



**CALIFORNIA
STATE NUTRITION
ACTION PLAN**





California SNAP: Successful Strategies for Collaboration



Overview of Session



- 🍏 Listen to a brief overview of California SNAP
- 🍏 Listen to examples of collaboration from California programs
- 🍏 Reflect on how these ideas might work for you



California SNAP

- 🍏 **Initiated in February 2003 at Food and Nutrition Service (FNS) meeting.**
- 🍏 **SNAP Program Partners in California**
 - 🍏 **Food Stamps**
 - 🍏 **Child Nutrition**
 - 🍏 **WIC**
 - 🍏 **Food Stamp Education: Network & FSNEP**
 - 🍏 **California Department of Food and Agriculture**
 - 🍏 **California Conference of Local Health Department Nutritionists**



California SNAP

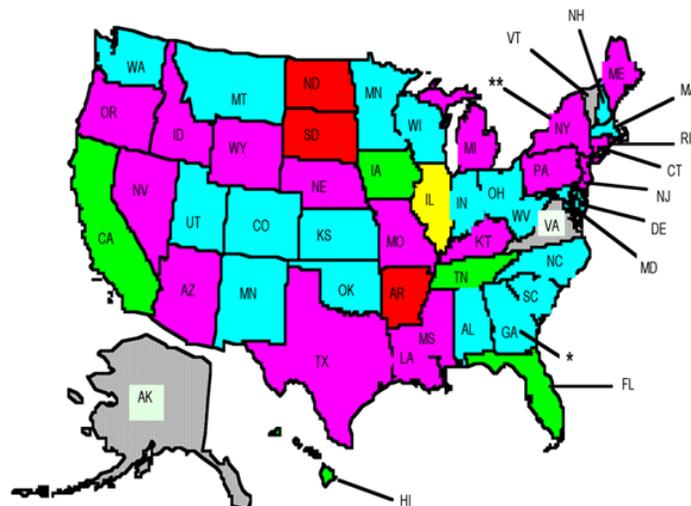
- 🍏 **FNS Nutrition Assistance programs contribute over \$6 billion to California's economy**
- 🍏 **\$6 billion ÷ \$27 billion = 22% of Agricultural Economy**



Federal Mandate

- 🍏 Each State to selected a primary goal from 11 options in 5 categories

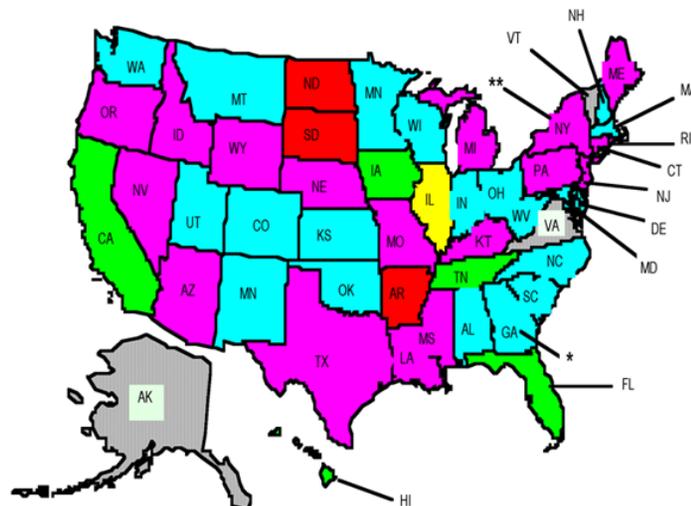
Cross-Program Goals:
Focus Areas for State Nutrition Assistance Programs



Federal Mandate

- 🍏 California selected increasing fruit and vegetable consumption

Cross-Program Goals:
Focus Areas for State Nutrition Assistance Programs



Federal Mandate



- 🍏 Focus on large FNS programs with Nutrition Education component
- 🍏 Plan submitted in July 2004
- 🍏 Began implementation during FFY 2004-05



California's SNAP

Began meeting in December 2003

**Confirmed the goal:
Increasing Fruit and Vegetable
consumption**

**Agreed on facilitator,
funded through WIC
operational
adjustment funds**

**Meet every
other month**





Process of creating SNAP

- ❖ Identified all activities partner programs were conducting or planning to conduct
- ❖ Get real
- ❖ Discuss areas of collaboration
- ❖ Submit plan
- ❖ Implement plan



California's Plan

Seven objectives in the areas of:

1. Food and Agriculture
2. Nutrition Education
3. Participation
4. Policy and Initiatives
5. Benefits to California's Economy
6. Food Handling
7. 5 A Day Memorandum of Understanding



How to experience effective collaboration

- 🍏 **WIIFM: All partners are clear as to the benefits for their program**
- 🍏 **Funded / Identified staff: someone responsible for convening, reporting, communicating**
- 🍏 **Pleasurable experience**
- 🍏 **Early success**
- 🍏 **Everyone looks good**



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Network's Role in Achieving SNAP Objectives



Regional Nutrition Networks As of January 2005





Develop and Implement a 5 a Day MoU for 5 Major State Agencies (DSS, CDE, CDFA, UC, and DHS)

- 🍏 Use the template from NCI, CDC, and USDA as a model
- 🍏 Create parallel strategies to those in the new National Action Plan
- 🍏 Identify projects that benefit from collaboration
- 🍏 Secure necessary approvals



Increase California Grown FV in Nutrition Assistance Programs

- 🍏 **With CDE, CDFA and other stakeholders, convene Farm-to-School working group to assess situation, develop a plan**
- 🍏 **With DSS and local partners, introduce EBT into the top 70 certified farmers' markets for Food Stamp redemption**



Coordinate on State Policy and Initiatives

- 🍏 **With WIC and DSS, encourage FV within DHS and CHHSA initiatives**
 - 🍏 **DHS Obesity Prevention Policy Statement**
 - 🍏 **DHS Obesity Prevention Budget Change Proposal, January 2006**
 - 🍏 **Recommended FV supporters as participants for Governor's Summit, September 15, 2005**
 - 🍏 **Establish DHS farmers' market within Step Up! employee health campaign**



Coordinate on State Policy and Initiatives

- 🍏 With CDE and local partners, develop FV elementary school module for CDC's School Health Index
- 🍏 With WIC and local partners, develop *Communities of Excellence (CX3)* initiative; environmental program indicators for nutrition, physical activity and obesity prevention



Increase Participation in Nutrition Assistance Programs

- 🍏 **With CDFA and CDE, try to bring Free FV Snack Program to California**
- 🍏 **With DSS, increase Food Stamp participation through Food Stamp Access State Plan**
- 🍏 **With all agencies and other stakeholders, convene FANOut to increase food security**



Nutrition Education - State

🍏 UC

- 🍏 Partner in FSNE funding

🍏 CDE

- 🍏 Collaborate on training and technical assistance for FV with SHAPE and FSNE school districts
- 🍏 With CDE and other stakeholders, develop and implement *Harvest of the Month*



Nutrition Education - Local

UC

-  Promote collaboration between *Network* and UC locally
-  Over 70 *Network* contractors use UC materials
-  2 UC agencies are *Network* contractors

DSS

-  Partner in FSNE funding
-  Over 30 *Network* contractors conduct interventions in FS offices
-  FSNE Food Stamp office toolkit



Nutrition Education - Local

CDE

-  State Incentive Awardee
-  Over 280 districts partner with *Network* (7 of 10 largest districts)
-  Align local strategies with CDE Nutrition Competencies

WIC

-  Over 20 *Network* contractors are WIC agencies or partner with WIC
-  Over 50 *Network* contractors use WIC materials



Economic Benefits

- 🍏 **With UCD, complete a policy brief on the economic benefits of FV to California**
- 🍏 **Commission a special study on the economic costs of low FV consumption in California, a supplement to the April 2005 study, *Economic Costs of Physical Inactivity, Obesity and Overweight***



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Cancer Prevention and Nutrition Section

Nutrition NETWORK
FOR HEALTHY ACTIVE FAMILIES

What's New

FSNE Joint Steering Committee
The purpose of the JSC, is to provide necessary ongoing support, program coordination and collaboration, and best practice sharing for funded FSNE projects throughout the State. [Register now](#) for Nutrition Network and 5 a Day FSNE Joint Steering Committee meeting.

Social Marketing Conference 2005
[2005 Social Marketing Conference](#)
Please click here to complete the [conference evaluation form](#). The site also contains PowerPoints and handouts from the various conference sessions, as well as photos taken of the keynote speakers, workshops and attendees.

Harvest of the Month
After several years of varied implementations, [Harvest of the Month](#) is being introduced and made available low-resource schools statewide as a tool kit. [Harvest of the Month](#) provides the tools and resources to give students

Harvest of the Month
Growing Healthy Students
TAKE ACTION!
CA 5 ADAY - BE ACTIVE!
WORKSITE PROGRAM
Social Marketing Conference 2005
Employment Opportunities
EAT 5 A DAY AND BE ACTIVE
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