



Local Health Department

News Bulletin



Wednesday, 03/25/2020



Rethink Your Drink Day Statewide Day of Action Update

Greetings Rethink Your Drink Day Partners,

Due to the evolving situation with COVID-19, as well as guidance from the Governor's Office and the office of California Department of Public Health Director Sonia Angell, we are cancelling Rethink Your Drink Day (RYDD) 2020. We continue to be impressed by your tireless effort to inspire Californians to consume more water and fewer sugary drinks. Nonetheless, as leaders in public health, we want to comply with the guidance and direction we are asking the public to follow to help slow the spread of COVID-19.

Please Order Your Event Box for Future Use

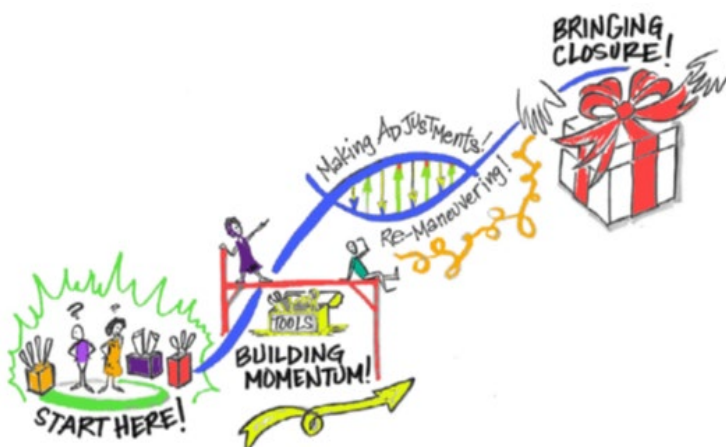
We invite local implementing agencies, per their capacity and discretion, to place orders for the Rethink Your Drink Day event box and to receive and store the materials for a possible healthy beverage promotion after the pandemic has passed.

Thank you, again, for all of your hard work.

Sincerely,
Caroline Kurtz
Chief
Nutrition Education and Obesity Prevention Branch
California Department of Public Health

If you have any additional questions or concerns, please contact Asbury Jones at asbury.jones@cdph.ca.gov.

Motivate Your Team With a ToP Training – *by Request*



Technology of Participation (ToP) trainings teach skills and methods for effectively engaging and involving partners around common issues and projects. Available at no cost, ToP Trainings - *by Request* offer a great opportunity to bring staff and partners together for a fun day that will strengthen capacity, build morale, and gain buy-in. [Click here](#) to learn more and to submit your application.

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E-mail CASNAP-EdTraining@cdph.ca.gov with your questions.

2020 Radio Remotes Now Available!

The Radio Remote Program is back for the 2020 Healthy Victories media campaign (March – September).

Radio remotes are **free** radio station broadcasts for your community event. They run for two hours and include a DJ, speakers, lots of energetic music, and free giveaway prizes such as sports equipment and refillable water bottles. If you would rather have a bicycle or push scooter for your event, please note in the special requests section. Items provided by the radio station are subject to availability.

The radio remotes team prefers six weeks' notice before an event occurs. They can be requested at www.CalRequest.com

Remember, there is a limited quantity of radio remotes available state-wide. They are offered on a first-come-first-served basis.

Questions? Contact Elias.Muniz@cdph.ca.gov

What's New in 2020 With Healthy Victories?

Back by popular demand in 2020 the “Healthy Victories” campaign is a fully integrated social marketing campaign including television, out of home, radio, and digital ads featuring everyday Californians, who celebrate healthy victories for themselves and their families. These victories include drinking more water instead of sugary drinks, eating more fruits and vegetables, and getting more physical activity.

Click icon here to go to website:



The media campaign features ads in English and Spanish and will air March 2, 2020, through September 30, 2020. Interested individuals may view all the TV spots in our YouTube channel.

Click icon here to go to the website:



Here is a sample of the updated Healthy Victory ads:



CalFresh Healthy Living Training Resources

Check out the [training resources webpage](#) for the latest training information and calendar of scheduled events. Did you know we also offer nine by-request trainings? Check out the titles and complete the [training request form](#) if interested.

Nutrition Standards in Schools Webinar #1: School Breakfast/Lunch Program
April 8

Nutrition Standards in Schools Webinar #2: Smart Snacks/Competitive Foods
May 28

2020 Healthy Snack Day Kick Off Webinar
July 1

ToP Secrets of Implementation Training
July 21

2020 Healthy Snack Day Step-by-Step Webinar for Hosts
August 12

Program Evaluation and Reporting System (PEARS) Training
June 18
July 16
August 20

ToP Accelerated Action Planning
By LIA request to host

ToP Secrets of Implementation
By LIA request to host

Systems Approaches for Healthy Communities
Ongoing

Including People with Disabilities: Public Health Workforce Competencies
Ongoing

Online Civil Rights Training
Ongoing

CalFresh Healthy Living Training Resources (continued)

A Taste of Success: Food Tasting and Recipe Demonstrations

Ongoing

Health and Disability 101 Training for Health Department Employees

Ongoing

Breakthrough Messaging for CalFresh Healthy Living LIAs

Ongoing

Funding Corner

USDA Grant Programs

Regional Food Systems Partnership Program Grants support partnerships that connect public and private resources to plan and develop local or regional food systems. Effort is focused on building and strengthening local or regional food economy viability and resilience by alleviating unnecessary administrative and technical barriers for participating partners. For more information, go to: <https://www.ams.usda.gov/services/grants/rfsp>

Farmers Market Promotion Program Grants fund projects that develop, coordinate, and expand direct producer-to-consumer markets to help increase access to, and availability of, locally and regionally produced agricultural products by developing, coordinating, expanding, and providing outreach, training, and technical assistance to domestic farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, online sales or other direct producer-to-consumer (including direct producer-to-retail, direct producer-to-restaurant and direct producer-to-institutional marketing) market opportunities. A 25% match is required. For more information, go to: <https://www.ams.usda.gov/services/grants/fmpp>

Funders Corner (continued)

Local Food Promotion Program Grants fund projects that develop, coordinate, and expand local and regional food business enterprises that engage as intermediaries in indirect producer to consumer marketing to help increase access to and availability of locally and regionally produced agricultural products.

For more information, go to: <https://www.ams.usda.gov/services/grants/lfpp>

Applications for the 3 grants listed above are due on May 11, 2020.

The **Gus Schumacher Nutrition Incentive Program Grants** support projects to increase the purchase of fruits and vegetables among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase. The program will test strategies that could contribute to our understanding of how best to increase the purchase of fruits and vegetables by SNAP participants.

Amount of Award: Awards range from \$100,000 to \$500,000.

Who can apply: Government agencies and non-profit organizations.

Applications due: The deadline to apply is **Monday, May 18, 2020.**

For more information, go to:

<https://nifa.usda.gov/funding-opportunity/food-insecurity-nutrition-incentive-fini-grant-program>

Update on the Project Directors Meeting

The Nutrition Education and Obesity Prevention Branch (NEOPB) is exploring new ways to streamline support efforts and alleviate the number of events that require travel each federal fiscal year. In lieu of holding the Project Directors Meeting (PDM) on an annual basis, NEOPB plans to explore one or a combination of the following options:

- Holding a PDM once every 3-years to align with planning cycle.
- Exploring pre-LIAF workshop opportunities exclusively for local health departments (LHDs).
- Holding virtual meetings and collaboration hubs (statewide or regionally).

We look forward to discussing this topic and the above options at the next LHD call. In the meantime, NEOPB continues to offer a number of training and TA opportunities.

Update on the Project Directors Meeting (continued)

We encourage you to participate in the Promising Practice Exchanges (PPEs), which will be held regionally this year. PPEs have become quite popular with LHDs who can use this venue to continue networking with each other, their CalFresh Healthy Living partners, and non-funded partners. PPEs are designed by local agency representatives and, similar to the PDM, include interactive and engaging trainings, technical assistance opportunities, and showcasing of local agency work.

The [Peer Exchange Program](#) is also another way to connect with Local Implementing Agency peers to share best practices, lessons learned, and resources. These exchanges can occur either as one-to-one mentee or mentor visits (typically one full day), web-based teleconferences, or phone-based meetings.

In addition to statewide training offerings, NEOPB provides ongoing support to LHDs, such as for the Program Evaluation and Reporting System, impact outcome evaluation, and Site-Level Assessment Questionnaires; and hosts webinars to support statewide day of action efforts.