

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

SUPPORTING FIVE COUNTIES
Imperial | Inyo
San Bernardino
San Diego
Riverside



Inland Desert
TRAINING & RESOURCE CENTER

IN PARTNERSHIP WITH
UC San Diego
SCHOOL OF MEDICINE

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

- Discussion guided by Karemi Alvarez, Senior Manager, Coalition Building
- Guest Expertise from Amanda Schultz, CalFresh Outreach Director, San Diego Hunger Coalition

2:00 – 2:30pm

TRC Updates

- Coalition Building
- Media
- 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



Connecting CalFresh with Nutrition Education & Chronic Disease Prevention

- 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



CONTACT INFORMATION
Family Resource Centers (FRCs) will serve and guide you through the food stamp application process. Call and/or log on to:

1-877-847-3683
or
2-1-1
www.accessbenefitssd.com

For healthy tips and recipes, visit:
www.cachampionsforchange.net



Eat Right
When Money's Tight
Stretching Your Food Stamp
and Food Dollars

Where can I go to get help applying for the Food Stamp Program?

Agency	Telephone	Region
Catholic Charities (Mid-City Christian)	619.286.1100	Central
SAF San Diego	619.283.9624	Central
The IRC	619.641.7510 x263	Central
City Heights Farmers Market	437 & Wigwam (1/2 block South of University Ave)	Central
Salvation Army 650 Center	619.269.1430	Central
Healthy Start (Military Families)	858.456.0094	Central
SAF San Diego	858.574.3603	N. Central
Catholic Charities	619.233.2628 x102	Central
Senior Community Centers	619.235.6238 x317	Central
2-1-1 San Diego	2-1-1	Countywide
Mental Health Systems	1.888.843.3800	Countywide
Golden Share Foods	619.590.1692	Countywide
Neighborhood Healthcare	619.440.7030 x238	East
New Seasons Church	619.463.0725	East
Community Resource Center	760.753.8300	North
Neighborhood Healthcare	760.690.5907	North
Interfaith Community Services	760.723.2117	North
Catholic Charities	760.631.4912	North
Vets Community Clinic	760.631.3000 x7134	North
OVCC - Beacon	619.422.9398	South
OVCC - Riverside	619.420.9668	South
OVCC - Rays de Esperanza	619.425.4658	South
OVCC - New Directions	619.691.5301	South
OVCC - Open Door	619.407.4840	South



Food Stamps Did You Know?

Children get free school breakfast and lunch when their family gets food stamps.

Your kids will not be taken away. Food stamps can help your children get the healthy food they need.

If you are single or married you may still get food stamps. You do not have to have children.

You can own a home and/or a car and still get food stamps.

Elderly people receive an average benefit of \$53 per month and you do not need to have children in the home to qualify. People receiving Supplemental Security Income/Payment (SSI/SSP) are not eligible for food stamps in California, but other members of their household may still qualify.

You are helping your community because for every \$5 you use in new food stamp benefits, you help generate nearly twice as much (\$9.20) in total community spending.

Regardless of your immigration status, you can get food stamps for your children if they are citizens or legal permanent residents. It should not affect your eligibility for legal residency or U.S. citizenship. The food stamp office is not allowed to share client records with Immigration.

Contact Legal Aid Society of San Diego if you have questions about immigration:
1-877-534-2524

Do I or my children qualify?

Number of months household	1	2	3	4	5	6	7
Monthly Income Below This	\$1,174	\$1,679	\$1,984	\$2,389	\$2,794	\$3,200	\$3,606

Form Code: EAT RIGHT

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

Make a Plan

- Plan meals for a week using the food you have and then make a list of things you need.
- Shop once a week.
- Cook several meals at once and freeze them for later.
- Use coupons or look for sales on healthy items.
- Do not shop when you are hungry.

Shop Smart to Eat Smart

- Buy fruits and vegetables. They are good for your body and your wallet.
- Substitute meat in some meals with more legumes, beans, eggs, tofu, and nut butters.
- Eat regular oatmeal and brown rice instead of instant.

What to Look For

- Buy fruits and vegetables in season; they are usually fresher and cheaper.
- Buy store brands. They are just as healthy as brand names, and cheaper.
- Check the costs per ounce or per pound to get better deals.
- Look for better deals on the bottom and top shelves.
- Find a farmers' market; fruits and vegetables tend to be fresher.
- Check the sell by and use by dates.
- Read the label to compare products' nutritional and cost values.
- Compare unit prices.

Store Brand Frozen Green Beans
\$1.99
10 oz. \$12/oz

Brand Name Frozen Green Beans
\$3.09
10 oz. \$10/oz

Eat Fruits and Vegetables in Season They Cost Less!

Fall	Winter	Spring	Summer
Apples Pumpkin Pears Oranges Tomatoes Winter Squash Cauliflower Sweet Potatoes Cranberries Green Beans Pumpkins	Melon Citrus Broccoli Cabbage Sweet Potatoes Asparagus Cauliflower Pears Kohlrabi Cavalo	Mango Asparagus Carrots Peas Pumpkins Strawberries Apricots Zucchini	Oranges Melons Peaches Green Peas Cucumbers Lettuce Greens Corn Tomatoes Nectarines Cherries Eggplants

What Healthy Foods Can I Buy With \$20?

Sample Grocery List:

- +4 bananas—\$0.90
- +4 apples—\$1.89
- +1 salad mix (2.5 serving)—\$2.50
- +12 tortillas, whole grain—\$3.99
- +4 cans tuna (8 serving)—\$3.88
- +1 bag brown rice (10 serving)—\$1.29
- +1 large can beans (7 serving)—\$1.49
- +1 loaf whole grain bread—\$2.69
- +1 packet tomato seeds—\$0.99

Free Money for Healthy Food

The Supplemental Nutrition Assistance Program, formerly Food Stamp Program, helps you and your family buy the food you need for good health.

The Food Stamp Program is NOT a welfare program.

Using food stamps for food means you can use your cash to pay bills.

You get a card that works just like a debit card.

Buy plant starts and seeds with your food stamp dollars.

Turn to the back of the brochure for facts about the Food Stamp Program.

TOTAL SPENT: \$19.52
+10 servings of fresh fruit & vegetables!
+15 servings of protein!

For important nutrition information visit www.cachampionsforchange.net. For food stamp information, call 2-1-1 or 1-877-847-3683. Funded in part by the San Diego County Health & Human Services Agency, San Diego Hunger Coalition, 2-1-1, and USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer. California Department of Public Health.

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, MPH

San Diego Hunger Coalition

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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.

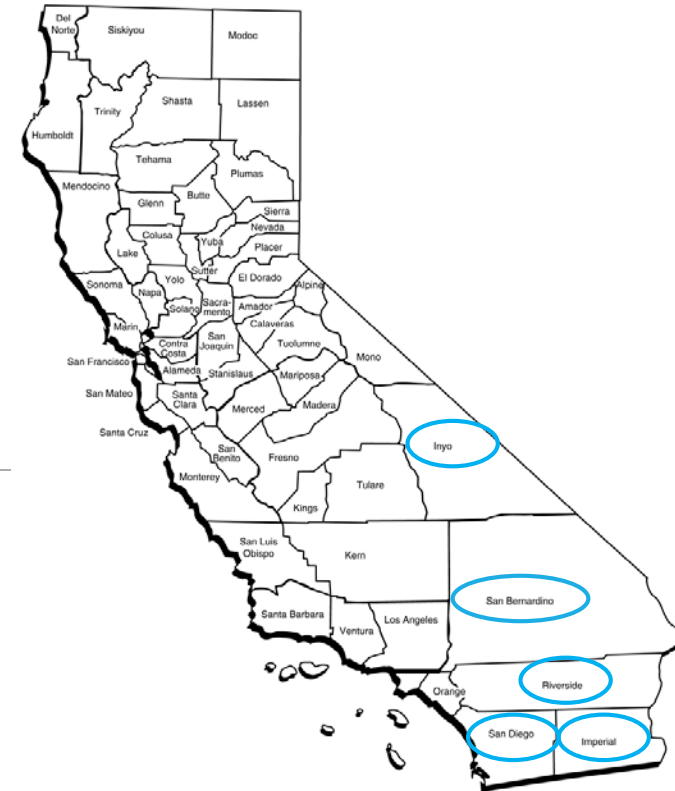


Q & A with Amanda Schultz

- 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



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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](#)
- Hunger Action Day, May 13th, 2015
 - 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](#)

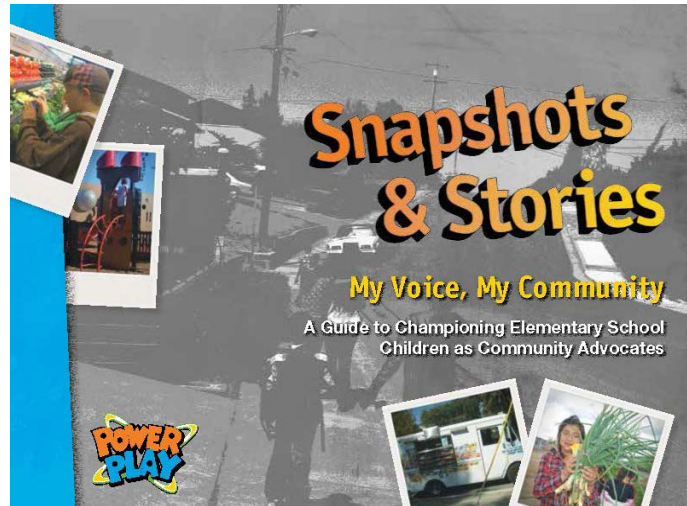


- Worksites in the Agriculture Sector,
 - Focus on farmworker health
 - In-person in San Diego, June, TBD



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](#)

The logo for the Childhood Obesity Conference features a stylized blue figure of a person with arms raised, positioned above the text "8th BIENNIAL Childhood Obesity Conference". The text "8th BIENNIAL" is in orange, and "Childhood Obesity Conference" is in blue.

8th BIENNIAL
Childhood Obesity
Conference

June 29 – July 2, 2015
San Diego, California

Tools

- NEW!!
 - TRC website, www.ucsandiegotrnc.org
 - Newsletter format (please check your promotion/spam folders)
- Champion Profile development support, [Contact Rachel](#)
- Archived training materials, check the [resource library](#)
- Missed a monthly TA webinar? [Check here](#)
- Join listserv, [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*