

Local Health Department Cal Fresh Healthy Living FFY 2022

Brief 1: Educational Activities (Direct and Indirect)

Research Brief • July 2023

Background and Overview

CalFresh Healthy Living (CFHL) direct education (DE) is an evidence-based, behavior-focused nutrition education and physical activity intervention with participant interaction. Indirect Education (IE) involves distribution of information without participant interaction. This brief summarizes DE and IE activities reported by CDPH-funded Local Health Departments (LHDs) during Federal Fiscal Year (FFY) 2022.

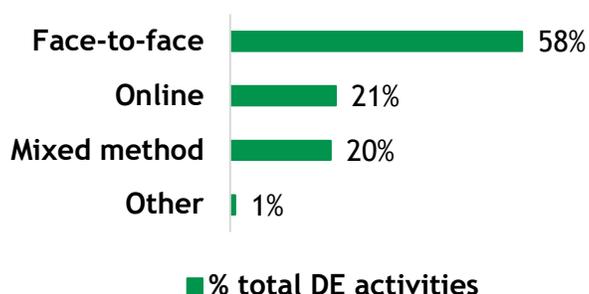
Direct Education

Direct Education Reported

In FFY 2022, 59 of 60 LHDs reported DE:

- 3,973 DE activities reached 129,279 individuals
- Over half of DE activities (N=2,245) included food demonstrations
- 80% of DE activities used face-to-face learning alone or in combination with online methods (Figure 1.1)
- Half of DE activities (N=1,941) were impacted by the COVID-19 pandemic

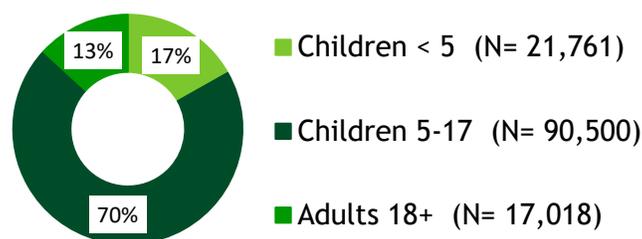
Figure 1.1
DE methods of delivery



Reach and Settings

DE most commonly engaged school-aged children, with 70% of all participants falling in the age range of 5-17 years (Figure 1.2).

Figure 1.2
DE participants by age



Three-quarters of all DE occurred in learn settings, comprising 87% of total DE reach.

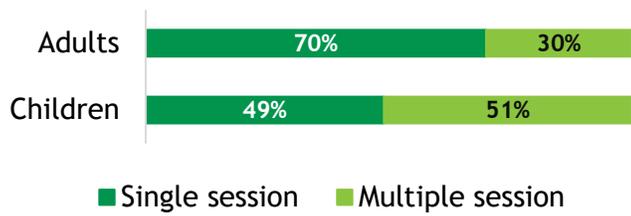
- 81% of children under age 5 were engaged through early care and education (ECE) facilities
- 83% of school-aged children were engaged through school; 12% were engaged at before-/after-school sites
- Adult education settings varied; engagement at parks and open spaces (17%), schools (15%), and health care settings (11%) were common

Class Formats and Curriculum

DE can consist of single sessions or a series of multiple sessions reaching the same group of participants (Figure 1.3). In FFY 2022:

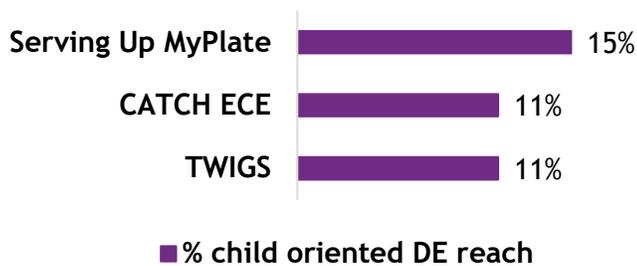
- DE with children was an even mix of single and multiple session series
- DE with adults was most commonly single session (70%)

Figure 1.3
Adult and child participation by class format



Curricula are reported for each DE activity; this includes a primary curriculum plus any additional curricula. In FFY 2022 ‘Serving Up MyPlate: A Yummy Curriculum’ (grades 1-6) reached the greatest number of child participants, followed by ‘CATCH ECE’ (Pre-K) and ‘TWIGS: Teams with inter-generational support’ (grades K-8) (Figure 1.4).

Figure 1.4
Child-centered curricula with greatest reach (N=112,261 participants)



The ‘Nutrition 5 Class Series’ reached the largest number of adults, followed by ‘Eat Healthy, Be Active Community Workshops’ and ‘Food Smarts for Adults’ (Figure 1.5).

Figure 1.5
Adult-centered curricula with greatest reach (N=17,018 participants)



Indirect Education

Indirect Education Reported

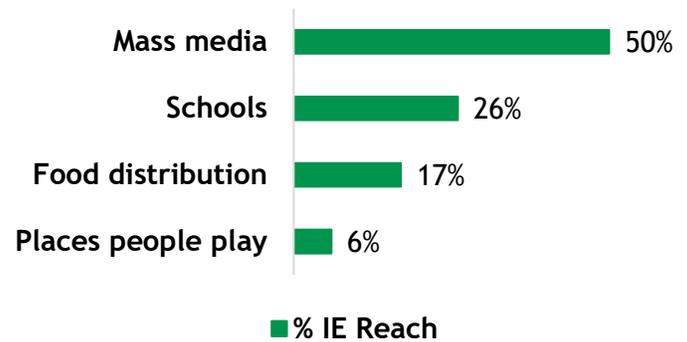
In FFY 2022, 59 LHDs reported IE activities:

- 3,739 IE activities reached 3,319,831 individuals through 7,553 channels
- Almost a third of IE activities were modified due to COVID-19

Reach and Settings

In FFY 2022, most IE activities occurred in mass media, schools, food distribution, and places people play (like parks and community centers) (Figure 1.6).

Figure 1.6
Top IE intervention setting groups by reach



Channels

In FFY 2022 85% of all IE reach occurred through electronic materials, billboards/bus and van wraps/other signage, hard copy materials, and social media (Figure 1.7).

Figure 1.7
Top IE intervention channels by reach

