

FFY 22 relaunch of the CalFresh Healthy Living “Healthy Victories” Media Campaign



The CalFresh Healthy Living’s *Healthy Victories* advertising campaign is airing this month through September. Television, radio, and social media ads will be placed statewide in both Spanish and English. The *Healthy Victories* campaign is tailored and targeted to the CalFresh Healthy Living audiences. Ad messages promote healthy behaviors, including choosing water over sugary drinks and choosing healthier foods over less healthier options.

For questions, please contact ignacio.romero@cdph.ca.gov 

CDPH Invites You to Host a Day of Action Event




We encourage you to host a Day of Action (DoA) event to support our CFHL “*Healthy Victories*” Media Campaign relaunch.

We are excited to offer Local Implementing Agencies (LIAs) and partners another opportunity to reach our target audience by hosting a Day of Action (DoA) event. These events involve creating and sharing virtual or in-person messages such as pre-recorded videos of activities and recipe demonstrations and/or hosting live events or webinars to engage your communities in various ways, including via:

- Curbside lunch or activity packet pick-ups at schools or senior centers
- Virtual or in-person school-parent meetings, school websites, and emails sent to families
- Food retail stores, local food pantries/food distribution sites, and food banks
- WIC clinics, oral health offices and drive-through flu shot events
- Phone appointments and mailings to families and clients
- Social media messages on platforms such as Facebook, Instagram, and Twitter

Please join us this year as we continue to promote *Make Every Day Rethink Your Drink & Healthy Snack Day!* To learn more about *Days of Action*, click [here](#).


Our CFHL Public Relations (PR) team is excited to extend its support for these events to partners from across the state. This year, event hosts can download or order materials needed to support one or both event themes either virtually or in-person:

- [Make Every Day Rethink Your Drink Day](#), which promotes drinking more water and fewer sugary drinks. [Downloadable](#)
- [Make Ever Day Healthy Snack Day](#), which promotes healthy snacks. [Downloadable](#)
- Hosts choosing to incorporate both themes are encouraged to use the **Make Every Day a Healthy Victory** theme to unify messaging
- **Your authorized Web StoreFront user can order materials for Day of Action events via the online ordering system.**
- **For questions about materials, please email CDPH_NEOPB_Materials@cdph.ca.gov**
- For questions about hosting an event, please read our [Frequently Asked Questions](#) or email NEOPB_MediaPR@cdph.ca.gov 



BACK IN STOCK! Potter the Otter: A Tale About Water


The SNAP-Ed allowable version (2019) of “A Tale About Water” is back in stock and available on the Web StoreFront. The book includes a healthy beverage activity for use with young children and the current Nutrition Facts label, which points out the amount of added sugar in foods and drinks. This book continues to be a great complement to local healthy beverage work with young children, their parents, and other adult caregivers.

For more information, contact Monet Parham-Lee at monet.parham-lee@cdph.ca.gov. 

Transition Period for LHD Training & TA Support

In preparation for transitioning Statewide Training to Leah’s Pantry, the Peer Exchange Program (PEP) and Systems Approaches for Healthier Communities (SAHC) application processes were placed on hold effective August 1, 2022. Applications that were received prior to this date were processed.

In the meantime, the Local Agency Support Section will use this time to assess and reconfigure some of our services to bolster LHD-specific training and technical assistance in the new fiscal year and beyond.

Any questions regarding PEP or SAHC can be emailed to NEOPBTrainingSection@cdph.ca.gov. 



CalFresh Healthy Living Training Resources

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

Emotional First Aid

September 21 & 28, 2022


2022 CalFresh Healthy Living Forum – *Reinventing, Reimagining, and Reconnecting*

October 17-19, 2022

Garden Grove, CA



Other Available Ongoing Trainings & Resources

- A Taste of Success: Food Tasting and Recipe Demonstrations
- Breakthrough Messaging for CalFresh Healthy Living LIAs
- CalFresh Healthy Living – 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
- Trauma Basics and the Relationship to Nourishment
- 2021 Virtual Promising Practice Exchange – Session Recordings 



Updated USDA Nondiscrimination Statement Available

The United States Department of Agriculture (USDA) Food and Nutrition Service has released the latest Nondiscrimination Statement (NDS), also known as the Funder Statement, which can be downloaded from the CDPH [Communication Resource Library](#).

The NDS is available in English, Spanish, Chinese, Vietnamese and Hmong.

Below are links to USDA's guidance regarding the Funder Statement. Per the 1st bullet in the 2nd paragraph at <https://www.fns.usda.gov/cr/fns-nondiscrimination-statement>, the USDA states that "All new printing must use the 2022 NDS."

Per https://snaped.fns.usda.gov/sites/default/files/documents/FY2023_SNAPEd_PlanGuidance_AppD.pdf, USDA notes, under the heading: Nondiscrimination Statement


Use, that "Documents developed, adapted, or reprinted by State and implementing agencies receiving financial assistance from FNS must have the following shortened nondiscrimination statement: "This institution is an equal opportunity provider." The guidance at the above link also notes: "The full nondiscrimination statement provided at the end of this appendix document is rarely, if ever, required for SNAP-Ed. It is necessary to have if SNAP or other FNS program eligibility or application information is provided."

Also found under the above noted link, under **Credit**, is the USDA request that SNAP should be noted as a funding source on newly developed and reprinted materials. FNS recommends the following statements:

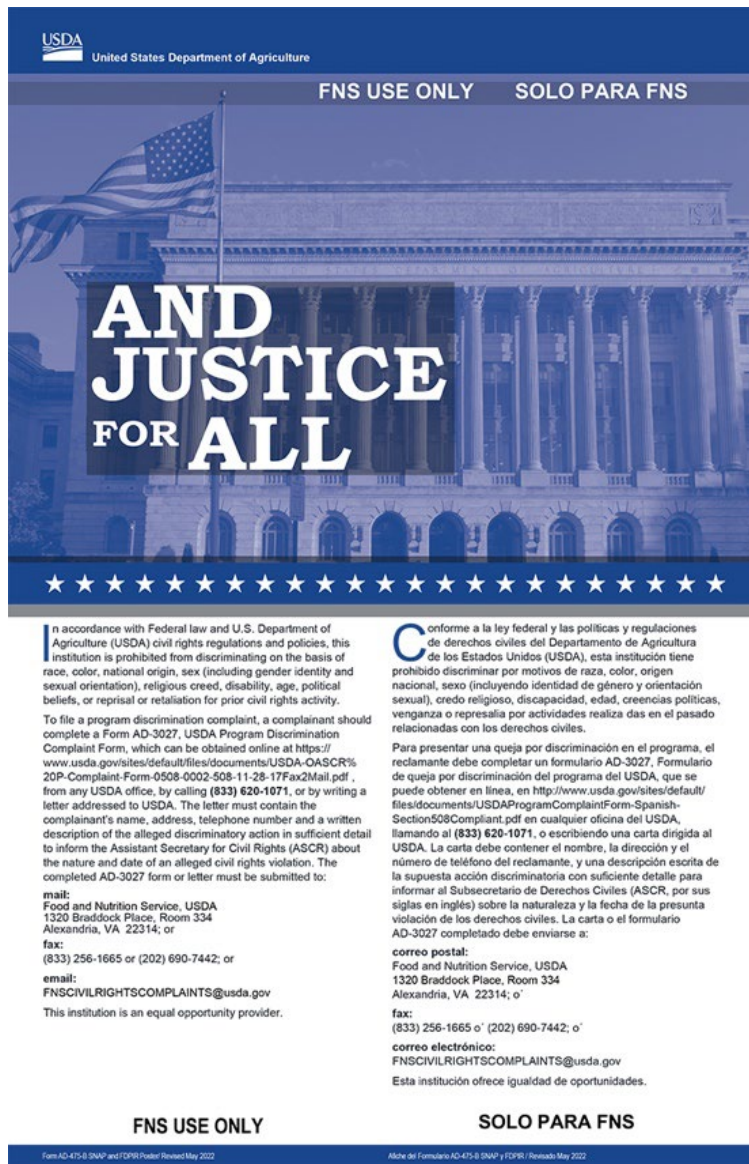
"This material was funded by the United States Department of Agriculture Supplemental Nutrition Assistance Program-- SNAP."

So, as CDPH prints new materials or reprints older materials with SNAP funds, we will note the following required sentences per USDA:

"This material was funded by the United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Program-- SNAP. This institution is an equal opportunity provider."

Local Health Departments should also use this funder statement when developing training and event fliers, etc. 

USDA “AND JUSTICE FOR ALL” Poster PDF Available



USDA’s newest “*And Justice for All*” poster is available in pdf format from [the Web StoreFront](#) and [USDA website](#).

We are currently waiting on the USDA to send hard copies of the new poster to funded agencies. NEOPB will publish an article in the LHD Connect newsletter informing all SIAs/LIAs when we receive the posters in hard copy from USDA so they can be ordered from the Web StoreFront.



school they worked for a couple of hours with the garden manager and coordinator to tend the greenhouse and container garden, plant, weed, harvest and maintain the garden. They participated in weekly healthy eating, Rethink Your Drink and active living trainings and cooking demos using CFHL approved curricula such as Nutrition to Grow On and Rethink Your Drink lessons. They participated in trips to local farms and school gardens for knowledge exchange. This year they visited Urban Tilth, a successful school/community garden, The Redwoods Senior Garden, a senior housing garden, and Sonoma Broadway Farms, a local farm. An older adult and a disabled community member joined the team in early 2021 further expanding participation in the garden.



The Impact: Results


Last summer, the youth stewards joined the summer garden program as youth leaders. Five stewards joined the garden manager and attended the annual Train the Trainer class provided by the Nutrition Wellness Program (NWP) in preparation for the summer youth program. Throughout the summer, they assisted the garden manager and NWP team to conduct the summer nutrition and garden classes and successfully helped train over 50 of their peers. The youth have become stewards of the growing garden.

Further, despite the pandemic, the garden manager created a partnership with a local church with experience building and maintaining gardens. Congregation members committed their support to expansion of the permanent garden. Last summer they completed an access ramp for older adults and disabled persons to access the garden, furthering progress towards the permanent garden.

Sustaining Success:

Throughout the pandemic, the garden team found ways to expand the garden's growth and combine nutrition education programs with policy, systems, and environmental changes. Of note:

- Recruitment and retention of four youth and two adult stewards in support of future garden sustainability
- Cultivation, and support, for youth steward leadership through training support, knowledge exchange and mentorship
- Maintenance of the summer garden and nutrition program with the assistance of youth stewards serving as leaders to their peers
- Create, and expansion of supportive partnerships resulting in the progress of garden construction

Contact Information: Elaini Negussie, (415) 473-2612. ENegussie@marincounty.org 



August “*Produce of the Month*” is -Almonds! California produces over half of the world’s almond supply. Click on the link below to see the nutritional benefits of this healthy nut.

[Almonds](#)



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