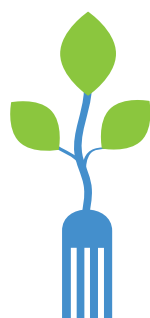


TRAINING AND TECHNICAL ASSISTANCE




CENTER
FOR WELLNESS
AND NUTRITION

Education | Training | Advocacy | Evaluation



The Public Health Institute - invested in “health for all”

This catalog presents training and technical assistance services to help communities create healthier environments from the Public Health Institute’s (PHI) noted program, Center for Wellness and Nutrition (CWN). CWN works to improve nutrition and physical activity in schools, daycare, workplaces, grocery and food retailers, and other community settings. CWN has extensive experience working both with USDA funding and other sources. Services are provided nationwide and in California, as well as, some global consulting. Trainings and technical assistance can be tailored to suit your needs. Trainings are also available in Spanish when this symbol is present .

PHI has long recognized that our health is largely determined by the quality of our food supply, healthy schools and other environments for our children, places to be physically active, our air quality, housing, and the safety of our streets and sidewalks. Our projects work to build capacity in communities to prevent chronic disease, create a culture of health, and advance equity.



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The Basics

Nutrition Education 101

A science-based course that aligns with the Dietary Guidelines for Americans and MyPlate messaging. The Dietary Guidelines for Americans is the Nation's go-to source for nutrition advice. Published every five years for public health professionals, each edition of the Dietary Guidelines reflects the current body of nutrition science. MyPlate illustrates the five food groups that are the building blocks for a healthy diet using a familiar image. Content will be customized to meet the client's needs.

Participants will:

- Learn the latest science-based nutrition recommendations for Americans.
- Utilize MyPlate messaging, tools and resources to plan nutrition education for clients.
- Practice tailored approaches to engage different audiences in nutrition education classes.

Policy, Systems, and Environmental Change Strategies 101

Policy, systems, and environmental (PSE) change strategies can be integrated with your nutrition education and social marketing activities to improve community health and increase access to healthy foods and beverages. PSE can enrich and expand the reach of current health prevention efforts and engage diverse stakeholders around the goal of improving health.

Participants will:

- Learn best practices to engage community partners and residents in identifying PSE change strategies.
- Identify evidence-based PSE strategies for specific venues such as schools, retail stores, and worksites.
- Explore model policies that increase access to healthy foods and beverages and sustainable change.

Physical Activity 101

A science-based course that is based on the Physical Activity Guidelines for Americans (PAG) (<http://health.gov/paguidelines/guidelines/>). PAG provides guidance on how children and adults can improve their health through physical activity based on the latest science. Learn ways to help staff and clients understand the benefits of physical activity and how to make it a part of their regular routine.

Participants will:

- Learn the current recommendations for physical activity for children and adults.



Wellness Policy that not only meets but exceeds state and federal requirements leading to healthier school environments.

Topics covered include:

- Local School Wellness Policy overview
- 2010 Healthy, Hunger-Free Kids Act requirements
- The Whole School, Whole Community, Whole Child approach to wellness
- Smart Snacks in Schools Competitive food and beverage standards
- California physical education requirements and opportunities for physical activity
- Process to develop an Action Plan for change

School Wellness Policy 201

Expanding upon the School Wellness Policy 101, which provides an extensive overview and purpose of Local School Wellness Policies, the School Wellness Policy 201 is a training that provides participants a hands-on approach to 1) identifying and prioritizing policy elements and 2) developing an implementation plan that includes strategies for communication and monitoring. Materials include CWN's *Policy in Action: A Guide to Implementing your Local School Wellness Policy* toolkit.

Parents in Action! - Engaging Parents to Advance the Local School Wellness Policy

Utilizing CWN's *Parents in Action: A Guide to Engaging Parents in Local School Wellness Policy and Parent Lesson Plans: Advocating for Healthier School Environments*, CWN's *Parents in Action! Training* provides participants with a process for engaging parents to advance improvement of the school environment, increase access to healthy food and beverages, and physical activity opportunities through the Local School Wellness Policy. CWN provides two options of this training that can either be provided directly to parents or as a train-the-trainer session for those working with parents and other stakeholders.

The six Parent Lessons are:

1. Health Happens Here: Parents and Schools Working to Improve Student Health
2. Foods and Beverages on Campus
3. Promoting Healthy Beverages on Campus
4. Physical Activity on Campus
5. Opening Up the Campus for Community Use
6. Parents Taking Action in Schools



Healthy Beverage Campaigns

Introduction to Healthy Beverage Campaigns

This workshop provides participants with an understanding of the essential elements of a successful healthy beverage campaign that supports the increased consumption of water and decreased consumption of sugar-sweetened beverages. This session will also highlight California's Supplemental Nutrition Assistance Program-Education (SNAP-Ed) healthy beverage campaign, Rethink Your Drink, including its formative research, history, key messages, and impact. This training session includes a discussion on implementing a healthy beverage campaign in a customizable fashion that meets funder-specific guidelines as well as integration with other nutrition education initiatives in various settings.

Participants will learn to:

- Utilize existing research to build an evidence-based healthy beverage campaign.
- Follow best practices for implementing a healthy beverage campaign.
- Incorporate a healthy beverage campaign into existing policy, systems, and environmental change strategies.

Choosing Healthy Beverages

Using the Rethink Your Drink curriculum, this train-the-trainer workshop will help participants teach low literacy adults and aligns with *Dietary Guidelines for Americans* recommendations. The entire lesson and handouts are available in English and Spanish.

Participants will learn to:

- Describe how healthy beverages fit into the MyPlate dietary recommendations.
- Understand the link between sugary drinks, obesity, and type 2 diabetes.
- Identify types of sugary drinks in their diets.
- Calculate the amount of sugar in beverages they commonly drink.
- Identify drinks with less or no added sugar.

The lesson includes interactive activities to practice skills such as identifying sugar in Nutrition Facts Labels and making calculations to change grams of sugar to teaspoons of sugar. Sharing flavored water samples and recipe cards with participants during breaks encourages them to create their own flavored water to replace sugary drinks. A PowerPoint presentation used for training instructors will be shared and can be adapted for use when leading the lesson.



Improve Access to Healthy Beverages through Policy, Systems, and Environmental Changes

Would you like to make it easier for people to choose healthy beverages? In this session, we will discuss specific policies that support healthy drink choices, environmental changes to improve access to free drinking water, and system changes that make healthy choices more affordable.

Participants will:

- Learn best practices to engage the community in identifying the types of changes needed to support healthy beverage choices.
- Get an introduction to healthy beverage nutrition education resources.
- Hear about successful strategies to improve access to healthy beverages in worksites, schools, and community settings.

Healthy Retail and Food Access Interventions

Introduction to Healthy Retail

What is healthy food access? In this workshop we will share tools, resources and identify important partnerships that will help you plan effective food system interventions. We will customize content to meet your specific needs.

Participants will:

- Learn about why improving access to healthy foods is a critical component of nutrition education and obesity prevention work, particularly among low-income consumers.
- Get an overview of strategies for working with food retail stores and farmers markets to improve access to healthy foods and hear success stories from the field.

Utilizing Harvest of the Month™ to Increase Healthy Food Access

Harvest of the Month™ (HOTM) is a nutrition education intervention designed to motivate communities to increase consumption and enjoyment of a variety of locally grown fruits and vegetables. It features ready-to-go tools and free resources for students, educators, families, and the community to engage in hands-on activities to explore, taste, and learn about the importance of eating fruits and vegetables. This interactive training can be customized to meet the needs of your community or organization.

Participants will:

- Get an overview of the HOTM intervention and available resources.
- Identify successful strategies and best practices for



incorporating HOTM into a variety of settings, including classrooms, cafeterias, retail stores, and other community-based locations.

- Participate in and replicate a taste testing demonstration.
- Identify collaboration and partnership strategies for gaining support in schools and the community.

Building Food Systems Partnerships to Enhance Healthy Food Access Work

This training will prepare you to make connections with retailers by learning the art of behavioral economics, marketing, and merchandising strategies, and the best mediums for conveying information.

Participants will:

- Gain perspective on what is important to retailers and what they value in a partnership.
- Coordinate and collaborate with other agencies and organizations that advocate for greater availability and access of healthy foods and beverages for community residents.
- Get to know the produce industry – Growers, Wholesalers, Packers, Commodity Boards, Community Supported Agriculture programs, and more to enhance your healthy food access efforts.

Evidence-Based Store Interventions

In this training you will learn effective strategies to influence shoppers' purchases of fruits and vegetables within the store environment through Point of Purchase strategies such as merchandising materials, product placement, food demonstrations, and store tours. This workshop also includes a discussion on working with retailers to utilize behavioral economics principles to increase sales of healthy items.

Participants will:

- Gain the skills and knowledge necessary to conduct effective nutrition education through food demonstrations, which make it easy to reach low-income consumers for a reasonable cost.
- Learn how to conduct engaging and educational store tours for adults and children, which includes information on how to shop healthy on a budget.
- Identify effective messaging strategies for reaching consumers in the store environment.

Improving Access to Healthy Foods in Corner Stores and Small Markets

Partnerships with corner stores and small markets can be vastly different than a partnership with a large grocery retailer.



Participants will:

- Learn best practices to engage with small, independent retailers and business owners.
- Identify community engagement strategies and partners to improve the sustainability of the intervention.
- Get an introduction to handling, storage, and produce marketing in small- or medium-size store environments.
- Learn how to implement a healthy store recognition program as a framework for your intervention.

Worksite Wellness Interventions

Worksite Wellness Overview

Every week hard-working Californians spend 40 hours and may eat up to 10 meals at work, often with little control over the food and drinks available. Many individuals spend more waking hours at work than at home making the workplace a natural venue for investments in health.

Participants will:

- Learn why worksite wellness interventions that promote healthy food access and physical activity opportunities are a critical component of nutrition education and obesity prevention work, particularly among low wage workers.
- Get an overview of worksite wellness strategies and hear about success stories from the field.

Six Simple Steps to Implement a Worksite Wellness Program

Worksite wellness programs help employers create a culture and environment at their workplaces that support healthy eating, improve fruit and vegetable consumption and increase levels of physical activity among workers. This intensive and interactive training teaches strategies for implementing a worksite wellness program at the community level in six simple steps.

Participants will learn to:

- Implement education, policy, and environmental changes and provide community linkages that support employers and employees in creating and sustaining a healthier workplace.
- Tailor a program to meet the needs of business owners and their employees in low wage worksites and the agricultural industry.



Youth Engagement

Youth-Led Participatory Action Research (YPAR) Orientation

This workshop is an introduction to Youth-Led Participatory Action Research (YPAR) as a youth engagement method of achieving community change. YPAR is a proven framework and model used to engage, empower, and activate youth on research to improve their schools, afterschool programs, communities, and/or service groups. YPAR is a model SNAP-Ed program, as noted in the SNAP-Ed Strategies and Interventions Toolkit. Participants will learn to:

- Apply this model to community change efforts by engaging young people and supporting their voices.
- Initiate the process of creating a plan for youth engagement in your community.
- Learn skills in the train-the-trainer approach that can inspire youth leadership.

Youth Engagement Training for Adults

Are you engaging youth as partners in your community change efforts? This training will teach adult staff how to effectively and authentically engage young people in efforts to create healthier young people and environments.

Participants will:

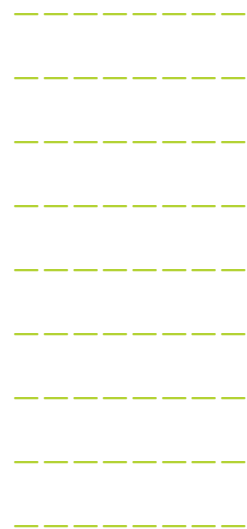
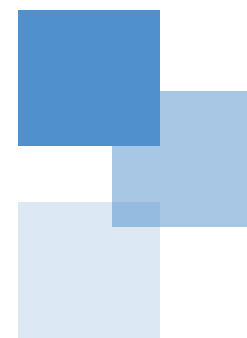
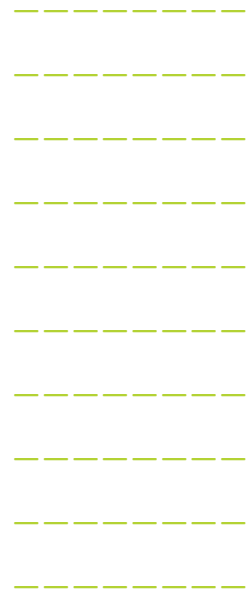
- Constructively examine your current youth engagement design.
- Learn different strategies of involving youth in your programs.
- Explore approaches to increase youth ownership, leadership, and sustainability.

Youth Engagement Forum

The target audience for this training opportunity is youth groups currently working on a community change project. This workshop is an interactive collaborative day of peer-to-peer learning and sharing between young people who are actively working towards positive changes in their school or community. Bring together youth from miles apart or within the same community to learn what other young people are doing to support their communities, realize the collective impact of the work they are doing, and collaboratively build connections with other young leaders.

Youth will learn to:

- Participate in community building activities and engaged learning.
- Engage in peer-led YPAR training.
- Reflect on successful youth work presented by youth teams.



Technical Assistance (TA)

In addition to the specific trainings offered, the Center for Wellness and Nutrition (CWN) is also available to provide ongoing technical assistance support to the above topic related public and institutional policy, system, and environmental change measures.

For example, we work with school districts and community members to facilitate adoption and implementation of a strong school wellness policy, with an employer to launch a worksite wellness program, with a health departments or other partners to create programs for healthier retail or for healthier childcare. Let us know your needs and we will work to develop a tailored support program.

Services can be provided through telephone or in person consultation, document review and revision, or webinars to provide content guidance.

Evaluation Services

CWN offers a wide range of services to help you measure your program's effectiveness and help you gather the right information to create a compelling case for funders, media, and other stakeholders.

Our experts at the Center for Wellness and Nutrition can provide the following services:

- Develop evaluation processes for new and existing projects
- Qualitative and quantitative data collection, cleaning, and analysis
- Develop data collection instruments, data entry templates, report forms, and training materials
- Conduct outcome and impact evaluations on social marketing campaigns, direct project interventions, and pilot projects
- Conduct formative research for program development
- Build the capacity of your staff to participate in ongoing project evaluation efforts

