Welcome

Please call-in: +1 (415) 655-0051
Attendee Passcode: 377-307-301
(Note: Panelists received a different passcode via email)

We’ll get started with roll call in a few minutes...

APRIL 15TH, 2015, 1-2:30PM
THIS MONTH’S PEER LEARNING EXCHANGE TOPIC:
CALFRESH PROMOTION & COLLABORATION
Housekeeping

- All lines automatically muted upon joining webinar
- We prefer to unmute everyone throughout entirety of webinar. Please manually mute your own phone while not speaking to eliminate background noise.
  - Note, if you are on a cell phone and moving around, please be extra mindful of muting yourself when needed.
  - Avoid putting an office phone on ‘hold’, we may hear elevator music...
- Unfortunately the ‘chat’ function is not available to attendees through the webinar service. You may, however, enter a question into your ‘questionpane’. Questions can be viewed by panelists and organizers.
- Please feel free to ask questions of us or each other at any time. You can use the ‘raise hand’ feature to indicate you’ve got something to say.
INTRODUCTIONS & ICEBREAKER

Roll Call
- Imperial
- Inyo
- Riverside
- San Bernardino
- San Diego

Icebreaker
CalFresh Fact or Fiction, Poll
Today’s Agenda

1:15 – 2:00pm

Peer Learning Exchange: CalFresh Promotion Strategies & Collaboration
  o Discussion guided by Karemi Alvarez, Senior Manager, Coalition Building
  o Guest Expertise from Amanda Schultz, CalFresh Outreach Director, San Diego Hunger Coalition

2:00 – 2:30pm

TRC Updates
  o Coalition Building
  o Media
  o Training & Technical Assistance
CalFresh Promotion & Collaboration

DISCUSSION GUIDED BY KAREMI ALVAREZ, SENIOR MANAGER, COALITION BUILDING, INLAND DESERT TRC

GUEST EXPERTISE FROM AMANDA SCHULTZ, CALFRESH OUTREACH DIRECTOR, SAN DIEGO HUNGER COALITION
Connecting CalFresh with Nutrition Education & Chronic Disease Prevention

- Low CalFresh participation rates in Inland Desert Region in comparison to eligibility for the program
- State priority: Connecting CalFresh with nutrition education and healthy food access
- Difference between CalFresh outreach and CalFresh promotion
Evidence-based practices to increase CalFresh participation in collaboration with partners

Social marketing campaign: Eat Right When Money’s Tight

- Identify challenges to CalFresh participation in your county – conduct focus groups to identify challenges, create educational & social marketing materials that resonate with communities
- Dispel myths about CalFresh
- Connect CalFresh Program with healthy food access initiatives
- Provide guidance on stretching CalFresh and food dollars by using the program for healthy food
- Give examples of healthy food and portions that can be bought for under $20
- Provide CalFresh-eligible populations to locations and contact information to start application process
- Provide the aforementioned information in as many languages as are represented by the CalFresh-eligible population in your county (minimum English/Spanish)
Eat Right When Money’s Tight

- Brochure vetted by the community and based on focus group findings
- Collaboration with English- and Spanish-language media

Used personal success stories to reduce stigma and promote CalFresh
Connecting CalFresh with Nutrition Education & Chronic Disease Prevention

- Integrate CalFresh promotion into countywide nutrition education activities

- Social marketing includes:
  - Eat Right When Money’s Tight brochure (brochure is vetted by the community and is based on focus group findings)
  - Interviews with radio stations
  - Radio PSAs (if funding allows)
  - Partnering with CBOs to create awareness about CalFresh, dispel myths, link CalFresh with nutrition and food access (using personal success stories to reduce stigma and promote CalFresh)
Amanda Schultz leads the San Diego Hunger Coalition’s efforts to improve access to and utilization of the CalFresh program by San Diego County residents. In her work as CalFresh Outreach Director, Amanda convenes a county-wide CalFresh Task Force and a variety of working groups that focus on strategies to both increase outreach and improve county systems. Amanda also represents the San Diego Hunger Coalition and its partners at the state level as a part of the Alliance to Transform CalFresh, serving as a conduit between community organizations and state level decision makers shaping CalFresh program policy.
Q & A with Amanda Schultz

- What are some ways organizations can partner better in order to collectively and effectively promote CalFresh in their counties to connect the program with healthy food access?

- What are some of the key barriers partners face in the collaboration process?

- How can current food insecurity research be used to increase awareness of CalFresh and promote it as a beneficial program for those in need?
  - What are some of the key highlights of the work of SDHC in this area?

- What key messages can LHDs and their partners help promote? Do you suggest outreaching to some populations first (e.g. seniors, students, ethnic groups, etc.)?

- Which populations are most underserved and what are the strategies to reach them?

- Since we know hunger and poverty greatly impacts the LGBTQ population, is there a concerted outreach effort to increase CalFresh participation for LGBTQ-identified individuals?
Inland Desert TRC Updates
April 2015
Coalition Building

KAREMI ALVAREZ, SENIOR MANAGER, COALITION BUILDING, INLAND DESERT TRC
Coalition Building Updates

- Continued TA for all LHD CNAPs
- 4/22 CNAP meeting and training by TRC and Brown Miller Communications
- 5/18 CNAP meeting and training by TRC and Brown Miller Communications
- Planning Promising Practices Exchange for early summer 2015
Media & PR Update

DAN BENNETT, SENIOR MANAGER, MEDIA & PR,
INLAND DESERT TRC
Media & PR Updates

- CDPH Public Relations Webinar on Signature Events May 6th, 11-12:30pm
  - Black Health Awareness & Advocacy Month
  - Power Up Your Summer
  - [Register here](#)

  - What is Hunger Action Day?
    - “Each May, anti-hunger advocates from all over the state meet in Sacramento to educate their legislators about hunger and support anti-hunger legislation. Advocates, soup kitchen volunteers, nutritionists, food bank supporters, and others concerned about the millions of Californians experiencing hunger travel by bus, car, and plane each year to participate in this important event” ([CFPA](#)).
    - Great opportunity for your Non-NEOP funded CNAP members to get involved and advocate
    - To get involved: [Contact Frank Tamborello](#) of Hunger Action LA, who serves as the Southern California rep for the California Hunger Action Coalition
Training Update

ELLE MARI, TRAINING & TECHNICAL ASSISTANCE SENIOR MANAGER, INLAND DESERT TRC
Coming Up from Your TRC

- Building Bikeable Communities,
  - Webinar, 4/28/15, 1-2:30pm, registration open

- Worksites in the Agriculture Sector,
  - Focus on farmworker health
  - In-person in San Diego, June, TBD
Coming Up from Your TRC

- Snapshots & Stories: Photovoice Training for LHDs & Partners Working with Elementary School-Aged Children
  - In-person, San Diego
  - Tentative: June 3rd, 9:30am-3:30pm
Coming Up from NEOPB at CDPH

- Youth Engagement Forum, May 9th, 2015
  - San Bernardino County, Location & Time TBD
  - More info here

Photo credit: David Martin for UCSD and AJA YE Project
Technical Assistance Update

ELLE MARI, TRAINING & TECHNICAL ASSISTANCE SENIOR MANAGER, INLAND DESERT TRC
Worksite TA Opportunity

Tomorrow! April 16th, 2015– 10-11am, meeting invitation sent to worksite program staff

- This is a “virtual meeting” for worksite program staff to:
  - Share insights on outreach and strategy
  - Discuss cross-county opportunities on common worksites through corporate headquarters located in another county and/or common industries

- Joint TRC initiative between Inland Desert & Greater LA. Participation from:
  - LA
  - Orange County
  - Pasadena
  - Riverside
  - San Bernardino
  - San Diego
  - Ventura County

*Note: This is for NEOP-funded worksite program staff and not for worksite employers themselves.
Scholarships for Childhood Obesity Conference

Breaking News!!

- COC just announced conference scholarships for young adults and young professionals.
  - Applications due April 30
  - Eligibility:
    - Between 18 – 24 years of age;
    - Affiliated with a school, community-based organization, or public program/agency. Priority will be given to those programs/agencies that provide services in low-income communities; and
    - Have at least one year of experience working (or completed coursework) to improve their school and/or community (e.g. organizing, advocacy, obesity prevention, leadership, increasing nutrition or physical activity opportunities, and/or coursework related to the principles of these strategies/skills).
  - More details and application available here
Tools

- NEW!!
  - TRC website, [www.ucsandiegotrc.org](http://www.ucsandiegotrc.org)
  - Newsletter format (please check your promotion/spam folders)

- Champion Profile development support, [Contact Rachel](mailto:Contact Rachel)

- Archived training materials, check the [resource library](#)

- Missed a monthly TA webinar? [Check here](#)

- Join listserv, [Contact David](mailto:Contact David)

- Fact sheets— Coming Soon!

- One-on-One Support is an Email/Phone Call Away
  - Subs, LIAS, and CNAP members welcome to contact us too

- Mentorship and field shadowing possible
Free Photography!

To request, please contact: David Martin  davidm13@ucsd.edu
May Monthly Technical Assistance Webinar

Wednesday, May 20th, 2015
1:00-2:30pm

Discussion Topic: Vote for the Next Topic Now, Poll

*Please forward meeting invitation with agenda to subcontractors, CNAP members, and other interested parties as appropriate*