

DRAFT Humboldt County Nutrition Action Plan 2/15/2012

Goal: Increase fruit and vegetable consumption by Humboldt County residents eligible for federal nutrition assistance programs

Target Audience	Activity/Methods	Evaluation Measures	Timeframe	Responsible Agency
Objective 1: Enhance collaboration and communication among agencies				
Humboldt CNAP committee members	1. Identify stakeholders for collaboration and develop a system of communication: Senior Resource Center, Arcata Co-op, Faith-Based organizations, Humboldt State University, North Coast Growers Association, St. Joseph Hospital, Salvation Army, St. Vincent de Paul, Betty Chin, Food Pantries, churches with kitchens	Meeting notes; resource list; email listserve; establish Basecamp	October 2011-September 2012	Public Health Branch Food for People University of California Cooperative Extension (UCCE)
Humboldt CNAP committee members	2. Share resources, provide/participate in cross-training opportunities, and identify and work collaboratively on projects including: Farmers' Market Food Demonstrations Food Day Events 4H learning projects Redwood Acres Fair- "Humboldt Made"	CNAP Resource Matrix, training evaluations, meeting notes, project reports	October 2011-September 2012	4H All PHB CC
Humboldt CNAP committee members	3. Identify consistent nutrition/physical activity messages for cross-agency use including: Farmers' Markets- Seeds/Container Gardening USDA MyPlate & Dietary Guidelines Train the Trainer on inclusion of PA in messaging	Copies of messages, materials developed	October 2011-September 2012	FFP PHB-Colleen PHB-Colleen & UCCE-4H

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Humboldt CNAP committee members	4. Promote local fruits and vegetables through various methods such as: Farmers' Market recipe books, press coverage, Harvest of the Month, presentation at Headstart Policy Council that promotes EBT and Market Match, using local fruits and vegetables as much as possible at events and developing a policy with local corporate grocery stores to carry local produce.	Copies of promotional materials, ads, etc.	October 2011-September 2012	ALL
Target Audience	Activity/Methods	Evaluation Measures	Timeframe	Responsible Agency
Objective 2: Provide nutrition and physical activity education opportunities and resources to target population				
Humboldt CNAP committee members and residents eligible for federal food assistance programs	1. Target specific sectors for education by offering nutrition and physical activity education to: 4H youth, faith based groups, seniors, patrons at Farmers' Markets, corner markets. Think of creating a mobile produce van Consider transportation to and from markets	Meeting notes	October 2011-September 2012	PHB- ask Linda Co-Op
Humboldt CNAP committee members and residents eligible for federal food assistance programs	2. Identify best outreach/marketing tools for each sector: children, childcare providers, teachers, businesses, politicians, parents/general public. These could include: CalFresh WIC Tabling at community events Digital Stories Facebook page	Meeting notes; list of identified tools	October 2011-September 2012	