individual counties.

- iv. Total Partners and Partners by Type and Number of Coalitions and Members by Sectors of Influence) – Tables to be provided by the State Office

Partnerships by type	Kern
Agricultural organizations	
Community members/individuals	
Early care and education facilities	6
Faith-based groups	
Food banks/food pantries	
Food stores	
Foundations/organizations/nonprofits	
Government program/agency	
Hospitals/healthcare organizations	
Human services organizations	
Indian Tribal Organizations	
Labor/workforce development	3
Local governments/agencies	
Other	
Other commercial businesses	

Partnerships by type	Kern
Parks and recreation centers	
Public health organizations	
Public/low-income housing groups	
Schools (colleges and universities)	
Schools (K-12)	17
Senior housing	
Shelter/temporary housing groups	1
Worksites	

## C. Success Stories, Challenges and Planned Improvements for FFY 2021

### I. Success – See PEARS Success Story entry

From the PEARS Success Story Module, please provide the PEARS ID number and name of at least one success story if possible one per county. The State Office county contact will review and follow-up with questions as needed. Photos are terrific to include. But, a photo release needs to be on file for each identifiable participant.

- 21049- CFHL, UCCE Kern & Kern 4-H team up to Provide Families with Knowledge and Skills
- 22018- Supports Parents through Partnership with Kern County Southeast Neighborhood Partnership Family
- 21931- CalFresh Healthy Living UCCE Kern Partner with the Farmworker Institute of Education and Leadership

### II. Responding to the COVID-19 Challenge

**Describe how your program responded to COVID-19 challenges. What were the major areas of focus to adapt programming and build capacity to continue to contribute to CalFresh Healthy Living, University of California goals and objectives. Suggested maximum length: 500 words**

- During the last year CFHL, UCCE Kern team continued to provide support to community partners. CFHL, UCCE Kern staff would email partners to stay updated with new COVID-19 policies and guidelines. Staff would also provide support by providing community resources.
- CFHL, UCCE Kern Supervisor attended Kern collaborative meetings and gave updates about program events and promoted nutrition sessions being offered.
- CFHL, UCCE Kern offered various sessions during morning and evening hours to cater to all eligible participants interested in nutrition education. Sessions were simultaneously provided in English and in Spanish, when necessary.
- To assist with participant retention, graduate certificates and nutrition education reinforcement items were provided to participants. Kern staff would prepare and deliver all materials to partner sites after all four sessions were completed. Partners would then coordinate pickup times for participants.

- Kern staff made all efforts to collect data survey for all direct activity sessions longer than 4 weeks.
  - Participants unable to complete the survey on their own received one to one assistance by educator. Educator would email the survey to participants to have on hand and then educator would ask each question verbally during a phone call. Educator reassured participant all information given was confidential.
  - Group Zoom sessions were also provided to guide participants on how to complete the participant ID code. One additional session was scheduled in order to ensure data survey completion for some of the nutrition series.

**III. Optional Data to show COVID-19 Impact** – Tables to be provided by the State Office and can be incorporated if desired.

N/A

**IV. Optional Describe any additional Challenge(s)**

Optional, describe any additional challenge(s) that were important during the year. **Suggested maximum length: 200 words**

- During all of FFY 21, CFHL, UCCE Kern conducted programming with only 1.0 FTE total staff. This limited contribution, impact, and reach in serving Kern County communities. Although recruitment of Community Education Specialist 1 began in August 2021, the vacancy has not been filled. The first attempt to fill the vacancy was a “failed recruitment”. Recruitment to fill this position is currently open.

**V. Planned Improvements**

Describe any modifications you plan to make in the next fiscal year to improve the effectiveness of your program based on program findings and feedback and/or to address problems experienced during the past year. **Suggested maximum length: 250 words**

- Continue working with other Local Implementing Agencies (LIA) to identify county needs that can be addressed collaboratively.
- Recruit, hire and train Community Education Specialists to enhance evaluation results, focusing on lesson objectives, key messages, and smart objective goals.
- Recruit and train community based extender partners on evidence based nutrition curricula to increase reach in Kern County.
- Recruit new eligible SNAP-Ed community sites.
- Increase opportunity for community based physical activity programming for adults and youth.

## D. Presentations, Publications and Awards

**i. Conference Presentations and Posters, Publications**

Please list publications in the following sub-categories with links.

APA format is preferred for publications. Example: Last name, First name. (Year). Title. Publication. DOI or website link.

- UC Delivers Blogs: Bojuwon, Hawau. (January 8, 2021) UCCE partners with Early Childhood Educators to Increase Physical Activity in Childcare for Migrant Farmworkers Families, Supporting Community Health and Wellness in Kern County. <https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=45589>
- UC Delivers Blogs: Rojas, B., Keihner, Angie J., Nicoli, Andra M. (June 16, 2021). Farm Worker Families Improve Food Resource Management and Healthy Food Preparation Skills after participating in Virtual Workshops with CFHL, UCCE Kern and Kern 4-H Program. <https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=47840>
- UC Delivers Blogs: Rojas, B., Keihner, Angie J., Nicoli, Andra M. (August 26, 2021). Partnership with Kern County Southeast Neighborhood Partnership Family Resource Center increases Families' Food Security. <https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=50330>
- UC ANR Blogs (Food Blogs, Communities, etc): Warnert, Jeannette E. (March 4, 2021) UCCE Nutrition Educators Teach Farmworker Families about Healthy Eating. <https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=45962>
- UC ANR Blogs (Food Blogs, Communities, etc): Rojas, B., Nicoli, Andra M. (2021). CFHL, UCCE Kern County: Kern County's Virtual Walking Group. CalFresh Healthy Living, UC Active Beet, May 18, 2021. <https://us7.campaign-archive.com/?u=a7bcc27755ff6e98f62827c28&id=5dd6a36f6d>
- UC ANR Blogs (Food Blogs, Communities, etc): Rojas, B., Nicoli, Andra M. (2021). CFHL, UCCE Kern County: CFHL, UCCE Kern and Kern 4-H Teams Up to Provide Farm Working Families with Knowledge and Skills to Prepare Healthy Meals and Beverages. CalFresh Healthy Living, UC Active Beet, June 29, 2021 <https://us7.campaign-archive.com/?u=a7bcc27755ff6e98f62827c28&id=4a1bc0b1a0>
- UC ANR Blogs (Food Blogs, Communities, etc): Rojas, B., Nicoli, Andra M. (2021). CFHL, UCCE Kern County: CFHL, UCCE Kern partners with the Farmworkers Institute of Education & leadership (FIELD) to train 45 students in Child Care Practices that incorporate nutrition & Physical Activity. CalFresh Healthy Living, UC Active Beet,



September 7, 2021 <https://us7.campaign-archive.com/?u=a7bcc27755ff6e98f62827c28&id=1d212ae9fc>

- UC ANR Blogs (Food Blogs, Communities, etc): Rojas, B., Nicoli, Andra M. (2021). CFHL, UCCE Kern County: CFHL, UCCE Kern reaches 42 rural parents experiencing food insecurity. CalFresh Healthy Living, UC Active Beet, September 21, 2021 <https://us7.campaign-archive.com/?u=a7bcc27755ff6e98f62827c28&id=60244b2369>

## ii. Awards Received

Please list any external awards received. Do not include UCD or UC ANR internal staff awards. If none, note "N/A". Ex: "Award Name" - Presented to Persona Fake - 2/2021

N/A