

COUNTY NUTRITION ACTION PLAN (CNAP) – Contra Costa County
October 1, 2013-September 30, 2014

Goal: Implement a comprehensive public health nutrition program to promote the 2010 Dietary Guidelines, increase fruit and vegetable consumption and physical activity among the Supplemental Nutrition Assistance Program-Education (SNAP-Ed)/Nutrition Education and Obesity Prevention (NEOP) eligible population.			
1. Participation: Promote participation in all Food and Nutrition Services (FNS) partner programs, with the goal of increasing fruit and vegetable purchasing power among low-income families.			
Strategies/Objectives	Activities	Program	Timeframe
1A. Promote all FNS programs by enhanced referral and coordination among local FNS and non-FNS program staff	<p>Enhance coordinated referral among programs receiving USDA-FNS funds and partner organizations that work with them</p> <ol style="list-style-type: none"> 1. Provide opportunities for cross training to aid staff in directing clients to the multiple FNS programs they may be eligible for. 2. Provide FNS outreach materials to local partners <ul style="list-style-type: none"> • Update local FNS information for placement in partner brochures/websites and continue distribution by all local FNS and non-FNS partners (English, Spanish, etc.) • Distribute materials during nutrition education efforts. • Distribute materials to community partners, such as churches, shelters, youth and senior sites. 	All USDA Nutrition Assistance Programs participating in CNAP	Ongoing
	<p>Encourage community partners to apply for/receive USDA-FNS funds</p> <ol style="list-style-type: none"> 1. Inform child care centers, emergency food resource sites, senior food services sites, and others about available USDA-FNS programs and services. 		Ongoing
1B. Promote the School Meals program.	1. Develop a list of partners needing to refer to School Meals sites.	Schools	June 2014
	2. Distribute list of School Meal sites <ul style="list-style-type: none"> • E-mail and/or web • Post on CNAP partner websites 	All	Ongoing
	3. Distribute School Meals posters, pamphlets and other promotional materials to local FNS partners.	All	Ongoing
	4. Share School Meals materials during nutrition education/physical activity efforts.	All	Ongoing
	5. Work with Nutrition Services departments to develop a breakfast campaign and highlight efforts during Breakfast Month		September 2014
1D. Promote certified Farmers' Markets by clients participating in	<ol style="list-style-type: none"> 1. Update Farmers' Market brochure annually. 2. Distribute Farmers' brochure to CNAP partners 	Food Bank/Farmers'	Ongoing April 2014

federal food assistance programs	<ul style="list-style-type: none"> • E-mail and/or web • Post on CNAP partner websites 3. Share Farmers' Market materials during nutrition education efforts.	Markets All	April/May 2014 Ongoing
1E. Promote Senior Nutrition	1. Provide partners with Senior Nutrition information. 2. Share CC Café and Meals on Wheels materials during nutrition education efforts.	Senior Nutrition All	March 2014 Ongoing
2. Nutrition Education: Coordination of consistent nutrition education messages across all FNS programs and campaigns			
2A. Promote programs that provide nutrition education	1. Share FNS partner materials during nutrition education efforts when applicable. 2. Collaborate with FNS partners and other programs/organizations to develop/promote common nutrition messages for health promotion.	All	Ongoing
3. Coordination and Communication: Access to current, accurate and useful information will be available to FNS programs, local partners and external stakeholders.			
3A. Maintain and expand local CNAP	1. Provide technical assistance and support within and outside of CNAP partners as requested. 2. Speak at meetings and conferences about CNAP when applicable. 3. Present CNAP informational materials/displays at meetings, conferences, or community events when applicable. 4. Explore funding for CNAP activities as needed.	All	Ongoing
3B. Communicate with partners about CNAP activities	1. Review progress on plan quarterly; groups working on activities to meet as needed.	All	November January March May July September
3C. Provide mechanism for communication between local entities about county activities.	1. Coordinate local CNAP efforts with statewide efforts <ul style="list-style-type: none"> • Review state and county plans on <i>Network for a Healthy California website</i> annually. 2. Place CNAP updates on partner websites for local use.	CCHS - CW&PP All	Ongoing Ongoing
4. Resources: Strengthen local food security through greater awareness and access of local resources			
Develop resources for SNAP-ed eligible populations to access food sources	1. Create mechanisms (such as phone apps) for clients to locate free/low cost food sources <ul style="list-style-type: none"> • Distribute survey to CNAP members to find out from their clients how they access food resource information 2. Provide client education to utilize programs	All	May 2014 November 2014 July 2014