# Placer County CNAP

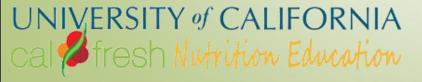
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AGENCY ON AGING AREA 4



# Objectives

- Provide an overview of the development of Placer County's CNAP and SNAP-Ed Coordinating Council
- Share details about current evaluation efforts in Placer County
- 3. Describe some additional opportunities

# CNAP in Placer County: Past and Present



# The Beginning of CNAP

- Isolated efforts
- Limited partners
- Created plan for some activities that had no resources

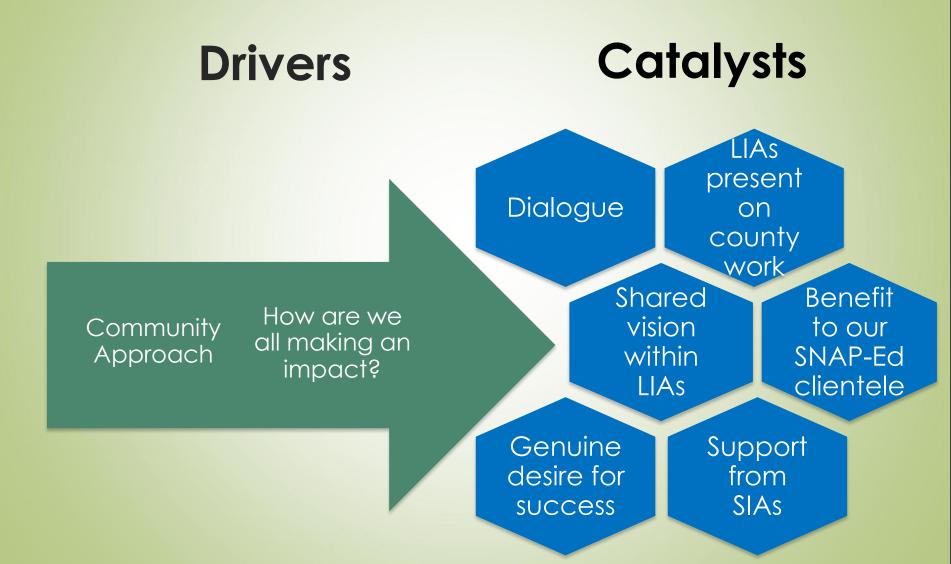


# The Beginning of CNAP

- Reach out to more partners at various levels within the community
- Added two new LIAs in 2016
- Placer Snap-Ed Coordinating Council



### **Drivers and Catalysts for CNAP and PSCC**



Developed by Placer County Local Implementing Agencies: Health Education Council (NEOP), UC Cooperative Extension, Public Health Institute, and Area 4 Agency on Aging. Evaluation and Planning Facilitation by Ellis Planning Associates and based on a logic model designed by Matson Research.

**Goal & Context Strategies** Short-TermOutcomes IntermediateOutcomes Long-TermOutcomes\*

#### GOAL

#### Decrease ronic

disease,sp offically throughæduction

in obesity

"Maketh healthy choicet reasy cho ice"

#### Context

- Focusonlow resource residents ofallagesator below185% federal poverty level
- Neighborhoods definedby
- CX<sup>3</sup> Mixedrural, suburban,and urbancommunity
- Pocketsofpoverty

within an overall affluent county

#### PSE

- Organizational SystemsChange
- EBTatFarmers Markets
- School&Community Gardens

#### **Nutrition Ed/PA Promotion**

- Indirect(e.g.cooking demonstrations, healthy beverages promotion)
- Direct
- **Events**

#### Media/Social Media/PR

- Outreach
- Branding/PR
- Training/Technical

Assistance CNAPandother partners

#### Coordination & Collaboration

- **CNAP**

- Organizationalpartners(e.g. CalFRESH, sub-grantees, CBOs, childcaresites, eligible schoolsites,etc.)implement internalsystemschanges
- IncreasedEBTusageat farmesmarkets
- Increasenumbersoffarmers markets acceptingEBT
- · Increasednumberofaardens Increasedreachtoeligible
- established or supported
- #classes/workshopsprovided
- #individualsreached
- #educationalmaterials disseminated
- #residentsparticipatingin events
- #outreachmaterials.social mediahits. pressreleases,etc.
- #mediaimpressions
- #partnerstrainedtoprovide nutrition educationand physicalactivitypromotion
- #newandengagedpartners
- # attendees at collaborative meetings (including Name of Coll. and CNAP)
- Establishedsharedvisionand goals

- Increasedpurchaseoffruits and vegetablesatfarmers markets
- Increased healthy food access in target population
- Increased numbers of target population involved in school and community gardens
- populations that have been historically underserved
- Increasedenjoymentof healthyeating andphysical activity
- Increasedknowledgeof healthveating andphysical activity
- Increasedsharedresources among PlacerSNAP-Ed partners
- \*Aspirational-not

measured

Increased community

Increased numbersof

effortsis sustainable

weight range

normsthat supporthealthy

eatingand physicalactivity

targetpopulation inhealthy

Community engagementin

chronicdisease prevention

#### Intermediate-Long-Term Outcomes

- Increasedphysicalactivity bytarget population
- Increasedconsumption of waterby targetpopulation
- Reducedconsumption of sugarsweetenedbeverages bytarget populations
- Increasedconsumption of fruits and veggiesbytarget population

#### AcronymKey

CBOs:Community-based organizations CNAP: County NutritionAction Plan EBT Flectronic BenefitsTransfer PA: PhysicalActivity PR: PublicRelations PSE: Policy, Systems and **Environmental Change** 

DRAFT10/21/15

### Present

- Quarterly CNAP Meetings
- More than 50 partners, about 25 actively involved
- Secured grant to support farmers' market EBT implementation, goal of CNAP



# **Moving Forward**

- Engage more
   stakeholders not directly
   involved with nutrition and
   PA in the County
- Engage farmers, WIC staff, teachers, schools and principals

### Contact Information

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