

**EFNEP Adult  
Education  
Call  
August 5<sup>th</sup>,  
2019**



# Rural Areas in California



## Background

- 94% of California's population live in urban areas, while just 6% of the population (1.8 million) live in rural areas.
- A substantially higher number are employed in agriculture, forestry, fishing, hunting and mining (6.0% compared to 1.9%).
- Families in rural areas have a lower median household income (\$36,582 compared to \$47,493).
- Although incomes are lower, the percentage of families with incomes below the poverty level is the same as urban areas.

# California

## Three rural definitions based on Census Places

### ★ Counties with EFNEP

Rural locations are those outside Census Places with a population...

...greater than or equal to 2,500

Outside Census Places  $\geq$  2,500 people

...greater than or equal to 10,000

Outside Census Places  $\geq$  2,500 people

Census Places: 2,500 - 9,999

...greater than or equal to 50,000

Outside Census Places  $\geq$  2,500 people

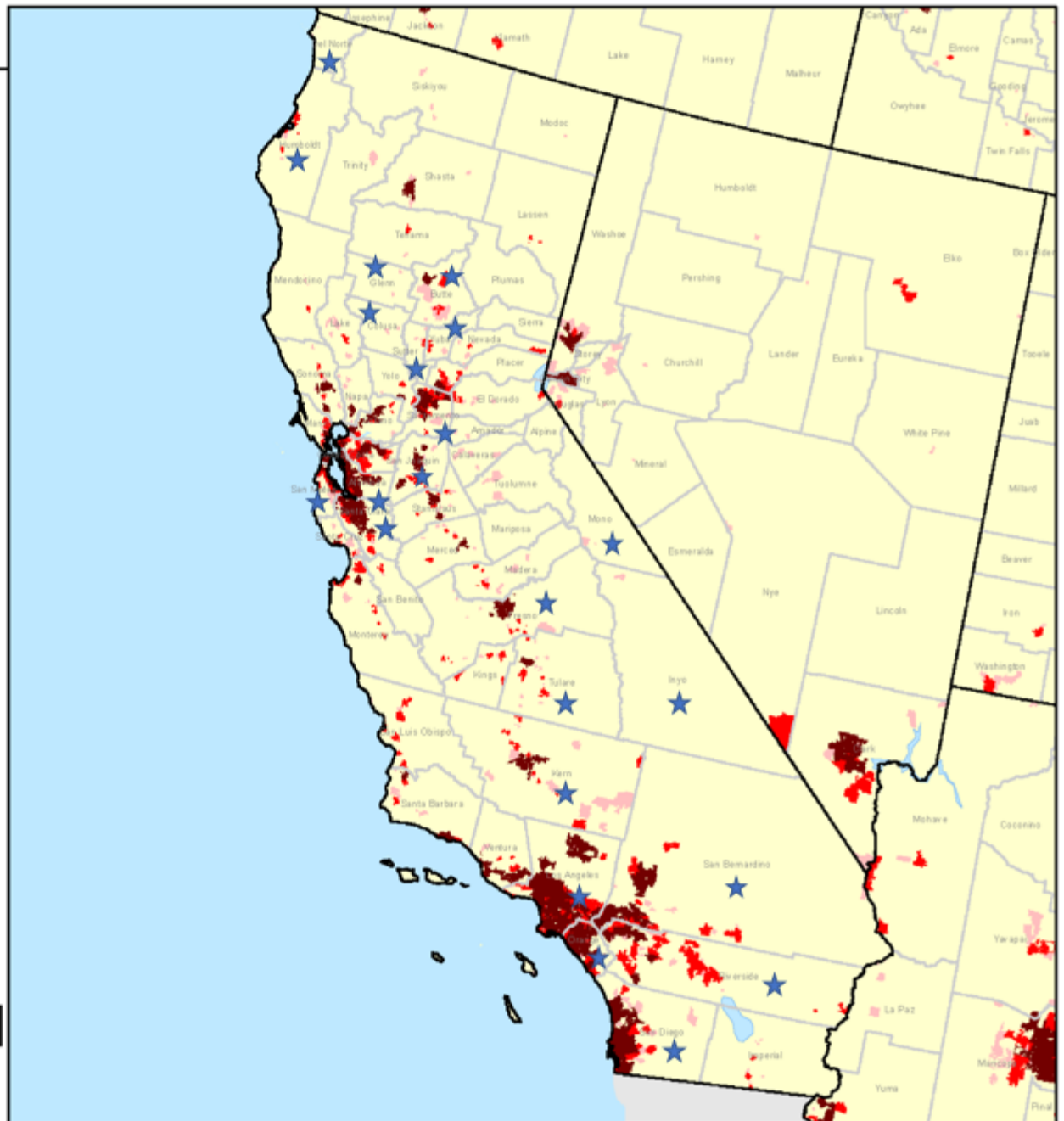
Census Places: 2,500 - 9,999

Census Places: 10,000 - 49,999

Urban locations under all three definitions:

Census Places:  $\geq$  50,000 people

For more information on definitions, see documentation



# Observed Differences in Urban and Rural Areas

## Limited access to healthy foods and services

- Fewer grocery stores
- Families commonly experience higher prices for healthy foods
- Nearest city may be 15-20+ minutes away

## Low population density

- Neighbors are further away; farmland

## Limited physical activity (PA) opportunities

- Fewer side walks
- Neighborhood safety concerns (stray dogs, local parks)

# Observed Differences in Urban and Rural Areas

Limited options for transportation

- Less access to affordable public transportation, taxi, and ridesharing
- Reliance on family and neighbors

Youth may be bussed to schools in a nearby town

Strong sense of community

Grandparents are primary caregivers

Organizations are generally flexible; less red tape when scheduling programming



# Observed Differences in Urban and Rural Areas

Generally smaller class sizes

Local families are eager to participate

- Rural areas tend to have less program offerings
- High rate of retention

Less *competition* with other programs

- Urban areas tend to have more community-based organizations, non-profits, and SNAP-Ed funded programs who provide similar services and may have higher staffing

Unsafe drinking water

- May have to bring water to rinse produce and for recipes that require water

# Working in Rural Areas: Schools



The local elementary school and school liaison partnered with EFNEP to provide lesson series to families with children.

- The school provided space for evening classes
- EFNEP flyers were sent home with students

# Working in Rural Areas: Clinics

Altura Clinic and Family Health Care Network are clinics that accept MediCal and serve low-income families.

- The clinic offered space for EFNEP lessons and promoted class series.
- Altura clinic provided a guest Zumba certified instructor for an EFNEP class.
- A staff at the Family Health Care Network, provide Bailoterapia and EFNEP provided nutrition education.



# Working in Rural Areas: Success



After graduating from EFNEP, a participant led a workshop on making tortillas and healthy tacos.

# Working in Rural Areas: Success



Questions?