



Challenges and Opportunities for SNAP-Ed Programs during the COVID-19 Pandemic

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Our road map

- ✦ Background and Data Collection
- ✦ COVID-19 impact findings
- ✦ Example from Colusa County, CA
- ✦ Discussion and Next Steps

Low-income individuals have been disproportionately impacted by COVID-19:

- higher rates of COVID infection
- more severe disease
- greater financial hardship
- increased food insecurity

Financial pain points during coronavirus outbreak differ widely by race, ethnicity and income

% saying they have ____ since the coronavirus outbreak started in February

	Used money from savings/ retirement to pay bills	Had trouble paying bills	Gotten food from a food bank/ organization	Had problems paying rent/ mortgage
All adults	33	25	17	16
White	29	18	11	11
Black	40	43	33	28
Hispanic	43	37	30	26
Asian*	33	23	14	15
Upper income	16	5	1	3
Middle income	33	19	12	11
Lower income	44	46	35	32

*Asian adults were interviewed in English only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Family income tiers are based on adjusted 2019 earnings.

Source: Survey of U.S. adults conducted Aug. 3-16, 2020.

"Economic Fallout From COVID-19 Continues To Hit Lower-Income Americans the Hardest"

PEW RESEARCH CENTER



California's CalFresh Healthy Living Program (SNAP-Ed)

- Four State Implementing Agencies
- Provide information and support for healthy eating and physical activity to low-income Californians
- Network of local health departments, volunteers, non-profits, area agencies on aging, and other local partners



California Department of Public Health CalFresh Healthy Living:

- 60 local health departments
- 57 of 58 California counties
- 3 city health departments



Reporting of SNAP-Ed activities:

- PSE
- Direct Education
- Indirect Education
- Partnerships
- Coalitions
- Success Stories

Optional question about COVID-19 impacts on activities:

- New
- Modified
- Postponed
- Canceled / not completed

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Settings where DE or PSE work was impacted (planned for FFY 2020 but not implemented due to COVID-19):

In which settings did you have DE or PSE work planned for FFY 2020 but not implemented as a result of COVID-19?

Early Childcare and Education

Schools (K-12)

Before and After School

Restaurants

Retail (Small and Large)

Food Assistance Sites (Banks or Pantries)

Farmers Markets

Parks and Open Spaces

Bicycle and Walking Paths

Healthcare Clinics and Hospitals

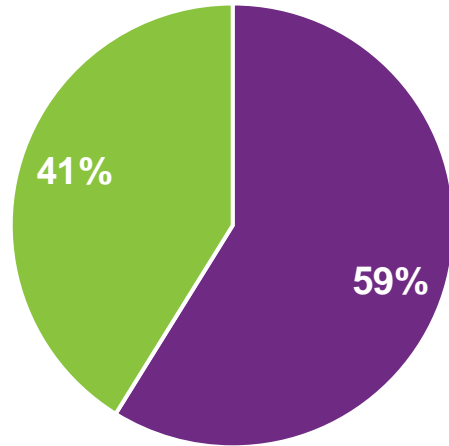
FY 2020 but not implemented due to

icipated unique site/setting combinations* where PSE work was planned in FFY 2020 that were not implemented as a result of COVID-19:

one site/setting combination on its own. Sometimes more than one setting school that also houses an after-school program. In this case the school is and the after-school program is a different site/setting combination.

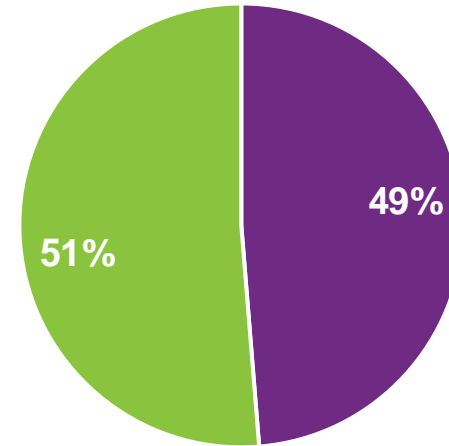
uplicated individuals not reached due to planned or anticipated PSE FY 2020 as a result of COVID-19:

Planned PSE Sites, FFY 2020



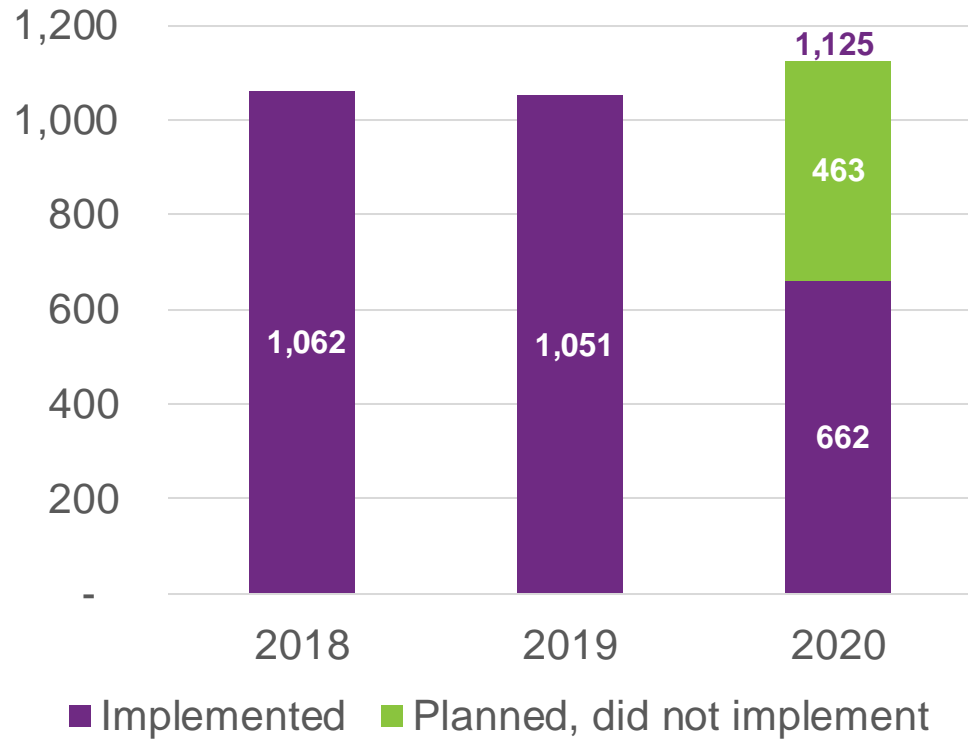
- Some work reported
- Work planned but did not occur

Planned Direct Education Activities, FFY 2020

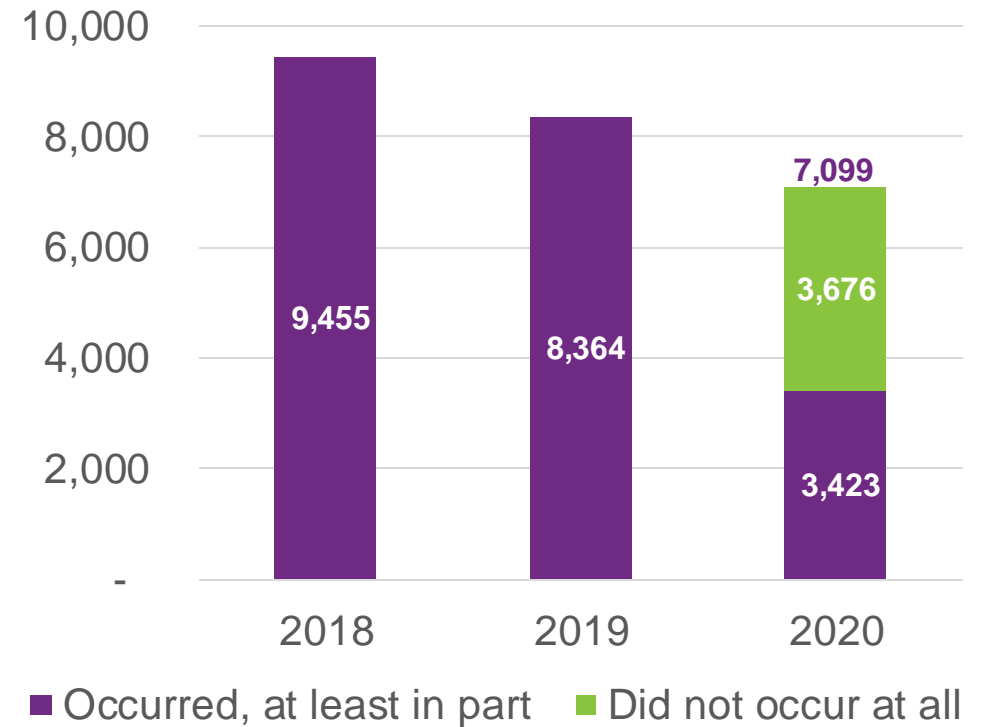


- Occurred, at least in part
- Did not occur at all

PSE Sites by Implementation, FFY 2018-2020



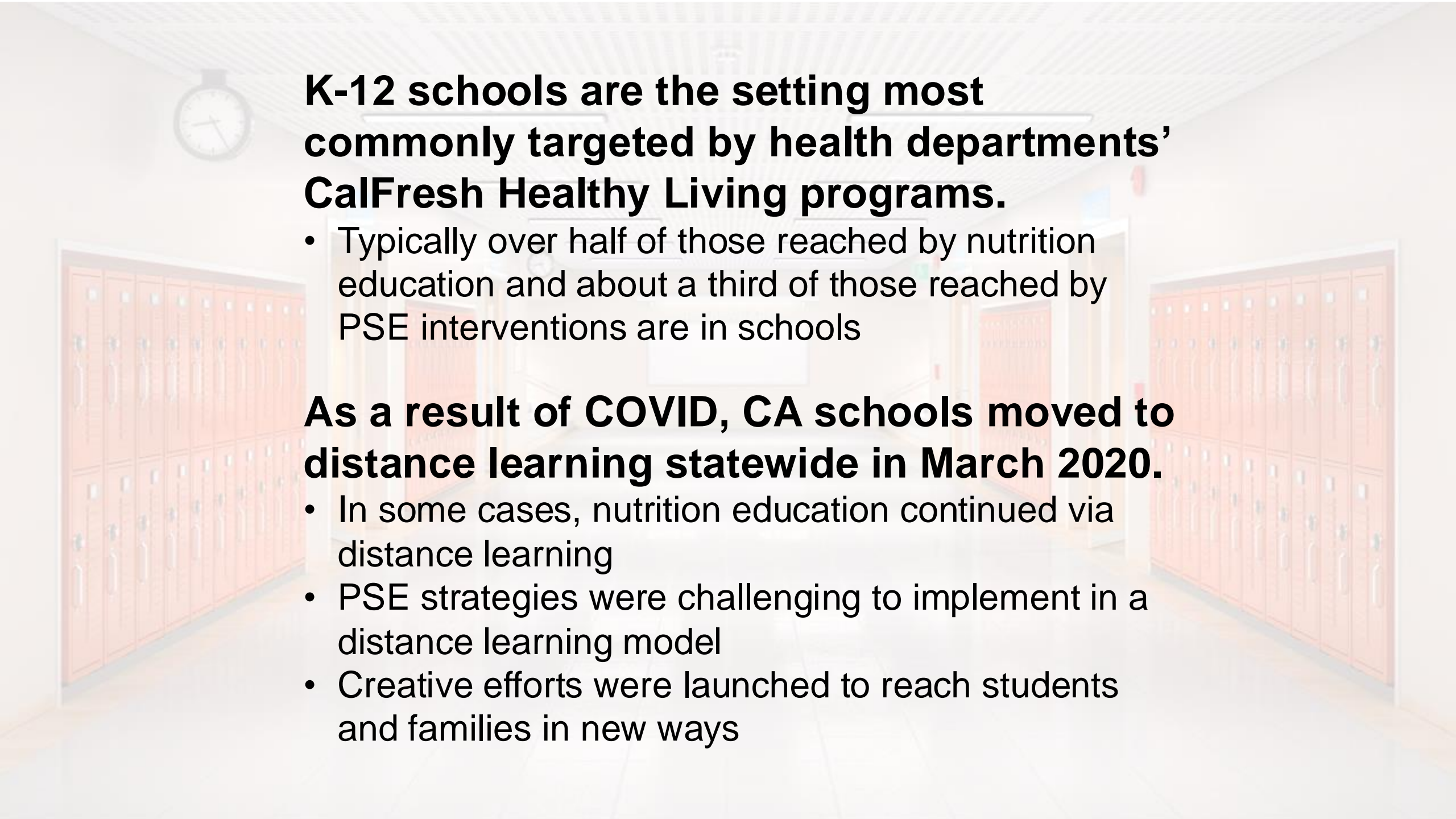
Planned Direct Education by Implementation, FFY 2018-2020



Which settings faced challenges?

Settings where LHDs (N=53) reported they were unable to carry out planned work as a result of COVID-19

Setting	# (%) of LHDs
Schools (K-12)	41 (77%)
Before and After School	24 (45%)
Early Childcare and Education	19 (36%)
Food Assistance Sites (Banks or Pantries)	16 (30%)
Farmers Markets	12 (23%)
Parks and Open Spaces	12 (23%)
Healthcare Clinics and Hospitals	11 (21%)
Bicycle and Walking Paths	8 (15%)
Retail (Small and Large)	7 (13%)
Restaurants	5 (9%)

A background image of a school hallway with rows of orange lockers on both sides and a clock on the wall. The text is overlaid on this image.

K-12 schools are the setting most commonly targeted by health departments' CalFresh Healthy Living programs.

- Typically over half of those reached by nutrition education and about a third of those reached by PSE interventions are in schools

As a result of COVID, CA schools moved to distance learning statewide in March 2020.

- In some cases, nutrition education continued via distance learning
- PSE strategies were challenging to implement in a distance learning model
- Creative efforts were launched to reach students and families in new ways

K-12 Schools in 2020

Overall number in 2020 (n):

↓ K-12 direct education

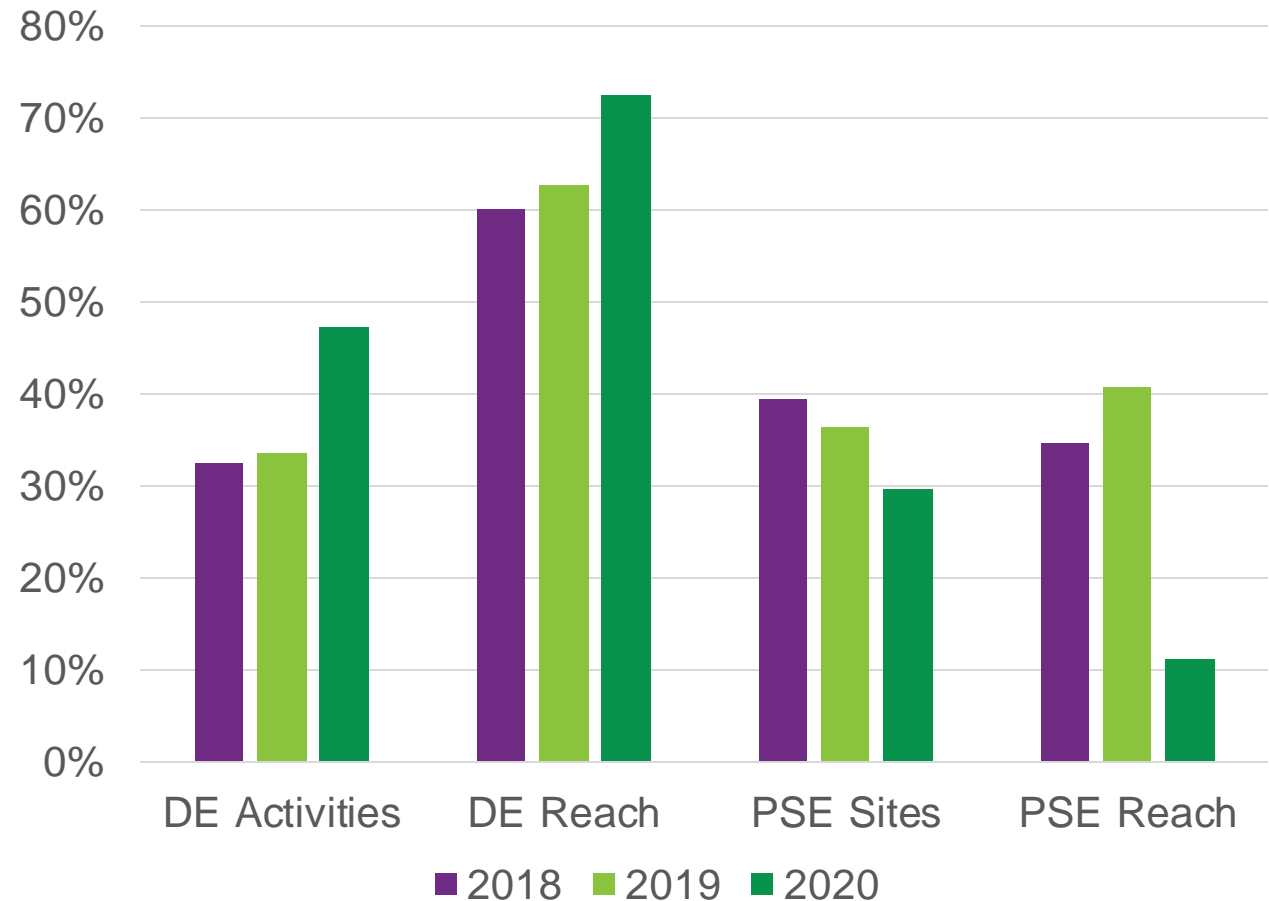
↓ K-12 PSE efforts

As a share of all interventions in 2020 (%):

↑ K-12 direct education

↓ K-12 PSE efforts

Percent of All CFHL in K-12 Schools



Other youth settings (early childcare, after school, etc) are also commonly targeted by CalFresh Healthy Living programs.

- In a typical year, at least 1 out of 10 sites with PSE interventions are early childcare (ECE) sites, and ECE sites host 1 out of every 10 individuals reached by direct education.

As a result of COVID, most youth programs closed statewide in March 2020.

- Childcare was strictly limited, while before/after school programs closed.

Early Childcare (ECE) in 2020

Overall number in 2020 (n):

↓ ECE direct education

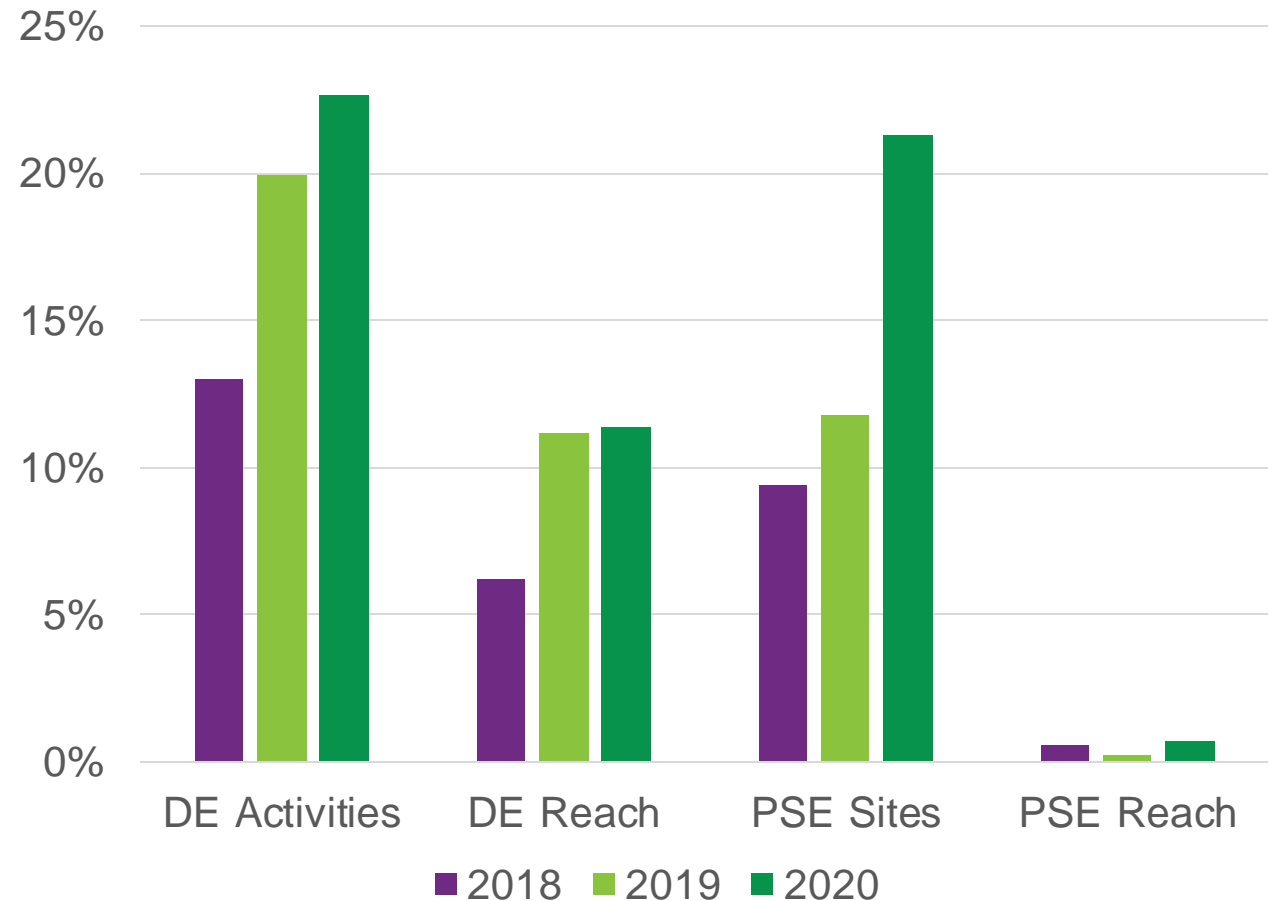
↑ ECE PSE efforts

As a share of all interventions in 2020 (%):

↑ ECE direct education

↑ ECE PSE efforts

Percent of All CFHL in ECE



Food assistance sites (e.g., food banks and pantries) are a priority setting for PSE interventions and a common site of direct education for adults.

- In a typical year, food assistance sites are the most common setting for direct education outside of schools, ECE, and before/after school (3-5% of all direct education).

As a result of COVID, food assistance was needed to meet increased needs while simultaneously challenged to find safe ways to reach clients.

- Local health departments helped food assistance sites find “COVID-safe” food distribution methods
- Food distribution was used as a novel mechanism to reach SNAP-Ed participants

Food Assistance Sites in 2020

Overall number in 2020 (n):

↓ direct education

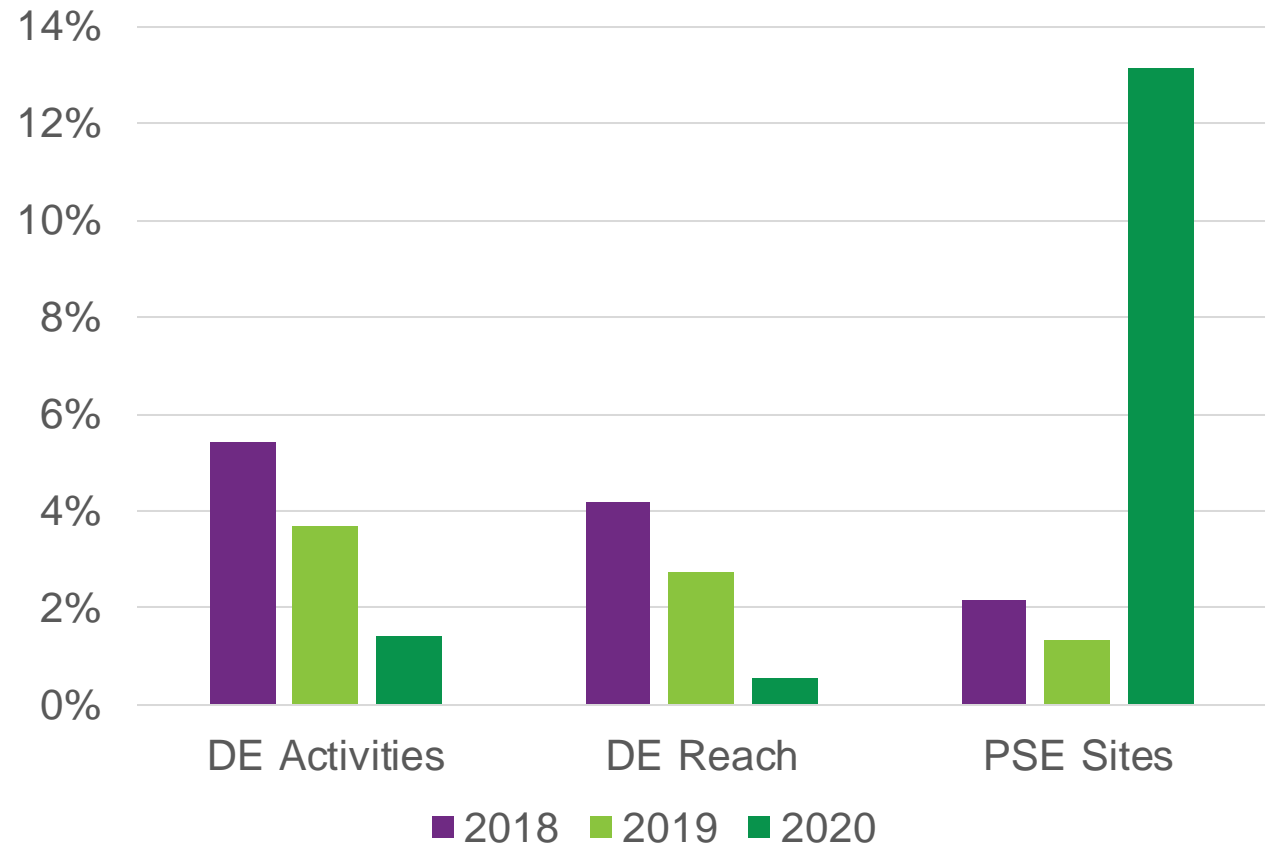
↑ PSE efforts

As a share of all interventions in 2020 (%):

↓↓ direct education

↑↑ PSE efforts

Percent of All CFHL in Food Assistance Sites



Colusa County: Lunch to Grow Kits



- Colusa County's CFHL focuses on early childcare PSE and direct education, especially in gardens
- COVID-19 prevented staff travel to sites, staff entering classrooms, and taste testing of produce



Lunch to Grow Kit

Purpose:

- continue to highlight the Harvest of the Month program and continuing garden education at home
- provide families with a fun, interactive activity during the pandemic

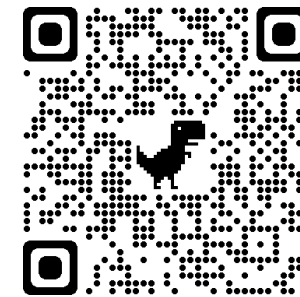
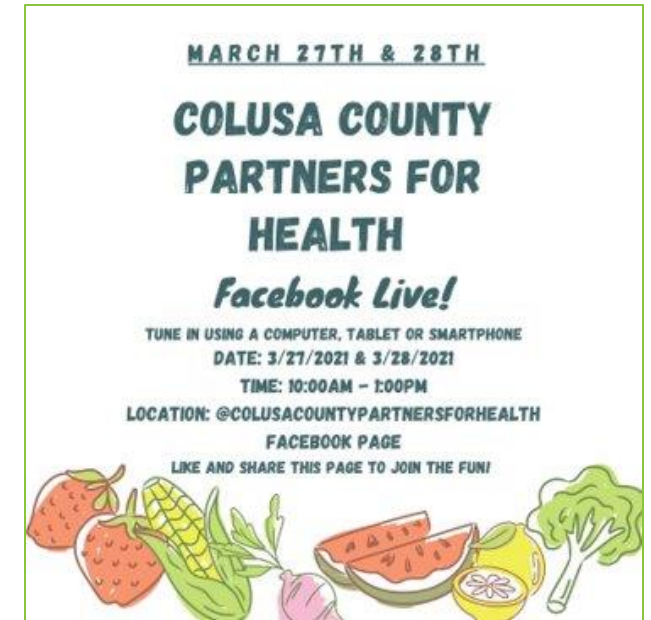
Components:

- Pot
- Soil
- Seeds
- Planting instructions
- Recipe



Highlights of the Lunch to Grow Kits

- 3 Colusa County Office of Education (CCOE) food distribution sites
- 9 distribution events over 5 months
- 976 Colusa County Families reached
- Monthly Virtual Lessons to ECE Sites and Family Action Centers
- Stronger relationship with new and old partners
- Revived Colusa County Partners, Health and Nutrition Subcommittee



QR Code
@ColusaCounty
PartnersforHealth
Facebook page

Building on COVID Strengths

Strengths:

- New sites and partners
- New technology and skills
- New procurement and distribution mechanisms

Application:

- Increase reach (incl. new audiences)
- Increase quality/strength
- Decrease cost

Recommendations for crisis preparedness and response

Preparation:

- Build and maintain community support, including partnerships

Response:

- Identify areas of need and areas of opportunity
 - Create synergy between these areas

Thank you!

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Example shared from:

The Center for Healthy Communities at CSU Chico



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Questions? Email me!
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