



Local Health Department

News Bulletin



Wednesday, 04/29/2020



Rethink Your Drink Day 2020 has been Cancelled Due to COVID-19

For the past two years, CDPH's CalFresh Healthy Living program has worked with hundreds of partners from across the State to host Rethink Your Drink Day community events. These events raise awareness about the health effects of sugary drinks and promote the benefits of drinking water. This year, due to the evolving COVID-19 situation, and guidance from the Governor's Office and our California Department of Public Health (CDPH) Director, Dr. Sonia Angell, we have cancelled these events scheduled for May 13.

We want to give a shout out to our many partners, including staff from local health departments, community-based organizations and schools, for their tireless efforts to inspire Californians to consume more water and fewer sugary drinks as a way to improve health. We look forward to the day when this pandemic is over so we can connect in-person with the populations we serve. Meanwhile, we continue to work toward community change that increases access to healthy beverages throughout the Golden State.

**The Online Rethink Your Drink Day
Resources Page is Live!**

Check out and download these Rethink Your Drink Day resources for your future events.

[Browse Resources](#)

Read our Rethink Your Drink Day
[Frequently Asked Questions \(FAQ\)](#)

Court Blocks Rollback of Some National School Lunch Program Standards

The federal Administrative Procedure Act (APA) requires that the public has opportunity to comment on any proposed regulations before they become final. In November 2017, USDA released an interim final rule for school meals that proposed delaying further sodium reduction for three years, continuing the whole-grain-rich waiver, and allowing flavored one percent milk to be sold. A public comment period ensued and the final rule was issued.

However, on March 13, 2020, the court ruled that APA had not been followed because the final rule differed significantly from the interim rule so the public did not have sufficient opportunity to comment. The final rule abandoned the final sodium-reduction targets and reduced the whole-grain-rich requirement from 100 to 50 percent of grains.

The court felt that there was a fundamental difference between delaying compliance standards, which indicates that school meals will still eventually meet those standards, and eliminating those standards altogether. The school meal regulations will now revert back to the previous standards.

For further information, contact Carma Okerberg at Carma.Okerberg@cdph.ca.gov.

New SNAP-Ed Guidance for Federal Fiscal Year 2021 Released

The United States Department of Agriculture, Food and Nutrition Service (FNS) has released the federal fiscal year 2021 Supplemental Nutrition Assistance Program Education (SNAP-Ed) Plan Guidance. This policy document provides guidance to States for planning and implementing SNAP-Ed. There are no policy changes in the guidance from the previous year, although FNS has edited language for selected topics based on regional coordinator and partner feedback. The guidance provides additional clarity regarding the requirement for States to consult with Indian tribal organizations, and specifies information that States will need to provide to document that consultations have occurred.

This guidance highlights State requirements and supersedes all prior SNAP-Ed Plan Guidance documents. It is available electronically [here](#). Please direct any questions to your project officer.

For additional information, contact Susan Mattingly at Susan.Mattingly@cdph.ca.gov.

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.

Trauma-Sensitive Nutrition Security and Around the Table Training Program
May 6, 7, and 8

Prevention Institute Webinar #2: System of Prevention: A Systems Approach to Promoting Equitable Health, Safety, and Wellbeing
May 21

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

Prevention Institute Webinar #3: System of Prevention: Aligning Sectors and Systems towards Equitable Health and Safety Outcomes
June 18

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

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

***Coming soon!* CalFresh Healthy Living Building Blocks for Success**

Systems Approaches for Healthy Communities
Ongoing

Including People with Disabilities: Public Health Workforce Competencies
Ongoing

CalFresh Healthy Living Training Resources (continued)

Online Civil Rights Training

Ongoing

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

Partnerships to Combat Hunger over the Summer

The Need

Every summer in Madera County, Madera Unified School District's Child Nutrition Services participates in the Summer Lunch Program (SLP) to help combat the issue of food insecurity. Approximately 150–200 Madera County youth receive free nutritious meals at local park sites. Unfortunately, the program only runs for four weeks in June. During the rest of the summer, many children throughout Madera County do not have access to healthy foods. The Madera County Cal Fresh Healthy Living (MCCFHL) program team saw the tremendous need for children to access healthy food after the SLP ended, so the team decided to fill the gap.

The Work

The MCCFHL program team determined the best way to help children in the community have access to high quality healthy food was to leverage their relationships with existing partners. They already had a great working relationship with both the City of Madera Parks and Community Services Youth Centers for over five years, and the Madera County Food Bank for four years. The team reached out to both agencies and started conversations about access to healthy food in the summer for children utilizing park and recreation services in Madera County.

Partnerships to Combat Hunger over the Summer (continued)

The team spoke with the Recreation/Community Program Coordinator for Parks and Community Services and received a favorable response. The coordinator stated that children who attend the youth centers do not have the means to spend money on snacks. The MCCFHL program team and parks staff explored the idea of starting a summer food pantry at youth center sites that are part of Madera County park and recreation services. They knew that a food pantry would certainly ease the minds of children wondering if they would eat that day.

The team also met with the executive director of the food bank to inquire whether the food bank would be interested in providing free healthy snacks to a snack bar or food pantry at the John Wells Youth Center and the Pan American Community Center. The director stated that he cares about the Madera County community, especially the children. As a result, he was supportive of creating a snack bar food pantry at the community centers.

The efforts of the MCCFHL program team and their partners resulted in approximately 300 children receiving a healthy snack throughout the summer. The Madera County Food Bank donated 200 boxes of healthy food items, including fruit and nut mix, granola bars, 100% juice pouches, vegetable chips, whole grain crackers, pretzels, dried fruit, fruit snacks, and organic cookies.

The Impact

Both the John Wells Youth and the Pan American Community centers in Madera County have food pantries that provide children with a free healthy snack. All children receive healthy snacks by simply asking for one. The food pantries usually provide access to healthy food for 25 to 75 children each day.

Sustained Success

The MCCFHL program team will maintain their partnership with both the Madera County Food Bank and the City of Madera Parks and Community Service Department, continuing efforts to sustain the snack bar food at the youth centers. The team will continue to advocate and encourage the Madera Unified School District's Child Nutrition Services Program to extend SLP's operation in Madera County to minimize the need for supplementing children's access to healthy foods. Since the MCCFHL program team serves weekly in both the youth centers, the team will monitor utilization of the snack bar and obtain feedback from children receiving healthy snacks. Overall, the partnerships will provide tremendous support to sustain this systems change.

For further information, contact Andrea Fillebrown at (559) 675-7893.

The Healthy Victories Campaign Receives Aurora's Platinum Best of Show Award!



Official Aurora Awards Winner!

The Aurora Awards recognized the Nutrition Education and Obesity Prevention Branch's (NEOPB's) quality work as the best motion media achievement in its class.

The Aurora Awards validate NEOPB's work as excellent. This commendation serves as the highest seeking endorsement available in the industry.

Aurora judges noted these best elements for the award winning media campaign:

- Well-planned out, well executed, and love the pace.
- The story is easy to understand.
- Love the bright colors and real feel.
- Totally represents Aurora quality; interesting camera moves and casting.
- Fun approach, love the use of kids who are amazing actors.

The Healthy Victories Media Campaign was the first to incorporate the CalFresh Healthy Living branding. The CDPH marketing and advertising team, in coordination with the Rescue Agency, NEOPB's subcontractor, oversaw the direction and trans-creation/adaptation of the television spots created in both Spanish and English.

To view the award winning TV spots, visit the NEOPB YouTube channel here:



For more information, contact Ignacio Romero at: Ignacio.Romero@cdph.ca.gov.