UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

II. Academic Program Review Dossier Cover Page | 2025-2026 Review Cycle

Name, Lived Name: **Preferred Pronoun(s):**	Miranda Westfall Brown She/Her/Hers
Academic Title:	Select your title from the following list and delete the others: • Academic Coordinator III
County/Program:	
Review Type:	Include your review type(s) from the following list and delete the others: • Merit
Current Rank/Step:	II
Requested Rank/Step:	III
Review Time Period:	October 1, 2022 to September 30, 2025
Thematic Areas:	1) Evaluation of the CalFresh Healthy Living Program 2) Improving evaluation capacity of California's public health workforce 3) Using evaluation findings to promote equitable program delivery

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

UNIVERSIDAD DE CALIFORNIA
Agricultura y Recursos Naturales

Position Description
Miranda Westfall
Academic Coordinator III
Director of Nutrition Policy Institute's CalFresh Healthy Living Evaluation Unit
Effective Date: October 3, 2022

PURPOSE & CLIENTELE

The Director of the CalFresh Healthy Living (CFHL) Evaluation Unit provides strategic leadership and expertise on program development, research and evaluation activities to inform and improve policies and practices related to nutrition and physical activity behaviors and obesity prevention. The Director leads and oversees a complex, multi-component, and multi-million-dollar state-wide evaluation of the Supplemental Nutrition Assistance Program-Education (SNAP-Ed), known as CalFresh Healthy Living (CFHL) in California. The Director provides guidance and leadership on the design and implementation of evaluation projects that assess the outcomes and impact of CFHL interventions on the dietary and physical activity behaviors and health outcomes of low-income Californians, and the healthfulness of the environments in which they live. In collaboration with stakeholders, including the California Department of Public Health (CDPH), the Director will ensure dissemination of evaluation findings to improve the effectiveness of CFHL interventions, with impact at the regional, state and national levels.

This position also provides leadership for future proposals and strategic planning for the Nutrition Policy Institute (NPI). NPI is a highly specialized and multi-disciplinary ANR Statewide unit that conducts research to inform, build, and strengthen nutrition-related policy and programs. NPI employees collaborate with researchers throughout the UC system to develop and conduct research on nutrition, food insecurity, physical activity, wellness, and the prevention of obesity, diabetes and other nutrition-related health problems.

ACADEMIC PROGRAM MAJOR RESPONSIBILITIES

- Develop and implement effective UC ANR Cooperative Extension applied research and educational programs to address the identified priority needs of the clientele that are consistent with UC ANR's Public Value Statements.

    - **Technical Competence & Impact**
        - *Evaluation leadership*: Prioritize, conceptualize and design evaluation approaches and projects that address community needs and funder and partner priorities; develop evaluation methodologies, workplans and timelines; supervise execution of all phases of evaluation and research projects; supervise and manage the development and submission of IRB protocols and amendments for human subjects research.
        - *Program planning and coordination*: Develop program plans, scopes of work for subcontracts, and budgets for multiple projects; lead and/or contribute to the development and writing of contract and grant proposals; engage community and collaborating agencies and partners; direct the

implementation of program evaluation; ensure projects are adequately staffed and deliverables are met in a timely fashion; supervise the management of data collection activities; supervise staff implementation of evaluation activities.

- *Training and technical assistance:* Supervise the training of data collectors on data collection and quality control protocols; identify the need for and supervise and/or participate in the development of evaluation training materials for broad audiences; oversee and monitor quality of data collection to ensure adherence to protocols and compliance with IRB guidelines.
- *Data analysis and interpretation:* Analyze and interpret quantitative and qualitative data using statistical and other software programs; work closely with data managers, data analysts, statisticians and other academic colleagues and partners on analysis plans, data summaries, analyses and interpretation of findings; supervise and participate in the preparation of findings in tables and reports.

- **Communication**
  - *Stakeholder engagement*: Direct outreach activities with funders and state and local partners; participate in leadership meetings and development of research agendas; develop new contacts with agencies and partners within the state and nationally.
  - *Dissemination of findings:* Write and/or supervise the drafting of progress and final reports and research briefs for funders, policy makers and other target audiences; draft and mentor others in drafting articles for publication in peer-reviewed journals; present program findings at professional meetings; give guest lectures and talks to academic and community groups as requested.

- **Collaboration, Teamwork & Flexibility**
  - *Nutrition policy:* Function as a facilitator in the public policy arena to effectively bridge divergent interests around nutrition and physical activity issues and cultivate political and industry support for UC ANR.
  - *Interpersonal and collaborative relationships:* Be an effective listener and communicator, take responsibility for our own actions, motivate others, keep commitments, build working relationships with other colleagues within NPI and UC ANR, work respectfully and inclusively with diverse populations and acclimate to varying circumstances.

- **Professional Development & Lifelong Learning**
  - Participate in professional organizations and collaborate with federal, state and county governmental agencies, non-government organizations and others by providing independent science-based information and leadership to inform nutrition and physical activity policies and programs.
  - Maintain a program of continuous self-improvement by participating in in-service training, seminars, workshops, work group & program team meetings, short courses, professional society meetings and other relevant opportunities.

LEADERSHIP AND ADMINISTRATIVE DUTIES

Include the following as appropriate for Academics

Leadership & Vision (includes Inspiring Innovation, Leading Change, and Professionalism)

- Provide vision, inspire, and motivate others with attitude and actions; create a positive environment that supports the success of the unit team and team members, including modeling and supporting a good team working environment; encourage and be open to exploring innovative ideas and innovative changes; set goals and target outputs for shared clarity of vision.

Administrative Policy (Accountability and Governance)

- Understand and ensure unit compliance with UC ANR and NPI policies and procedures.

Budget and funding (Resource Management and Financial Budget)

- Successfully secure resources to support and foster the financial viability of the program; effectively manage and equitably allocate resources among programs in a manner consistent with established priorities; monitor the use of resources and comply with all relevant policies; maintain effective working relationships with internal and external partners to form strong support networks for NPI.

Human Resources (includes Diversity, Health and Safety, and Principles of Community)

- Demonstrate concern for all staff; effectively manage all personnel, including direct supervision of advisor and staff positions, and support to any additional FTE in the unit (e.g., students). Responsibilities may include oversight of direct reports, conducting and supporting annual evaluations/merits/promotions, professional development planning, coaching, corrective actions, coordinating staff meetings, providing regular communications with all unit personnel about applicable human resources' policies and procedures.

Advocacy and Communication (includes Client Service; Collaboration and Communication)

- Represent UC ANR and NPI in a professional manner. Maintain positive relationships with stakeholders and clientele in assigned geographical or programmatic area. Meet with and provide responsive communications with key stakeholders.

AFFIRMATIVE ACTION and DIVERSITY, EQUITY, AND INCLUSION (DEI)

- Comply with all applicable federal and state laws and regulations, and all University policies regarding affirmative action, including prohibition of discrimination on the basis of race, color, national origin, religion, sex, sexual orientation, physical or mental disability, age, veteran status, medical condition, ancestry or marital status.
- Promote, in all ways consistent with other responsibilities of the position, accomplishment of the affirmative action goals established by UC ANR.
- Take all measures necessary to assure any employee or volunteer workers supervised by this position fulfill their affirmative action responsibilities.

RELATIONSHIPS

The Academic Coordinator serves under the administrative and programmatic guidance of the Director of the Nutrition Policy Institute.

QUALIFICATIONS

Education: A minimum of a Master's degree in public health, nutrition or a related field is required at the time of appointment. A Ph.D. is preferred.

Additional Requirements: A minimum of 5 years of community or school nutrition or public health-related research and/or evaluation experience. Experience with evaluation study design, instrument development, training, and management of data collection, data management and analysis, and dissemination of results for varied stakeholders including but not limited to professional publications, presentations, research briefs, and through social and mass media. Ability to work independently and manage multiple projects simultaneously. Demonstrated supervisory experience and experience forging and managing community and academic collaborations. Ability to travel extensively by car and airplane as required. Occasional work on evenings and weekends outside of M-F business hours may be required.

A background investigation is required for the successful candidate, including fingerprinting and a criminal history clearance by the Department of Justice and the Federal Bureau of Investigation. This position is subject to the requirements and compliance of the California's Child Abuse and Neglect Reporting Act (CANRA). Employment within UC ANR is contingent upon securing written acknowledgement to comply with California law.

Reviewers:

_____	04/12/2023
Miranda Westfall Academic Coordinator III	Date
_____	_____
County/REC Director or Supervisor	Date
_____	_____
Statewide Program Director (if applicable)	Date

Final Approver:

_____	_____
Dr. Daniel Obrist Vice Provost of Academic Personnel	Date

I am a 1.0 FTE Academic Coordinator III pursuing a merit increase (Step II to III). In my role at the Nutrition Policy Institute (NPI), I lead a unit of 10 staff who evaluate the CalFresh Healthy Living Program (CFHL; known nationally as SNAP-Ed) implemented by the California Department of Public Health (CDPH). I was hired in October 2022 as the Director of the unit, during the final year of a 3-year contract; through building strong relationships with our funder and delivering high-quality and impactful work, I subsequently secured a 3-year, $6 million contract to continue and expand our evaluation work in federal fiscal years (FFYs) 2024-2026 (Table IA), for which I serve as the Principal Investigator (PI).

SNAP-Ed historically has been the largest source of ongoing funding for nutrition and physical activity promotion efforts across the nation and in California. California receives nearly 25% of the nation's SNAP-Ed funding, and CDPH in turns receives over half (52%) of this allocation as the largest of four implementing agencies. These CDPH funds are distributed to all 61 local health departments (LHDs) across the state, who partner with community-based organizations serving low-income populations – primarily schools and early care and education sites, which represented 60% of the nearly 1500 community-based program delivery sites in FFY25 – to improve diet and physical activity. CFHL interventions include nutrition, physical activity, and food resource management education programs as well as policy, systems, and environmental change strategies which aim to change the environments in which people live, work, worship, learn, and play to make the healthy choice the easy choice. While funding for SNAP-Ed was recently cancelled, this had only a minor impact on my work for this reporting period, as the funding ended September 30, 2025. Additionally, once states received approval to use FFY25 carry-in funds into FFY26, I secured $1.1 million to support the majority of my team through June 2026 and to assess the impact of the loss of SNAP-Ed funding on LHDs and their community partners.

My work is organized into three themes: 1) Evaluation of the CalFresh Healthy Living Program, which contributes to *improved community health and wellness; improved food and nutrition security, food sovereignty, and access to culturally relevant foods; and improved built environment, landscaping, and access to green spaces;* 2) Improving evaluation capacity of California's public health workforce, which contributes to *improved workforce development for individuals, communities, and industry*; and 3) Using evaluation findings to promote equitable program delivery, which contributes to *increased equitable access to resources.*

Theme 1: Evaluation of the CalFresh Healthy Living Program

Poor nutrition and physical inactivity are major contributors to morbidity, increasing the risk of obesity and chronic diseases such as heart disease, type 2 diabetes, and certain cancers. Among California adults, only 35% eat at least one serving of vegetables each day[1] and only 30% meet federal physical activity guidelines[2]. Among California children and adolescents, only 22% eat 5 or more servings of fruit and vegetables each day[1] and only one-third meet federal physical activity guidelines[3]. The CDPH-CFHL program aims to improve these dietary and physical activity behaviors through education and environmental changes, with a focus on the Californians and communities at highest risk for food insecurity and physical inactivity.

As external evaluators, our clientele include CDPH, who determines programmatic priorities and sets guidance for LHDs, and the staff of the 61 LHDs who implement the program. While LHDs must select from a menu of evidence-based interventions approved for SNAP-Ed, the CDPH-CFHL model allows for substantial tailoring at the local level to meet community needs; thus, the interventions are complex and varied. Our goals are to: 1) design and conduct evaluation studies to understand the outcomes and enhance the effectiveness of CFHL interventions designed to increase access to health promoting environments and improve the health behaviors and outcomes of low-income Californians; and 2) disseminate findings to inform the SNAP-Ed program and other programs and policies aimed to improve community health, collectively contributing to *improved community health and wellness; improved food and nutrition security, food sovereignty, and access to culturally relevant foods; and improved built environment, landscaping, and access to green spaces.*

In 2023, I co-managed with the PI at the time (Gail Woodward-Lopez) a comprehensive needs

assessment to identify evaluation-related technical assistance and training needs and inform evaluation projects (Table IVA). We surveyed all 61 LHDs, receiving responses from 53 (87% response rate); additionally, two staff members interviewed a sample of 16 LHDs. I analyzed the qualitative interview data, from which three key themes emerged: 1) LHDs experienced barriers conducting program evaluation, including lack of internal capacity (*"Our epi folks are very understaffed"*) and data needs (*"We know we are being asked to focus on equity, but how will we evaluate that?"*); 2) LHDs have a strong desire to use data to demonstrate outcomes and improve their programs (*"How to move from evaluation as a 'check the box' requirement into a tool for program improvement"*); and 3) they need support planning and conducting evaluation, as well as sharing evaluation findings with stakeholders (*"It would be really helpful to have strong data combined with compelling storytelling so we can amplify our successes"*). These findings informed the creation of new resources to better support LHDs, including a Data Storytelling Toolkit and a Health Equity Potential Score, which I will describe in coming sections.

I lead 3 core evaluation projects to achieve goal 1 (conduct evaluation studies to understand outcomes and enhance program effectiveness): a) site-level assessment questionnaires that measure nutrition and physical activity policies and practices to inform appropriate CFHL intervention selection and measure environmental changes as a result of CFHL interventions; b) the Program Evaluation and Reporting System (PEARS), where LHDs report all community partners engaged, interventions implemented, and participants reached; and c) pre-post surveys to measure outcomes of series-based direct education delivered to youth and adults. From these evaluation projects, several outputs were generated to achieve goal 2 (disseminate findings to inform SNAP-Ed and other policies and programs), including 4 peer-reviewed publications (all of which I served as the senior author), 10 research briefs, 7 newsletters and blog posts (Section V), and 2 presentations at national conferences (Table IIC).

From peer-reviewed publications, we demonstrated that CFHL is effective in its goal to improve health behaviors, including that school-based CFHL interventions are associated with an increase in consumption frequency of fruits and vegetables (Section VB1). In addition, we revealed opportunities for improvement through thoughtful and intentional program planning and implementation. Specifically, our evaluation studies demonstrated that multi-level interventions which include policy, systems, and environmental (PSE) changes in addition to education lead to better outcomes than education alone (Section VB2), and that nutrition and physical activity policies and practices differ between home-based and center early care and education settings (Section VB3), indicating a need for tailored approaches.

In 2023, recognizing the need for a comprehensive and compelling method of communicating program activities and achievements, I oversaw the development of an annual Research Brief to summarize program reach and outcomes using data from all three of our core evaluation projects. These briefs are shared with CDPH and LHDs to help them communicate their program successes and inform future interventions. Our most recent Research Brief demonstrated that the CDPH-CFHL program reached over 2.3 million Californians in FFY24, resulted in statistically significant increases in consumption frequency of fruits and vegetables and number of days meeting physical activity guidelines by children, and statistically significant increases in the amount and variety of fruits and vegetables eaten daily and the number of days meeting muscle strengthening recommendations by adults.

The importance of ongoing and rigorous program evaluation was demonstrated during the recent budget reconciliation negotiations, where primary arguments in favor of eliminating SNAP-Ed included that the program was duplicative and ineffective. We shared our Research Briefs as well as summaries of select evaluation studies demonstrating positive program outcomes with UC ANR Government Relations Director, Ann Megaro, as well as state and national advocacy organizations, such as Leah's Pantry and the Association of SNAP Nutrition Education Administrators (ASNNA). Though funding for SNAP-Ed was ultimately cut in HR1, despite evidence of its effectiveness, these resources continue to be utilized in ongoing efforts to advocate for renewal of program funding.

Our assessment questionnaires were identified as the only source of data measuring recess practices in California elementary schools and were used to inform state recess legislation (Section VA4). In 2023, Hannah Thompson (then NPI's senior epidemiologist, now its director), was asked by Senator Josh Newman to present recent research on youth activity to inform a recess bill. Thompson analyzed assessment questionnaire data from 153 elementary schools and found that just 56% of schools reported providing more than 20 minutes of recess per day, with students in lower-income schools receiving less daily recess. This evidence guided the development of California Senate Bill 291, which was enacted during the 2024-45 school year, and now requires public elementary schools across California to provide at least 30 minutes of recess to K-5 students and prohibits withholding recess as a punishment, a policy which impacts nearly 3 million California public elementary students annually.[4]

As PI of the CFHL Evaluation Project, I oversee a team of 10 program staff (i.e., non-operations/ administrative) and serve as the direct supervisor of 9. During this reporting period, I have also mentored 3 undergraduate and graduate students. As a supervisor, I strive to support staff in their individual career trajectories by exploring their interests and strengths, and assigning tasks and projects that are in alignment. In addition, I use my funding to support professional development opportunities for my team, including attendance at professional meetings and access to asynchronous learning opportunities. My team faced exceptional uncertainty, stress, and job insecurity during and following the budget reconciliation (May-September, 2025), particularly after we learned that SNAP-Ed would no longer be funded beyond September 30, 2025. Some of the actions I took during this time to support them and maintain morale and productivity included acknowledging the uncertainty and the mental toll it takes; ensuring I was receiving and sharing information in a timely manner; sharing resources for mental health and job searching; and arranging a voluntary team session with an ombuds to share and process emotions. Unfortunately, 5 of our program staff will be laid off between December 2025-June 2026; for these staff, I continue to actively share job opportunities, review application materials, and serve as a reference.

Theme 2: Improving evaluation capacity of California's public health workforce

Due to the size of the CDPH-CFHL program, which is implemented in all 58 counties in California through a network of nearly 1500 community partner sites, we do not collect evaluation data directly, but rather build capacity of LHDs (our clientele) to enable them to collect accurate and complete data, and use their data to inform their programming. We achieve this through ongoing training, office hours, 1:1 technical assistance (TA) through meetings and e-mail, and the development of job aids and other resources, contributing to *improved workforce development for individuals, communities, and industry*. Annually, I oversee the measurement of the TA and training effectiveness through a survey. In our most recent survey, among respondents who reported receiving training and/or TA from our team (n=32), 100% reported that the support was of high quality (good, 16%; very good, 37%; excellent, 47%). Respondents shared that *"NPI is an amazing department to work with- I've never been dissatisfied or had questions go unanswered"* and *"NPI provides great TA and support; the passion to help is noticeable."*

One resource that has been exceptionally well received by the LHDs is the Data Storytelling Toolkit (Section VD25), which was created in response to LHDs sharing during our needs assessment that they needed help communicating program successes to policy makers, community members, and other stakeholders. The toolkit includes a customizable data story template designed in Canva, data files for each LHD with all data points included in the template in an easy to find and copy format, and an instruction guide with tips for tailoring their data story for various stakeholders. As PI, my contributions included strategic visioning in collaboration with our PEARS evaluation lead and substantive feedback on the initial Toolkit draft and revisions as well as the training. In addition, I mentored a MPH student who developed a companion guide (Section VD24) and training titled, Crafting Impactful Messages: Tailoring LHD data stories for diverse audiences (Table IVC3). In the TA and Training Survey, over two-thirds (69%) of LHD respondents indicated that they have used or intend to use the Toolkit to communicate

about their program. One LHD shared, *"We love it! We used it to present our work to our larger branch and community partners. It helps others in our department understand our work and the impact we make. With regards to our community partners, it helps them visualize the good work they are a part of."*

Theme 3: Using evaluation findings to promote equitable program delivery

While CFHL inherently seeks to reduce health disparities by providing education and resources to low-income individuals, continuous and explicit efforts are required at all stages of program planning, delivery, and evaluation to advance health equity. These are a few examples of how my work incorporates an intentional equity lens to support *increased equitable access to resources*, in this case, equitable access to health education and health-promoting environments.

The SNAP-Ed guidance encourages implementing agencies to seek input from community members so the program is "grounded in, reflective of, and has the full participation of the community it is designed to serve.[5]" Despite this expectation for community engagement, compensating community members for their time and expertise was not allowed until FFY25. In the Spring of 2025, CDPH launched the Community Consultant Pilot Program to test a compensated community engagement model, where 10 LHDs would each hire 3 community members to serve on an advisory board for 3-5 hours per month to help set program priorities, inform priority populations and settings, and guide the selection of appropriate interventions. I developed a comprehensive evaluation plan with the goals of 1) assessing implementation progress and key process outcomes; 2) identifying successes, challenges, and needs to inform scaling the model; and 3) measuring outcomes among LHDs and community consultants (e.g., whether input from community consultants was used to inform CFHL program plans; whether community consultants perceived that their input was valued by LHDs and had a meaningful impact on the CFHL program) (Table IVC4). The evaluation plan included surveys of LHDs and community consultants as well as focus groups with LHDs. While the pilot was suspended in July 2025 after the passage of HR1, CDPH will make their Pilot Playbook, including our evaluation plan with surveys and focus group guides, publicly available for other agencies pursuing avenues to compensate community members for their input. Additionally, prior to the program suspension, we analyzed data from the initial three LHD focus groups and shared successes and challenges to further support this important model.

I oversaw and collaborated on the development of the SNAP-Ed Health Equity Potential Score, a metric to help operationalize the CDPH-CFHL priority of advancing equity and respond to LHDs request for tools to assess equity. The 100-point scoring rubric includes 4 dimensions: a) increasing healthy options; b) reducing deterrents; c) improving social and economic resources; and d) community engagement and capacity building. Using PEARS data from FFY2023 (n=835 sites), we illuminated program strengths – including that nearly all sites (96%) were engaging community members in planning or implementing their work (dimension d); and 73% were engaged in efforts to increase healthy options (dimension a) – as well as areas for opportunity – including that only 26% of sites were implementing strategies to reduce deterrents to healthy eating and active living (dimension b), and only 29% were involved in efforts to improve access to programs that address food and nutrition security (dimension c). I and other NPI researchers shared these findings with CDPH to inform their program guidance; in addition, I presented our process of developing the Health Equity Potential Score and our preliminary findings to a national audience of SNAP-Ed implementers at the 2024 ASNNA Conference (Table IIC).

Finally, we have integrated an equity lens into our evaluation studies, focusing on issues related sex, race/ethnicity, and urbanicity. For example, in one of our peer-reviewed papers, we assessed whether the outcomes of school-based CFHL intervention differ based on student or school characteristics. One key finding was that CFHL interventions were associated with a greater increase in vegetable consumption frequency by students in urban compared to rural schools (Section VB1), suggesting that rural schools may benefit from more customized intervention strategies that recognize their unique challenges and assets, such as farm-to-school approaches that capitalize on proximity to local agriculture.

Professional competence and activity

To stay informed of the latest evidence and trends in my field and connect with colleagues and potential collaborators, I regularly participate in professional conferences and working group meetings (over 30 this period; Table IIA). Topics included the White House Conference on Hunger, Nutrition, and Health; dietary intake across the lifespan; food is medicine; implementation science; and SNAP food restriction waivers. I also participate in the UC ANR Community Nutrition and Health Program Team.

I serve on several committees and workgroups related to nutrition and SNAP-Ed. For example, I have been elected to two leadership positions in the Food and Nutrition Section of the American Public Health Association: Secretary (2022-2024) and Section Councilor (2024-present). As a Section Councilor, I provide input to the leadership team to guide the plans and priorities of the Section. I have been invited to lecture or serve on panels for public health students at the Universities of California at Berkeley and Los Angeles (4 during this period). I presented the findings of our SNAP-Ed evaluation at annual meetings of the Society for Nutrition and Behavior (2023) and ASNNA (2024).

University and public service

My University service has focused largely on staff development (Table IIIA). I have led two NPI hiring committees and serve on the NPI Staff Engagement Committee to help organize team-building and skill development activities for our team. This included a Clifton Strengths training, which helped our team understand individual variations in learning and communication styles and improved rapport and collaboration. In addition, I have supervised 11 staff (Table IVC5), most of whom are junior staff or those new to UC; I support their growth and development through regular mentorship, frequent and constructive feedback, and access to professional development activities.

My Public service includes participation on state (4) and national (3) working groups to advise on evaluation of the SNAP-Ed program (Table IIIB). I have also been invited to provide input and feedback on CalFresh Healthy Living guiding frameworks, including the CDPH Programmatic Priority Toolkits and the statewide Community Impact Framework. In 2024, I was invited to serve on the USDA GusNIP Produce Prescription Peer Review Panel to inform the selection of projects for funding. In 2025, I was invited to serve on a national working group to design studies to assess how the elimination of SNAP-Ed funding will impact nutrition education programming in California and nationally.

Civil rights compliance and contributions to UC ANR's Principles of Community

The CalFresh Healthy Living Program serves low-income individuals and communities that are disproportionately impacted by food insecurity, diet-related diseases, and environmental conditions that limit access to healthy foods and opportunities for physical activity. My work to evaluate this program seeks to reduce these disparities by producing actionable data to guide the selection of impactful interventions. For example, my work has identified differences in intervention outcomes between students in rural schools compared to students in urban schools, suggesting a need to tailor interventions in rural schools. Similarly, my evaluations have illuminated differences in nutrition and physical activity policies and practices between home-based and center-based early care and education sites, suggesting the need for thoughtful and intentional selection of program activities. Additionally, we maintain our Adult Direct Education survey in 13 languages so our evaluation data reflect all program participants.

Closing summary

My work helps health department staff across California to plan and implement impactful nutrition and physical activity programming that improves the health of low-income Californians, both by providing them with actionable program evaluation data as well as through building their own evaluation knowledge and skills, contributing substantially to UC ANR's public values. In addition, our data informed policy decisions that have led to increased access to recess for millions of children. I have accepted increased responsibility and leadership during this review period, transitioning from co-leading a team with no direct reports when I was hired in 2022 to now serving as the PI and supervising 9 staff.

Appendix

List of Abbreviations:
ASNNA, Association of SNAP Nutrition Education Administrators
CDPH, California Department of Public Health
CFHL, CalFresh Healthy Living
FFY, Federal Fiscal Year
LHD, Local Health Department
NPI, Nutrition Policy Institute
PEARS, Program Evaluation and Reporting System for SNAP-Ed
PI, Principal Investigator
TA, Technical Assistance

References:
1. UCLA Center for Health Policy Research, Los Angeles, CA. *AskCHIS*. Available at http://ask.chis.ucla.edu
2. *2024 California Play Equity Report*. LA84 Foundation; 2024. https://la84.s3.amazonaws.com/report/2024_Play_Equity_Report.pdf
3. United Health Foundation. *America's Health Rankings: Exercise in California, 2023.* Available at https://www.americashealthrankings.org/explore/measures/exercise/CA
4. California Senate Bill 291. *Pupil rights: recess.* 2023–2024 Reg Sess, Ch 863 (CA). Available at https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202320240SB291
5. Food and Nutrition Service. *FY 2025 Supplemental Nutrition Assistance Program Education (SNAP-Ed) Plan Guidance.* United States Department of Agriculture; 2024. Available at https://snaped.fns.usda.gov/sites/default/files/documents/FY2025SNAPEdPlanGuidanceFINAL052024.pdf

Supporting Documentation

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I. Projects

A. Project Summaries

Project Title	Role	Funding Amount and Duration	Collaborator(s)	Source
Evaluation of California Dept. of Public Health's (CDPH) CalFresh Healthy Living (CFHL)	PI	$6,000,000 10/1/2023-9/30/2026 ($2,000,000 per year) Note: after SNAP-Ed was cancelled, effective 9/30/2025 (Y3), I secured $1,001,000 in FFY25 carry-in funds to evaluate the impact of the loss of the program; this was processed as a Y3 contract amendment rather than a new contract; thus, the final award amount is $5,100,000.	G Woodward-Lopez; Lorrene Ritchie; Hannah Thompson	California Department of Public Health
Evaluation of California Dept. of Public Health's (CDPH) CalFresh Healthy Living (CFHL)	Director 10/3/2022-9/30/2023	$5,400,000 10/1/2020-9/30/2023 ($1,700,000 per year)	G Woodward-Lopez (PI); Lorrene Ritchie	California Department of Public Health

II. Professional Competence and Professional Activities

A. Professional Development and Training

Date	Location	Description
9/30/2025	Virtual	Community Nutrition and Health Program Team Meeting
9/8/2025	Virtual	NOPREN State of the Science Webinar: Do Sugary Food Restrictions on Fruit and Vegetables Incentives in SNAP Improve Family Nutrition. Presented by Lisa Harnack, DrPH, RD, MPH
7/25/2025	Virtual	HER Strategic Research Collaborative meeting
6/27/2025	Virtual	HER Strategic Research Collaborative meeting
6/9/2025	Virtual	NOPREN State of the Science Webinar: Natural Experiments. Presented by Brian Elbel, PhD
5/30/2025	Virtual	HER Strategic Research Collaborative meeting
5/27/2025	Virtual	CFHL Civil Rights Training
5/27/2025	Virtual	Community Nutrition and Health Program Team Meeting
10/15-10/17/2024	Yosemite, CA	Community Nutrition & Health Program Team In-Person Annual Meeting
10/27-10/30/2024	Minneapolis, MN	American Public Health Association Annual Meeting
9/25/2024	Oakland, CA	Clifton Strengths Training
9/9/2024		NOPREN State of the Science Webinar: Implementation Science & Implications for Policy Research. Presented by Gabby McLoughlin, PhD, MS & Ross Brownson, PhD

6/4-6/5/2024	Virtual	NCCOR Obesity-Related Policy, Systems, and Environmental Research in the U.S. (OPUS) workshops
7/23/2024	Virtual	Community Nutrition and Health Program Team Meeting
5/28/2024	Virtual	Community Nutrition and Health Program Team Meeting
2/29/2024	Webinar	Farm to Corrections: Cultivating Justice through Nutrition and Gardening Initiatives
2/12/2024	Virtual	CFHL Civil Rights Training
9/24/2024	Virtual	Community Nutrition and Health Program Team Meeting
9/11/2023	Virtual	NOPREN State of the Science Webinar: Food is Medicine in 2023. Presented by Hilary Seligman, MD, MAS, Diane Harris, PhD, MPH, and Caree Cotwright, PhD, RDN
8/17/2023	Virtual	UC ANR Training: Conflict Competence for Managers & Supervisors
5/17/2023	Virtual	Illinois SNAP-Ed Impacts webinar
4/5/2023	Virtual	UCANR + UCSF Advancing Health Equity Training Series
3/29/2023	Virtual	SAGE How to Get Published Webinar Series - How to organize, present and share data
3/27/2023	Virtual	NOPREN Food Security Work Group webinar: Dietary intake across the lifespan among US groups living in food insecure contexts. Presented by Heather Eicher-Miller.
2/7-2/9/2023	Arlington, VA	Association of SNAP Nutrition Education Administrators Annual Conference
1/18/2023	Virtual	SAGE How to Get Published Webinar Series - How to convert a dissertation or thesis into a manuscript
11/16/2022	Davis, CA	UCANR Mentorship event
11/14/2022	Virtual	NOPREN State of the Science Webinar: What can the healthcare sector do about patients' social conditions? Presented by Laura Gottlieb
10/17-10/19/2022	Garden Grove, CA	CalFresh Healthy Living Forum
10/7/2022	Virtual	CFHL Civil Rights Training
October 2022	Session recordings	White House Conference on Hunger, Nutrition, and Health

B. Disciplinary Society or Professional Association

Disciplinary society/professional association	Activities, leadership, participation
American Public Health Association	Member; Section Councilor of Food and Nutrition Section, 2024-present; Secretary of Food and Nutrition Section, 2022-2024
Association of SNAP Nutrition Education Administrators	Member; Member of the Evaluation Committee; Member of the Interpretive Guide as a Living Document Subcommittee
Society for Nutrition Education and Behavior	Invited member of a working group to evaluate the impact of the loss of SNAP-Ed funding on state and national nutrition education capacity

C. Evidence of Professional Competence

Date	Location	Name/description/occurrence
11/1/2024-present	Remote	Section Councilor, American Public Health Association (APHA) Food and Nutrition Section
January 2024-present	Remote	Peer reviewer, Journal of Nutrition Education and Behavior *Reviewed 1 manuscript during reporting period*
May 2023 – present	Online	Reviewer for American Public Health Association (APHA) Food and Nutrition Section annual meeting abstracts
November 2022 – present	Online	Reviewer for Association of SNAP Nutrition Education Administrators (ASNNA) annual conference abstracts
9/8/2025	UC Berkeley School of Public Health (remote)	Invited panel presentation: *NPI, SNAP, and SNAP-Ed* for UC Berkeley MPH students
10/29-10/30/2024	APHA Annual Meeting, Minneapolis, MN	Moderator for Food and Nutrition Section panels: 1) *Intersection of Food Systems, Nutrition, Climate, and the Environment*; and 2) *Nutrition Behavior and Nutrition Communication across the Lifespan*
3/13/2024	UC Los Angeles School of Public Health (virtual)	Invited guest lecture: *Federal Nutrition Assistance Programs,* for UCLA Public Health graduate students
2/22/2024	Remote	Review of USDA Food and Nutrition Service *Behavior Outcome Measurement Toolkit*
2/6/2024	ASNNA Annual Meeting, Washington DC	Invited presentation: *Development of a SNAP-Ed Health Equity Potential Score*
9/14/2023-6/30/2025	Virtual	Member, Interpretive Guide as a Living Document subcommittee of the ASNNA Evaluation Committee
8/23/2023	UC Los Angeles School of Public Health (virtual)	Invited panel presentation: *Survey Development & Distribution*, organized for California Pathways into Public Health trainees
7/23/2023	Washington, DC	Invited presentation at the Society for Nutrition Education and Behavior annual meeting: *Assessments of practices to support nutrition and physical activity at CA SNAP-Ed eligible schools reveal inequities*
4/24/2023	ANR Statewide Conference, Fresno, CA	Invited presentation: *Highlighting collaborations between CFHL, UC and NPI in CFHL Evaluation* during the Sharing Successes and Collaborations in Community Nutrition and Health session
4/5/2023	UC Los Angeles (virtual)	Invited Q&A: *Professional opportunities in nutrition and food*, for undergraduates in a Science and Food course
3/13/2023	UC Los Angeles School of Public Health	Invited guest lecture: *Addressing Food Insecurity in the U.S.: The Role of Federal Nutrition Assistance Programs*, for UCLA Public Health graduate students
11/1/2022-10/31/2024	National organization	Secretary, American Public Health Association Food and Nutrition Section

III. University and Public Service

A. University Service

Dates	Activity	Org Level	Contribution/Leadership Role
May 2024-present	Nutrition Policy Institute Staff Engagement Committee	Division	Participant; help organize skill-building events, such as a Clifton Strengths training and an escape room team building activity
4/24/2023	ANR Statewide Conference, Fresno, CA	Division	Invited presentation: *Nutrition and Food Security in the US and California*, presented to the UC Master Gardener team
12/20/2022-3/27/2023	Nutrition Policy Institute Project Policy Analyst 4 Hiring Committee	Division	Hiring committee lead
10/31/2022-3/3/2023	Nutrition Policy Institute Research Data Analyst 3 Hiring Committee	Division	Hiring committee lead
5/15-8/11/2023	UC Berkeley School of Public Health Applied Practicum Program	University	Served as preceptor and mentor for 400-hour MPH practicum; following the practicum completion, I hired the student in a limited position and supported the development of her first peer-reviewed publication, describing the process and outcomes of her practicum work
10/18/2023	UC Healthy Campus Network meeting	University	Participant; meeting convened
2/9/2023	Hill Visits re: SNAP-Ed (LaMalfa and Costa)	University	Met with members of congress and/or staffers along with colleagues from CDPH, CFHL, UC, and Catholic Charities of California to educate about the importance of SNAP-Ed in supporting the health of their constituents; prepared 1-page leave-behind summarizing CDPH CalFresh Healthy Living program reach and outcomes

B. Public Service

Dates	Activity	Org Level	Contribution/Leadership Role
2022-present	CalFresh Healthy Living Evaluation Work Group member	State	Attend monthly meetings to advise on state-level evaluation of the CalFresh Healthy Living program
2022-present	CalFresh Healthy Living PEARS Work Group	State	Attend monthly meetings to advise on statewide SNAP-Ed reporting systems, tools, and methods
1/29/2024-present	CalFresh Healthy Living Programmatic	State	Provide strategic input and feedback on a series of toolkits focused on: Policy, Systems,

	Priority Toolkit Advisory Board member		and Environmental Change Strategies; Reaching and Impacting Youth Health; Healthy Beverage Promotion; and Health Equity
July-August 2024	CalFresh Healthy Living Community Impact Framework	State	Provided feedback on framework developed to help CalFresh Healthy Living implementers advance equity through program planning, implementation, and evaluation
2/15/2023-1/25/2024	PEARS Coalitions Reporting Guidance Working Group	State	Member; created state-level guidance for reporting of multi-sector coalition engagement within CalFresh Healthy Living
2022-present	Association of SNAP Nutrition Education Administrators Evaluation Committee member	National	Attend monthly meetings to advise on evaluation strategy for the SNAP-Ed program
2022-present	SNAP-Ed PEARS Advisory Committee member	National	Attend bi-monthly meetings to advise on national SNAP-Ed reporting systems, tools, and methods
7/14/2025-present	Research on SNAP-Ed Funding Working Group member	National	Advise on the design of research studies to assess how the elimination of SNAP-Ed funding will impact nutrition education programming
5/6-5/10/2024	USDA GusNIP Produce Prescription Peer Review Panel member	National	Reviewed GusNIP Produce Prescription applications to inform selection of projects for funding
5/1-12/10/2024	Michigan State University MA and Certificate in Program Evaluation preceptor	National	Served as preceptor and mentor for 400-hour experiential learning practicum; supported student in the development of a training, *Crafting Impactful Messages,* and a resource guide, *Best Practices for Effective Communication with Stakeholders* for CalFresh Healthy Living implementers
1/1-8/30/2024	APHA Food and Nutrition Section Manual	National	Led revisions of the APHA Food and Nutrition Section policies and procedures manual

IV. Coordination of Academic Programs

A. Needs Assessments

Dates	Activity	Role	Location	Collaborators
Oct 2022-September 2023	FFY23 CalFresh Healthy Living Evaluation Needs Assessment (n=53)	Co-manager; contributed to survey design; analyzed interview data	Online	Gail Woodward-Lopez, Suzanne Rauzon, Ron Strochlic
June – July 2025	FFY25 TA and Training Survey	PI; refined survey questions	Online	Amanda Linares, Carolyn Rider,

	(n=32)			Janice Kao, Summer Cortez
June – July 2024	FFY24 TA and Training Survey (n=41)	PI; refined survey questions	Online	Amanda Linares, Carolyn Rider, Janice Kao, Summer Cortez
June - July 2023	FFY23 TA and Training Survey (n=42)	PI; refined survey questions	Online	Amanda Linares, Carolyn Rider, Janice Kao

B. Proposals

Date	Title	Role	Funding Agency	NPI Role	NPI Budget	Funded (Y/N)
4/4/2023	Evaluation of California Dept. of Public Health's (CDPH) CalFresh Healthy Living (CFHL)	PI	California Department of Public Health	Evaluation sub-contractor for CalFresh Healthy Living Program	$6,000,000	Y

C. Academic Program Planning and Development

1. Meetings organized

Date	Meeting Name/Event	Presentation Topic	Role	Location	Attendees/ Audience
6/12/2025	Community Consultant Pilot Program Evaluation Plan	Review and elicit feedback on proposed evaluation plan	Organizer; presenter	Virtual	4 / CDPH leadership
11/16/2023	Evaluation and Reporting 101	Introduction to required CFHL evaluation and reporting activities	Co-organizer; presenter; conceptualization; content development	Virtual	45 / Local Health Department Staff
11/2/2023	CDPH-NPI Strategic Planning Meeting	Presented results of FFY23 Needs Assessment and facilitated strategic planning session	Organizer; presenter	Virtual	6 / CDPH leadership
4/19/2023	Theory of Change Training	Theory of Change: How CFHL Programming Leads to Healthy Outcomes for Californians	Co-organizer; presenter	Virtual	79 / CalFresh Healthy Living Implementing Agencies

2. Educational presentations

Date	Meeting Name/Event	Presentation Topic	Role	Location	Attendees
3/10-3/12/2025	CalFresh Healthy Living Virtual Training Week	Innovative Recognition Program Uplifts California Community Leaders in Child Wellness (Poster)	Co-author	Virtual	Not tracked
3/14/2024	CalFresh Healthy Living All LHD Call	FFY2023 Evaluation Needs Assessment Summary of Findings	Co-organizer; presenter	Virtual	92
2/16/2023	CDPH CalFresh Healthy Living Project Directors Meeting	CalFresh Healthy Living Evaluation & Reporting Overview	Presenter	Sacramento	200
2/16/2023	CDPH CalFresh Healthy Living Project Directors Meeting	Evaluation and Reporting Roundtable	Organizer, facilitator	Sacramento	30

3. Select extension activities organized by staff

Date	Meeting Name/Event	Presentation Topic	Role	Location
Ongoing	Quarterly Cross-Project Office Hours	Q&A and technical assistance for LHDs to assist with evaluation and reporting	Supervision & support	Online
11/13/2024	FFY25 PEARS Quarterly Reporting & Data Quality Processes	CalFresh Healthy Living Evaluation and Reporting Guidance	Content development; supervision & support	Online
8/29/2024	Crafting Impactful Messages: Tailoring LHD data stories for diverse audiences	Effective communication with stakeholders to advance CalFresh Healthy Living	Conceptualization; content development; supervision & support	Virtual
6/4-6/13/2024	Data Storytelling Toolkit Virtual Workshop(s)		Conceptualization; content development; supervision & support	Virtual
2/16/2023	CDPH CalFresh Healthy Living Project Directors Meeting	How to Report Programmatic Priorities	Content development; supervision & support	Sacramento
7/24/2023	School District Assessment	Using the School District Organizational Assessment	Supervision & support	Webinar

	Training for Local Health Departments	Questionnaire for Program Planning and Evaluation		

4. Evaluation of academic programs: select activities and products

Date of Completion	Activity/Product	Purpose	Role
September 2025	Community Consultant Pilot Program Evaluation Report	Developed report summarizing preliminary findings about successes and challenges of the Community Consultant Pilot Program (see below) based on two focus groups with pilot health departments; summarized recommendations for refining and scaling the program.	PI; thematic analysis of focus group data; report development
September 2025	Community Consultant Pilot Evaluation Plan	Developed comprehensive evaluation plan to assess process and outcomes of the CDPH Community Consultant Pilot Project. The project aimed to hire 3 community members for each of 10 health departments to share lived experience to guide CalFresh Healthy Living program planning and implementation.	PI; conceptualization; content development
September 2024	Adult and Youth Direct Education Infographics	Redesigned infographics generated for local health departments describing their direct education activities and outcomes to help them communicate their successes and use evaluation data to inform programming.	PI; strategic visioning, revisions
May 2024	Data Storytelling Toolkit	Developed customizable data story templates for health departments to communicate the value of their CalFresh Healthy Living to diverse stakeholders.	PI; strategic visioning; revisions
May 2024	CDPH CalFresh Healthy Living Data Briefs	Developed comprehensive annual evaluation report to combine and summarize program activities and outcomes from multiple evaluation projects to better demonstrate program success and drive programmatic decisions.	PI; strategic visioning; revisions
May 2023	Park and Retail Reach Methodology	Developed methodology to estimate intervention reach in settings where reach is not collected through observation and is difficult to estimate: parks and food retail stores. Each resulted in equations that health departments and/or our staff can use to estimate reach; we further developed a web tool for retail reach.	PI; Preceptor; supervision and support; subject matter expertise

April 2023	CalFresh Healthy Living Theory of Change	Collaborated with colleagues from CDSS and the other 3 CalFresh Healthy Living state implementing agencies to revise the CalFresh Healthy Living logic model. The revised model was presented to local implementing agencies to drive impactful intervention selection and evaluation.	Collaborator; content development

5. Supervision

Title	Appointment Type	Dates of Supervision
Academic Coordinator II	Academic	April 2023-present
Academic Coordinator II	Academic	April 2023-present
Project Policy Analyst 4	Staff	April 2023-present
Project Policy Analyst 4	Staff	April 2023-present
Research Data Analyst 3	Staff	April 2023-present
Research Data Analyst 3	Staff	April 2023-present
Research Data Analyst 3	Staff	April 2023-present
Project Policy Analyst 3	Staff	January 2024-present
Staff Research Associate	Staff	December 2024-present
Survey Worker	Staff	November 2024-February 2025
Survey Worker	Staff	June 2023-September 2024

V. Publications

Peer-Reviewed

B. Peer-reviewed scholarly journal publications

1. Linares A, Hewawitharana SC, Plank K, Rider CD, Woodward-Lopez G, **Brown MW**. Student and school characteristics modify the impact of SNAP-Ed on student dietary and physical activity outcomes. *Public Health Nutrition*. 2025;28(1):e143. https://doi.org/10.1017/S136898002510092X
   Role: *As PI, secured funding for the project; substantial contributions to writing and editing*
2. Linares A, Baig R, Hewawitharana SC, Woodward-Lopez G, **Brown MW**. Dietary Effects of School-Based SNAP-Ed Education with and without Policy, Systems, and Environmental Change Strategies. *Journal of Community Health.* 2025. https://doi.org/10.1007/s10900-025-01507-0
   Role: *As PI, secured funding for the project; substantial contributions to writing and editing*
3. Vasicsek R, Rider C, Pulvera R, Linares A, Kao J, **Brown MW**. Adoption of Nutrition and Physical Activity Best Practices in the Early Care and Education Setting: Examination of Differences Between Centers and Family Child Care Homes. *Childhood Obesity*. 2025;21(3). https://doi.org/10.1089/chi.2024.0369
   Role: *As PI, secured funding for the project; collaborated on conceptualization; substantial contributions to writing and editing*
4. Herman DR, **Westfall M**, Bashir M, Afulani P. Food insecurity and mental distress among WIC-eligible women in the United States: A cross-sectional study. *Journal of the Academy of Nutrition and Dietetics,* 2023:124(1). https://doi.org/10.1016/j.jand.2023.09.006
   Role: *Data analysis, substantial contributions to writing and editing.*

Note: *This reflects work that began prior to my role at ANR and was completed on my own time.*

C. Other peer-reviewed publications

1. Lonstrup E, Rider CD, **Westfall M**. (In Press). Using Fermi Estimates within Needs Assessments: An Extension Professional's Guide. *Journal of Extension*.
   Role: *As PI, secured funding for the project and collaborated on conceptualization, writing, and editing*

Non-Peer Reviewed

A. Popular press

1. Cortez S, Vasicsek R, Linares A, **Brown MW**. Combining school environment changes with SNAP-Ed lessons improves student diets. Nutrition Policy Institute News. University of California, Division of Agriculture and Natural Resources. September 2025. https://ucanr.edu/blog/nutrition-policy-institute-news/article/combining-school-environment-changes-snap-ed-lessons
   Role: *As PI, responsible for funding acquisition, supervision, review, and editing*
2. Vasicsek R, Cortez S, **Brown MW**. New research brief examines strengths and opportunities to support health promotion practices in early childhood programs. Nutrition Policy Institute News. University of California, Division of Agriculture and Natural Resources. July 2025. https://ucanr.edu/blog/nutrition-policy-institute-news/article/new-research-brief-examines-strengths-and
   Role: *As PI, responsible for funding acquisition, supervision, review, and editing*
3. Vasicsek R, Rider CD, **Brown MW**. NPI partners with local health departments to support children's healthy eating and active living through LEAP Awards program. UC Delivers. University of California, Division of Agriculture and Natural Resources. July 2024. https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=60151
   Role: *As PI, responsible for funding acquisition and supervision; collaborated on writing and editing*
4. Cortez S, Rider CD, **Westfall M**, Lee D. NPI releases Federal Fiscal Year 2023 CalFresh Healthy Living data briefs. Nutrition Policy Institute News. University of California, Division of Agriculture and Natural Resources. June 2024. https://npi.ucanr.edu/?blogpost=60056&blogasset=113704
   Role: *As PI, responsible for funding acquisition, supervision, review, and editing*
5. Vasicsek R, Kao J, Thompson HR, **Westfall M**, Lee DL, Ritchie LD. School Recess: A Chance to Address Health Inequity Across California. Nutrition Policy Institute, University of California, Agriculture and Natural Resources, Research to Action news brief, volume 8, number 1, 8 February 2024. Available online: https://mailchi.mp/137f095d61e2/npi-brief-v8n1
   Role: *As PI, responsible for funding acquisition, supervision, review, and editing*
6. Linares A, Plank K, Hewawitharana S, Woodward-Lopez G, **Westfall M**. Nutrition Policy Institute study finds that students who received school meals during COVID-19 school closures had higher intake of fruits and vegetables. UC Delivers. University of California, Division of Agriculture and Natural Resources. November 22, 2023. https://ucanr.edu/blog/uc-delivers/article/nutrition-policy-institute-study-finds-students-who-received-school-meals
   Role: *As PI, responsible for funding acquisition and supervision; collaborated on writing and editing*

7. Talmage E, Rider C, Hu L, Kao J, Vital N, **Westfall M**. Local Health Department FFY 2022 Data Summary Videos. July 2023. [Collection of 4 videos]
   ***Role**: content review and revisions*
   a. Educational Activities (Direct and Indirect): https://biteable.com/watch/3939773/9ac30fd7645dcb454e7bc6c42741f118
   b. Policy, Systems, and Environment Change Interventions: https://biteable.com/watch/3938998/b7960cb559aa64a777e24cd7988ec3d1
   c. Partnerships and Coalitions: https://biteable.com/watch/3939083/fcd6695af6ecbf5bc276f60a505c6174
   d. Multi-year PEARS Data Review: https://biteable.com/watch/3931510/badae81c5079ac95944dfd31059dc796

   ***Role:** As PI, responsible for funding acquisition, supervision, review, and editing*
8. Woodward Lopez G, **Westfall M**, Lee DL, Rauzon S, Ritchie LD. The Nutrition Policy Institute's Innovating Approach to Evaluating SNAP-Ed. UC ANR Nutrition Policy Institute. Research to Action news brief, volume 7, number 1. 9 February 2023. https://mailchi.mp/abdf2018dbae/npi-brief-v7n1
   ***Role**: Substantial contributions to conceptualization, writing, and revisions*
9. Linares A, Plank K, Hewawitharana S, Woodward-Lopez G, **Westfall M**. CalFresh Healthy Living's school-based programs support healthy diets during COVID-19. UC Delivers. University of California, Division of Agriculture and Natural Resources. March 7, 2023. https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=56235
   ***Role**: Substantial contributions to writing and revisions*
10. Lanca K, Lee D, Linares A, **Westfall M**, Woodward-Lopez G. Study finds that SNAP-Ed interventions modified during the COVID-19 pandemic increased student fruit and vegetable intake. Nutrition Policy Institute News. Nutrition Policy Institute, University of California, Division of Agriculture and Natural Resources. January 30, 2023. https://ucanr.edu/blog/nutrition-policy-institute-news/article/study-finds-snap-ed-interventions-modified-during
    ***Role**: Substantial contributions to writing and revisions*

D. Technical reports and other non-reviewed products

a) Research briefs and infographics

1. Rider C, Cortez S, **Brown MW**. SNAP-Ed Makes California Healthier. September 2025. [Infographic developed for education/advocacy efforts re: loss of SNAP-Ed funding]. https://drive.google.com/file/d/1h9VWa-eic7CzobrHqhLFwn9_1OwZPY7b/view
   ***Role:** As PI, responsible for funding acquisition and supervision; collaborated on writing and editing*
2. Cortez S, Vasicsek R, Linares A, **Brown MW**. Research Brief: Student and school characteristics modify impact of SNAP-Ed on dietary and physical activity outcomes. Nutrition Policy Institute, University of California, Agriculture and Natural Resources. October 2025. https://ucanr.edu/sites/default/files/2025-10/Research%20Brief_Student%20and%20school%20characteristics%20influence%20the%20impact%20of%20SNAP-Ed%20interventions.pdf

Role: *As PI, responsible for funding acquisition and supervision; collaborated on writing and editing*

3. Vasicsek R, Cortez S, Linares A, **Brown MW**. Research Brief: Effects of School-Based SNAP-Ed Education Interventions with and without Policy, Systems, and Environmental Change Strategies. Nutrition Policy Institute, University of California, Agriculture and Natural Resources. September 2025. https://ucanr.edu/sites/default/files/2025-09/Dietary%20Effects%20of%20School%20Based%20SNAP-Ed_FINAL.pdf
   Role: *As PI, responsible for funding acquisition and supervision; collaborated on writing and editing*
4. Vasicsek R, Rider CD, Cortez S, **Brown MW**. Research Brief: Nutrition and Physical Activity Best Practices in Childcare Settings: Family Child Care Homes and Childcare Centers. Nutrition Policy Institute, University of California, Agriculture and Natural Resources. July 2025. https://ucanr.edu/sites/default/files/2025-07/Nutrition%20and%20PA%20Best%20Practices%20in%20ECE_7.25.25.pdf
   Role: *As PI, responsible for funding acquisition and supervision; collaborated on writing and editing*
5. Rider C, Kao J, Linares A, Cortez S, Talmage E, Vital N, **Westfall M**. California Local Health Department CalFresh Healthy Living FFY2023 Briefs. January 2025. https://ucanr.edu/sites/default/files/2025-11/FFY24%20CDPH-CFHL%20Data%20Brief%20Set%20(3).pdf
   Role: *As PI, responsible for funding acquisition and supervision; collaborated on conceptualization, writing, and editing*
6. Linares A, Baig R, Brassuel-Wax R, **Westfall M**. FFY 24 Eating and Activity Tool for Students School-level and Statewide Infographics (65 schools). August 2024.
   Role: *As PI, responsible for funding acquisition and supervision; collaborated on conceptualization, writing, and editing*
7. Rider C, Kao J, Linares A, Cortez S, Talmage E, Vital N, **Westfall M**. California Local Health Department CalFresh Healthy Living FFY2023 Briefs. May 2024. https://ucanr.edu/sites/default/files/2025-12/FFY23%20CDPH-CFHL%20Data%20Brief%20Set.pdf
   Role: *As PI, responsible for funding acquisition and supervision; collaborated on conceptualization, writing, and editing*
8. Cortez S, Rider CD, **Westfall M**, Lee D. Research brief: Health inequities may have been exacerbated by SNAP-Ed reductions during the COVID-19 pandemic. Nutrition Policy Institute News. University of California, Division of Agriculture and Natural Resources. November 2023. https://ucanr.edu/sites/default/files/2023-11/390565.pdf
   Role: *As PI, responsible for funding acquisition and supervision; collaborated on writing and editing*
9. Linares A, Baig R, **Westfall M**. FFY 23 CalFresh Healthy Living Adult Survey LHD-level and Statewide Infographics. October 2023.
   Role: *Collaborated on conceptualization, writing, and revisions*
10. **Westfall M**. California Department of Public Health CalFresh Healthy Living Program, 2022. [1-pager for Hill Visits]. February 2023.

b) Assessment tools and protocols

11. Linares A, Baig R, Brassuel-Wax R, **Westfall M**. FFY 24 CalFresh Healthy Living Adult Survey LHD-level and Statewide Infographics. November 2024.
    Role: *As PI, responsible for funding acquisition and supervision; collaborated on conceptualization, writing, and editing*
12. Linares A, Westfall M. FFY 25 Eating and Activity Tool for Students. [Measurement Instrument]. October 2024 (revised).
    https://ucanr.edu/sites/ioe/Eating_and_Activity_Tool_For_Students_EATS/
    Role*: As PI, responsible for funding acquisition and supervision; collaborated on revisions to reflect current best practices*
13. Linares A, Westfall M. FFY 25 CalFresh Healthy Living Adult Survey. [Measurement Instrument]. October 2024 (revised).
    https://ucanr.edu/sites/http___ucanredu_sites_adultDE/Evaluation_Resources/
    Role*: As PI, responsible for funding acquisition and supervision; collaborated on revisions to reflect current best practices*
14. Rider C, Kao J, Linares A, Becker C, **Westfall M**, Woodward-Lopez G. School Site-Level Assessment Questionnaire. July 2024 (revised).
    https://ucanr.edu/sites/SLAQ/SLAQ_Questionnaires/
    Role*: As PI, responsible for funding acquisition and supervision; collaborated on revisions to reflect current best practices*
15. Linares A, Westfall M. FFY 24 Eating and Activity Tool for Students. [Measurement Instrument]. October 2023. https://ucanr.edu/sites/ioe/Eating_and_Activity_Tool_For_Students_EATS/
    Role*: As PI, responsible for funding acquisition and supervision; collaborated on revisions to reflect current best practices*
16. Linares A, Woodward-Lopez G, Westfall M. October 2023. FFY 24 CalFresh Healthy Living Adult Survey. [Measurement Instrument]. October 2023.
    https://ucanr.edu/sites/http___ucanredu_sites_adultDE/Evaluation_Resources/
    Role*: As PI, responsible for funding acquisition and supervision; collaborated on revisions to reflect current best practices*
17. Cortez S, Linares A, Lee D, **Westfall M**. Research Brief: CalFresh Healthy Living interventions increase students' fruit and vegetable consumption during COVID-19 school closures. Nutrition Policy Institute News. Nutrition Policy Institute, University of California, Division of Agriculture and Natural Resources. September 26, 2023. https://ucanr.edu/sites/default/files/2025-03/CalFresh%20Healthy%20Living%20Interventions%20Increase%20Students%E2%80%99%20Fruit%20and%20Vegetable%20Consumption%20During%20Covid-19%20School%20Closures.pdf
    Role: *Substantial contributions to writing and revisions*
18. Cortez S, Vasicsek R, Linares A, **Westfall M**. Research Brief: CalFresh Healthy Living Interventions Increase Students' Fruit and Vegetable Consumption During COVID-19 School Closures. Nutrition Policy Institute, University of California, Agriculture and Natural Resources. September 2023. https://ucanr.edu/sites/NewNutritionPolicyInstitute/files/388593.pdf
    Role: *Substantial contributions to writing and revisions*
19. Linares A, Baig R, **Westfall M**. FFY 23 Eating and Activity Tool for Students School-level and Statewide Infographics (51 schools). September 2023.
    Role: *Substantial contributions to conceptualization, writing, and revisions*
20. Rider C, Kao J, Talmage E, Vital N, Cortez S, **Westfall M**. Local Health Department PEARS Data Briefs: FFY 2022. July 2023. https://ucanr.edu/sites/default/files/2023-07/386180.pdf

Role: *content review and revisions*

21. Rider C, Kao J, Linares A, **Westfall M**. School District Organizational Assessment Questionnaire (OAQ). [Measurement instrument]. July 2023. https://ucanr.edu/sites/SLAQ/SLAQ_Questionnaires/School_District_OAQ/
    Role: *content review and revisions*
22. Rider C, Kao J, Plank K, Linares A, **Westfall M.** School District Organizational Assessment Questionnaire (OAQ) Data Collection Protocol for School Districts. July 2023. https://ucanr.edu/sites/SLAQ/SLAQ_Questionnaires/School_District_OAQ/
    Role: *content review and revisions*
23. Rider C, Kao J, Plank K, Linares A, **Westfall M.** School District Organizational Assessment Questionnaire (OAQ) Data Collection Protocol for Local Health Departments. July 2023. https://ucanr.edu/sites/SLAQ/SLAQ_Questionnaires/School_District_OAQ/
    Role: *content review and revisions*

c) Other evaluation tools and products

24. Brasuell-Wax R, Cortez S, **Westfall M**. Best Practices for Effective Communication with Stakeholders. August 2024. https://ucanr.edu/sites/default/files/2024-08/401935.pdf
    Role: *As PI, responsible for funding acquisition and supervision; collaborated on conceptualization, writing, and editing*
25. Rider C, Cortez S, Talmage E, Kao J, Linares A, **Westfall M**. Data Storytelling Toolkit for Local Health Departments. May 2024. https://ucanr.edu/sites/LHDEvaluation/Data_Storytelling_Toolkit/
    Role: *As PI, responsible for funding acquisition and supervision; collaborated on conceptualization, writing, and editing*
26. Rider C, Kao J, Linares A, Vasicsek R, **Westfall M**. LEAP Award Digital Promotions Package. Prepared for Local Health Departments and their partners. December 2023. https://ucanr.edu/sites/SLAQ/LEAP/Awardees/
    Role: *As PI, responsible for funding acquisition and supervision; collaborated on writing and editing*

E. Published abstracts

1. Rider C, Vital N, Vasicsek R, Cortez S, Linares A, Kao J, Hewawitharana S, **Brown MW**. Innovative Recognition Program Uplifts California Community Leaders in Child Wellness. *Journal of Trauma-Informed Community Health, Nutrition, and Physical Activity.* 2025;3(2). https://j-tich.org/index.php/jtich/issue/view/10/9
   Role: *As PI, responsible for funding acquisition and supervision, review, and editing*
2. Kao J, Rider C, Hewawitharana S; Keihner A, Linares A, **Westfall M,** Woodward-Lopez G. Assessments of Practices to Support Nutrition and Physical Activity at California SNAP-Ed Eligible Schools Reveal Inequities. *Journal of Nutrition Education and Behavior*. 2023;55(7S). https://doi.org/10.1016/j.jneb.2023.05.135
   Role: *Substantial contributions to writing and editing*

Summary of Publication Examples

My article, Student and school characteristics modify the impact of SNAP-Ed on student dietary and physical activity outcomes in *Public Health Nutrition* (senior author) examined the impact of CalFresh Healthy Living (CFHL; known as SNAP-Ed nationally) interventions in the school year following COVID-19-related school closures (2021-22) on student diet and physical activity (PA) behaviors. We identified baseline disparities in diet and PA behaviors and examined whether intervention outcomes differed based on student and/or school characteristics and whether those differences addressed the baseline disparities. Findings show that students attending schools with CFHL interventions consumed fruits and vegetables more frequently than those at schools without programming. Impacts varied by context; for example, students in urban schools with CFHL interventions reported greater increases in vegetable consumption frequency compared to their rural counterparts. Findings underscore the impact of CFHL on student diet and physical activity behaviors, as well as the value of tailoring CFHL strategies to different school contexts.

My article, Dietary Effects of School-Based SNAP-Ed Education with and without Policy, Systems, and Environmental Change Strategies in *Journal of Community Health* (senior author) examined how CalFresh Healthy Living (known as SNAP-Ed nationally) interventions impact the dietary behaviors of fourth and fifth grade students in California. Findings show that when nutrition and physical activity education is paired with policy, systems, and environmental change strategies—such as improving school food environments through nutrition standards, behavioral economics, or access to healthy foods—students consume fruits and vegetables more frequently and sugary drinks less frequently. In contrast, schools implementing education alone saw some unintended increases in sugary drink intake frequency. These findings underscore the importance of combining education with complementary changes to the environment to support healthy behaviors.

My article, Adoption of Nutrition and Physical Activity Best Practices in the Early Care and Education Setting: Examination of Differences Between Centers and Family Child Care Homes in *Childhood Obesity* (senior author) used assessment data from California childcare providers participating in CalFresh Healthy Living (CFHL) interventions. We assessed the extent to which sites implemented best practices to promote healthy eating and physical activity, and whether there were differences between home-based and center-based providers. We found that overall, childcare sites reported an average of 65% of measured best practices to improve diet quality and 82% of best practices to promote physical activity. There were differences by site type. For example, family childcare homes more often reported preparing meals from scratch and offering nutrition training opportunities for staff, while childcare centers more often reported providing robust nutrition education and availability of fixed and portable play equipment. These findings highlight that tailoring nutrition and physical activity interventions to the different resources and capacities of family childcare homes and centers may improve child health equity.

The Journal of Extension

Digital Commons

Title: Using Fermi Estimates within Needs Assessments: An Extension Professional's Guide

Authors: Emma Lonstrup (*University of California, Berkeley*), Carolyn D. Rider (*Nutrition Policy Institute*), Miranda R. Westfall (*Nutrition Policy Institute*)

Status: accepted

Current File(s):

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Submission Category

Tools of the Trade

Summary

Needs assessments are an important activity for Extension professionals, as they identify community assets and guide decisions about programs and services. A common challenge is a lack of needs assessment data. The Fermi Estimate Framework can help Extension professionals overcome the challenge of missing data by producing reasonable estimates to answer questions of interest. Here we share detailed, step-by-step instructions for using the Fermi Estimate Framework, accompanied by a real-world Extension example.

Date: Mon Sep 23 2024
Subject: MS #5648 - The Journal of Extension
From: Matt Benge
Decision: Accept Submission

Congratulations! After careful review, your submission "Using Fermi Estimates within Needs Assessments: An Extension Professional's Guide" has been accepted into The Journal of Extension. We look forwar

Though no significant revisions were requested by reviewers, you now have time to make any small last-minute changes to your submission. If you anonymized portions of the text for peer review, you should a

Once we have a final draft from you, there will be a few short steps remaining before publication. First, your submission will be professionally copyedited. You will then have a chance to review submission proo

The current version of your submission is available here:
https://open.clemson.edu/cgi/preview.cgi?article=5648&context=joe

You may also view the reviews and preview your submission on that page. To submit revisions, use the Revise Submission link on that page.

Please make sure that your paper adheres to the formatting requirements at https://open.clemson.edu/joe/styleguide.html

Thank you,

Matt Benge
Editor

The Journal of Extension