



Local Health Department

# News Bulletin



Wednesday, 06/16/2021

## California State Nutrition Action Council COVID Response Nutrition Communications Campaign (CRNCC) Toolkit

The California Department of Public Health (CDPH) is part of the California State Nutrition Action Council (SNAC). California SNAC has released a toolkit, which features materials and messaging about increasing access to and awareness of benefits/CalFresh foods. This messaging was framed around COVID-19.

You can share this toolkit with unfunded partners, who may be interested in participating in this campaign. CalFresh Healthy Living funded programs can participate within the guidelines of the Supplemental Nutrition Assistance Program-Education Guidance.

Below you will find an open invitation, developed by the California Department of Social Services and SNAC that you can share with your partners. The invitation includes information about the messaging campaign and features links to the landing page of the toolkit, a customization request form, and the SNAC email address.

### COVID Response Nutrition Communications Campaign (CRNCC) Toolkit

Even with a vaccine, the COVID pandemic continues to affect families around the state, many of whom have no idea how to reach out for help. Your support has helped many of them through the darkest days of the pandemic, but for other struggling families, the road to help is not clear.

A broad coalition of the state's leading nutrition organizations, known as the California State Nutrition Action Council (SNAC), has developed a templated messaging campaign to help Californians access food and nutrition programs and resources to stretch their food dollars and eat right when money is tight.

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## California State Nutrition Action Council COVID Response Nutrition Communications Campaign (CRNCC) Toolkit (continued)

Given the trust you have built in your community, SNAC hopes you can continue to guide and support these families by passing along the campaign messages.

Various promotional tools have been designed to complement the work that you are already doing in guiding individuals to appropriate programs and opportunities in your community. With a consistent emphasis on inclusivity and support, the materials help Californians overcome reluctance and recognize that they are not alone.

Visit [State Nutrition Action Council-SNAC \(ca.gov\)](https://www.ca.gov) to find social media posts, flyers, and testimonials that can be co-branded, customized, and ultimately plugged into your existing communication channels. Linguistic and culturally appropriate translations in Spanish, Traditional Chinese, and Vietnamese are also included. Simply select the pieces you would like to use, complete the [customization request form](#) and submit any files unique to your organization to [CaliforniaSNAC@dss.ca.gov](mailto:CaliforniaSNAC@dss.ca.gov).

The SNAC staff will work closely with you to prepare tailored digital files that you can share with your community.

Thank you for your amazing work and willingness to partner with us and SNAC in this effort. If you have any questions, please contact [CaliforniaSNAC@dss.ca.gov](mailto:CaliforniaSNAC@dss.ca.gov).

The landing page/toolkit can be found here: [SNAC - CRNCC \(ca.gov\)](#)

The SNAC staff is available to help prepare tailored digital files and to customize with logos. For help with customization, complete the [customization request form](#) and submit any files or copy unique to your organization to [CaliforniaSNAC@dss.ca.gov](mailto:CaliforniaSNAC@dss.ca.gov).

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## CalFresh Healthy Living (CFHL) Training Resources

Check out the [training resources webpage](#) for the latest training information and calendar of scheduled events.

**Nutrition Pantry Program for Implementers Training**

Jun 17<sup>th</sup> and Jul 1<sup>st</sup> (Must Attend Both Days)

**ToP Secrets of Implementation – Adapting to a Changing Environment**

Jun 21<sup>st</sup>

**ToP Accelerated Action Planning – Online**

Jul 8<sup>th</sup>

**ToP Strategic Planning – Online**

Jul 12<sup>th</sup> – Jul 16<sup>th</sup>

**Food Smarts – Waste Reduction Facilitator Training**

Jul 16<sup>th</sup>

**Feeding Hungry People via Food Recovery**

Jul 22<sup>nd</sup>

**ToP Facilitation Methods – Leadership Online Intensive**

Aug 9<sup>th</sup>

**Champion Provider Fellowship – Quarterly LHD Technical Assistance Check-In**

Aug 19<sup>th</sup>

**Champion Provider Fellowship Webinar – Structured Physical Activity (ParkRx)**

Sep 1<sup>st</sup>

### Other Available Ongoing Trainings & Resources

- A Taste of Success: Food Tasting and Recipe Demonstrations
- Breakthrough Messaging for CFHL LIAs
- CFHL – Building Blocks for Success
- Health and Disability 101 Training for Health Department Employees
- Including People with Disabilities: Public Health Workforce Competencies
- Online Civil Rights Training
- Peer Exchange Program
- Systems Approaches for Healthy Communities
- Trauma Basics and the Relationship to Nourishment
- 2020 Virtual Promising Practice Exchange – Session Recordings

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## CFHL Publications Back in Inventory on the Web Storefront!

The following CFHL materials are back in inventory on the Web Storefront:

- Healthy Snack and Beverage Cards in English and Spanish
- Asian Recipe Cookbooks in Hmong, Vietnamese and Spanish
- ReThink Your Drink Wallet Cards in English and Spanish.



**Healthy Snack Recipe Cards**



**Healthy Beverage Tip Cards**

The Beverage Tip Cards are a great resource to use in conjunction with a drink recipe demonstration. The four flavors available are Sweet, Herbal, Tangy and Tropical. A version for kids is also available. The Spanish version of the four flavors available are Dulce, Herbal, Agridulce and Tropical. A Spanish version for kids is also available.

The Snack Recipe Cards are a great resource to use in conjunction with a snack recipe demonstration. The four varieties available are Sweet, Savory, Spicy and Crunchy. There also is a Kid-Friendly Snack card. Spanish Snack Recipe Cards available include Dulce, Sabroso, Picante, Crujiente and Snacks Para Niños.



These cookbooks feature popular Asian style recipes with 25% less sodium. We have managed to keep the traditional flavors using less sodium. Eating too much sodium increases the risk of high blood pressure, heart attack and stroke.

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## CFHL Publications Back in Inventory on the Web Storefront! (continued)



### ReThink Your Drink Wallet Cards

These cards are a part of the ReThink Your Drink Program and provide tips and information in a wallet-size.

The primary goal of the program is to:

- Educate Californians about healthy drink options,
- Help identify drinks with added sugar, and
- Make the link between consumption of sugar-sweetened drinks and health risks.

In this way, the program hopes to shift consumption toward healthier, more affordable beverages, like water. At the same time, the Rethink Your Drink Program hopes to stimulate community-level partnerships and invite local environmental changes that will improve access, affordability and desirability of healthy beverages.



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