

# REDUCING BARRIERS TO COLLABORATION

Wednesday, September 3, 2014



# Sutter County



- **95,800 population (37<sup>th</sup> largest of 58 counties)**
- **Two incorporated cities, Yuba City and Live Oak**
- **Primarily agricultural**
- **30% Hispanic**
- **16% East Indian**

# CalFresh in Sutter County



- **17.6% unemployment rate**
- **Approximately 12,600 CalFresh recipients**
- **Approximately \$1.5 million redeemed MONTHLY at local grocery stores**
- **10 unhealthy food outlets to 1 supermarket**
- **4 identified food deserts**

# SNAP-Ed CWD and LHD



## Nutrition Educators are:

- Located at CalFresh office and Public Health
- Programs under one supervisor
- Culturally & linguistically competent
- Keep leadership informed

### Sutter County SNAP-Ed Achievements 10/1/12-9/30/13

#### County Welfare Department (CWD)

- 472 CalFresh eligible/participants (exceeding the goal of 200) through direct nutrition education classes of 60 to 90 minutes at sites such as CalWORKS employment classes, probation OneStop job training site.
- 4039 CalFresh eligible/participants (exceeding the goal of 550) through indirect nutrition education (less than a 15 minute interaction) at events such as Recovery Happens, Cinco de Mayo and Multi-National Health Fair.
- 2400 CalFresh participants/eligibles received the "Eating Healthy on a Budget" packet in addition to a brief nutrition intervention. The packets include a cook book and information such as "10 Tips to Eating Healthy on a Budget" and "Food Assistance Programs in Sutter County". These packets have been positively received in particular, resources for food assistance.
- Marketing good health-colorful banners encouraging "Make Half Your Plate Foods and Vegetables." & "rethink Your Drink" are prominently displayed throughout Sutter County:
  - o Social Services & Welfare Division
  - o Mahaj Plaza public housing
  - o Luther Elementary School
  - o Gleaner distribution warehouse
  - o Sutter County Library
  - o Richland public housing
  - o St. Isidore's church



#### Local Health Department (LHD)

- 549 SNAP-Ed participants (exceeding the goal of 500) received nutrition education in 49 classes 60 to 90 minutes at sites such as CalWORKS employment classes, probation OneStop job training site.
- 4282 SNAP-Ed participants (exceeding the goal of 1,000) received nutrition education at community events such as Recovery Happens, Cinco de Mayo and Multi-National Health Fair.
- "Go for H2O", MyPlate, posters and no-cost physical activity locations were distributed to CNAP partners such as FQHCs, YCUSD schools and Public Housing sites.
- Public Housing walking group formed and is currently working on drafting, approving and implementing "healthy meeting guidelines".



# Congressmen Garamendi



# Partnering with LHD



# Marketing good health

Make half your plate fruits and vegetables.

- Live Oak City Hall
- Library
- Faith based
- Convenience stores
- CalFresh offices
- FQHC's
- Agri-business
- Food banks
- Schools

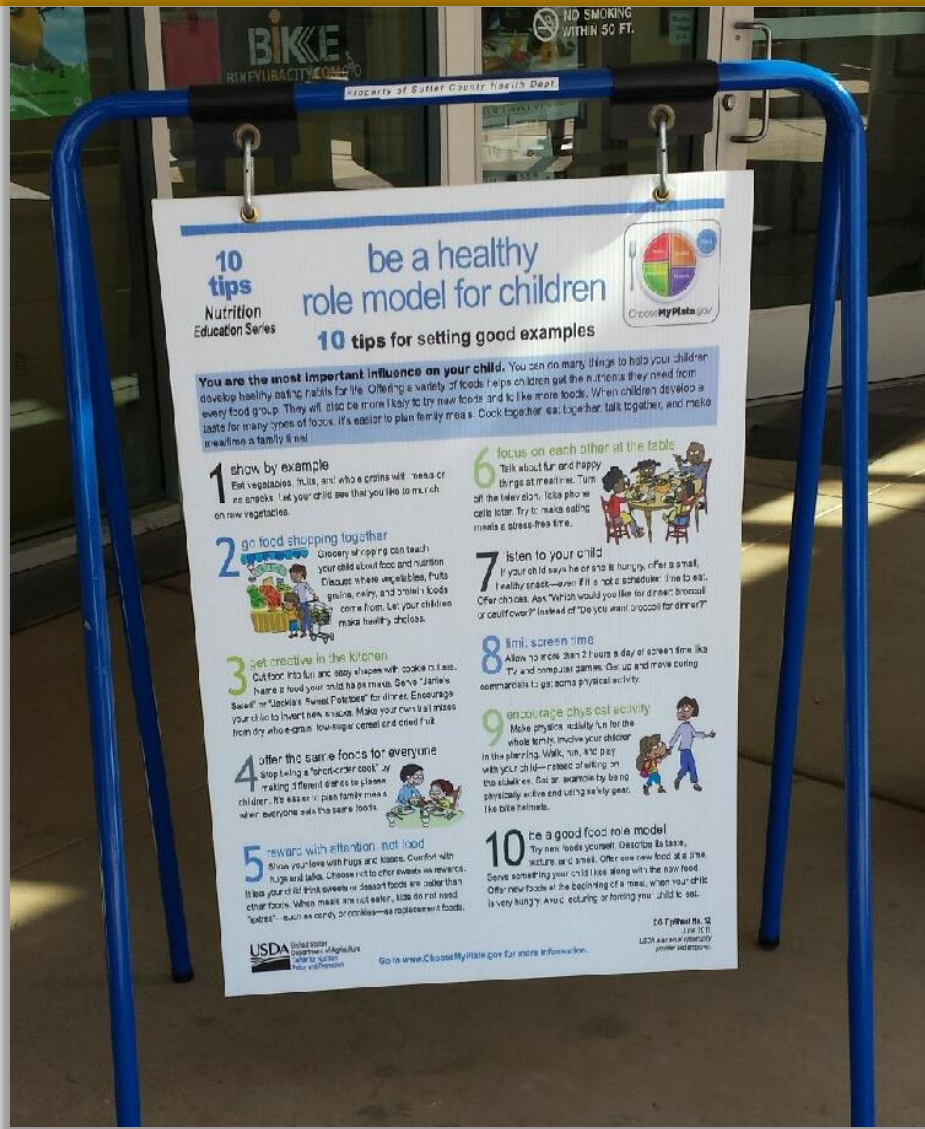
Haga que la mitad de su plato consista en frutas y vegetales.



"This material was funded by USDA's Supplemental Nutrition Assistance Program—SNAP."



# Marketing Good Health



10 tips  
Nutrition  
Education Series

## be a healthy role model for children

10 tips for setting good examples

**You are the most important influence on your child.** You can do many things to help your children develop healthy eating habits for life. Offering a variety of foods helps children get the nutrients they need from every food group. They will start to more likely try new foods and to like more foods. When children develop a taste for many types of foods, it's easier to plan family meals. Cook together, eat together, talk together, and make breakfast a family meal.

**1 show by example**  
Eat vegetables, fruits, and whole grains with meals or as snacks. Let your child see that you like to munch on new vegetables.

**2 go food shopping together**  
Children of every age can teach your child about food and nutrition. Discuss where vegetables, fruits, grains, dairy, and other foods come from. Let your children make healthy choices.

**3 get creative in the kitchen**  
Outdoor fun and easy shapes with cookie cutters. Name a food your child has to miss. Serve "Jarvis Sausage" or "Jackie's Peanut Butter" for dinner. Encourage yourself to invent new snacks. Make your own nut mixes from dry whole grains, low-sugar cereal and dried fruit.

**4 offer the same foods for everyone**  
Stop buying a "fortified" cookie or making 3 different meals to please children. It's easier to plan family meals when everyone eats the same foods.

**5 reward with attention, not food**  
Show your love with hugs and kisses. Comfort with hugs and talks. Choose not to offer rewards as rewards. It has your child think sweets or snack foods are better than other foods. When meals are not eaten, kids do not need "treats" such as candy or cookies—as replacements for food.

**6 focus on each other at the table**  
Talk about fun and happy things at mealtimes. Turn off the television, take phone calls later. Try to make eating meals a stress-free time.

**7 listen to your child**  
If your child says he or she is hungry, offer a small, healthy snack—even if it's not a scheduled time to eat. Offer choices. Ask "Which would you like for dinner: broccoli or cauliflower?" Instead of "Do you want broccoli for dinner?"

**8 limit screen time**  
Allow no more than 2 hours a day of screen time like TV and computer games. Get up and move during commercials to get some physical activity.

**9 encourage physical activity**  
Make physical activity fun for the whole family. Involve your children in the planning. Walk, run, and play with your child—instead of sitting on the sidelines. Set an example by being physically active during everyday life activities.

**10 be a good food role model**  
Try new foods yourself. Describe to family, friends, or a friend. Offer new foods at a meal. Serve something your child has along with the new food. Offer new foods at the beginning of a meal, when your child is very hungry. Avoid eating or forcing your child to eat.

USDA United States Department of Agriculture  
Center for Nutrition Policy and Promotion

Go to [www.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov) for more information.

50 T11611 No. 12  
July 2011  
Look for more information  
on our website.



# “Veggie Van” -Mobile Billboard



# Partnering with the Downtown Business Association



# Partnering with worksites



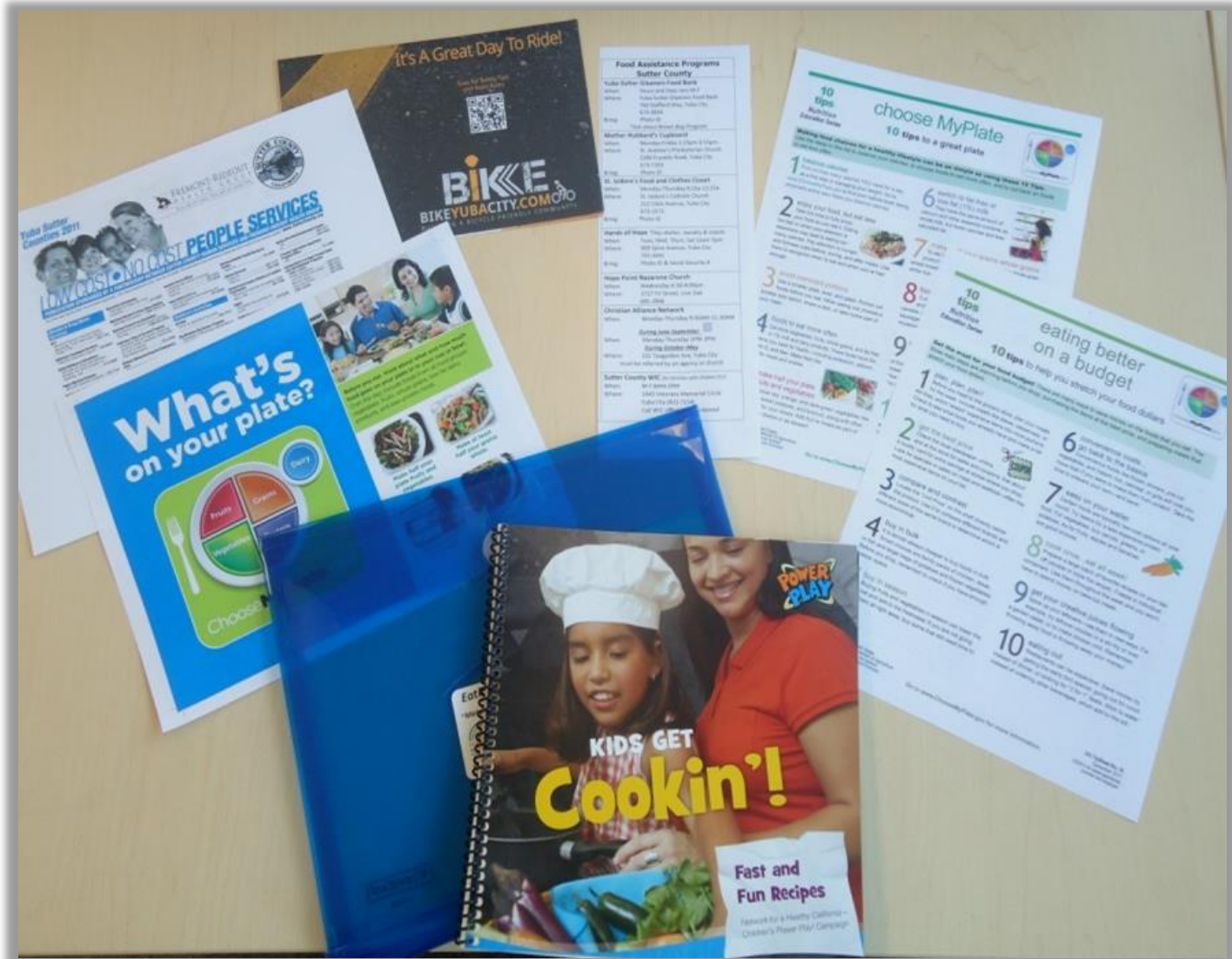
# Partnering with food pantries



# Partnering with YS Food Bank



# Partnering with health care providers



# Partnering with law enforcement



# Healthy Stores for a Healthy Community



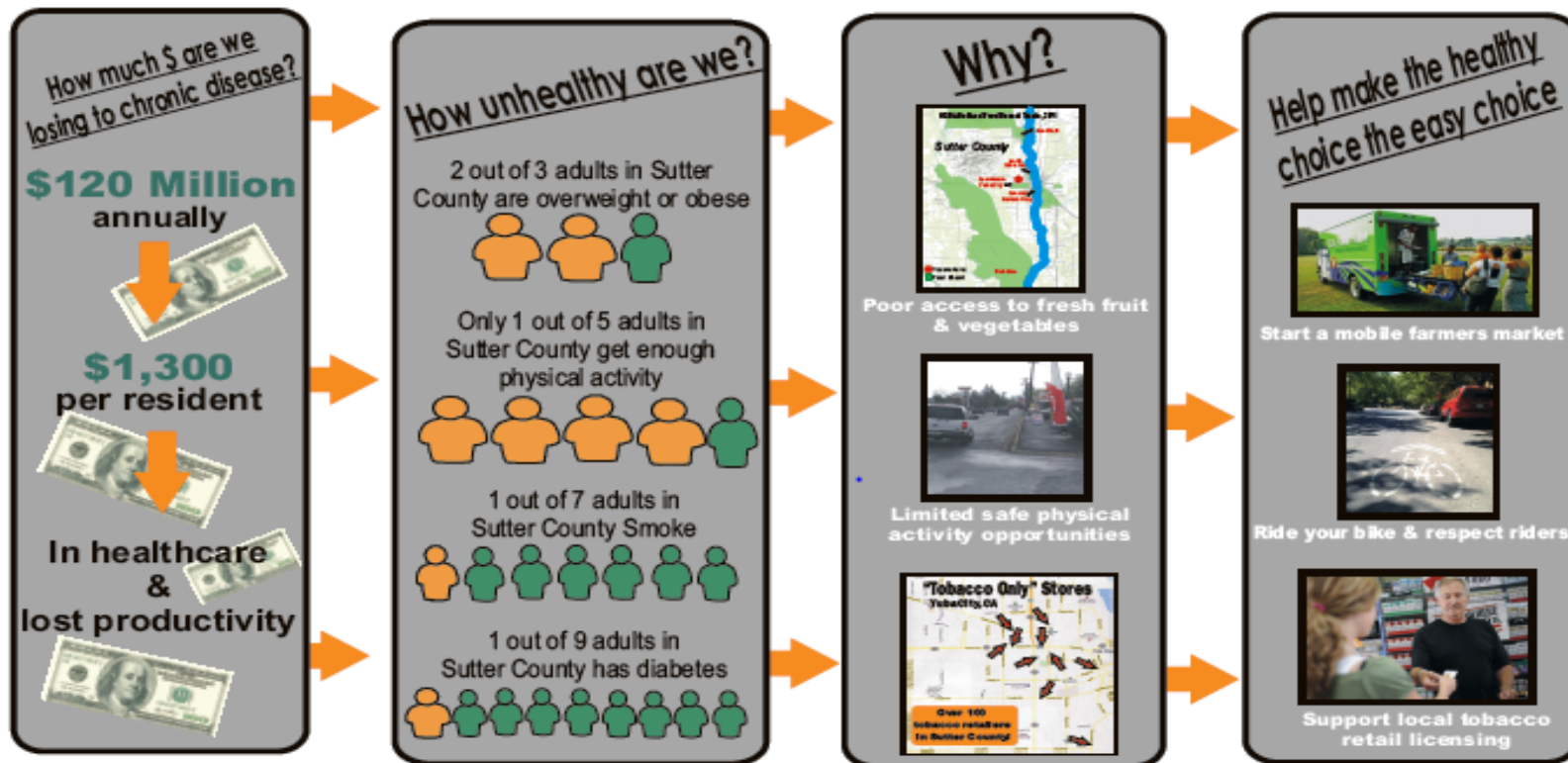
*“To improve the health of Californians through changes to the retail environment.”*



# Using local CX3 data

## Creating a Healthier Sutter

*Eat Better, Move More, Stay Away from Tobacco*



# Partnering with corner stores



***In collaboration with SNAP-Ed, Tobacco & AOD partners***

# What are your questions?

