

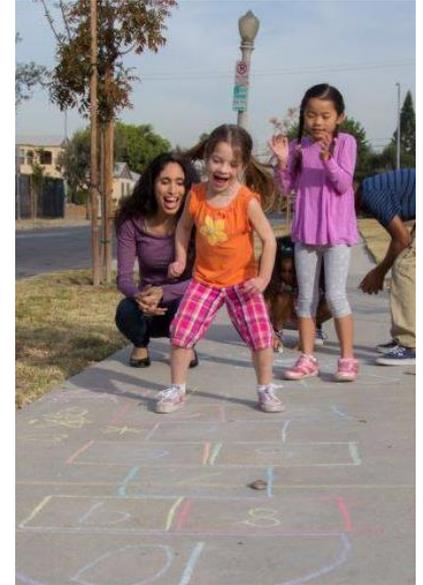
# Welcome



## CHAMPION PROVIDER FELLOWSHIP



# Advancing Healthy Change: 20 Years and Beyond



# CDPH SNAP-Ed: 1996 – 2016

1997 1998 1999 2000 2001 2002 2003 2004 2005 2006



96-97 97-98 98-99 99-00 00-01 01-02 02-03 03-04 04-05 05-06

**SNAP-Ed**  
California



2007 2008 2009 2010 2011 2012 2013 2014 2015 2016



06-07 07-08 08-09 09-10 10-11 11-12 12-13 13-14 14-15 15-16

# The Work



## Education

Increase knowledge and skills of healthy lifestyles



## Media & Messaging

Provide tools, resources, and campaigns that promote healthy eating and active living



## Partnerships

Encourage partnerships between local players in support of shared goals



## Capacity Building

Advance local priorities through training and support to local partners and clients



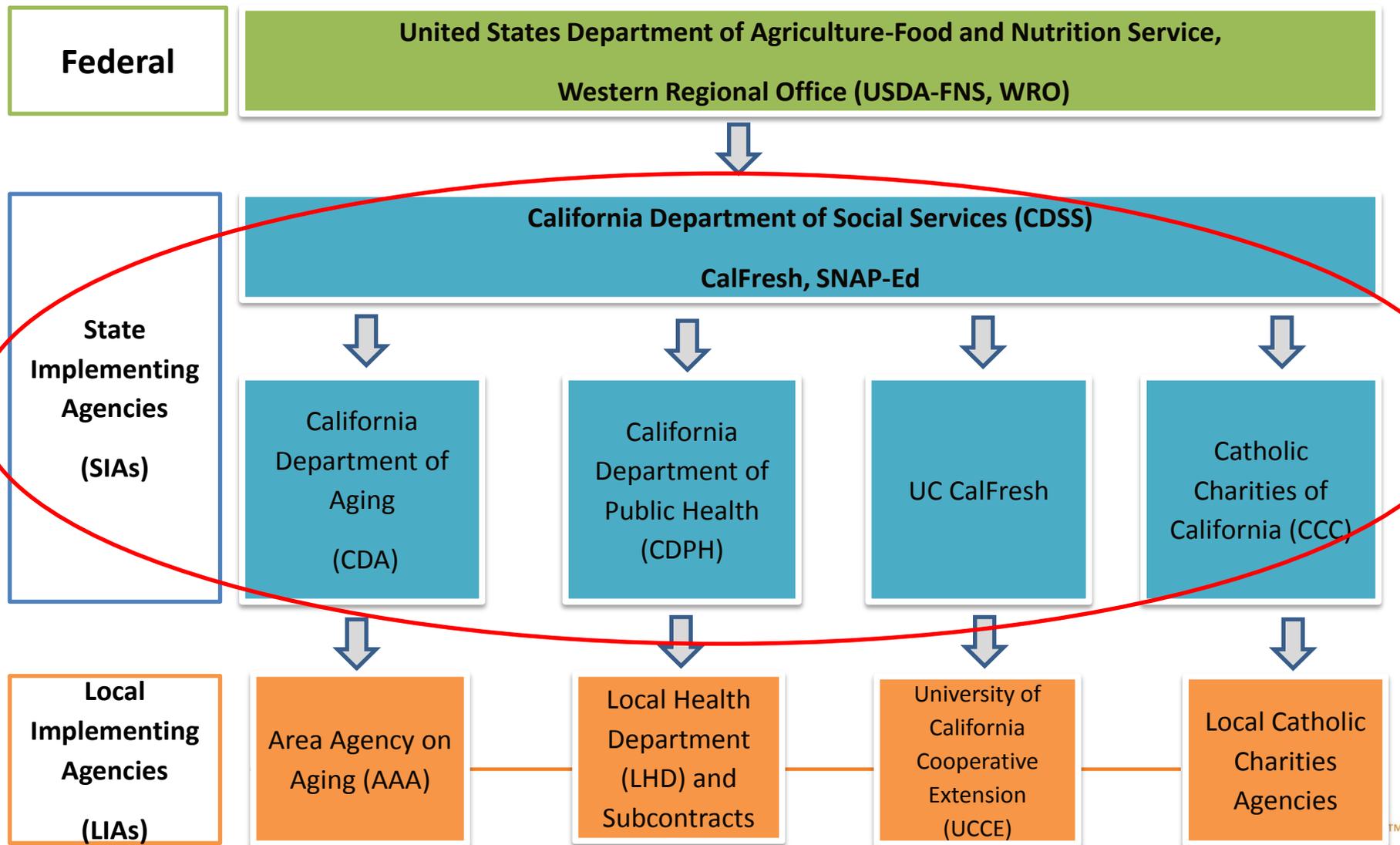
# Collaboration Continuum

- Network
  - Exchange information
- Coordinate
  - Exchange info and harmonize activities
- Cooperate
  - Exchange info and harmonize activities and share resources
- Collaborate
  - Exchange info and harmonize activities and share resources and enhance partner's capacity

Concepts from Collaboration for Change: Definitions, Models, Roles and a Collaboration Process Guide



# Leveraging State Leadership

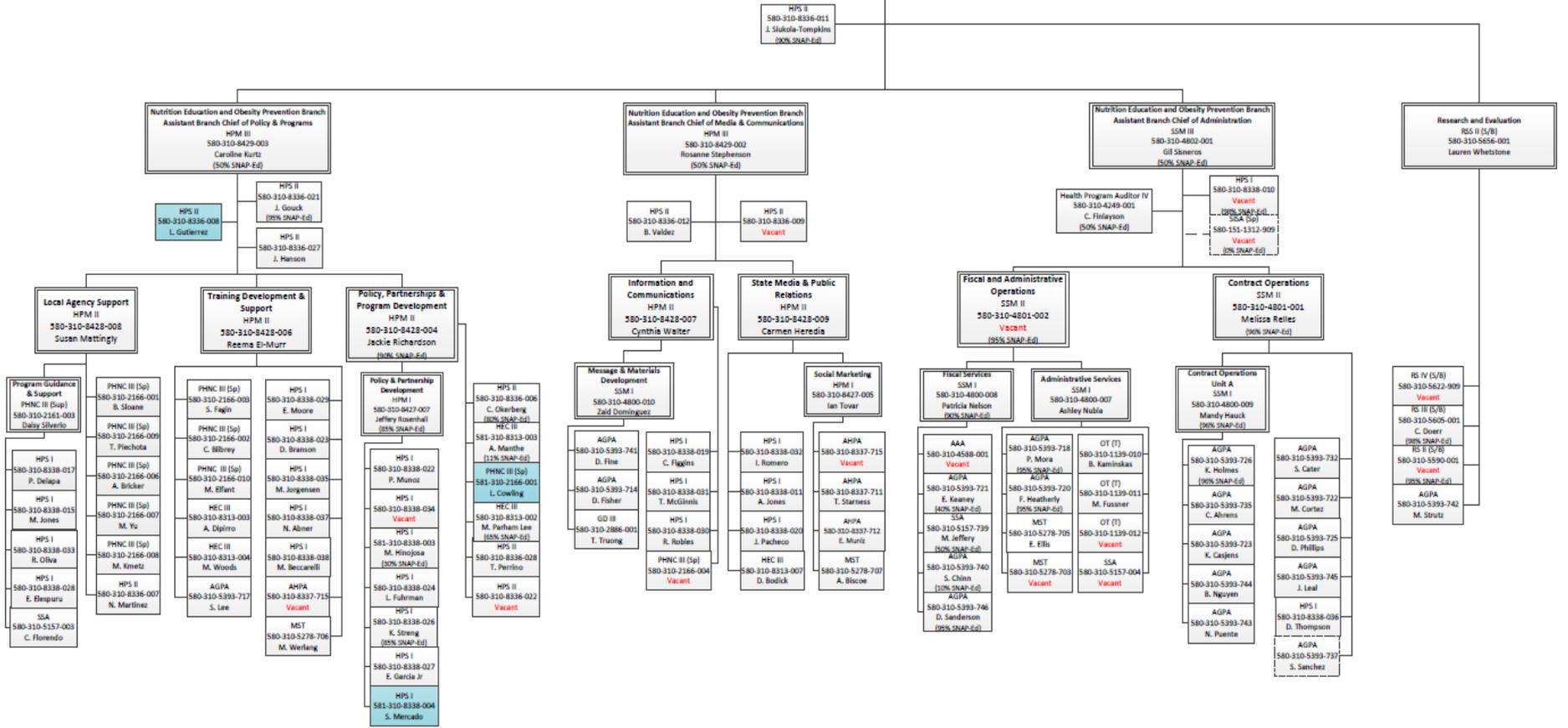


# Functionally organized to support



California Department of Public Health  
**Center for Chronic Disease Prevention and Health Promotion**  
 Chronic Disease and Injury Control  
 Nutrition Education and Obesity Prevention Branch (NEOPB)

**Nutrition Education and Obesity Prevention Branch**  
 Branch Chief  
 HPM III **Vacant**  
 580-310-8429-909  
 Gil Sinerenos (Acting)  
 (50% SNAP-Ed)



**Legend**  
 SNAP-Ed Funded Position  
 Non-SNAP-Ed Funded Position



# Nutrition Education and Obesity Prevention Branch



**Partnerships**

**Statewide Evaluation**

**Statewide Media Campaign**

**60 Local Health Departments**

- Informing Decision makers
- Changing Organizational Practices
- Fostering Coalitions and Networks
- Engaging Peers and Leaders
- Delivering Awareness and Education

CA Conference of Local Health Officers  
County Health Executive Association of CA  
CA Conference of Local Health Department Nutritionists

Local Health Departments and Advisory Groups

Subcontractors— schools, community and faith-based organizations

**State Support to Local Health Departments**  
Materials, Policy Development, Training/Technical Assistance, and Coordination

# FFY 2017-2019 SNAP-Ed Plan

## Advancing SNAP-Ed in California

### State-Level Activities

### SIA and LIA Support

- State Implementing Agency Workgroups
- Evaluation
- Program and Partnership Development
- LHD TA
- Statewide Training and Technical Assistance
- Materials
- State Media and Public Relat





Nutrition Education and Obesity Prevention Branch  
**STRATEGIC FRAMEWORK**  
2017 - 2019



# Vision

*Well-nourished, physically active Californians, living in healthy communities*





Nutrition Education and Obesity Prevention Branch  
**STRATEGIC FRAMEWORK**  
2017 - 2019



# Mission

*Through statewide, regional, and local partnerships, programs, and policy initiatives NEOPB promotes healthy eating, physical activity, and food security with an emphasis in communities with the greatest health disparities*



**FOOD & BEVERAGE**



**FOOD SECURITY**



**PHYSICAL ACTIVITY**

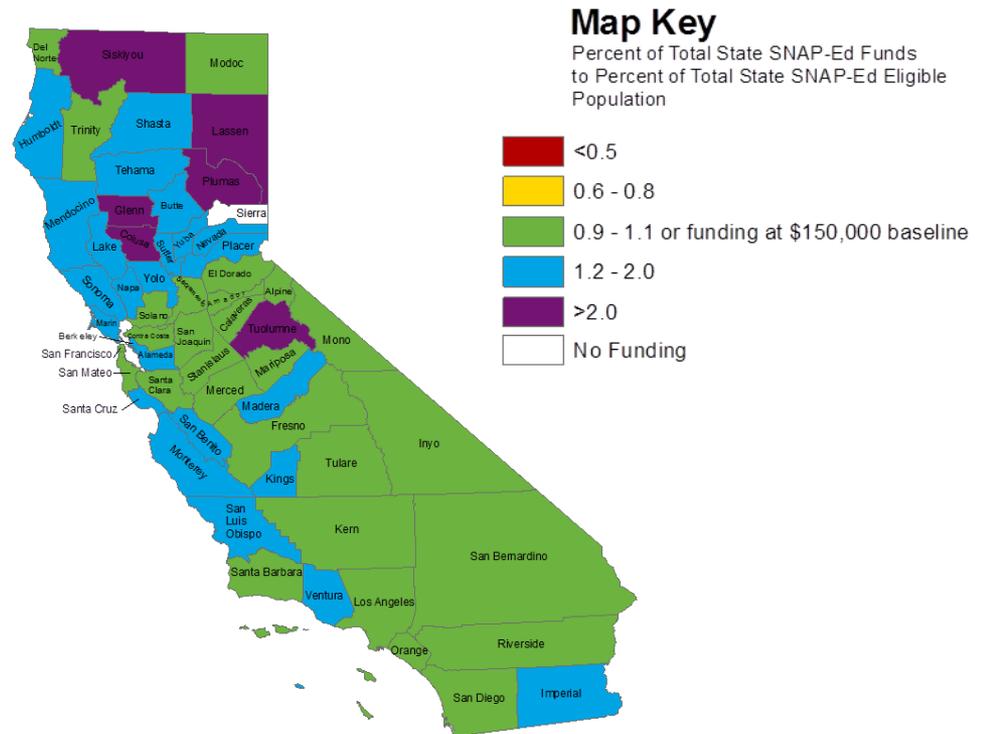


# CDPH SNAP-Ed Support

CDPH FFY 2012-2013 SNAP-Ed Funds



CDPH FFY 2017 SNAP-Ed Funds



# CDPH Portfolios – LIVE, LEARN, SHOP, WORK

## LIVE

## LEARN-A

## LEARN-B

## SHOP

## WORK

### Core Settings

- Community Organizations
- Places of Worship
- Public Housing
- SNAP Offices

### Audience

- Age 18+ years

### Core Settings

- Preschools
- Child Care Sites

### Audience

- Age 0-5 years

### Core Settings

- Schools
- K-12

### Audience

- Age 6-17 years

### Core Setting

- Retail Outlets

### Audience

- Age 18+ years

### Core Setting

- Worksites with low-wage workers

### Audience

- Age 18+ years

# Place-Based Movement



# Leveraging Local Leadership

- State guided and locally implemented
- Distribute funds based on target population
- Geographic equity/population-based funding
- Subcontracting with community-based organizations
- Support localized obesity prevention partnerships to coordinate community change interventions





**HELP**

**SUPPORT**

**ADVICE**

**GUIDANCE**

**ASSISTANCE**

# Informed by Evidence Base



Source: Emotive Brand

- **Assessing local communities**
- **Creating functional tools**
- **Research partners**

# Leveraging Partners

- **Beyond the obvious**
- **Beyond our comfort zones**

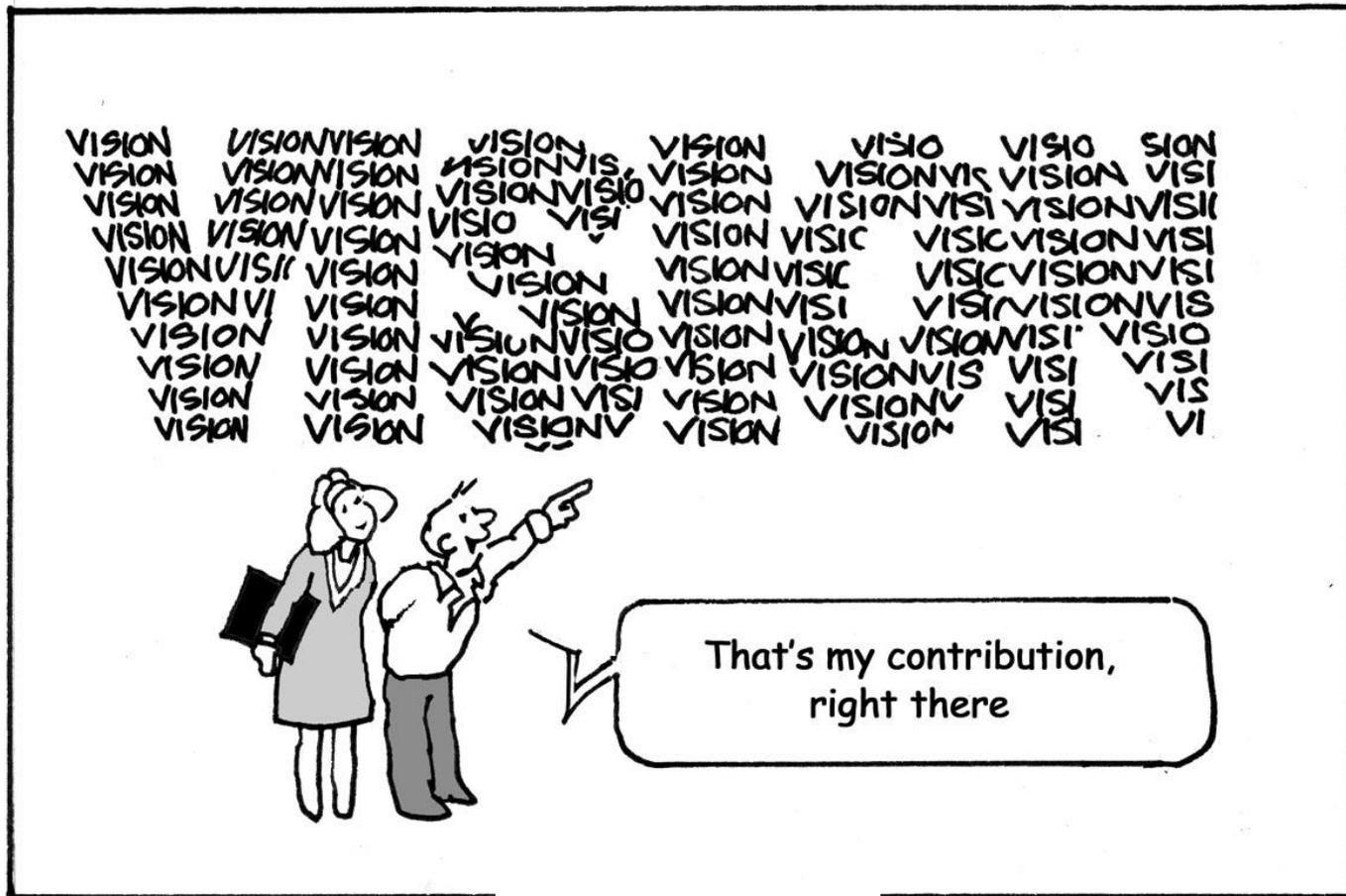


Source: Bishopart

# Ideas that Spread, Win - Seth Godin



# Establish A Shared Vision



# Adapt to Emerging Opportunities

If you want something in your life you've never had,  
you'll have to do something, you've never done.

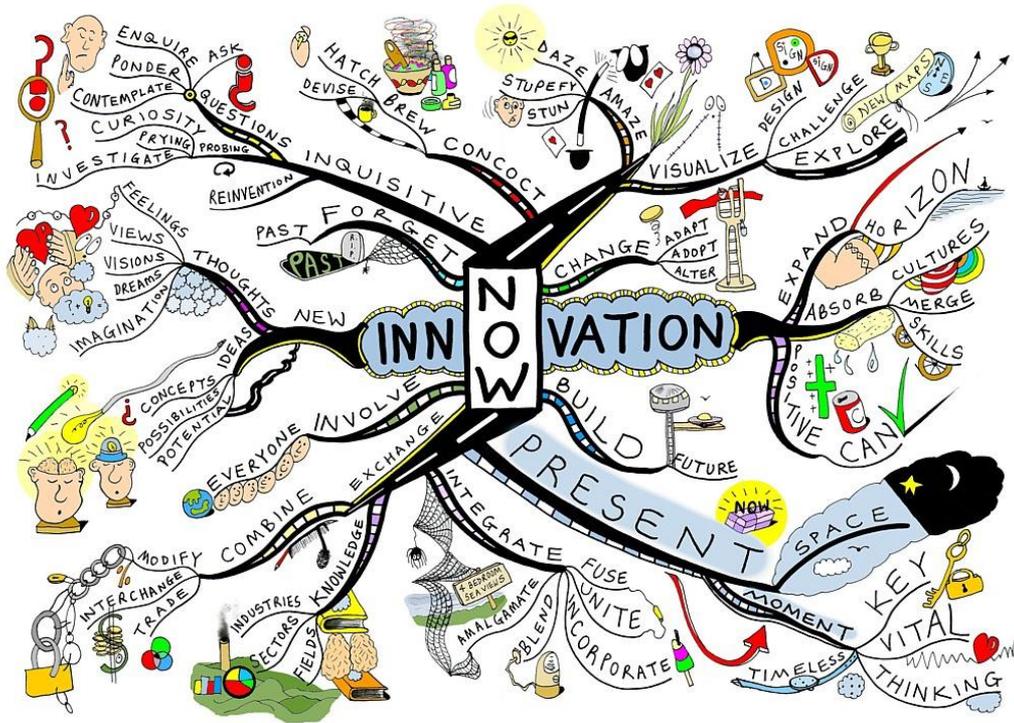
~ JD Houston



# Borrow from Others and then Build



# Areas of Innovation

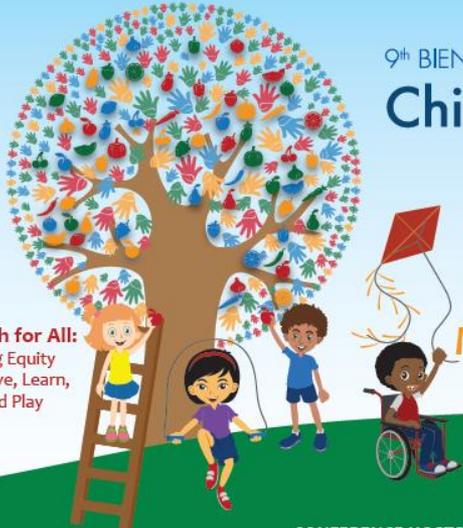


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- Health Equity
- Retail Sector
- Healthcare
- Communitywide Strategies

# 2017 Childhood Obesity Conference

The Nation's Premier Conference on Childhood Obesity!



9<sup>th</sup> BIENNIAL  
**Childhood Obesity  
Conference**

**SAVE THE DATE!**  
May 30 – June 2, 2017  
San Diego, CA

**Good Health for All:**  
Addressing Equity  
where we Live, Learn,  
Work, and Play

[www.ChildhoodObesity2017.com](http://www.ChildhoodObesity2017.com)

**CONFERENCE HOSTS**  
California Department of Public Health • California Department of Education • Nutrition Policy Institute,  
UC Agriculture and Natural Resources • The California Endowment • Kaiser Permanente



# Looking Towards the Future

