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.

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<th>Strategies/Objectives</th>
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| **1A. Promote all FNS programs by enhanced referral and coordination among local FNS and non-FNS program staff** | Enhance coordinated referral among programs receiving USDA-FNS funds and partner organizations that work with them  
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  
   - 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 |
| **Encourage community partners to apply for/receive USDA-FNS funds** | 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.  
2. Distribute list of School Meal sites  
   - E-mail and/or web  
   - Post on CNAP partner websites  
3. Distribute School Meals posters, pamphlets and other promotional materials to local FNS partners.  
4. Share School Meals materials during nutrition education/physical activity efforts.  
5. Work with Nutrition Services departments to develop a breakfast campaign and highlight efforts during Breakfast Month | Schools All | June 2014, Ongoing |
| **1D. Promote certified Farmers’ Markets by clients participating in** | 1. Update Farmers’ Market brochure annually.  
2. Distribute Farmers’ brochure to CNAP partners | Food Bank/Farmers’ | Ongoing, April 2014 |
| federal food assistance programs | • E-mail and/or web  
| | • Post on CNAP partner websites  
| | 3. Share Farmers’ Market materials during nutrition education efforts. | Markets | April/May 2014  
| | All | 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 | March 2014  
| | All | 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  
   • Review state and county plans on *Network for a Healthy California website* annually.  
2. Place CNAP updates on partner websites for local use. | CCHS - CW&PP | 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  
   • 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 |