

### Connecting CalFresh with Nutrition Education and Chronic Disease Prevention

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### Food Insecurity and Health

- Adults living in poverty are at greater risk for a host of health problems, such as diabetes, heart disease, obesity, depression, disability, and poor oral health.<sup>1,2,3,4</sup>
- Associated with some of the most costly health problems in the U.S., including diabetes<sup>5,6</sup>, heart disease<sup>7</sup>, depression,<sup>8,9</sup> and obesity.




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### Food Insecurity and Child Health

- The consequences of food insecurity – and even marginal food security<sup>1,2</sup> – are especially detrimental to the health, development, and well-being of children.<sup>3,4,5,6</sup>
- Research shows clear link between food insecurity and low birth weight,<sup>7,8</sup> iron deficiency anemia,<sup>9</sup> more frequent colds,<sup>10</sup> developmental risk,<sup>11</sup> mental health problems,<sup>12,13,14</sup> and poor educational outcomes<sup>15,16</sup> for children – all of which have serious health and economic consequences in both the short term and long term.




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### Food Insecurity and Academic Achievement

- Food insecurity has a continuing negative effect on the cognitive and academic development of children as they grow older.<sup>1</sup>
- Child food insecurity is significantly associated with being at risk for overweight.<sup>2</sup>
- Hunger and overweight can be present in the same individual. Weight gain and obesity can increase when children consume meals of reduced nutritional quality.<sup>3</sup>




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### CalFresh Benefits to low-income Californians

- Research shows that CalFresh plays a critical role not just in alleviating poverty and food insecurity, but also in improving dietary intake and health, especially among children.
- SNAP/CalFresh plays a critical role during periods of increased food insecurity.

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### CalFresh Protects Against Obesity

- Based on a study of 772 low-income families from a national sample, food insecure girls participating in the school lunch, school breakfast, or SNAP programs (or all three programs combined) had a lower risk of overweight compared to food insecure girls from non-participating households.<sup>1</sup>

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### CalFresh Protects Against Obesity

- A study set in 8 New York City area primary care practices found that food insecurity was significantly associated with increased BMI only in those women not receiving food assistance (SNAP or WIC), suggesting that food assistance program participation plays a protective role against obesity among food insecure women.<sup>1</sup>
- Increasing participation in the federal nutrition programs – including CalFresh – was recommended in two Institute of Medicine (IOM) reports focused on child obesity prevention.<sup>2,3</sup>

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### CalFresh Protects Against Chronic Disease

- Young, food insecure children who participated in SNAP had fewer hospitalizations than comparable non-participants and were less likely to be in poor/fair health, based on responses from more than 17,000 caregivers in six urban centers.<sup>1</sup>

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### How does SNAP/CalFresh Benefit the Economy?

In California, the USDA reports every dollar in SNAP expenditures generates \$1.79 in economic activity.<sup>1</sup>

CalFresh can free up income normally allocated for food allowing families to redistribute their income to purchase taxable goods.<sup>2</sup>




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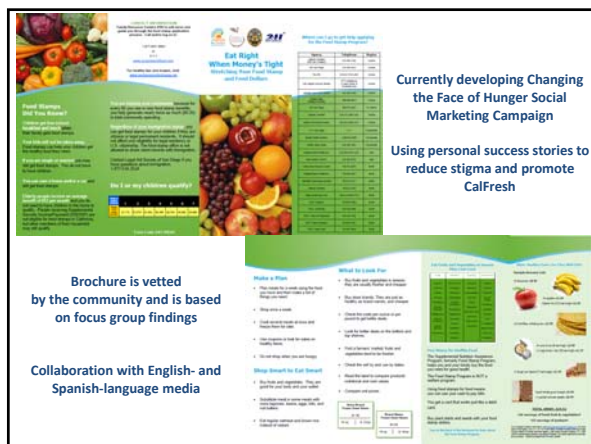
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## CalFresh and Public Health

- Protecting and improving the public's health is critically important for California and requires individual and public health interventions.
- Increasing access to CalFresh and improving benefit levels would further CalFresh's role in improving public health.

## Grassroots Social Marketing Campaign

- Integrate CalFresh promotion into countywide nutrition education activities.
- Reduce the stigma surrounding CalFresh and help families access fresh produce and nutritious foods.



Currently developing Changing the Face of Hunger Social Marketing Campaign

Using personal success stories to reduce stigma and promote CalFresh

Brochure is vetted by the community and is based on focus group findings

Collaboration with English- and Spanish-language media

### Promoting Eat Right when Money's Tight

- Champion Mom Latonya Frazier is educating other low-income moms on how to eat healthy on a tight budget
- Media coverage of Champion Mom




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### Store Tours

- Grocery store tours educate consumers about nutrition and its link to good health.
- When paired with CalFresh screenings, customers are engaged and empowered to eat healthy while on a budget




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