

**Catholic
Charities**

of the Diocese of Santa Rosa

Needs Assessment Evaluation of Catholic Charities
of the Diocese of Santa Rosa's Nutrition Education
and Obesity Prevention (NEOP) Program

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Organizational Overview

Mission

The mission of Catholic Charities is to reach out to those most in need, offer hope through service, and build better communities.

Vision

“We strive to be a leader among human service providers, in partnership with community organizations and with every county and every parish in the Diocese of Santa Rosa. “

Values

COMPASSION

Treat those we serve with understanding, dignity, and respect

Encourage growth and individual responsibility

INTEGRITY

Honor truth and promote justice

Be the example

Serve as stewards optimizing the use of resources

RESPECT

Treat others as you would like to be treated

Honor individual beliefs



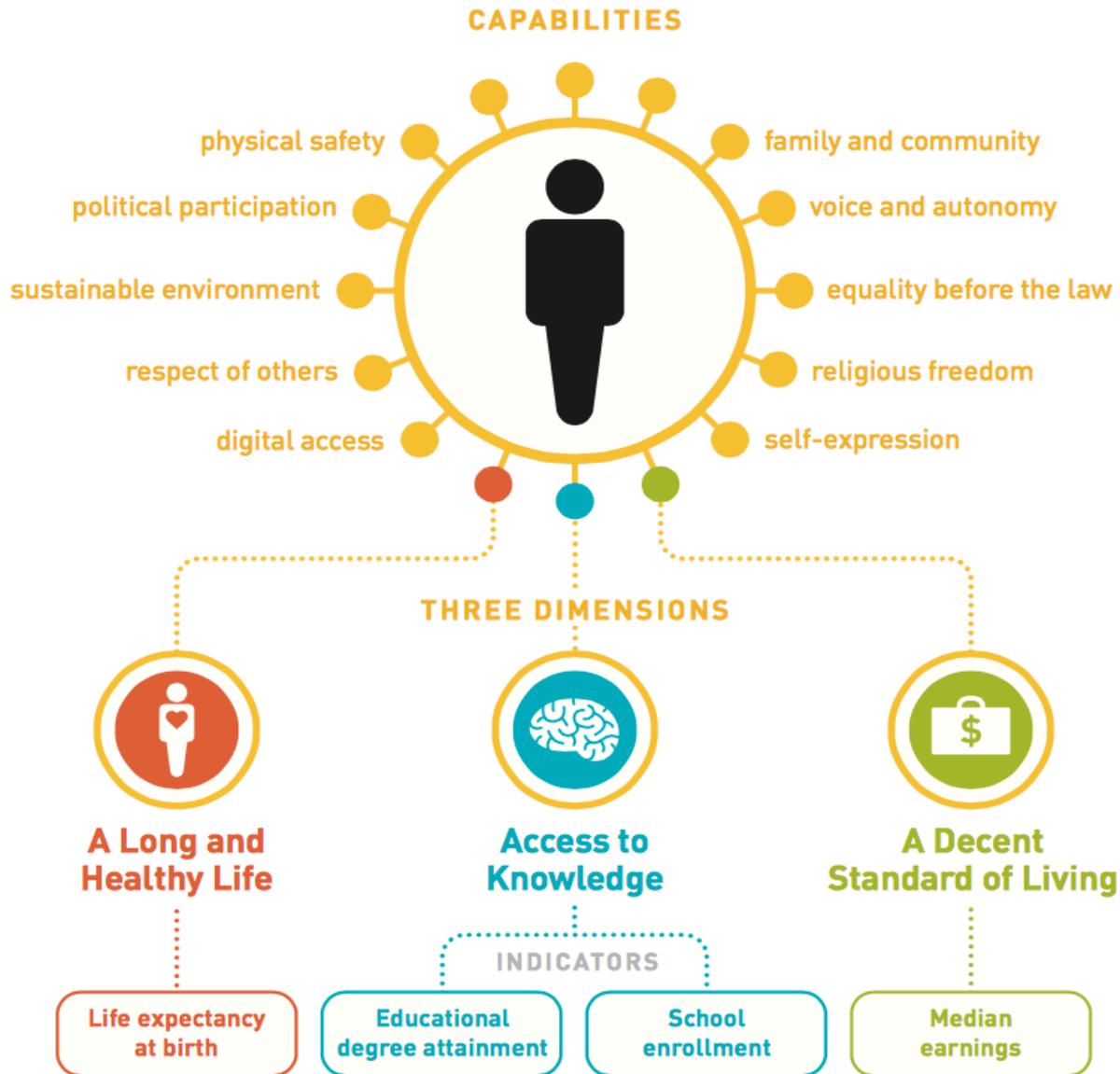
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Area of Focus – Nutrition and Obesity Issues in Sonoma County

- over two-thirds (70%) of low-income adults reported being overweight or obese compared to 59% of non-low-income adults
- more than one in three low income children (ages 2-11) and almost half of all low-income teens (ages 12-19) is overweight or obese
- among children, only 30% of 2-10 year olds are getting the recommended amount of physical activity per week and 57% of 12-19 year olds are overweight or obese



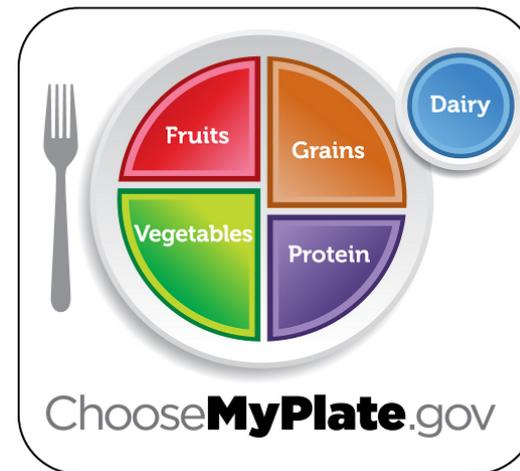


Nutrition Education and Obesity Prevention (NEOP) Program

NEOP is funded by a state-level grant aimed to give local implementing agencies the ability to deliver nutrition and physical activity workshops to SNAP-eligible (low income) members of the community

Workshops

- My Plate My Family
- Supermarket Tour
- Rethink Your Drink
- How to Read a Food Label
- Shopping on a Budget



SNAP and SNAP-Ed

Supplemental Nutrition Assistant Program (SNAP)

- federal aid program that provides food-purchasing assistance
- previously known as the Food Stamp Program
- California known as Calfresh

Supplemental Nutrition Assistant Program Education (SNAP-Ed)

- The educational component of SNAP
- goal of SNAP-Ed is to improve the likelihood that low-income individuals, including those eligible for SNAP, will make healthy food choices within a limited budget and choose physically active lifestyles

State and Local Implementing Agencies

Chain of SNAP-Ed / NEOP Implementing Agencies

USDA (Western Regional Office)

CA Department of Social Service

Catholic Charities of CA

Department of Aging

Department of Public Health

Catholic Charities of SR

Area Agency on Aging

Department of Health Services

Center for Well-Being

NEOP Evaluation

Determine

- Where are there barriers to success?
- Why do they exist and how can they be combatted?
- What do other organizations do differently?

Accomplish

- Based on the above determinations, create an internal document to streamline communication and improve the process of program implementation within the organization
- Provide recommendations based on comparative analysis of Sonoma County organizations implementing the NEOP program

Interviews

Catholic Charities

Shanley Schoenhoffer – *NEOP Program Coordinator (English)*

Rosa Herrera – *NEOP Program Coordinator (Spanish)*

Saskia van Donk – *Grants Compliance Manager*

Cynthia King – *Community and Parish Connections Program Manager*

Eileen Cangany – *AmeriCorps VIP Fellow*

Sonoma County Department of Health Services

Anthony Taylor – *Health Program Manager*

Danielle Ronshausen – *Health Information Specialist II*

The Center for Well-Being

Nora Bulloch – *Registered Dietician and Health Educator*

Area Agency on Aging

Norine Doherty – *Program Planning and Evaluation Analyst*

Workshop Delivery

Catholic Charities

- New program – began March 2015
- Began with 2 full-time staff, one teaching workshops in English and one teaching workshops in Spanish
- Managed by Grants Compliance Manager to ensure program deliverables to Catholic Charities of California
- Recently recruited 2 interns to assist with workshop delivery

Center for Well-Being

- awarded a subcontract with the Department of Health Services based on a successful program already in place that aligned with SNAP-Ed goals
- Promotores de Salud: program composed of voluntary health promoters in Sonoma County
- position as an intern with the program is highly sought out by students earning degrees in nutrition and dietetics at local colleges

Area Agency on Aging

- Receives smallest amount of grant funding for SNAP-Ed
- Has one workshop: Matter of Balance for seniors
- One part-time coordinator devoted solely to this workshop who recruits volunteer coaches

Agency Comparison

Implementing Agencies	Average # Weekly Workshops	# of Volunteer Workshop Facilitators
	3	2
	22	60+
<p>Sonoma County Area Agency <u>on</u> Aging</p>	3	20

Improvement Plan

- The Center for Well-Being sees major success in this program for several reasons
 - Promotores de Salud has been active for over 12 years
 - Internships are highly sought after
 - Huge volunteer base conducting workshops
- Catholic Charities staff requested a way to streamline information within the organization
- Next step: develop materials for onboarding NEOP volunteers and creating a focused strategy in utilizing their role as interns
 - improve intern recruitment and retention
 - lighten the load for Program Coordinators freeing them to focus on building partnerships and new strategies

Internship Guidelines

Nutrition Education and Obesity Prevention (NEOP) Program Intern Guidelines

- ❖ **About Catholic Charities** – a general overview of the organization, its mission, vision, and values
- ❖ **Nutrition and Obesity Issues in Sonoma County** – the major health problems that the Sonoma County community faces
- ❖ **About NEOP** – an overview of the program and its goals/objectives
- ❖ **Intern Responsibilities** – what can be expected of the intern, their role and responsibilities
- ❖ **Workshop Guidelines** – how to deliver workshops, workshop topics, who the audience is
- ❖ **Intern Resources** – tips on public speaking, engaging an audience, healthy recipes

Recommendations & Future Work

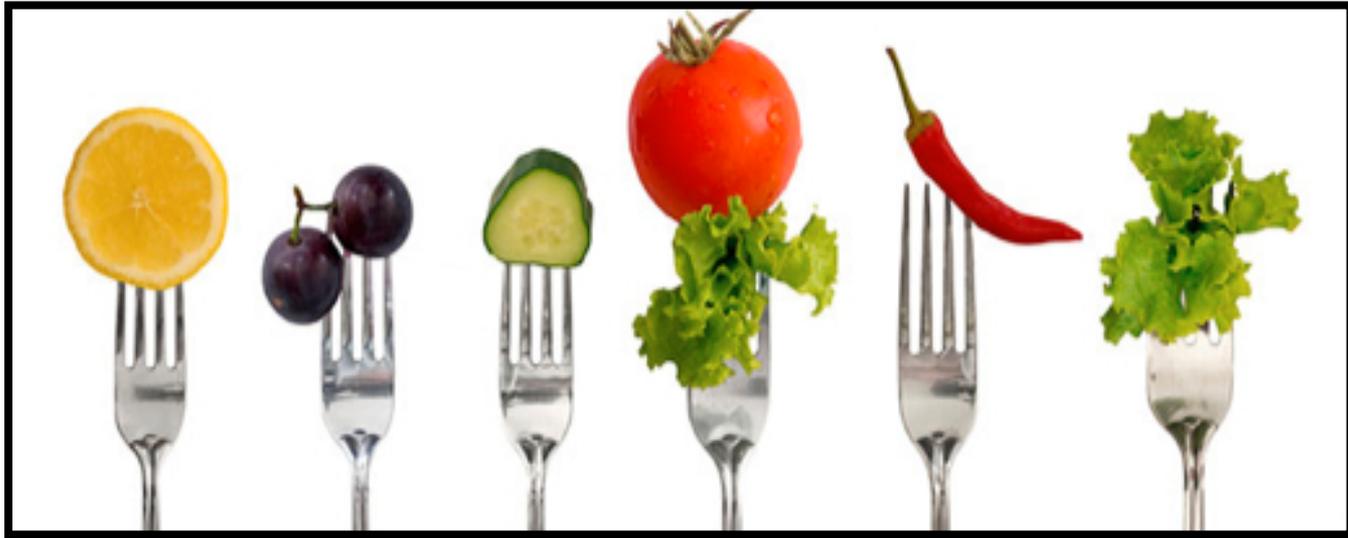
Recommendations for Intern Guidelines

- ❖ Document should act as a stand-alone guide to be distributed with the Catholic Charities *Volunteer Handbook*
- ❖ Similar guides to be made for all Catholic Charities programs that utilize volunteers and interns

Future Work – streamline external communication

- ❖ Update NEOP section of website
- ❖ Create a program overview to present to potential new workshop sites
- ❖ Create a formalized job description for intern recruitment

Thank You!



References

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