

CAN-Act Communicator

Do you have comments on the content or format? Suggestions, links, calendar events, horns to toot? If so, contact your Board member or halley@can-act.net, newsletter editor, and we'll put it in our next issue.



ENACT 2010 Agenda AB 27095 Education:

Would increase the flexibility of joint use policies and would require more moderate to vigorous activity during PE courses.

AB 2147 Safe Routes to School: Would increase the scope of "Safe Routes to School" construction to specifically consider disadvantaged communities.

AB 2084 Child Care Nutrition: Would remove sweetened beverages, limit juice to one serving of 100% juice a day, serve only 1% or nonfat milk, and ensure access to water.

AB 537 EBT Access at Farmer's Markets: Would augment the number of authorized organizations redeeming EBT (Electronic Benefits Transfer) at certified farmers markets.

SB 1210 Sweetened Beverage Tax: Would introduce a tax on sweetened beverages, funding a newly created Childhood Obesity Fund.

Association Updates

CAN-Act seeking stakeholder input—CAN-Act is organizing a stakeholder meeting to talk about the future of SNAP-Ed programs. CAN-Act Board members and state leadership from the Network and DSS will be invited. Board reps will be talking with projects in their regions to get your input before May 21, so speak up!

Share your successes! CAN-Act produced a "Success Stories" brief about a year or two ago, and is working on another edition. We've received a few stories to date, but want to hear from more of you. If you'd like to be included in this publication, email your story and contact information to melody@can-act.net.

California Association of Nutrition & Activity Programs

Volume 2, Issue 3



CAN-Act is gearing up to offer leadership training—everyone wants to run great programs—effortlessly! OK, so this training won't make your work effortless, but it will provide a valuable skill building opportunity. Look for details in upcoming newsletters.

In this issue:

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- ENACT Leg. Agenda (p1)
- News—less soda in schools (p2), USDA programs helping families to make better food choices (p2), CPHA sponsors bill to tax sweetened beverages
- Calendar (p3)
- Network quarterly teleconference notes (p3-5)

Spotlight: SNAP-Ed in Child Nutrition Reauthorization

As many of you have heard by now, there are provisions in the Senate Agriculture Committee's "Healthy, Hunger-Free Kids Act of 2010," or child nutrition reauthorization that will make significant changes to SNAP-Ed (Supplemental Nutrition Assistance Program Nutrition Education, formerly FSNE). Much of these provisions appear to be derived from the Farm Bill Report language CAN-Act helped get passed in 2008. Here are the changes and what they mean to you in a nutshell:

- Changes the program from "federal financial participation" or "match" to the Nutrition Education and Obesity Prevention Grant program
- ⇒ Should provide some relief to the administrative burden and relax time logging requirements

- Caps the funding for this program at current spending levels of \$375million annually with annual adjustments for inflation and in 2014, begins a process of reallocation between states based on food stamp participation
- ⇒ CA would get a larger amount of funding for a few years, then funding would begin to contract around 2015; by 2018, CA would get about \$85 million (compared to about \$110million currently)
- Expands the types of allowable activities by requiring consultation with the Centers for Disease Control and Prevention in identifying evidence based approaches, and further specifies that funds can be used for individual nutrition education (e.g., what folks do currently) as well as "comprehensive, multi-level interventions at (>p.2)

Spotlight (cont)

(from page 1) multiple, complementary institutional and organizational levels” and “community and public health approaches to improve nutrition.”

- ⇒ Should expand allowable activities to include working on systems and environmental changes, school wellness policy efforts, and more direct obesity prevention efforts
- Eligible audiences include SNAP participants and people eligible for free/reduced school meals and WIC, low income communities, and “such other low income individuals as determined to be eligible by the Secretary”
- ⇒ Focus remains on low-income populations, but appears to give the Secre-

tary of Agriculture some discretion in defining “low-income.” Our hope is that it will provide some relief in the census tract turmoil under which SNAP-Ed currently operates

Although CAN-Act’s Board would like to have the administrative relief and expansion of allowable activities without a funding cap that will reduce CA’s nutrition education funds over time, that’s unlikely to happen, so the decision was to take part in shaping the outcome in a way that will best support local programs, and to that end, CAN-Act submitted a sign-on letter. We’ll also seek a few small changes in the House version where possible, and keep working toward positive change. **Stay tuned for further actions you can take!**

In the News

Beverage Industry Delivers on Commitment to Remove Regular



Soft Drinks in Schools, Driving 88% Decline in Calories

NEW YORK – America’s leading beverage companies have delivered on a three-year commitment with the Alliance for a Healthier Generation, a joint initiative of the American Heart Association and the William J. Clinton Foundation, to remove full-calorie soft drinks from schools across the country and replace them with lower-calorie, smaller-portion beverages. As a result of the landmark agreement there has been an 88 percent reduction in calories from beverages shipped to schools since 2004. Read more [here](#).

More News: Nutrition Education and Promotion: The Role of FNS in Helping Low Income Families Make Healthier Eating and Lifestyle Choices

A REPORT TO CONGRESS MARCH 2010

This report responds to the charge in the explanatory statement of Chairman Obey, entered into the Congressional Record February 23, 2009, regarding the request from Congress in the conference report for the Omnibus Appropriations Act, 2009 (Public Law 111–8). The conference report included the following directive:

The Food and Nutrition Service is directed to provide a report to the Committee evaluating the impact that nutrition education is having on preventing obesity and improving the likelihood that eligible low-income people will make healthy food choices within a limited budget.

The report shall include: which programs this nutrition education is funded through; how much was provided in fiscal years (FYs) 2007 and 2008 for each program, and a description of all guidance materials and policy documents that were developed with this funding in FYs 2007 and 2008.

The Department of Agriculture (USDA) shares the Committee’s interest in ensuring that nutrition education and promotion funded by the Food and Nutrition Service (FNS) helps participants make healthy food and lifestyle choices. Nutrition assistance programs and the nutrition education that often accompany

them, provide millions of Americans with access to healthy, nourishing food, and to the tools, skills and information needed to help them and their families make healthy choices every day.

Read the full report [here](#).



Still More News...

CCPHA sponsoring legislation to tax sweetened beverages

The California Center for Public Health Advocacy is sponsoring AB 1210 (Perez) to create a tax of \$.01 per tsp of sweeteners in beverages sold in CA (= about 8¢ per 12oz can or 12¢ per 20oz bottle). The released results of a poll by Field Research Corp which indicated that 56% of those CA voters support such a tax to fund childhood obesity programs. Support was strong in population centers including San Diego and Orange counties

as well as among low income and Latino voters.

The journal *Health Affairs* recently published a study indicating that modest taxes on sweetened drinks don't do much to curb consumption. Although the proposed tax may not reduce consumption initially, the creation of a fund to address childhood obesity is likely to have a significant impact.

You can track the status of this bill at leginfo.ca.gov. As an individual, you can also take action to support the bill by contacting your assembly and/or senate member.



Calendar

May 6 Regional Networks Project Directors monthly teleconference

May 11 CAN-Act Regional Meeting, Redding

May 18 "Art of Training" one day training, Oakland
joe.prickitt@phd.sccgov.org.

May 26 Network Statewide Collaborative, Sacramento

June 10 Network Brand Training (3 hours), Southern CA

June 15 School Based Learning Forum, Los Angeles County Office of Education

June 17 CAN-Act Regional Meeting, San Bernardino

Notes from the Network's March Quarterly Call

Disclaimer: CAN-Act takes notes during the Network's quarterly call as a service to its membership. State Network staff do not review nor approve these; inaccuracies are the responsibility of CAN-Act staff. Please check with your PM/CM or the staff person listed with the agenda item if you have questions about the content.

General Questions:

sara.metzger@cdph.ca.gov

ANNOUNCEMENTS & UPDATES:

Contract execution status

gilda.carpenter@cdph.ca.gov

Over the past year, challenge in executing LIA and other contracts for state funds. CMU was audited last year which resulted in changing contract models, further resulting in necessary modifications to some Network contracts and thus processing delays. Also learned recently that there was an Executive Order requiring that H1N1 related contracts were to be given priority; result was that other contracts were essentially put on hold. Gilda is

committed to getting contracts executed as soon as she can, and apologizes that she didn't have this information to give folks sooner.

Fit Business Award

Jacqueline.Chun@cdph.ca.gov

Leah.cox@wellnesstaskforce.yahoocom – small business cost to apply is \$35, large business is \$50

New Media Campaign – “What’s harder?”

Mary.rousseve@cdph.ca.gov

New ads are being released as well as an ad-buy schedule. Questions to be directed to Mary.

National Public Health Week

Rebecca.larson@cdph.ca.gov

CA's theme will be “. Have invited Gov & first lady and star from “Biggest Loser” and will be honoring champion moms.

Network Statewide Collaborative (NSC) – May 26 & Nov 4, 2010, Sacramento

STATE AND FEDERAL UPDATE (20 MINUTES)

ARRA terri.stratton@cdph.ca.gov CDPH submitted proposals under “state supplemental” funding – CA received non-competitive application to address obesity, nutrition, PA, and tobacco. Other funding in this “pot” was for county health departments; announcement has been delayed to mid-March.

Legislation

About 4000 bills introduced; 2nd year of 2-year session. Some bills have carried over from last year. At Gov's summit, he highlighted several priority areas; one of these is a sugar-sweetened beverage tax. Flores is carrying this bill – SB 1012? Funds, as bill is written, would go specifically to childhood obesity prevention. Other bills of possible interest are a couple of food stamp bills and one to get EBT into more farmers' markets. (continues page 4)

Network Quarterly Teleconference Notes (cont)

(continued from page 3)

ASSNA & 2011 Guidance

susan.foerster@cdph.ca.gov

ASNNA (Association of State Nutrition Network Administrators) meets annually in the winter – biggest meeting ever because Cooperative Extension folks joined. Speaking at the meeting were Undersecretary Kevin Concannon, Deputy Julie Paradis, and a number of folks from the SNAP program.

Among the themes at the meeting were the request for guidance changes through a series of policy memos for 2010, and more comprehensive changes to the 2011 guidance. ASNNA has been getting push back on these requests, and there were questions as to why given the Administration's interest in this area as evidenced by the Obesity Task Force and the First Lady's *Let's Move* campaign.

US Concannon "Your issues were never more important than they are today." President's first year has been a Chaucerian tale – many, many important issues converging at once: retailers concerned about poor food stamp participation, military concerned about poor physical health of recruits, ARRA monies needing to be distributed, H1N1, etc. He moved on to food stamp participation, and singled out CA and a few other very poor performing states, and mentioned that this is mystifying given the great participation in WIC. Expressed commitment to nutrition education, but asked why only 2% of Americans follow Dietary Guidelines? Talked about limiting food choices in food stamps, but said that preferred model is nut ed to shape food choices.

Questions asked – shouldn't SNAP-ed be working under the areas outlined in Let's Move and won't guidance changes be required to do this? His answer was "yes, but" and mentioned concerns about "goal displacement" – a reference to the need to make sure that SNAP-Ed stays focused on food stamp eligibles. Julie Paradis asked how accountability for successful utilization of SNAP-Ed funds if strategies were broadened. This gives us a place to begin working from. Karen Walker reiterated the concern over OMB report that there is no clear indicators of SNAP-Ed success – OMB has received evaluation reports recently, however. Ms. Walker also mentioned that the days of one-on-one nutrition education are near an end particularly given the changing face of food stamp users (e.g., a lot of working poor who aren't spending a lot of time in public service offices).

USDA talked about movement toward multi-year plans, but how this will work will be left to the regions. States in Western Region began talking about what a "template" for multi-year plans should look like. Karen also mentioned that she thought SNAP-Ed plans should start looking more like food stamp plan or child nutrition plans, which are more of a check-off model, and a system where plans are in "binders", and guidance changes are added to just the sections that are affected. Meanwhile, the 2011 guidance has been issued, and disappointingly, none of the changes ASNNA has been working toward were included.

Finally, saw the USDA's EARS

report which resulted in a sort of "profile" on areas such as where funding is spent, topics covered, demographics of people served, etc. Idea is that they will also produce state summaries for every state, which assumably would be posted to SNAP-Ed Connections web site. There was general agreement that even with all of this, EARS is not evaluation.

NERI - kristy.garcia@cdph.ca.gov

Contractors can order cloth items with embroidery. Still some confusion about what can be purchased – cloth items embroidered such as t-shirts, tote bags, caps, etc. Can contain no vinyl, no screen printing, no ink. Must of course still meet the \$4.00 limit.

Issued and invitation to bid for purchasing t-shirts, aprons, caps; will be re-released hopefully by late March. Items will be made available through on-line system hopefully by late summer.

HOTM UPDATE

katharina.streng@cdph.ca.gov

Development of new items: 10 of 11 new elements are posted to web-site; various Spanish elements still being finalized. Updated botanical images and nutrition facts are posted; some consumer newsletters have been updated.

For fall of 2010, in process of making revisions to some of the existing elements. Will update some content and will update nutrition facts based on new F&V recommendations.

Sierra Cascade created "Farmer of the Month" project – series of DVDs, these will be posted to HOTM website; Gina Sims mentioned having some copies of DVDs available. (continues page 5)

Network Quarterly Teleconference Notes (cont)

(continued from p. 4)

EARS AND EVALUATION -

Sharon Sugerman

sharon.sugerman@cdph.ca.gov

EARS: 120 or more folks attended one of the EARS ATF webinars. Based on feedback, have planned some regional in-person trainings (see email announcement). Thought projects would have individualized ATFs by now, but still working out formulas. Good news is that there will be fewer fields that you'll need to use than the first iteration of the EARS ATF had. Sharon is confident that projects will do there best with the forms. Statewide evaluation: From 1997 to 2007, we saw an increase in % of CA adults who reported eating 5+ servings of FV from just over 30% to just over 50%, and # servings went from 3.8 to 5.2 servings. This information is contained in a report within the Network's progress report (FY 09) to the USDA – it's available on the Network CDPH website. http://www.cdph.ca.gov/programs/cpns/Documents/SNAPed_FinalReport09.pdf Impact Evaluation: consumption data collected from multiple thousands of children.

RECIPE GUIDELINES AND NUTRITION GLOSSARY MANUAL

melanie.hall@cdph.ca.gov

The Recipe Guidelines Manual was developed by *Network* state staff to help contractors apply Fruits & Veggies—More Matters™ standards to recipes they use for allowable food demonstrations and materials that carry the *Network* logo. The Guidelines manual contains:

- The Recipe Criteria which serve as the foundation for the *Network's* recipe standards
- Guidelines on how to write a clear, concise recipe for low-

literacy audiences.

- Guidelines on how to determine if a recipe meets the Recipe Criteria.
- Suggestions on how to modify a recipe that does not meet the Recipe Criteria.
- Background information on the development process of current and future *Network* cookbooks and recipes
- Forms necessary to submit a new recipe for *Network* approval.

QUESTIONS & ANSWERS

Q: any part of the ENACT day for Apr 20 *Network* allowable?

A: Not on *Network* time or funding.

Q: In past Matthew Marsom used to generate a list of NuPA bills – still happening?

A: Yes. *Network* will circulate.

Q: Re: contract executions: can you elaborate on whether a particular contract has been executed and a way to for contractors to track this, and will there be a delay in invoice payment as a result of the delay?

A: about 5 contracts are slated to go over to DGS today, contractors can contact CM to get status of their contract. Not heard anything about cash flow delays to date this year, but about this time last year, invoice processing was slow as a result of state budget problem. As soon as contractor has signed contract, they can submit invoice. 23 of 47 contracts have been executed, these can submit invoices.

Q: Having hard time meeting state share due to various layoffs, and looking at discontinuing or scaling back contract. What is *Network* doing to help in this area – look-

or liberalizing sources, and how common is this problem?

A: Operations Subcommittee will be looking at this issue, and will have a couple of forums where both impacted and non-impacted programs are sharing best practices, etc. Also, many folks don't know that they can collect state share from non-profits, and we're only doing SNAP-Ed in about half of the eligible schools. Might want to contact county offices of ed, United Way, and others.

F/U Q: problem is that about staff are spending half their time following up on state share documentation – any work toward reducing this?

A: States have been telling USDA admin needs to be streamlined, but have been short on specific suggestions. Contractors who have ideas about this should give those to their PM or CM.

Q: Are ATF trainings just for coordinators, or can anyone who fills out ATF attend?

A: Anyone who fills out ATF can attend, but only one computer per project – so projects can send several to cluster around one computer.

California Association of Nutrition & Activity Programs

1107 9th Street, #625
Sacramento, CA 95814
(916) 448-2280

melody@can-act.net
halley@can-act.net

Our mission is to support healthy eating and active living in low-income communities through provider leadership, client empowerment, and vigorous support for better SNAP nutrition education.