California State Nutrition Action Committee

Mission: Helping Californians reach their fullest potential across their life span through improved nutrition and quality of life.

Purpose: The California State Nutrition Action Committee (SNAC) is a partnership of USDA-funded organizations and partner organizations working collectively to improve the health of Californians, especially low-income populations.

Goal: Implement collective approaches that positively impact our target population based on pooled resources, knowledge and activities.

Reach: The United States Department of Agriculture’s investment of nearly $36 billion a year in California serves over 9 million people at nearly 37,000 sites across the state.

What Is SNAC? SNAC is a state-level collaborative with active representation from all state agencies and nonprofits that implement USDA programs. Together the SNAC partnering organizations reach underserved people throughout their life span, from pregnancy through aging, providing food benefits, nutrition education and obesity prevention services.

Partners: California Department of Social Services • California Department of Aging • California Department of Education • California Department of Food and Agriculture • California Department of Health Care Services • California Department of Public Health • Catholic Charities of California • UC CalFresh

“Coordination and collaboration is long overdue in California. It’s important to know what everyone is doing.” – SNAC member
Background: In FFY 2017, USDA required each state to establish a SNAC to align nutrition and obesity prevention activities across programs. SNACs are encouraged to use the SNAP-Ed Evaluation Framework as a tool to help plan and evaluate SNAC and state level partnerships.

Success to Date: In 2018, SNAC focused its efforts on increasing low-income shoppers’ utilization of their food and nutrition program benefits at local Farmers Markets.

Initiative Goals:
» Promote Farmers Markets as a great place to shop
» Support the health of CalFresh shoppers
» Support local farmers and economy
» Increase buying power of CalFresh shoppers

The initiative involved outreach to markets, including coordination and support from local agencies, and creation and distribution of promotional materials.

Initiative Successes:
» Fostered new partnerships
» Widespread distribution of resources
» Increase in benefits awareness

2018 Results

- 4 voucher programs promoted
- 11 markets in four targeted counties
- 4,357 promotional materials distributed
- 23,187 low-income Californians reached

This material was produced by the California Department of Social Services with funding from USDA SNAP-Ed known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663.