

CALIFORNIA STATE NUTRITION ACTION PLAN Oct. 1, 2005-Sept. 30, 2007

Goal: Increase Fruit and Vegetable Consumption

| 1. Marketing: Maximize consumption of California grown fruits and vegetables, focusing on FNS nutrition programs. | | | |
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| Strategies/Objectives | Activities / Steps | Programs | Date |
| 1. A Promote California grown fruits and vegetables to the general public. | 1. A.1 Promote “California Grown” products statewide through advertising and public relations. <ul style="list-style-type: none"> • In 2005 California Grown ran 3-4 radio promotions per quarter with roughly 75 spots attached to each promotion. • Advertising for “California Grown” products will be through radio commercials, recipe card magazine inserts, in-store point of sale signage, and outdoor ads. • Public relation efforts include a media tour, continuation of the Shaun White partnership, incentives to New Year’s Day babies, and a booth at cities of the Amgen Tour of California. | CDFA | Ongoing Fall 2005 |
| 1. B Increase use of seasonal fresh fruits and vegetables in school food service and campus wide. | 1. B.1 Implement Fresh Start Pilot program, SB 281 signed September 2005 <ul style="list-style-type: none"> • Submit & get regulations approved by State Board of Education • CDE launched the CA Fresh Start Pilot Program on March 17, 2006. To date, approximately 400 school districts are participating in the program. • Online training will be available to educate child nutrition staff and promote fruit and vegetable consumption. 1. B.2 Support provision of \$1 million in federal funds to establish a Federal FFVP. Administer FFVP in collaboration with state and local partners. 1. B.3 Support school districts as they implement SB 12 and SB 965 to change what foods and beverages may be offered on school campuses. <ul style="list-style-type: none"> • Provide instruction, technical assistance & support via regional biannual meetings. 1. B.4 Administer and/or consult on any state or federal pilot projects related to | CDE CDFA DHS SNAP Partners CDE All SNAP | 3/22/06 By 7/1/2007 July 06- Sept 07 Fall 2006 Ongoing |

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| | offering fresh fruits and vegetables on school campuses. | Partners | |
| 1. C Promote Farm-to-School initiatives. | <p>1. C.1 Maintain Farm-to-School Task Force Task Force meets quarterly, for further information see: http://www.farmtoschool.org/ca/taskforce.htm</p> <p>1. C.2 Develop an action plan to provide leadership and coordination for the promotion and expansion of farm to school activities.</p> <ul style="list-style-type: none"> • Action plan draft to be completed. <p>1. C.3 Conduct Farm-to-School regional workshops.</p> <ul style="list-style-type: none"> • Workshops held in Santa Rosa, Riverside, Fresno and Sacramento: http://www.wkkf.org/default.aspx?tabid=102&CID=19&CatID=19&ItemID=190326&NID=20&LanguageID=0 <p>1. C.4 Implement action plan.</p> | <p>Network CDE CDFA FSNEP</p> <p>Task Force</p> <p>Task Force</p> | <p>Quarterly</p> <p>by 9/30/07</p> <p style="color: red;">Summer 2006</p> <p>Sept. 2007</p> |
| 1. D Increase use of Certified Farmers' Markets by people participating in federal food assistance programs. | <p>1. D.1 Provide nutrition education at and to farmers' markets and flea markets focusing on those with Food Stamp Electronic Benefit Transfer (EBT) devices in qualifying census tracts to promote increased fruit and vegetable consumption.</p> <p>1. D.2 Disseminate information through the California Association of Food Banks to Farmers' Markets on the process of securing a POS device for food stamp transactions.</p> <ul style="list-style-type: none"> • Develop action plan <p>1. D.3 Maintain WIC Farmers' Market Nutrition Program</p> | <p>Network</p> <p>DSS</p> <p>WIC</p> | <p>Ongoing</p> <p>By 9/30/07</p> <p>Ongoing</p> |
| 1. E Expand cooperation between growers, | 1. E.1 Work with the California Association of Food Banks to implement a \$90,000 federal grant to expand the Farm to Family program, delivering | DSS CDFA | |

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| retailers and food banks to get more California products to food banks. | surplus produce to food banks. | | |
| 1. F Support the new brand of <i>Fruits and Veggies ... More Matters</i> in conjunction with national action plan | 1.F.1 | Network | |
| 2. Policy and Initiatives: Work collaboratively to ensure national, state and local nutrition related policy and initiatives promote fruit and vegetable consumption. | | | |
| 2. A Support adoption of the Institute of Medicine (IOM) recommendations in the report: <i>The WIC Food Package, Time for a Change.</i> | 2. A.1 Educate partners on key components of the IOM recommendations <ul style="list-style-type: none"> • Numerous presentations to DHS staff, stakeholders, and partners on recommendations. • Meet with California food producers. • Letters to WIC partners educating them on proposed changes to the WIC food package. | WIC CDFA | Winter 2006 Summer 2006 |
| | 2. A.2 Respond to proposed regulations. <ul style="list-style-type: none"> • Submit comments to USDA. | WIC | Summer/ Fall 2006 |
| | 2. A.3 If/when regulations are changed, coordinate implementation / education efforts with partners who also serve the WIC population | WIC | 2007 |
| | 2. A.4 Support efforts to increase access to fresh fruits and vegetables through small “Mom and Pop” grocery outlets | All SNAP Partners | 2006-2007 |
| 2. B Ensure policies related to obesity prevention include promotion of fruit and vegetable | 2. B.1 Support policy recommendations in <i>School Nutrition by Design</i> <ul style="list-style-type: none"> • Document distributed widely and training provided at regional biannual meetings. | CDE | 2006-2007 |

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| | <ul style="list-style-type: none"> • Nov. 7, 2006 - Tulare – International Agriculture Center • Nov. 9, 2006 - Riverside - Riverside County Office of Education • Dec. 6, 2006 - Sacramento - California Farm Bureau • Los Angeles - TBD <p>2. C.3 Implement youth development and team-building trainings, in cooperation with California Project LEAN, to engage young people in strategies that will increase the consumption of fruits and vegetables.</p> <p>2. C.4 Promote fruit and vegetable consumption via Local Incentive Awardees' (LIA) Scopes of Work negotiated with school districts and agencies working with school districts, as well as those working with 5 a Day Campaigns.</p> <ul style="list-style-type: none"> • Nutrition education emphasizing fruits and vegetables incorporated into all Scopes of Work • LIA project coordinators participation in School Wellness Policy Committees. <p>2. C.5 Pilot test the <i>Communities of Excellence</i> indicators for nutrition, physical activity and obesity prevention.</p> <ul style="list-style-type: none"> • Pilot projects undertaken in 6 health departments in Fall 2005; Results available Fall 2006 • Assess funding opportunities to support pilot testing of other channels (e.g., schools, after school programs, child care, etc.) <p>2. C.6 Develop, test and distribute Exemplary After School Practices in Nutrition, Physical Activity and Food Security.</p> <ul style="list-style-type: none"> • Exemplary practices drafted. • Established Nutrition Education Leadership Learning Community (NELLC) with selected 11 mentor programs. | <p>Network CDE DHS</p> <p>Network CDE</p> <p>Network</p> <p>Network CDE</p> | <p>FFY 2007</p> <p>Fall 2006</p> <p>Fall 2006</p> <p>Fall 2006 Fall 2005 2005- 2007</p> |
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| <p>2. D Work with partners to attain a 95% response rate on the ASTPHND PH nutrition workforce survey.</p> | <p>2. D.1 California public health nutrition staff complete survey.</p> <ul style="list-style-type: none"> • Sharon Sugerman is lead for California and Michele van Eyken leads the effort for WIC. • All WIC directors received letter alerting them of survey. • Exhibit table at WIC Fall Management Conference with sample survey. • Survey to be completed by all public health nutrition staff in California. | <p>WIC Network</p> | <p>By 12/15/06 Summer 2006</p> |
| <p>2. E Develop a set of core competencies for paraprofessional nutrition staff in all USDA funded programs</p> | <p>2. E.1 Convene group to complete needed core competencies using data in survey.</p> | <p>WIC</p> | <p>By Spring 2007</p> |
| <p>3. Participation: Increase total participation in all FNS partner programs, which will result in increased fruit and vegetable purchasing power among low-income families.</p> | | | |
| <p>3. A Increase participation in Child Nutrition Programs</p> | <p>School Lunch:</p> <p>3. A.1 Support increasing state meal reimbursement for free, reduced and paid meals.</p> <ul style="list-style-type: none"> • Request \$16 million from the General Fund to restore \$.10 per meal in state reimbursement for every school meal served. <p>School Breakfast:</p> <p>3. A.2 Conduct marketing and outreach strategies to promote participation in school breakfast focusing on the CA Fresh Start Program.</p> <ul style="list-style-type: none"> • CDE will survey the participants and evaluate the results. <p>3. A.3 Continue to administer the school breakfast expansion grants.</p> <ul style="list-style-type: none"> • Promote breakfast expansion grants to all eligible • Request additional funds to fully fund all eligible breakfast grant proposals to augment the increased \$18.2 million for the 2006-07. <p>3. A.4 Research current efforts by partners to increase school breakfast</p> | <p>CDE DHS</p> <p>CDE</p> <p>CDE</p> <p>CDE</p> <p>CDE</p> | <p>2005- 2007</p> <p>Ongoing</p> <p>By 7/1/2007</p> |

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| | <p>participation.</p> <ul style="list-style-type: none"> Work with State agencies to promote the results on school breakfast and promote expansion of school breakfast programs. | | |
| 3. B Implement direct certification among FSP, CDE's Child Nutrition Programs and Medi-Cal. | <p>3. B.1 CDE will continue to facilitate meetings between DSS, DHS, CDE and other state agencies as necessary to implement direct certification.</p> <ul style="list-style-type: none"> Continue work in several subcommittees on State level data matching to certify student eligibility for free school meals. <p>3. B.2 Implement enhancements to direct certification.</p> <p>3. B.3 Promote direct certification and encourage school districts and county welfare departments to participate.</p> <ul style="list-style-type: none"> Presentations to various partnering organizations have promoted the value of state-level direct certification. | <p>CDE</p> <p>DSS DHS</p> <p>CDE</p> <p>CDE</p> <p>DSS DHS</p> | <p>Ongoing</p> <p>Ongoing</p> |
| 3. C Increase participation in the Food Stamp Program (FSP) | <p>3. C.1 Increase participation and outreach through contract with California Association of Food Banks.</p> <ul style="list-style-type: none"> Establish a statewide 1 800 phone number. Currently being pilot tested. <p>3. C.2 Work with First Lady to promote use of Food Stamp Program via California Connect Campaign</p> <ul style="list-style-type: none"> First Lady promotes use of food stamp and farmers' market in Monterey County: http://www.santacruzsentinel.com/archive/2006/June/23/local/stories/03local.htm <p>3. C.3 Coordinate efforts to increase FSP participation through the Food Stamp and Nutrition Education Outreach and Participation Committee (FANOut) and the Interagency Food Assistance Consortium (IFAC).</p> | <p>Network</p> <p>Network DSS WIC FSNEP</p> | <p>Ongoing</p> <p>Fall 2006</p> <p>July 2006</p> |

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| | <ul style="list-style-type: none"> • The <i>Network</i> convenes FANOut quarterly, participants include DHS, DSS, UCD, CDE, and USDA WRO, along with representatives from County Food Stamp offices, FSNE projects and community based organizations. • IFAC= convened by the Department of Social Services (DSS). | USDA WRO | Quarterly |
| 3. D Promote successful models, and explore new models, of cross program promotion and outreach | <p>3. D.1 Promote successful local cross program coordination projects. <i>At CWA Annual Conference presented:</i></p> <ul style="list-style-type: none"> • Sonoma County WIC increased FSP participation 15% and increased Summer Food Service by 500 children (Network funded project). • FSP Staff attended and exhibited at CWA annual meeting. <p>3. D.2 State WIC and Food Stamp identify and implement state level coordination opportunities.</p> <ul style="list-style-type: none"> • First meeting with WIC & FSP staff <p>3. D.3 Coordinate efforts to increase participation with the Child and Adult Care Food Program (CACFP).</p> <ul style="list-style-type: none"> • Continue local level distribution of WIC information by CACFP participating childcare centers and family day care homes. • Explore additional avenues to encourage local collaboration between CACFP and WIC. <p>3. D.4 Encourage WIC participation in the Summer Food Service Program</p> <ul style="list-style-type: none"> • Continue promotion of SFSP participation within the WIC community <i>Sonoma County increased participation by 500 children.</i> • Include WIC/SFSP success stories in CDE SFSP 2006 Regional Training series and the annual WIC conference. • Session at WIC conference. | <p>WIC DSS</p> <p>WIC</p> <p>WIC DSS</p> <p>CDE WIC</p> <p>CDE WIC Network</p> | <p>4/22/06</p> <p>Ongoing</p> <p>6/23/06</p> <p>Ongoing</p> <p>Ongoing</p> <p>4/2006</p> |
| 3. E Increase total | 3. E.1 Maintain the “Go for the Gold” Campaign to increase WIC participation | WIC | 2005- |

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| participation in the WIC program | <ul style="list-style-type: none"> • Began in 2005 at 1.3 million participants, in March 2006 reached 1.36 million, an increase of over 60,000 participants. • Reiterate increasing participation as one of the two major goals for the WIC program at every statewide meeting | | <p style="text-align: center;">2006</p> <p style="text-align: center;">Ongoing</p> |
| 4. Nutrition Education: All FNS funded programs will provide information, education and resources to increase fruit and vegetable consumption in their target populations. | | | |
| 4. A Increase use of school based instructional gardens to promote fruit and vegetable consumption. | <p>4. A.1 The Superintendent of Public Instruction and the Secretary of Agriculture will jointly promote school gardens.</p> <ul style="list-style-type: none"> • The Superintendent and Secretary met; CDE and CDFA are developing a MOU to outline their plans for collaboration. <p>4. A.2 Reinforce, in Farm-to-School efforts, the role of gardens as one of the four Farm-to-School components (farm field studies, nutrition education, food on campus, and gardens).</p> <p>4. A.3 Participate in the California School Garden Network (CSGN) a non-profit under the direction of Western Growers. CSGN meets every other month to develop a collaborative strategy to increase the number of school gardens and help sustain school gardens.</p> <ul style="list-style-type: none"> • CSGN developed School Garden Network Guidebook and website (www.csgn.org) for teachers and other educational professionals. • Assist with disseminating the Guidebook. • Launch SGN in Los Angeles at a low-resource high school. <p>4. A.4 Provide nutrition education to food stamp eligible schools by training teachers to do nutrition education with students.</p> | <p style="text-align: center;">CDE CDFA CDE</p> <p style="text-align: center;">CDFA CDE</p> <p style="text-align: center;">Network CDFA</p> <p style="text-align: center;">DHS</p> <p style="text-align: center;">CDFA</p> <p style="text-align: center;">FSNEP CDE</p> | <p style="text-align: center;">Ongoing</p> <p style="text-align: center;">Ongoing 2005- 2007</p> <p style="text-align: center;">FFY 2007</p> <p style="text-align: center;">October 2006</p> <p style="text-align: center;">10/21/06</p> |
| 4. B WIC will promote increased consumption of fruits and vegetable | 4. B.1 WIC will implement the <i>Market to Meals</i> participant education campaign that includes materials related to shopping for, purchasing, and cooking healthy foods. | WIC | 10/06- 9/07 |

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| <p>California promotes increased fruit and vegetable consumption.</p> | <p>to improve the health and academic success of California children.</p> <ul style="list-style-type: none"> • Plan and conduct regional SHAPE California meetings in fall and spring as the primary educational event for people involved with child nutrition services. Attendees include child nutrition program directors, teachers, curriculum specialists, public health professionals, and other community members. http://www.cde.ca.gov/ls/nu/he/shape.asp | <p>Network</p> | |
| <p>4. G. Disseminate <i>Harvest of the Month</i> (HOTM) educational resources http://www.harvestofthemonth.com/</p> | <p>4. G.1 Collaborate with WIC, UCD, DSS, and CDE to identify resources for HOTM website focusing on family/consumer needs.</p> <p>4. G.2 Increase the number of partners contributing to the development and dissemination of HOTM.</p> <p>4. G.3 Implement process evaluation of HOTM.</p> <ul style="list-style-type: none"> • Selected and oriented 4 middle school sites by December 2005 • Provided resources and training on HOTM by January 2006. • Analysis of results is planned for Summer 2006 with report of findings issued in Fall 2006 | <p>Network</p> <p>SNAP Partners</p> <p>Network</p> | <p>Ongoing</p> <p>By Fall 2006</p> |
| <p>4. H Evaluate nutrition education efforts to increase fruit and vegetable consumption.</p> | <p>4. H.1 Build capacity of staff in selected LIAs to develop evaluation plans for <i>Fruit & Vegetable Impact Evaluation Project</i>. Outcomes include:</p> <ul style="list-style-type: none"> • Capacity building materials and tools • Report of Impact Evaluation Project • Presentations at national conferences: American Evaluation Association (2004,2005), International Society for Behavioral Nutrition and Physical Activity (2004) and Network annual Social Marketing Conference (2003-2007) • Technical assistance to facilitate use of findings for program improvement. <p>4. H.2 Analyze results of LEAF pilot grants and make recommendations based</p> | <p>Network</p> <p>CDE</p> | <p>By 9/07</p> <p>By 3/1/06</p> |

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| | <p>on their effective environmental strategies.</p> <ul style="list-style-type: none"> Internal review conducted in winter 2004-05. Results being analyzed by U.C. Berkeley Center for Weight and health, with release scheduled for spring 2006. <p>4. H.3 Analyze results from FSNEP's evaluation of 60,000 food stamp eligible participants. Using the Food Behavior Checklist, monitor changes over time to see increases in Fruit and Vegetable consumption patterns</p> | FSNEP | <p>Spring 2006</p> <p>6/05 – 9/06</p> |
| 4. I Provide direct nutrition education materials in food stamp offices. | <p>4. I.1 Develop and distribute a Food Stamp Office Nutrition Education Resource Kit consisting of a video, kiosk, poster and recipes.</p> <ul style="list-style-type: none"> Development completed. Kit distributed to 53 County Welfare departments. Follow-up nutrition activities provided in local welfare offices. | DSS Network FSNEP | <p>Summer 2006 Fall 2006</p> |
| 5. Coordination and Communication: Access to current, accurate and useful information will be available to FNS programs, local partners and external stakeholders. | | | |
| 5.A Implement local CNAP pilot projects | <p>5. A.1 Select pilot counties</p> <ul style="list-style-type: none"> Alameda, Riverside, Stanislaus <p>5. A.2 Execute contracts via WIC, provide technical assistance and support.</p> <p>5. A.3 County Nutrition Action Plans received by SNAP.</p> <p>5. A.4 Provide technical assistance to counties creating CNAPs but not funded.</p> <p>5. A.5 Work with FSNEP counties to develop local SNAP activities.</p> | <p>WIC</p> <p>FSNEP</p> | <p>9/2005 4/2006 Ongoing By 9/30/07</p> |
| 5.B Support CCLHDN CNAP initiative | <p>5. B.1 Assist in planning and conducting CCLHDN annual meeting.</p> <p>5. B.2 Provide support, coordination and assistance to counties wishing to create CNAPs.</p> <ul style="list-style-type: none"> Attend strategy meeting for Yolo county – provide resources | SNAP Partners | <p>3/2006 3/2007</p> |
| 5.C Communicate with partners about SNAP and CNAP initiatives | <p>5. C.1 Speak at meetings and conferences about SNAP and CNAP</p> <ul style="list-style-type: none"> CCLHDN CCLHO | SNAP Partners | <p>3/2006 4/2006</p> |

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| | <ul style="list-style-type: none"> • COPI/PANCI • CWA Annual Meeting • CWDA Annual Meeting& monthly food stamp committee meetings • Joint Steering committee Network and 5 a Day • CNC Annual Conference • UC-FSNEP Steering Committee <p>5. C.2 Show SNAP exhibit at meetings and conferences</p> <ul style="list-style-type: none"> • California Child Care Annual Roundtable meeting • National meeting of Networks • CWA Annual Conference • CWDA Annual Conference • CNC Annual Conference • Ag Day • UC-FSNEP Annual Statewide Conference • UC-FSNEP Annual Administrative Conference | SNAP Partners | <p>4/2006 4/2006</p> <p>4/2006 5/2006 8/2006</p> <p>10/2005 8/2006 4/2006</p> <p>5/2006 4/2006</p> |
| <p>5. D Provide mechanism for communication between local entities about county activities.</p> | <p>5. D.1 Work with CCLHDN to establish website.</p> <ul style="list-style-type: none"> • Draft site completed, www.CCLHDN.org <p>5. D.2 Collect data on existing county plans.</p> <ul style="list-style-type: none"> • List of existing county plans on SNAP website. | WIC | <p>Summer 2006</p> |
| <p>5. E Develop State SNAP website to provide comprehensive nutrition information.</p> | <p>5. E.1 Review existing websites</p> <ul style="list-style-type: none"> • Spark people: promoted at the Santa Clara county conference • USDA • Robert Wood Johnson http://activeliving.org/ newsletter <p>5. E.2 Contact ITSD regarding portal requirements</p> <ul style="list-style-type: none"> • Participate in web site redesign for DHS. | WIC | <p>9/15/06</p> <p>1/07-7/07</p> |