



# CalFresh Healthy Living on College Campuses

## FFY 2022 Evaluation Report

July 1, 2020 - September 30, 2022

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# Goals and Purpose

**Primary Goal:** To empower low-income California State University students to adopt healthful dietary choices.

**Secondary Goal:** To promote the growth of California agriculture and physically active lifestyles through healthy community changes, individual health behaviors, and food/resource management.

The purpose of this project is to pilot test the CalFresh for Healthy Living on College Campuses Project by implementing SNAP-Ed activities at California State University (CSU) campuses targeting SNAP-Ed eligible students. The Center for Healthy Communities (CHC) is partnering with nine CSU campuses to implement and classes, promotions and PSE activities.

CHC is the prime contractor for implementation of SNAP-Ed activities on nine CSU campuses serving an estimated 151,848 SNAP-Ed eligible students. CHC provides program and fiscal management, training, technical assistance, and evaluation for the program while campuses provide SNAP-Ed approved direct education, indirect education and PSE strategies on the following campuses:

- Chico State
- Sacramento State
- CSU East Bay
- Fresno State
- Cal Poly San Luis Obispo
- CSU Northridge
- CSU San Bernardino
- CSU Long Beach
- CSU Dominguez Hills



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## Direct Education

Nine CSU Campuses collaborated to pilot test CalFresh Healthy living classes for SNAP-Ed eligible college students. Between April 1, 2020 and September 30, 2022, a total of **267** classes were conducted virtually reaching **3,759 students**. Seventy-two series-based classes were conducted using Leah's Pantry Food Smarts Curriculum and 195 single session classes were conducted using the OC Nutrition curriculum.

Campuses found creative ways to recruit students during the pandemic. Chico State and CSU Northridge partnered with campus dining services and acquired alternate funds to provide Grab-and-Go kits with all the ingredients to make the recipe being demonstrated in class. Students picked up their kits at the campus food pantries. Fresno and Chico State promoted a service where faculty could book a single session class instead of cancelling class. CFHL staff joined their classrooms virtually to teach the OC Nutrition lessons and highlight campus food resources.

### Direct Education Participant Demographics

For both single session and series-based classes, surveys were administered using Qualtrics. Surveys included data participant card questions and SNAP-Ed approved surveys to align with the curricula used. In addition, instructors completed an activity tracking form (ATF) to report the campus, name of the lesson, date and duration of class, venue, number of participants, recipes used for food demonstrations, number of unpaid volunteer hours, comments and suggestions.

The demographic information in the tables below is combined for both series-based and single session classes.

#### Age

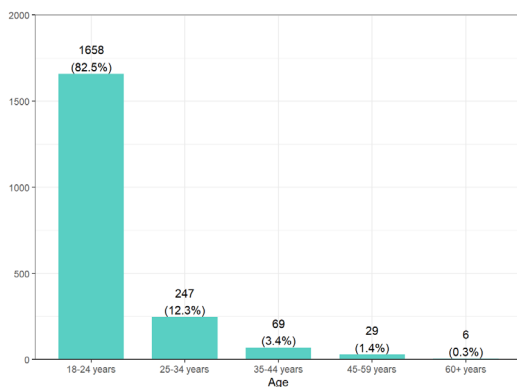


Figure 1: Student Age Distribution

- The overwhelming majority of students who completed the “Participant Data Card” portion of the survey reporting being between 18 and 24 years of age.
- Note that if a student reported being younger than 18, they were considered unable to consent to the survey and their data were excluded from the survey results in this report.

## Gender

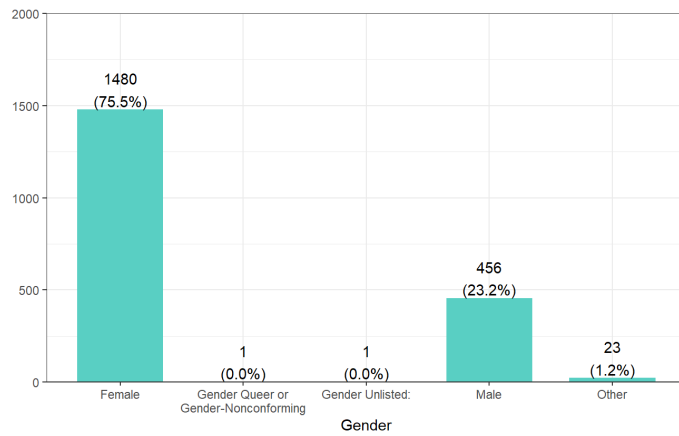


Figure 2: Student Gender Distribution

- Most participants identified as being female.

## Ethnicity

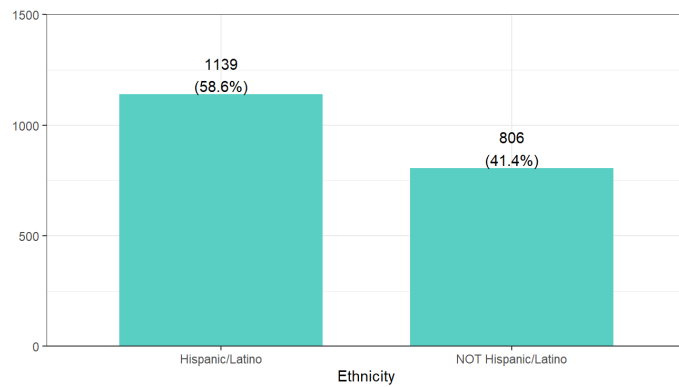


Figure 3: Student Ethnicity Distribution

- Many participants who filled out the “Participant Data Card” identified as being Hispanic/Latino

## Race

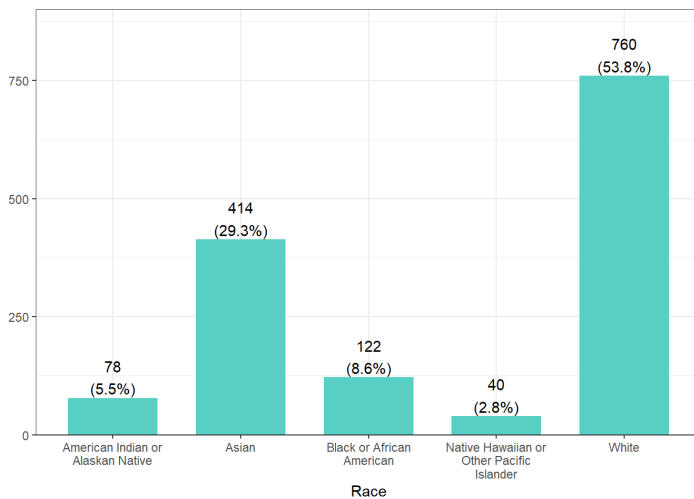


Figure 4: Student Race Distribution

# Single Session Classes

A total of 195 single session classes were conducted, reaching 2,633 students using the OC Nutrition curriculum. The curriculum includes five lesson plans to address label reading, shopping on a budget, sugar sweetened beverages, planning healthy meals and building a healthy plate. The figure below shows the total number of single session classes conducted by lesson title. The “Building a Healthy Plate” and “Shopping on a Budget” lessons were taught most frequently.

**Number of Classes Conducted by Title of Lesson**

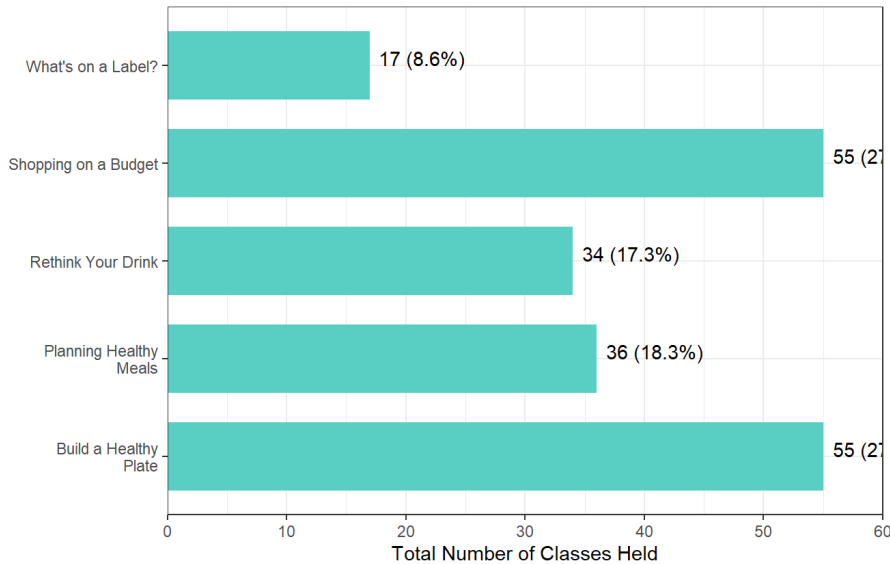


Figure 5: Total Number of Classes

## Total number of Single Session Classes by Campus

The figure below shows how many classes were conducted at each of the nine CSU campuses.

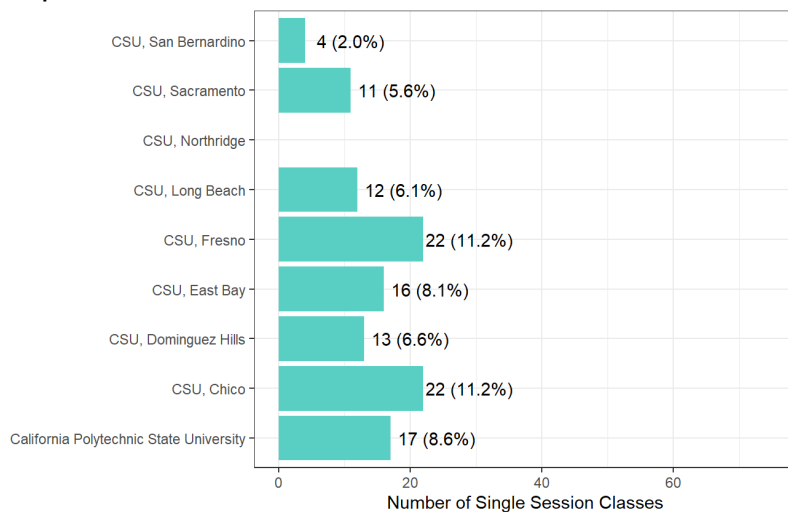


Figure 6: Total Single Session Workshops by Campus

## Perceived Impact for Single Session Class

Surveys were administered at the end of each single session class to evaluate the impact of the classes. As illustrated in the diagrams below, all classes increased knowledge, attitudes, and awareness in all areas. Evaluation summaries for each class are provided below. In the reporting period, single session survey data was collected from **1620** participants over the age of 18. This represents a **60.4%** response rate. Below are survey results for each lesson.

### Build a Healthy Plate

After attending this class, I feel confident that I can:

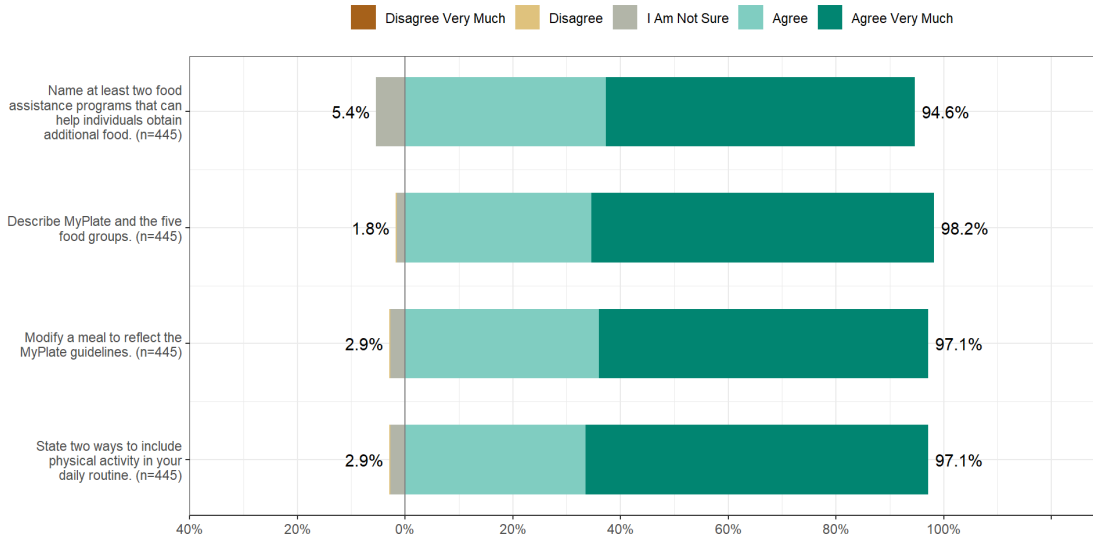


Figure 8: Build a Healthy Plate – Impact

### Planning Healthy Meals

After attending this class, I feel confident that I can:

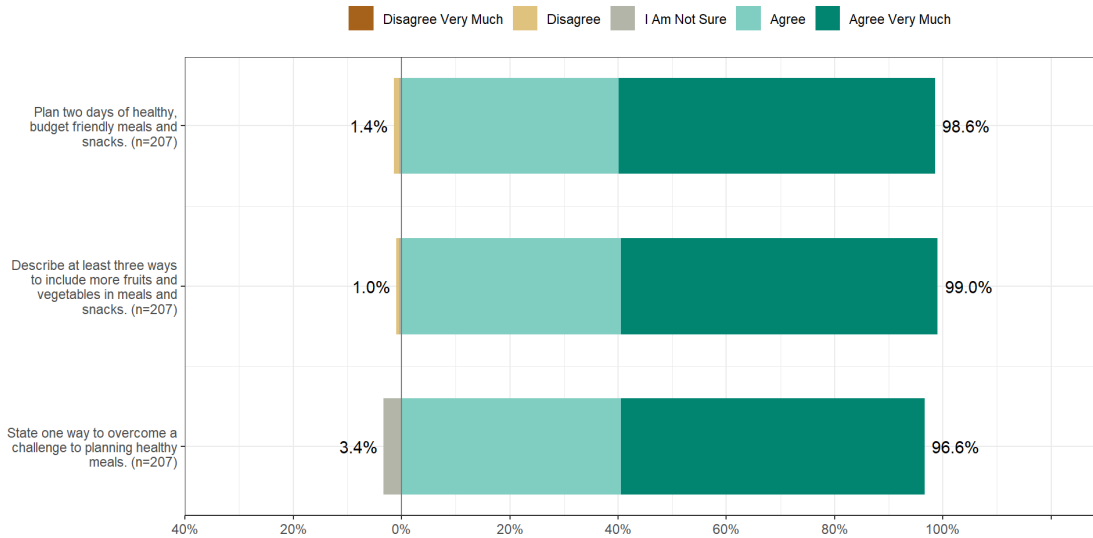


Figure 9: Planning Healthy Meals - Impact

## Shopping on a Budget

After attending this class, I feel confident that I can:

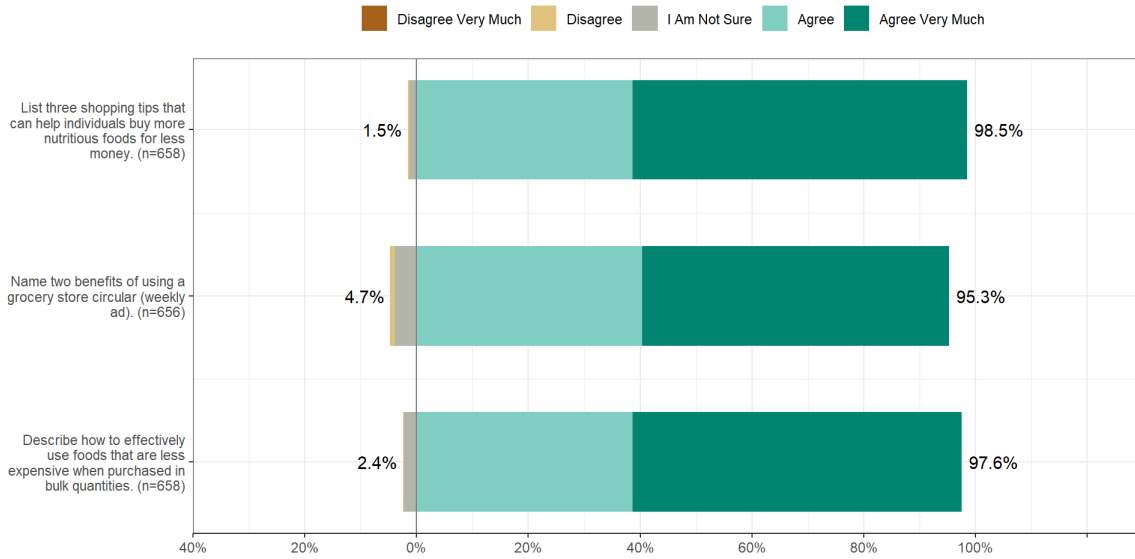


Figure 13:

Shopping on a Budget - Impact

## What's on a Label?

After attending this class I feel confident that I can:

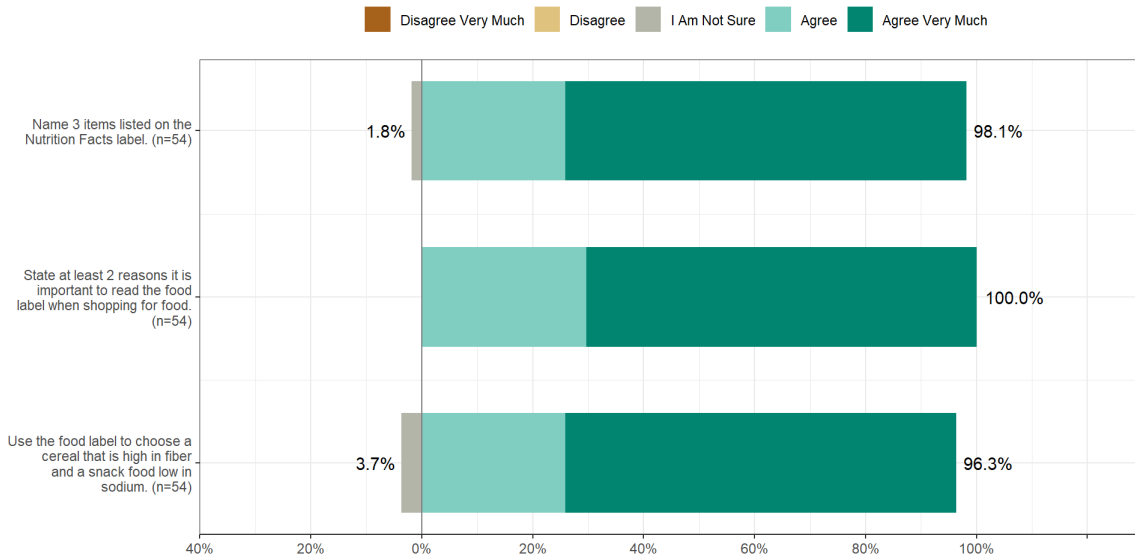


Figure 10: What's on a Label? - Impact

## Rethink Your Drink

After attending this class, I feel confident that I can:

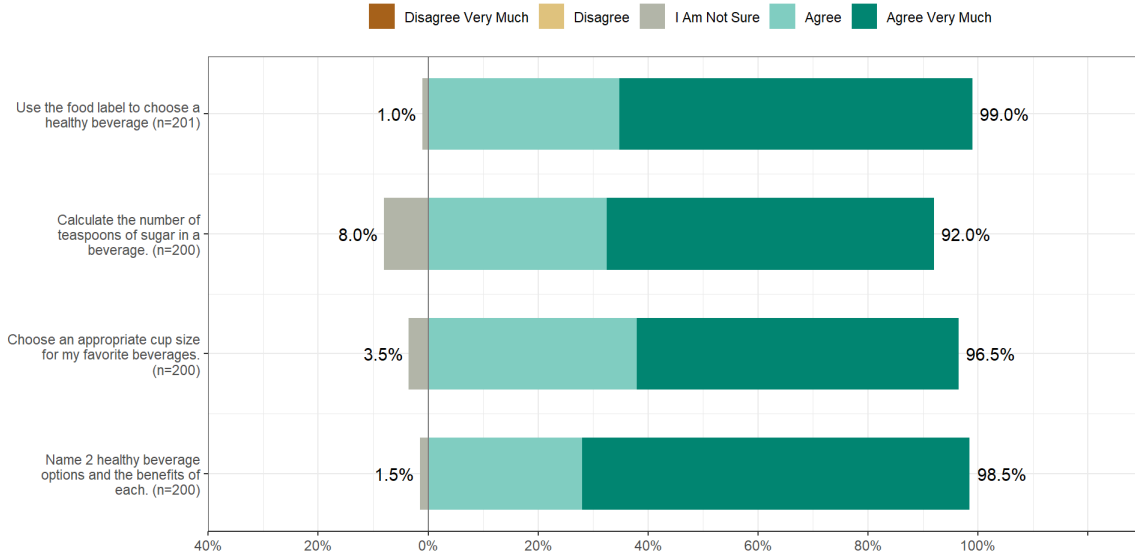


Figure 11: Rethink Your Drink - Impact



## Series-Based Classes

A total of 72 series-based classes were conducted virtually using Leah's Pantry Food Smarts curriculum. Campuses were able to choose from several variations of the Food Smart series that differed in duration but covered the same topics.

Impact evaluation of the classes was done using a pre/post format. Attendees were asked to complete a pre survey and data participation card at the beginning of the first class and a post survey at the end of the last class.

### Total Number of Series-Based Classes per Campuses

The figure below shows the number of classes per campus. The average class had 13 participants.

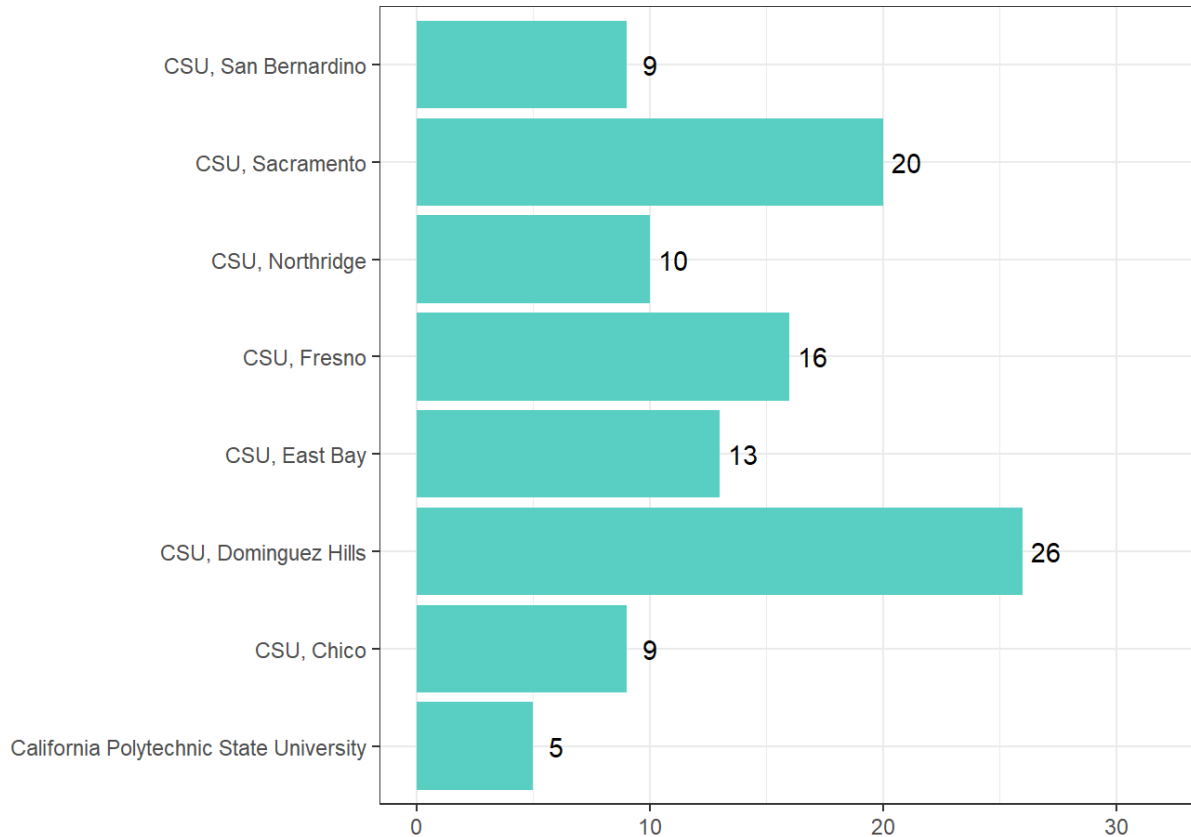


Figure 12: Total Series Workshops by Campus

## Participant Survey Results for Series-Based Classes

In the reporting period, pre-survey data was collected from **391** participants over the age of 18. This represents a **35.7%** response rate.

### Impact on Healthy Behavior Change

Average produce consumption score significantly increased from pre-to post ( $p < 0.001$ ).

Produce consumption scores included responses to the following 4 statements.

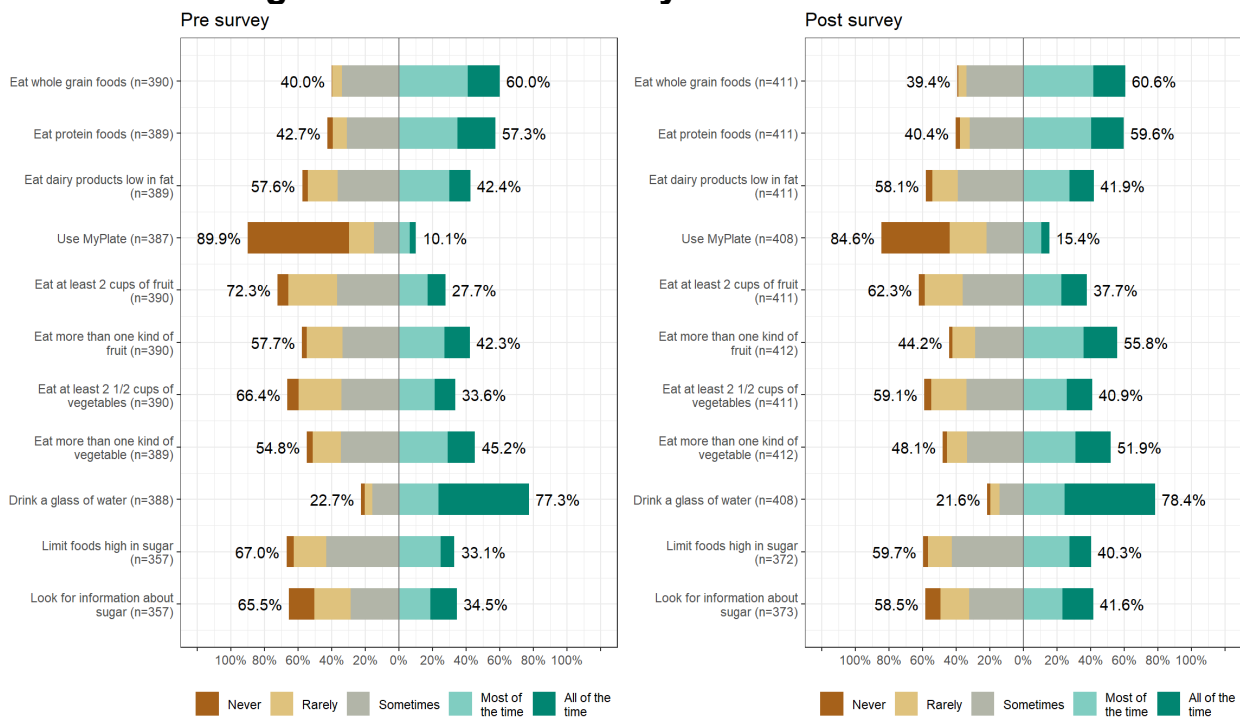
How often do you:

- Eat more than one kind of fruit?
- Eat at least 2 cups of fruit?
- Eat more than one kind of vegetable?
- Eat at least 2 ½ cups of vegetables?

After attending the series, participants were significantly more likely to report they:

- Used MyPlate to make food choices ( $p < 0.001$ )
- Bought foods with lower added salt/sodium ( $p < 0.001$ )
- Looked for information about sugars when reading information on the nutrition facts label ( $p < 0.001$ )
- Limited foods high in sugar when making food choices ( $p = 0.01$ )
- 

## Behavior Change- Pre vs. Post Survey Results



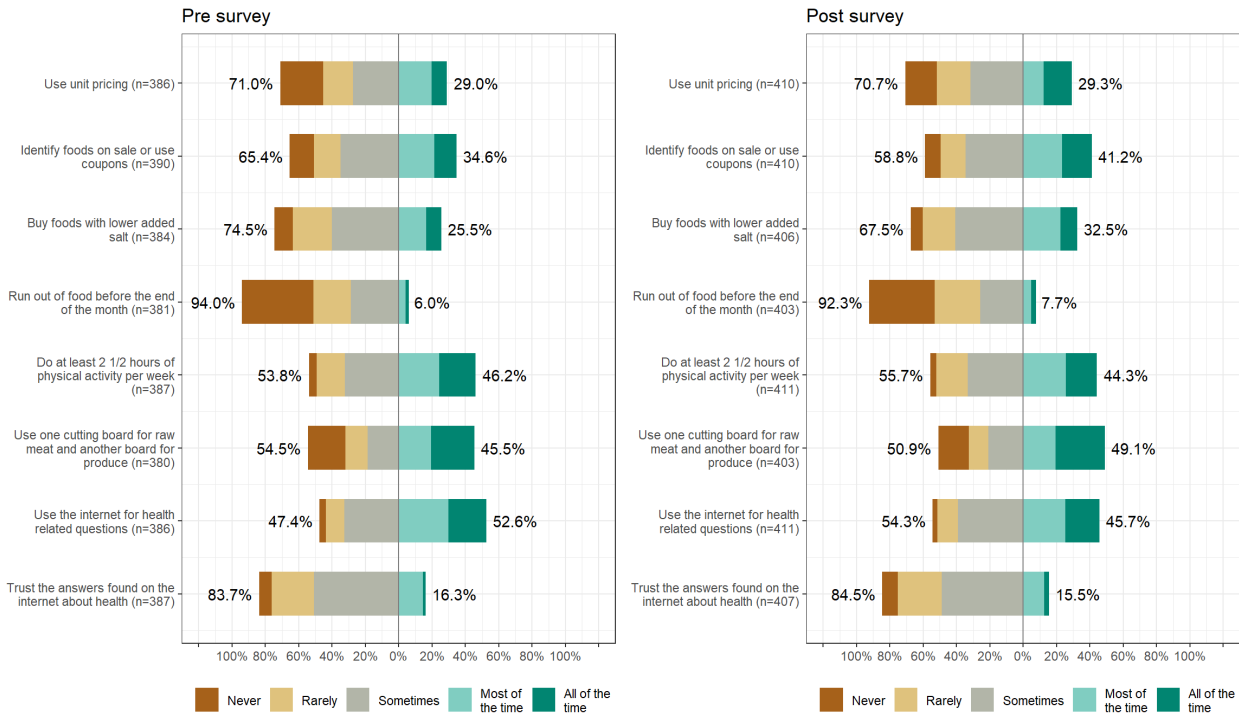


Figure 13: Healthy Behaviors - Pre vs Post

### Behaviors to Reduce - Pre vs. Post

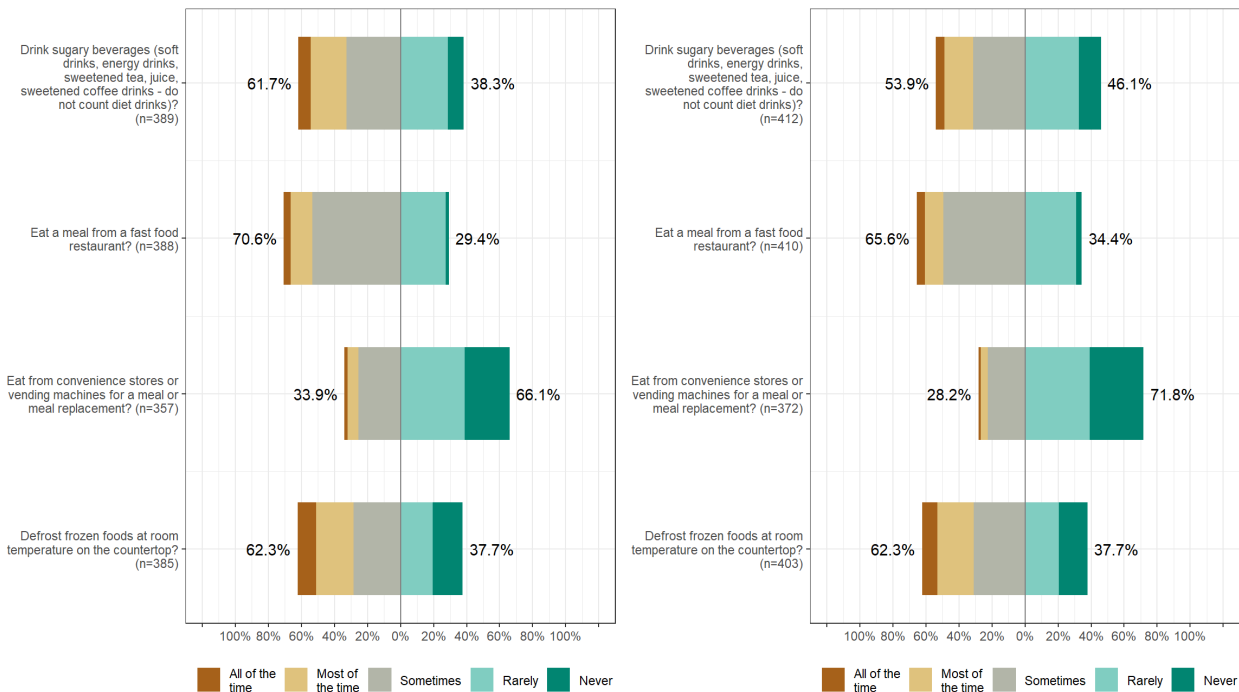


Figure 14: Behaviors to Reduce - Pre vs Post

# Perceived Impact- Post Survey

The following questions were only asked on the post-survey.

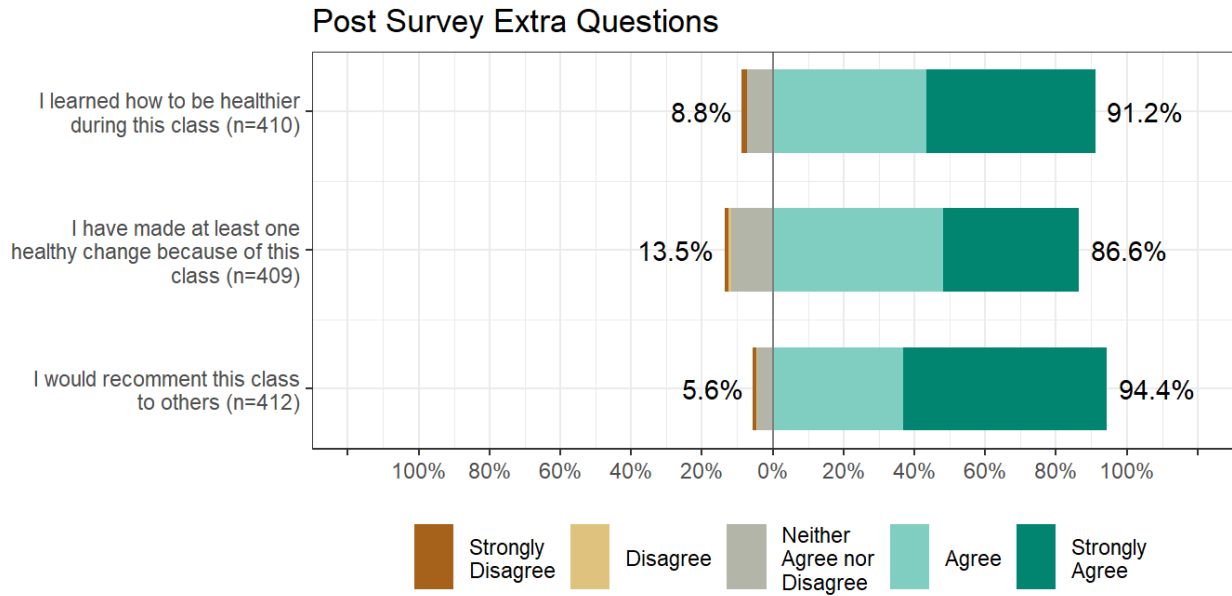


Figure 15: Post Survey - Perceived Impact

# Indirect Education

## Number of Students Reached by Campus

An estimated **295,564** individuals were reached by CFHL-related materials and advertising.

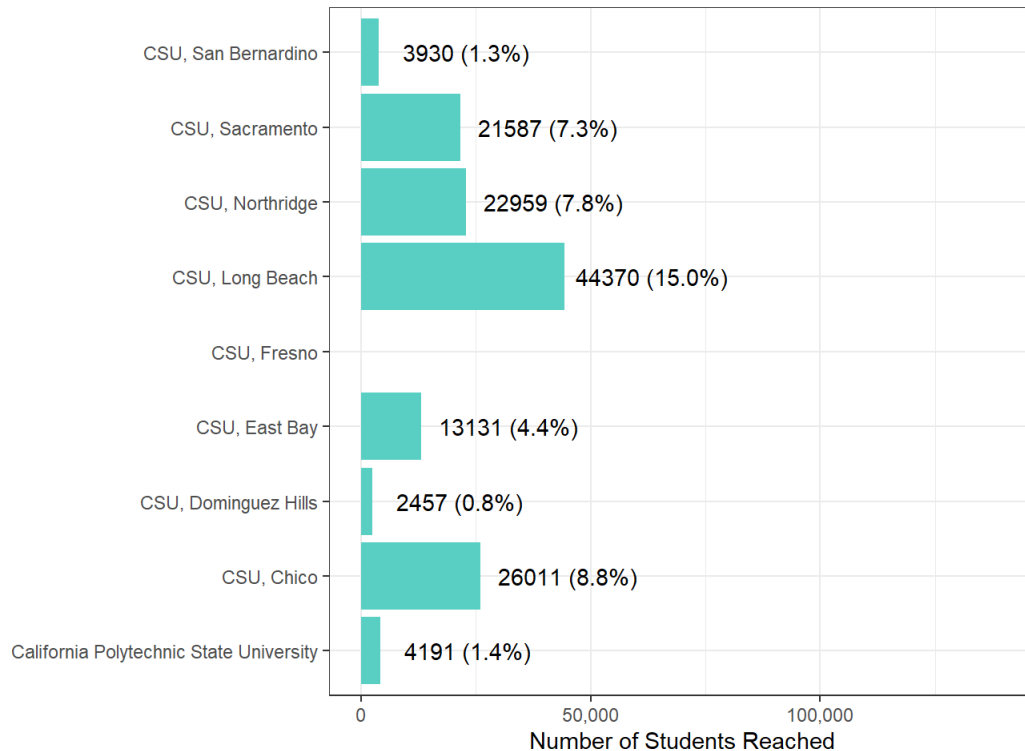


Figure 16: Students Reached by Campus

## Number of Indirect Events

- 27 Healthy Snack Day Promotions- Using the Healthy Snack Day Toolkit, campuses developed and posted social media posts and directed students to the [Healthy Snack Day Recipe Finder](#)
- 165 Harvest of the Month activities- Campuses highlighted fruits and vegetables using the Harvest of the Month materials. They highlighted SNAP-Ed Approved recipes to complement items available at their campus food pantries.
- 18 Rethink Your Drink Day Promotions- Using the Rethink Your Drink Day Toolkit, campuses developed and posted social media posts and directed students to the [Beverage Breakdown tool](#).
- 210 Other Promotional Activities- Campuses used the CalFresh Healthy Living Branding Guide to develop social media posts to promote classes and PSE activities on their campuses.