

Our Transformation and Work with SNAP-Ed Partners

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FANOut
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Objectives

- ★ Dairy Council of CA Transformation
- ★  Food Systems Program
- ★ SNAP-Ed Partnerships
- ★  Supporting Food Access



Dairy Council of California: Experts in Nutrition Education

Registered Dietitian Nutritionists, research specialists and education experts put the pieces together to integrate nutrition into health.



Nutrition Education Resources

Dairy Council of California's research-based print programs and online tools promote healthy behaviors throughout multiple stages in life.



Who is Dairy Council of California?

- ★ Oversight by the California Department of Food and Agriculture.
- ★ **\$6** million from California's dairy farmers and processors as a contribution to community health-*California Dairy Council Law*.
- ★ We provide expertise in the fields of health and education where nutrition education is our focus.
- ★ We have two offices throughout California with 46 staff (educators, registered dietitians and general support staff).



Tammy Anderson-Wise, CEO



Dairy Council of California

Healthy Eating Made Easier®

2013 Mission:

Educate consumers to make food choices for optimal health that match individual values. We encourage nutrient-rich foods as part of healthy eating patterns, in which milk and milk products are a cornerstone.

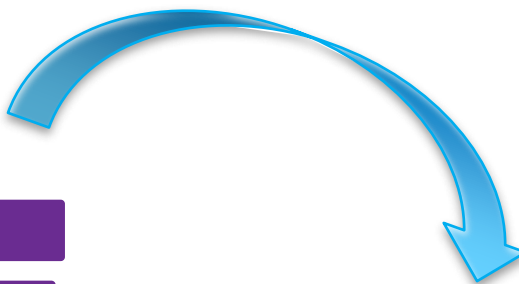


2015 Cause:

To elevate the health of children and parents in CA through the pursuit of lifelong healthy eating habits.



Past 20+ Years



School Programs

2 Supervisors

13 CNAs

Adult Programs

5 Project Managers

As of July 2015

Community Health and
School Environment Programs

Community
Health
Program

School
Nutrition
Program

Food
Systems
Program

Mobile Dairy
Classroom
Program

12 CNAs

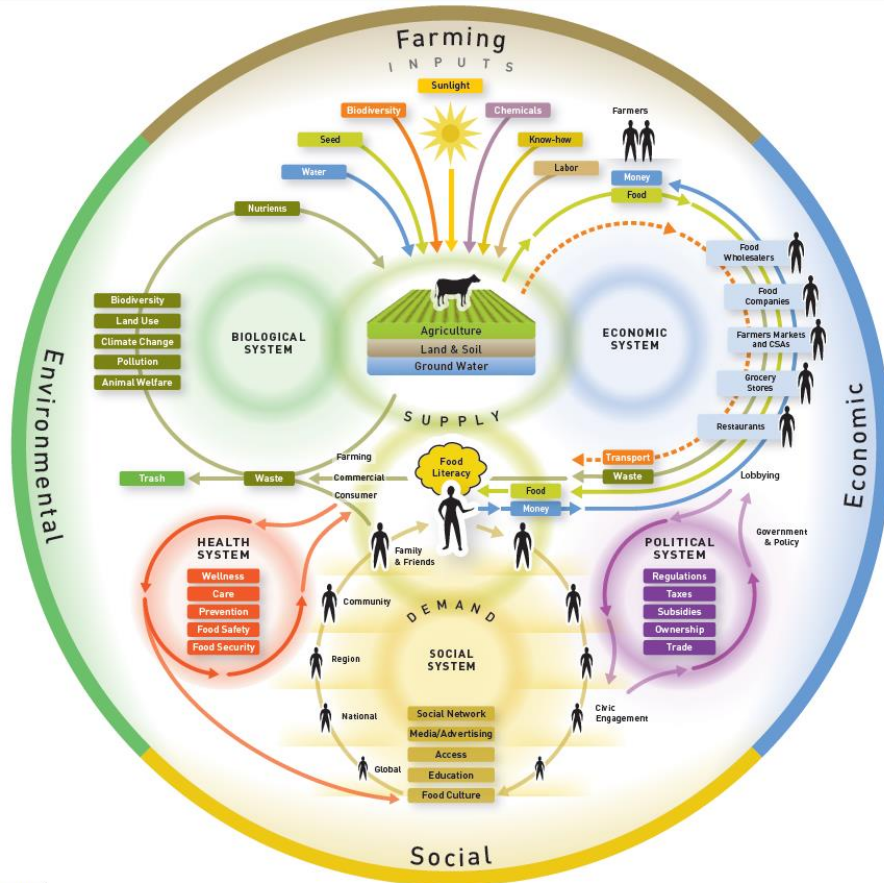
3 Project Managers



Food Systems



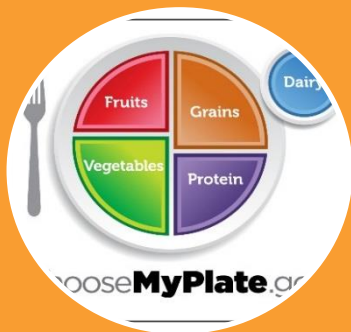
To participate in prioritized activities and partnerships that impact both state and local community food systems to support access to healthy foods and beverages.



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Systems Behavior Change



Nutrition Education

50,000 Classroom Curriculum

>3,000 Teacher & School Food Service Trained

200 Parent Education



Local School Wellness Policy

60 Committees



Cafeteria

145 schools SLM Technical Advising

400,000 students
Mobil Dairy Classroom

Community Partnerships





Partnership Overview

#HealthyStudents

For the 2015-2016 school year, Dairy Council of California and the California School-Based Health Alliance (CSHA) have partnered to bring nutrition education, tools, resources and support to school-based health centers (SBHCs) throughout California.



SNAP-Ed Partnerships

State

- ★ CA LSWP Collaborative
- ★ SLM of California Collaborative
- ★ ECE Workgroup

Regional

- ★ UCCE
- ★ 24 CNAPs
- ★ 8 Food Policy Councils



Goal: 10% increase State-wide



FREE LUNCH ALL SUMMER LONG!

**Text FOOD (for English) or
COMIDA (para Español)**
to **877-877** for a location near you.

Summer Meal Programs are
open to all youth 18 and under
– no paperwork required.

*(Add Your
Logo Here)*

Healthy Eating Made Easier!



www.HealthyEating.org

Conferences and Events: Building Awareness





5,731,740 CALIFORNIANS **NEW!**
Experience Food Insecurity

Chronic Disease
disproportionately affects low income and underserved communities.

> 3 MILLION
California school children benefit from free or reduced school lunches, where:

 **Milk provides**
3 out of 4 nutrients of public health concern.
Milk + Dairy Foods
Provide health benefits like lowering diabetes risk, cardiovascular disease, metabolic syndrome and obesity.

For kids 2 - 18, milk contributes ...

Calcium	38%
Vitamin D	69%
Vitamin A	28%
Vitamin B12	25%
Riboflavin	24%
Potassium	22%
Phosphorus	21%
Magnesium	16%
Protein	13%

MILK MAKES GOOD CENTS
At about 25¢ per eight ounce serving, milk delivers an irreplaceable package of nutrients.

for just 7% total calories consumed in a day



HealthyEating.org

Highgrove Elementary Kids Produce Market



*“Now I know what
it is like to be rich!”*



- Kindergarten-6th Grade students
- Kids Produce Market Program is supported by enthusiastic parent volunteers
- School provides tables and chairs, volunteers
- Feeding America staff set up, distribute the produce, tear down.



The Great American
MILK DRIVE

NEW!

You're giving free milk?
I LOVE milk!

Voucher Distribution



On average, clients receive the equivalent of less than 1 gallon per person per year.

FEEDING AMERICA
RIVERSIDE | SAN BERNARDINO

FORMERLY
Second Harvest
Food Bank
Feeding the Inland Empire



Stay Connected: Nutrition Connections Newsletter



mobile lifestyles. This issue of *Health Connections* looks at how professionals can help clients use snacking occasions as opportunities to improve overall nutrient intakes and meet nutrition

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from Occasional to Ubiquitous
to Opportune

As recently as [30 years ago](#), most adults snacked only once a day or not at all. Now both the number of adults snacking and the number of snacks eaten have increased. Two-thirds of adults snack 2 or more times a day, and some report consuming 4 or more snacks daily.

According to market research, more than a third of [millennials reported](#) snacking more compared to a year ago, with 26- to 30-year-olds indicating 3 or more snacking occasions per day. Snacking [by teens](#) has also increased, with 83 percent of adolescents eating at least one snack on any given day. [Children consume](#) about 3 snacks per day, comprising more than 27 percent of their calories and consisting mostly of desserts and sweetened beverages.

Percentages of adults age 20 years and over consuming specified number of snacks in a day, 1977-78 and 2007-2008.

NUMBER OF SNACKS IN A DAY	1977-1978 (%)	2007-2008 (%)
0	41	10
1	32	25
2	16	26
3	7	21
4+	5	18

categories through packaging, portion size or type of ingredients.

Interview with Keith-Thomas Ayoob, EdD, RD, FAND.

Schools and Snacking

[Smart Snacks in School](#) nutrition standards require dairy, vegetables, fruits, whole grains and protein sources and set specific limits on calories, fats, sugar and sodium. Smart Snacks in School sets limits on what can be sold through school vending machines, a la carte lunch lines, student stores and fundraising events. These limits do not apply to foods brought from home as bagged lunches or for birthday parties, off-campus



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HealthyEating.org

