CHAMPIONS for CHANGE
Network for a Healthy California

# Food Stamp Office Resource Kit (FSORK)

## Evaluation Report

## 2007

Alyssa Ghirardelli, MPH, RD
Amy Fong, MPH

California Department of Public Health
Cancer Prevention and Nutrition Section

## ACKNOWLEDGEMENTS

We would like to extend our thanks to the interviewers from the Health Research Consulting Group of Loma Linda University. A special thank you goes to the Research & Evaluation Unit colleagues who spent several days at the four food stamp offices collecting observation data: Andrew Fourney, DrPH, Andrew Bellow, BA, Sharon Sugerman, MS, RD, FADA, Alexandra Ossa, MPH, Ama Atiedu, MS, Patrick Mitchell, DrPH and Barbara MkNelly, MS. We would also like to thank Patrick Mitchell, DrPH for extending his statistical expertise for analyzing the observation data and Alexey Kalinin, intern for contributing to the research protocol and instrument development.

## BACKGROUND

The *Food Stamp Office Resource Kit (FSORK)* provides Food Stamp Nutrition Education (FSNE) in waiting areas of food stamp offices using audio visual and print materials to help low-income Californians learn how to purchase and prepare low-cost, nutritious meals and snacks. *FSORK* materials were designed to improve knowledge, skills, and intention regarding healthy eating practices, fruit and vegetable consumption, and physical activity. The FSORK was developed in collaboration between the California Department of Public Health, *Network for a Healthy California* (formerly California Department of Health Services', *California Nutrition Network*), the California Department of Social Services Food Stamp Program, and the Western Regional Office of the U.S. Department of Agriculture's Food and Nutrition Service, with input from the California Welfare Directors Association. The *Network* is the largest single provider of FSNE in the nation.

The *FSORK*, available in English and Spanish, includes a 20-minute video, poster, brochures, recipe cards, and staff resource guide. The video called "Good Food TV" is designed to be shown on a continuous loop throughout the day in the office waiting area. The poster titled "Food Stamps Can Help Put Healthy Food on Your Table" and recipe cards complement the video. A poster display with brochure rack containing the poster, brochures focusing on tips for healthy eating and shopping for low-income families, and the recipe cards are displayed in the waiting area. The recipes are easy to prepare, low cost, culturally appropriate, and family friendly. They feature items with healthy choices of fruits and vegetables. The resource guide provides food stamp office staff with phone numbers of pertinent health, nutrition, and physical activity resources by county which they can provide individuals who request further health information.

All materials were developed based on formative research with FSNE eligible parents and reviewed for technical accuracy by registered dietitians. Feedback to improve the materials was incorporated when applicable. FSORK materials can be viewed at http://www.goodfoodtv.org.


## STUDY OBJECTIVES

An evaluation study of the FSORK was conducted by the Research and Evaluation Unit (REU) in the California Department of Public Health's Cancer Prevention and Nutrition Section (CPNS). Its aim was to evaluate the utility of the intervention materials, especially the video component, and to learn more about the food stamp office as a learning environment for future implementation of nutrition education. The study uses predictors of behavior change, along with an estimation of information retention, to evaluate the usefulness of the educational materials placed in the offices.

## STUDY METHODS

The FSORK evaluation consisted of two phases— an exit survey and an observation study conducted in four different counties. The first phase was an in-person intercept survey in which 419 food stamp participants leaving the offices were asked about the FSORK materials in the waiting area. The second phase employed direct observation methods with a subset of 308 individuals in the four offices to assess the response to the delivery of the FSORK intervention. The second phase enabled observers to be "inside" the waiting area to record first-hand the number of clients who engaged with the FSORK materials and how closely individual clients paid attention to the video. In addition, findings obtained through client observation could be different from potentially subjective participant reporting in the exit study, so the observation study may be helpful for refining conclusions about the applicability of the FSORK. The two-phase study can not only provide guidance on further improvement of the FSORK's use, it can inform collaborators and other professionals about the use of the food stamp office for nutrition education using media-based approaches.

## FOOD STAMP OFFICE SITE SELECTION FOR STUDY

For the exit survey and the observation study, the same food stamp office waiting areas in four California counties were utilized. The four counties were chosen because, collectively, they closely resembled the statewide demographics of California's food stamp population, and they represented different regions of the state. The Food Stamp Program Participants by Ethnic Group report from July 2004 was used to identify demographics because it provided the most complete data available for each county[1] (see Appendix 1). The Food Stamp Program Specialist in each of these counties was contacted and asked if they were willing to have a food stamp office in their county participate in the FSORK study. For each county, once researchers achieved contact with the Food Stamp Program Specialist and determined which offices in their county received and planned to implement FSORK materials, agreement was obtained to participate in the study. Specific offices were chosen to allow observations of a mixture of different office sizes (small, medium and large) to learn how well the FSORK worked in various settings.

[1] DFA 358F- Food Stamp Program Participants by Ethnic Groups, July 2004. Retrieved at, http://www.dss.cahwnet.gov/research/res/pdf/DFA358F/2004/DFA358FJul04.pdf

## PHASE I: EXIT SURVEY—METHODOLOGY

The intercept exit survey was conducted under subcontract by Loma Linda University, Health Research Consulting Group. During January and February 2007, the exit survey was administered to a total of 419 food stamp participants in 4 counties—Contra Costa, Fresno, Orange, and Sacramento (105, 100, 105, and 109 interviewed, respectively). Sixty-eight percent of participants interviewed were female and 32 percent were male. Additionally, 73 percent of the exit surveys were conducted in English while 27 percent were conducted in Spanish. The primary target audience was low-income, food stamp eligible adults, aged 18 to 54 years, visiting food stamp offices to apply for or renew food stamp benefits. This population was selected because it is the target audience of the *Network* media campaign. The study sample size of 400 participants was chosen to provide a good chance of detecting differences among the four offices. The outcome measure of self-efficacy was selected because it has been shown to be a very strong predictor of dietary behavior.[2] Recruitment occurred at the food stamp offices participating in the study. A convenience sample of food stamp recipients was asked upon leaving the office to answer an in-person survey about the nutrition education video and materials they may have seen in the waiting area (Table 1). Individuals who agreed to participate were not refused on the basis of ethnicity, age, gender, language, or any other qualifier. Loma Linda University interviewers, who were trained in procedures and provided with a data collection protocol, did the recruiting and administered the survey.

**Table 1: Overview of FSORK Components**

| FSORK Materials | Title | Description |
|---|---|---|
| Video | "Good Food TV" | 20-minute VHS/DVD video on a continuous loop in English and Spanish |
| Poster Display Unit | "Food Stamps Can Help Put Healthy Food on Your Table" | 2 types of 22" x 28" posters in Spanish and English versions framed in floor and wall poster displays with brochure rack |
| Brochure | "Food Stamps Can Help Put Healthy Food on Your Table" | Spanish and English versions of the brochure provide helpful tips on preparing healthy foods, cost saving ideas when purchasing foods and the benefits of using food stamps to stretch food budgets |
| Recipe Cards | Meatball Soup ;Smothered Greens; Lemon Rosemary Chicken; Corn and Green Chile Salad; Tortilla Pizzas; Potato Sauté with Onions and Bell Peppers; Peach Crisp; Tropical Smoothie | Eight take home recipe cards featuring recipes depicted in the video. The cards are two-sided—English on front, Spanish on back. |
| Resource Guide | Resource Guide | The guide provides phone numbers of pertinent health, nutrition and physical activity resources by county. Food stamp offices can provide these numbers to individuals who request further health information |

[2] Brug J, Glanz K, Kok G. (1997). The relationship between self-efficacy, attitudes, intake compared to others, consumption, and stages of change related to fruit and vegetables. Am J Health Promot. 12 (1), 25-30.

### INFORMED CONSENT PROCESS AND DOCUMENTATION

Participants were informed that participation in the study was voluntary, and that all information provided would remain confidential. At any time, the participant could decline further participation or decline to answer certain items on the instrument. The survey included a participant identification code and no personal identifiers were collected (see Appendix 2). Participants completing the in-person survey received an incentive after finishing the survey.

Following recruitment, participants completed a survey designed to assess psychosocial variables and knowledge related to topics covered in the video and behaviors related to purchasing and preparing healthy foods, specifically fruits and vegetables. The survey instrument contained 30 questions and took approximately 5-7 minutes to complete (see Appendix 2). Survey information was not shared with anyone outside the research staff and was reviewed by research staff for the sole purpose of ensuring completeness and accuracy. Loma Linda University staff also managed data entry and analysis, and they provided CPNS with a topline report of findings.

## PHASE II: OBSERVATION STUDY—METHODOLOGY

Separately from the in-person exit survey, nine trained observers from the CPNS REU collected information about interaction of participants with the video and materials provided in the food stamp office waiting area. Observers followed a clearly defined protocol to blend into surroundings and minimize detection of study activities by clients in waiting areas. Food stamp clients were observed in the waiting area of the same food stamp offices in which the exit survey was administered. Data collection occurred during March and April, 2007. During this period, 106 viewings of the FSORK video were observed at these offices of which 62 percent were in English and 38 percent were in Spanish. The food stamp office in Sacramento contributed 44 percent of the viewings, followed by 21 percent at the Fresno and Orange food stamp offices and 14 percent in Contra Costa. Researchers observed a total of 1,817 clients at the four offices. The unit of observation was the 20-minute viewing period.

Observers spent two consecutive days in each food stamp office with the exception of the food stamp office in Orange County. Due to low 'foot' traffic at this food stamp office, an additional two days of observation were needed. The observation study consisted of two parts. One observer completed the 'FSORK Environmental Scan' and the second researcher completed the 'FSORK Individual Observation' form (see Appendix 3). Consequently, a minimum of two researchers was needed to conduct the observations during a single video viewing period.

Using the 'FSORK Environmental Scan' tool during the viewing period, one observer gathered three visual scans of all clients in the waiting area (or assigned section of the waiting area), monitored the poster display with brochure rack, and recorded the noise level of the waiting area. The observer made the first environmental scan (entry scan) of the food stamp office waiting area at the start of the video. The second scan (basic scan) was made approximately during the half-way point of the video (during the 7$^{th}$ to 10$^{th}$ minute of study observation) and the third scan (closing scan) was made during the last segment of the video (during the 17$^{th}$ to 20$^{th}$ minute of study observation). The three visual scans were averaged to produce a more stable estimate of the characteristics of the clients over the 20- minute viewing period. Each visual scan spanned approximately 3 to 4 minutes,

which was the approximate time it took to estimate the number of clients in the waiting area and to estimate the number attending to the video. At each visual scan the following characteristics were collected by the observer to provide an:

- Estimation of the total number of clients in the food stamp office waiting area by gender and age group (Adults 18+ and children under 18 years);
- Estimation of the total number of clients looking at the screen by gender

The observer estimated the noise level of the waiting area by rating whether it was "Easy to hear video" or "Difficult to hear video". Additionally, the observer recorded the number of clients visiting the poster display during the entire period of observation and the types of materials taken from the poster display.

For the individual observation, another observer scanned the waiting area and identified a client in the waiting area who began to focus attention to the video. Thorson (1994) introduced a concept of "eyes on screen" (EOS) which is a measure of attention used as a continuous index of "how much" an individual looks at a television screen. The most common method of collecting EOS data is through videotaping individuals watching television without the subjects' knowledge. Due to confidentiality reasons and the limitations of food stamp office environment, other techniques that were not invasive were utilized. The main concepts of EOS in measuring intensity of attention were applied for the basis of this observation study. Specifically, the method incorporated in the observation study based on Thorson's EOS measures was use of the timed interval to assign credit for watching when an individual looks at the screen during a given segment of the video[3] (Thorson, E, 1994).

During any given minute, the individual was given one credit (check mark) if he/she either 'glanced' (approximately 2-3 seconds) or 'watched' ($\geq$ 30 seconds). For the entire viewing period (20 possible minutes) or as long as the client was in the waiting area, the researcher observed how closely the individual paid attention to the video, minute by minute. When assigning credits, 'watched' was prioritized over 'glanced'. The observer recorded any activities that distracted the individual from paying attention to the video during each one minute increment of the video. All data were recorded on the 'Individual Observation Form'. For reporting purposes, watched minutes were classified into four categories to capture all lengths of minutes spent viewing video, 1-5, 6-10, 11-15 and 16-20 minutes.

However, there are some limitations with the EOS measure that should be considered as it could potentially fail to perform as one would expect. EOS may not always be a good indicator of attentiveness as it may not correlate with memory. One of Thorson's experiments revealed that despite not looking at the screen (EOS of zero) individuals were able to recall messages in commercials. Thus one could actually attend to a program without looking at the screen. Another interesting dilemma is that EOS shows people can look at the screen without processing any of the information (Thorson, 1994).

[3] Thorson, E. (Lang A. Editor). 1994. Using Eyes on Screen as a Measure of Attention to Television. Measuring Psychological Responses to Media Messages. Lawrence Erlbaum Associates, Publishers, Hilladale, New Jersey.

## OFFICE DESCRIPTION AND FSORK IMPLEMENTATION DURING STUDY PERIOD
(TABLE 2)

### CONTRA COSTA FOOD STAMP OFFICE

There were 32 seats in the waiting area and 6 service windows at this food stamp office. According to the supervisor, this food stamp office serves approximately 194 clients per day.

**Screen & Poster/Brochure Display:** There was one television monitor in the waiting area showing the English language version on a continuous loop. It was mounted on the upper left corner of the waiting area section adjacent to a wall full of announcements. During the two days of our visit they played the English language video the entire time. Staff at the reception desk said the English version is played the majority of the time because they felt more clients they serve at this office speak English rather than Spanish. Thus, the Spanish language version was played at their discretion. The floor poster display with the English version of the poster displayed was positioned against the wall right behind the seats in the waiting area.

**Seat Orientation and Other:** All the seats were facing the screen except for 12 seats against the wall. Therefore clients sitting in these seats had to turn their head to see the video. This office did not have a designated area for children to play, although there was a play table for kids.

### FRESNO FOOD STAMP OFFICE

There were over 50 seats in the waiting area and 4 service windows available for clients. There was a constant flow of clients and, according to the food stamp office supervisor; they see an average of 450 clients per day.

**Screen & Poster/Brochure Display:** There was one television monitor in the waiting area, and the video played from a VHS tape format that alternated in English and Spanish. The television was mounted toward the left corner of the room with two wall poster displays adjacent to it. Use of a VHS format required a staff person to re-insert the tape and rewind as needed throughout the day. During our visit there was a slight delay as it took the staff person several minutes to realize the tape reached the end. Several times staff needed to be prompted to rewind it by the research team. On the two wall poster displays with brochure rack, one poster was in English while the other was in Spanish. Walking up to the poster may have been a challenge because there was a table in front of it. Some people in the first row looked at the poster from their seat but did not walk up to the poster display to pick up materials.

**Seat Orientation and Other:** This office had the flexibility of changing the seat orientation because the seats were freestanding. This flexibility was uncharacteristic of the other offices observed. The supervisor informed us that he changes the orientation of the seats occasionally. He felt arranging the chairs “back to back” provided a more intimate feel to the waiting area. The first day of observations the chairs were oriented “back to back”. It appeared that most people who engaged in the video sat in the first two rows. However, the following day we asked the supervisor to change the seating so that all seats faced toward the television screen. It appeared more people were inclined to look at the screen if they were facing it. This office lacked an area for children to play.

### ORANGE FOOD STAMP OFFICE

This food stamp office was located in a business park. It was a distance away from the closest bus stop and did not seem easily accessible to food stamp clients. It appeared to be a newer facility with a doctor's office feel to it. According to staff, they were in the process of setting up a couple of computers for clients to use while at the food stamp office to search for jobs. There were 27 cushioned seats arranged in multiple U-shape fashion facing toward five service windows. According to the supervisor, they see an average of 35 clients per day.

Screen & Poster/Brochure Display: The flat screen monitor was mounted on the wall to the left of the seating area. The floor poster display, with the English version of the poster displayed was positioned on the left-side of the screen in the corner. Even in close proximity to the screen very few people walked up to the poster display to take materials. The small waiting area could be impersonal at times when the employees spoke using the microphone/speaker. Everyone in the office can easily hear conversations taking place between clients and employees at the service window. This office lacked an area for children to play, although there was a low table with seats in which children could sit.

Seat Orientation: Since the fixed seating was arranged in multiple U-shape fashion, half of the seats were facing away from the screen.

### SACRAMENTO FOOD STAMP OFFICE

This food stamp office was the largest in size of the four observed for the study. There are approximately 200 seats in the waiting area and 13 service windows for clients. According to staff, they serve an estimated 250 food stamp clients each day. For the observation study, the waiting area was divided into two separate viewing areas (right side and left side) due to the large size of the waiting area. An environmental scan was completed for each viewing area. This office was extremely busy, and the majority of the time the waiting area was crowded.

Screen & Poster/Brochure Display: There were three television monitors showing the FSORK video—two on the "left side" of the waiting area and one on the "right side". The floor poster display with brochure rack with the English version displayed was located in front of a pillar at the entrance of the waiting area, and the floor poster display with the Spanish version was positioned in front of another pillar on the left side of the waiting area. Both posters were double-sided with the English version on one side and Spanish on the other.

Seat Orientation and Other: The fixed seating was arranged primarily "back-to-back". With only one television monitor on the "right side" of the waiting area, the "back-to-back" seating arrangement made it difficult for some people to watch the video because they were facing in the wrong direction of the television monitor. The designated supervised play room for children was uncharacteristic of the other food stamp offices.

**Table 2: Site Description—Characteristics of the Food Stamp Offices by Site Location**

| Food stamp office location | Contra Costa | Fresno | Orange | Sacramento |
|---|---|---|---|---|
| Approximate number of clients served per day (estimate) | 194 | 450 | 35 | 250 |
| Approximate size of waiting area | 20 feet by 15 feet | 50 feet by 17 feet | 11 feet by 40 feet | 100 feet by 50 feet |
| Orientation of seats | Majority of seats facing the screen except for a row against the side wall | Day 1: Back to back seating with some seats against the side wall; Day 2: All seats facing screen with some seats against the side wall | 3 sets of seating arranged in a "U" formation against the wall | Back to back seats |
| Number of seats in waiting area | 32 | 54 | 27 | 200 |
| Number of seats not facing the monitor | 12 | Day 1: 18<br>Day 2: 7 | 8 to 9 | 36 |
| Number of television monitors | 1 | 1 | 1 | 3 |
| Usage of DVD or VHS technology | DVD | VHS | DVD | DVD |
| Number of service windows available for clients | 6 | 4 | 5 | 13 |
| Location of poster/ brochure display | Against the wall right before the seats in the waiting area | Mounted on wall next to the television monitor in front of the seats in the waiting area | Adjacent to television screen, a couple feet away in the corner | In front of a pillar at the entrance of the waiting area; another poster display was positioned in front of another pillar on the left side of the waiting area |
| Type of poster/brochure display (floor poster display with brochure rack, wall poster display with brochure rack, floor poster display) | Floor poster display with brochure rack | 2 wall poster displays and brochure racks- English and Spanish Language | Floor poster display with brochure rack | Floor poster display with brochure rack and floor poster display |

## RESULTS & ANALYSIS: EXIT STUDY

### DEMOGRAPHICS

Nearly 70 percent (68%) of food stamp clients who participated in the study were female. Half of the respondents (49.8%) were "under 25 years" or "34-44 years". As shown in Table 3, the reported ethnicity of the food stamp recipients interviewed was in close alignment with the statewide food stamp participant figures for July 2004 (see Appendix 1).

**Table 3: Race/Ethnicity for Statewide Food Stamp Participation and Exit Survey Participants**

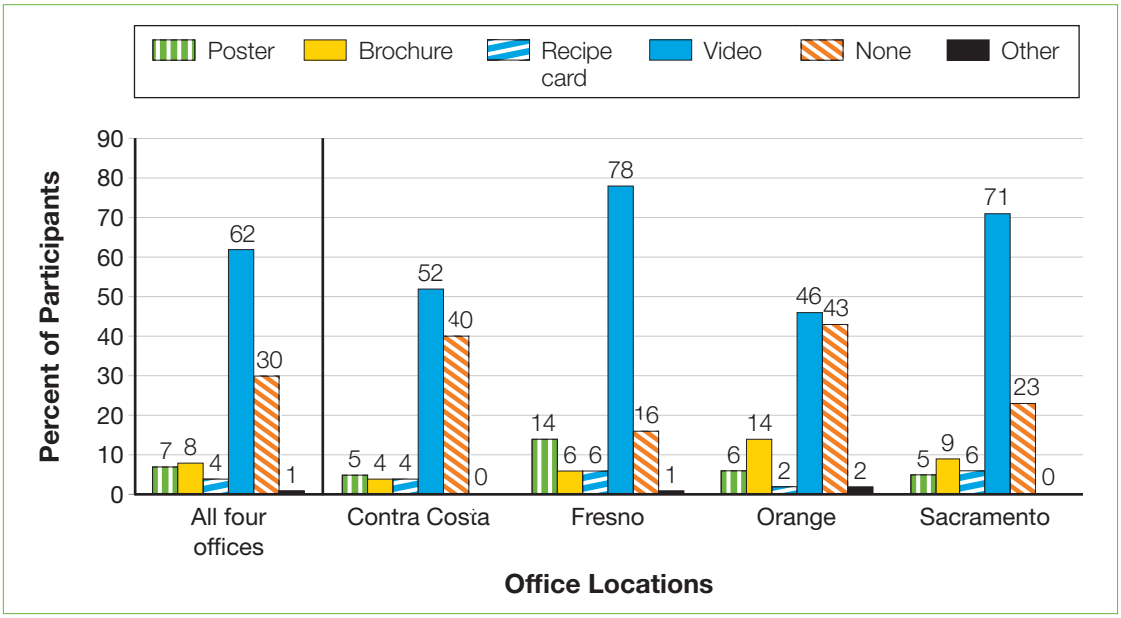
| Race/Ethnicity | Statewide Food Stamp Program participation demographics, 2004 | | Four food stamp office site locations (Fresno, Sacramento, Orange and Contra Costa), 2007 |
|---|---|---|---|
| | Households participating in Food Stamp Program | Households participating in Food Stamp Program (%) | Reported ethnicity of exit survey respondents (%) |
| Hispanic | 322,762 | 43.4 | 42.7 |
| White | 187,595 | 25.2 | 25.8 |
| Black | 160,237 | 21.5 | 17.9 |
| Asian or Pacific Islander | 50,353 | 6.8 | 4.1 |
| American Indian or Alaskan Native | 5,282 | 0.7 | 3.1 |
| Other | 11,461 | 1.5 | 6.4 |

### RECALL OF FSORK COMPONENTS

Across the 4 food stamp offices, unaided recall yielded 70 percent of participants recalling at least one FSORK material about healthy eating, while 30 percent of participants were unable to recall any FSORK materials. Participants could recall more than one type of material about healthy eating. Of all responses acknowledging the FSORK materials, the video was recalled the most (62 percent). Recipe cards were mentioned the least (4 percent) (Figure 1).

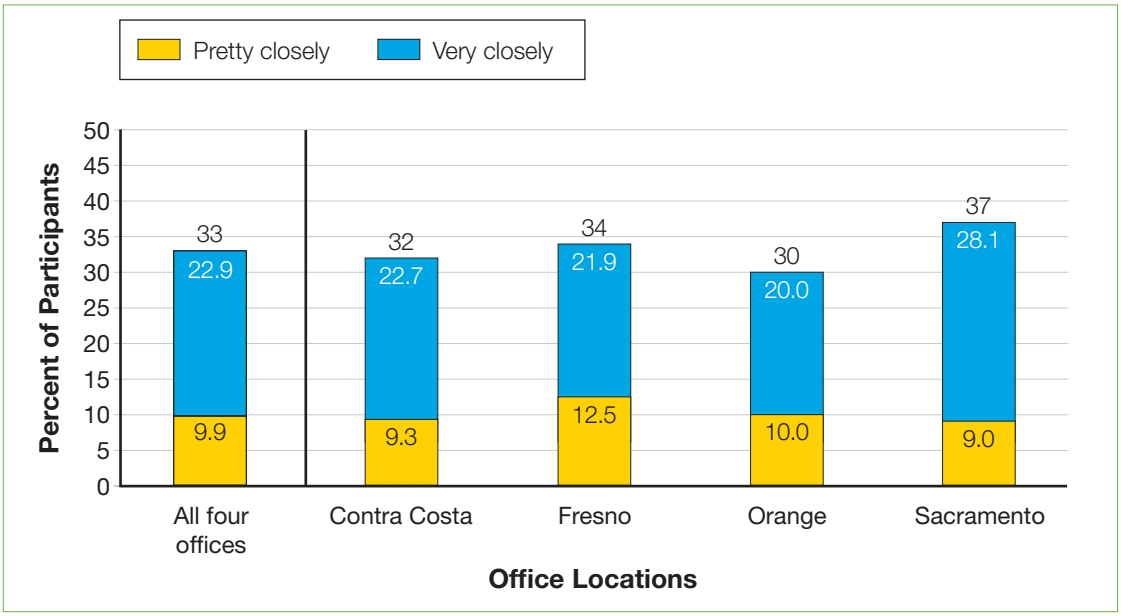
Over 80 percent (84%) of participants at the Fresno food stamp office recalled seeing at least 1 FSORK material about healthy eating. The video was recalled the most by participants in Fresno (78%), followed by 14 percent who recalled seeing the poster. The Fresno food stamp office had the lowest percentage of participants unable to recall any of the FSORK materials (16%). The food stamp offices in Orange and Contra Costa County had the greatest percent of participants unable to recall any FSORK materials (43% and 40%, respectively). Participants at the Orange County food stamp office remembered seeing the brochure the most, compared to the participants at the other three food stamp offices (Figure 1).

**Figure 1: FSORK Materials Recalled Seeing in Waiting Areas (out of all participants)**




When asked about seeing a healthy eating video in the food stamp office waiting area, 76 percent remembered seeing a video. Of those who reported seeing the video, 33 percent of participants reported watching the video “pretty closely” or “very closely” (10% and 23%, respectively) (Figure 2) compared to 52 percent who reported watching “Not at all” or “A little” (16% and 36%, respectively). Participants who reported not paying close attention at all indicated mostly that they were “busy” (27%), “not interested” (20%), “did not notice the video” (12%) and “difficulty seeing or hearing the video (12%) as the top reasons why the video did not grab their attention. Although not one of the top reasons, ”language difficulty” was reported by 6 percent as a reason why the video did not grab their attention. Over sixty percent (64%) of participants who reported seeing the video recalled the video was about nutrition and how to eat healthy. Moreover, of participants who reported seeing the video, 87 percent were able to recall specific ideas, tips or messages from the video. The top two messages reported were “To eat healthy/about nutrition” and “To eat fruits and vegetables” (19.1 and 17.5 percent, respectively).

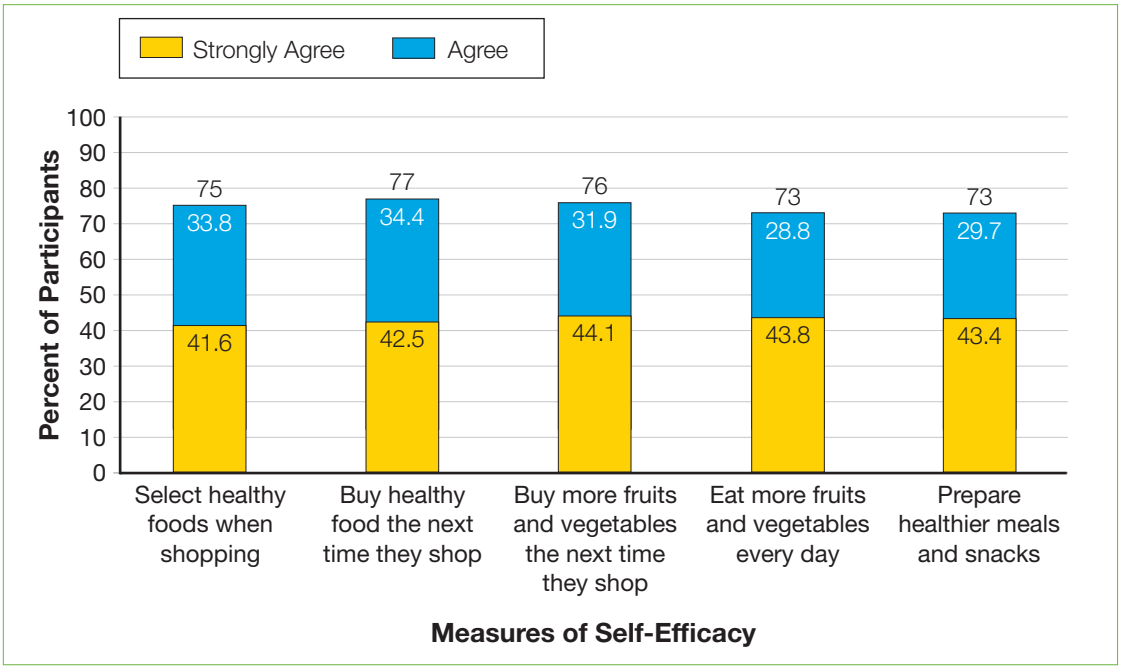
**Figure 2: Food Stamp Client Self-Reported Intensity of Viewing FSORK Video (n=320)**




## SELF-EFFICACY RELATED ITEMS

After watching the video, at least 73 percent of respondents "strongly agreed" or "agreed" felt they could select healthy foods when they shop, buy healthy food the next time they shop, buy more fruits and vegetables the next time they shop, eat more fruits and vegetables every day, and prepare healthier meals and snacks (Figure 3).

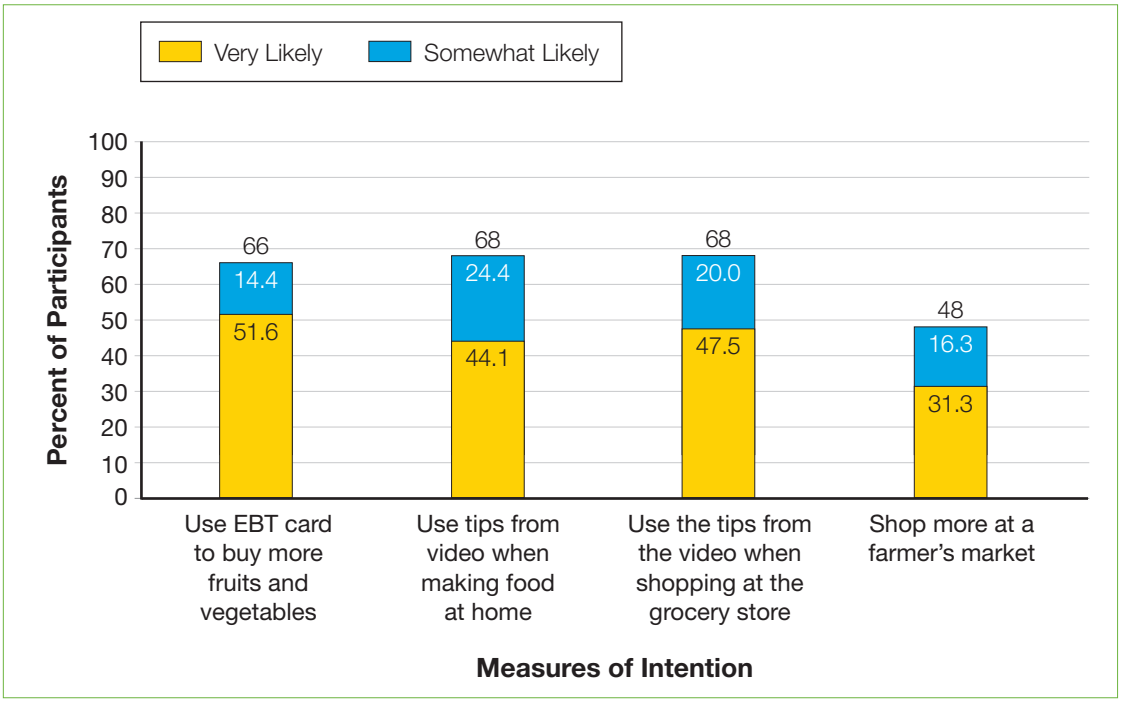
**Figure 3: Self-Efficacy of Participants After Watching FSORK Video (n= 320)**



## INTENTION-RELATED ITEMS

After watching the video, over half of the participants reported they were "very likely" to use their EBT card to buy more fruits and vegetables (52%). Forty-four percent of respondents reported they were "very likely" to use the tips from the video when they prepare food at home. When asked how likely they would be to use the tips when shopping at the grocery store, 48 percent reported "very likely" while 20 percent said "somewhat likely". Although 31 percent of respondents mentioned it was "very likely" they would shop more at a farmers' market, another 31 percent responded it was "not likely" to shop more at a farmer's market (Figure 4).

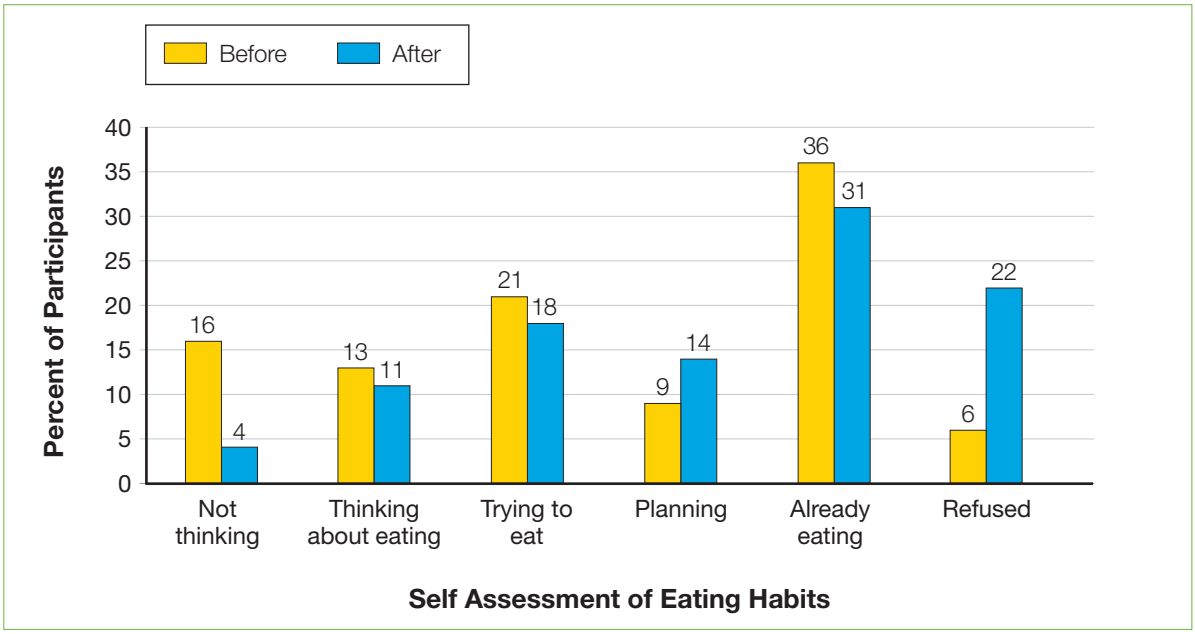
**Figure 4: Intention of Participants After Watching FSORK Video (n= 320)**




## STAGES OF CHANGE RELATED ITEMS

Shift from between stages of change could only be estimated by "before" and "after" questions since a pre-test/post-test design was not feasible. Nearly 36 percent of respondents felt they were already eating plenty of healthy foods and another 20 percent felt they were already trying to eat more healthy foods before coming into the food stamp office. A notable result from the exit survey is the increase in percentage of participants who reported they were "planning to eat more healthy foods" after watching the video (before 8.6%; after 14.1%). Although refusal rate increased with the "after viewing the video" question, there was still positive movement toward the planning stage. Differences between before and after were calculated and changes from one stage to another could not be completely attributed to additions within the refusal category. Movement occurred out of all other possible stages (not thinking, thinking about, trying or already eating) which reflects clearly a shift in intention when asked about feelings related to healthy eating habits after watching the video (Figure 5).

**Figure 5: Self Assessment of Eating Habits Before and After* Viewing FSORK Video (n = 320)**




### RECALL AND UTILIZATION OF OTHER FSORK MATERIALS

Fewer than ten percent of participants surveyed remembered seeing materials such as the brochure, poster and recipe cards in the waiting area (8%, 7% and 4%, respectively). Of the 13 percent of participants (n= 53) who took a brochure about healthy eating, over half reported (51%) it was "very likely" they would use the tips from the brochure to make food at home. When asked about the likelihood of using the tips from the brochure when shopping at the grocery store, almost half (49%) indicated "very likely". Although a smaller percentage of participants took away recipe cards from the waiting area (8%), nearly 70 percent responded they were "very likely" to try a recipe from one of the recipe cards when they prepare food at home.

## RESULTS & ANALYSIS: OBSERVATION STUDY

### PART I: ENVIRONMENTAL SCAN

Across all four food stamp offices, on average, 17 percent of clients (308 clients out of a total of 1,817 food stamp clients included in the environmental scan) in the waiting area looked at the video (either "glanced" or "watched") during a given 20-minute video viewing period. There were significant differences observed in the number of clients looking at the screen among the four food stamp offices ($p<0.001$). The Sacramento food stamp office had the highest average number of clients in the observed portion of the waiting area during a given video viewing period (28 clients). However, on average only 11 percent looked at the video during a given video viewing period. The Fresno food stamp office had the highest percentage of clients looking at the screen during a given video viewing period (35 percent) with an average of 13 clients in the waiting area. The percentage of clients with eyes on screen was similar at the Orange and Contra Costa food stamp offices, 29 percent and 31 percent, respectively (Table 4). There was an average of 6 clients in the waiting area at a given video

demonstration at these 2 offices (Table 4). The Fresno office had the most children in the waiting area during a given video presentation (4.4 children). The Sacramento, Contra Costa and Orange county food stamp offices had fewer children in the waiting area during a video presentation (1.9, 1.8, & 0.6, respectively).

**Table 4: Summary of Clients in Waiting Area and Eyes on Screen by Food Stamp Office Site Location**

| Food stamp office site location | Total clients observed | Average number of clients in waiting area | Percent of clients with Eyes on Screen (EOS) during video viewing period | Number of clients with EOS |
|---|---|---|---|---|
| Fresno | 291 | 13 | 35% | 102 |
| Orange | 134 | 6 | 29% | 39 |
| Contra Costa | 91 | 6 | 31% | 28 |
| Sacramento* | 1,301 | 28 | 11% | 139 |
| **All 4 Offices** | **1,817** | **17** | **17%** | **308** |

*The waiting area was divided into two sections for optimal data collection. The data reported are for the combined waiting areas.

## GENDER

Looking at all four counties combined, a greater percentage of females looked at the video compared to males, 19 vs. 15 percent, respectively, ($n=308$, $p<0.05$). Almost forty percent (38%) of females in the waiting areas at the Contra Costa and Fresno county food stamp offices had their eyes on the screen during a given video demonstration. One-third of males in the waiting area at the Orange food stamp office had their eyes on the screen compared to only 11 percent at the Sacramento food stamp office.

## SEAT ORIENTATION

At the Fresno food stamp office the opportunity was presented to observe how seat orientation could impact the percentage of clients looking at the screen during a given video presentation. On the first day of observation the seats were arranged back-to-back. The next day, a majority of the seats were facing the screen. There was a significant difference in the percentage of clients who looked at the video when a majority of the seating was oriented toward the screen compared to the back-to-back arrangement, 43 vs. 30 percent, respectively; $p<0.05$).

## NOISE LEVEL OF WAITING AREA

Ninety-five percent of the time the observers found it was easy to hear the video at the Fresno food stamp office. In Orange and Contra Costa, the noise level of the waiting area was similar as observers reported the video was easy to hear 86 percent of the time. However, observers found the Sacramento food stamp office waiting area to be the most difficult to hear the video (video was rated easy to hear 62% of the time). The noise level of the waiting area was a factor in the percentage of clients who engaged in the video. Regression analysis showed a significant negative correlation between noise level of the waiting area and eyes on screen ($r=-0.351$, $n=104$, $p<0.001$). The rate of eyes on screen decreased 17 percent when it was difficult to hear the video in the waiting area. In the Fresno food stamp office waiting area, the video was easiest to hear and had the highest

percentage of clients looking at the screen during a given video presentation (35%). However, with the Sacramento food stamp office being the most difficult to hear the video, it had the lowest percent of clients with eyes on screen (11%) during a given video presentation.

## POSTER DISPLAY AND BROCHURE RACK VISITATION

At each food stamp office it was observed that no more than six percent of clients in the waiting areas visited the poster display with brochure rack during all the video demonstrations observed. Across all four food stamp offices, the Contra Costa food stamp office had the greatest percentage of persons who visited the poster display (5.6%) and took away brochures (3.3%) and recipe cards (2.2%). At the Sacramento food stamp office, 13 people who visited the floor poster display selected recipe card(s) whereas as only five people took brochures. Clients visiting the wall poster displays at the Fresno County food stamp office similarly took away recipe cards more often compared to brochures, six vs. one client(s), respectively. Only three people picked up brochures and one person took recipe card(s) from the floor poster display at the Orange County food stamp office during our visit. At the Contra Costa food stamp office, three clients picked up brochures from the floor poster display and two chose recipe cards from the waiting area (Table 5).

**Table 5: Poster Display with Brochure Rack Observations by Food Stamp Office Location**

| Food stamp office location | Number of persons visiting poster display | Persons visiting poster display, % | Number of persons who took brochures from poster display | Persons taking brochures from poster display, % | Number of persons who took recipe cards from poster display | Persons taking recipe cards from poster display, % |
|---|---|---|---|---|---|---|
| Sacramento | 20 | 1.5 | 5 | 0.4 | 13 | 1.0 |
| Orange | 4 | 3.0 | 3 | 2.2 | 1 | 0.7 |
| Contra Costa | 5 | 5.6 | 3 | 3.3 | 2 | 2.2 |
| Fresno | 7 | 2.4 | 1 | 0.3 | 6 | 2.1 |
| **All 4 Offices** | **36** | **2.0** | **12** | **0.7** | **22** | **1.2** |

## PART II: INDIVIDUAL OBSERVATIONS

### Eyes on Screen/Intensity of Viewing

Observers collected data on a subset of 111 clients in the waiting areas of the same food stamp offices for individual observations as for the environmental scan: Sacramento, Orange, Contra Costa, and Fresno (43, 22, 22, and 24 clients, respectively). The observers scanned the waiting area and began collecting observation data on the first person they noticed who began to focus his/her attention to the video. The same client was observed during the entire 20-minute viewing period. A person was considered to be 'watching' if he/she was engaged for approximately 30 seconds or more within a minute or 'glancing' if eyes were on the screen for approximately 2 to 3 seconds during each minute. Clients could have been designated as 'watching' or 'glancing' during each of the possible 20 minutes of the video viewing time. Out of the available minutes for viewing, each minute was analyzed as either 'watching' or 'glancing'. Only one check mark was tallied per minute. If both 'watching' and 'glancing' occurred during a given minute, 'watching' was given precedence over 'glancing'.

Table 6 summarizes the cumulative minutes assigned as 'watching' or 'glancing'. For total 'watching' minutes and total 'glancing' minutes, most clients viewed the video fewer than 6 out of any of the possible 20 minutes. Thirty-six percent engaged in intent 'watching' (6 or more minutes), but over half (55%) of the 'watching' minutes were between 1 to 5 total minutes. Over 70 percent of clients observed were 'glancing' between 1 to 5 minutes, 14% were 'glancing' between 6 to 10 minutes and another 3% were 'glancing' 11 to 15 minutes during a given 20-minute viewing period. The intensity of 'watching' or 'glancing' did not differ among the four locations (Chi Square: p=0.126, p=0.130, respectively).

**Table 6: Frequency of Minutes Spent Viewing Video of Clients Observed**

| Minutes spent viewing video (cumulative, out of 20 possible minutes) | Watching (≥30 seconds per minute) n (%) | Glancing (2-3 seconds per minute) n (%) |
|---|---|---|
| None | 10 (9%) | 12 (11%) |
| 1-5 | 61 (55%) | 80 (72%) |
| 6-10 | 27 (24%) | 16 (14%) |
| 11-15 | 8 (7%) | 3 (3%) |
| 16-20 | 5 (4%) | 0 (0%) |

* Clients could be categorized as 'watching' and 'glancing' during the 20-minute viewing time. Column percents may not add up to 100% due to rounding.

## DISTANCE FROM SCREEN

Cross-tabulations using a Chi Square test were conducted to determine whether the distance from the screen was a factor in the number of minutes a person spent watching or glancing during a 20-minute viewing period. Although most 'watchers' were within 11 to 20 feet of the screen (47%), the relationship between minutes watched and distance from screen was not statistically significant (p=0.857). Similarly, the relationship between "glancers" and distance from the screen was not statistically significant (p=0.581).

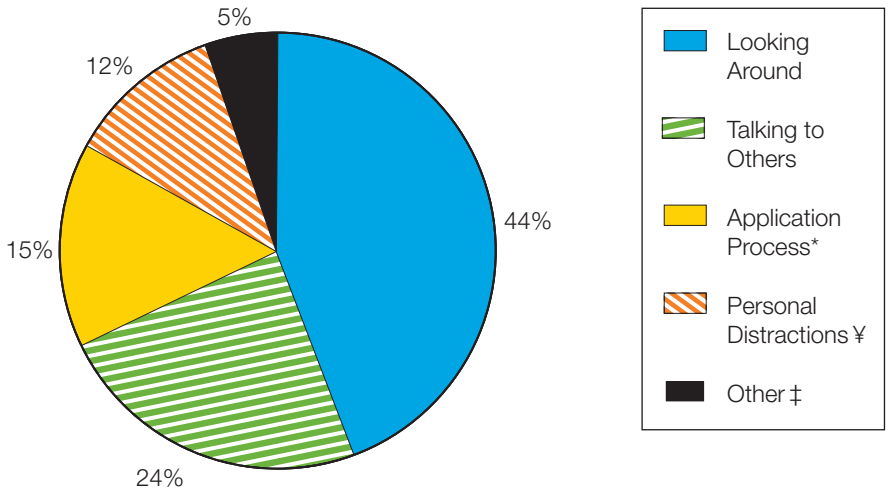
## WAITING AREA DISTRACTIONS AND ACTIVITIES

For the 20-minute viewing period of the video, the average number of minutes available for clients to watch was 14.7 (often clients are called to a window, an appointment, or left the waiting area). Clients experienced many distractions. Figure 5 illustrates that the top two distractions were "Looking around the room" 44%) and "Talking to others" (24%) (Figure 6).

As shown in Figure 7 for the combined food stamp offices, clients 'watched' an average of 22% of the video without being preoccupied by distractions, 18% of the time clients 'watched' with distractions, and 22% of the time was spent as 'glancing' with distractions. Thirty-eight percent of the time clients who initially engaged with the video did not 'watch' or 'glance' at the video because they were distracted completely.

It is important to keep in mind that majority of the clients observed spent a cumulative 1-5 minutes and 6-10 minutes 'watching' the video (87% combined for 1-10 minutes) whereas only 11 percent of clients 'watched' 11 or more cumulative minutes of the video. For percents in minute categories, refer to Table 6.

**Figure 6: Distractions and Activities Observed in Waiting Areas**



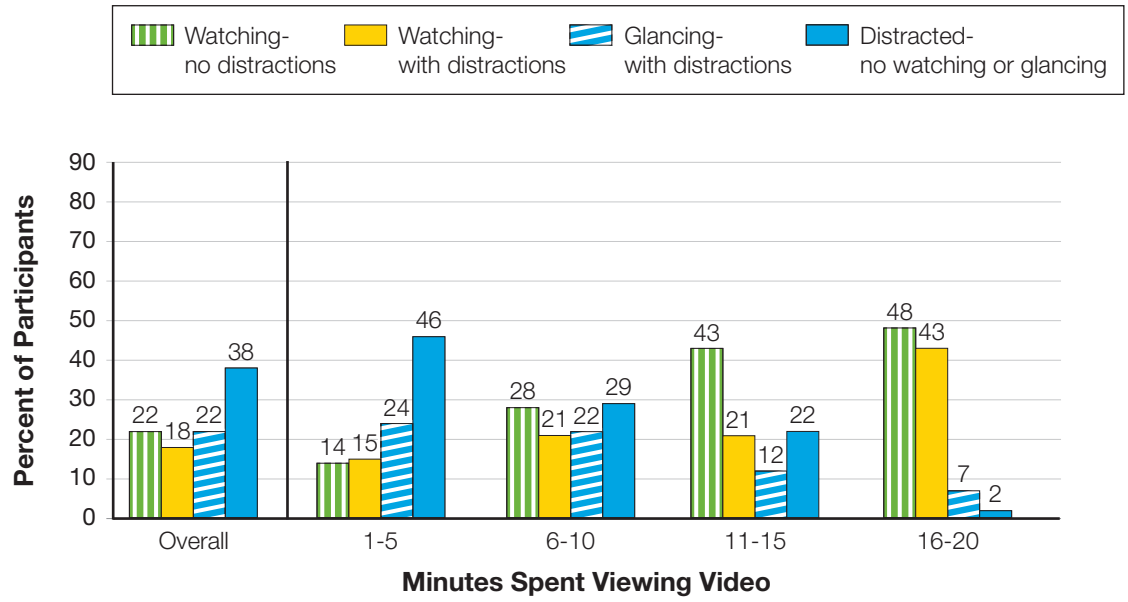

* includes filling out paperwork, standing in line, & called to appointment
¥ includes attending to children, talking on cell phone, reading, eating/drinking and sleeping/resting
‡ includes departed from waiting area, knitting/crocheting, looking down/staring into space

Of the 61 clients who 'watched' 1 to 5 minutes, on average, 46 percent of the remaining time of the video they were completely distracted and did not spend any time 'watching'. Twelve percent of the viewing time was disrupted by two or more distractions during a given minute while in the waiting area. Clients who 'watched' more minutes of the video watched a greater percentage of the video without distractions compared to clients who 'watched' fewer minutes of the video. Even with distractions around them, those who were 'watching' more than 6 minutes continued 'watching' the video while being distracted compared to clients who watched 1-5 minutes.

## INTER-OBSERVER RELIABILITY CHECK

Due to time and lack of resources we were unable to conduct a reliability check during all the observations. In Fresno we conducted five inter-observer reliability checks during the environmental scan of the video demonstrations by having two researchers observe the same set of clients. The Pearson correlation between two observers for estimating 'Total eyes on screen" was 0.977, $p<0.01$. The Pearson correlation for two observers estimating the total number of people in the waiting area was 0.995, $p<0.001$. This test showed there was consistency between observers when estimating the 'Total eyes on screen' and 'Total number of people in waiting area'. To address the duplicate observations from the inter-observer reliability check, we randomly selected the observations to use by tossing a coin.

**Figure 7: Video Viewing Minutes With or Without Distractions**




*Watching is prioritized over glancing
Percentages may not add to 100 due to rounding.

## KEY FINDINGS

### FROM EXIT SURVEY

- Unaided recall yielded 70 percent of participants recalling at least one FSORK material about healthy eating.
- Of all the FSORK materials, the video was recalled the most (62 percent, unaided).
- Fewer than 10 percent of participants surveyed remembered seeing materials such as the brochures (8%), poster (7%) or recipe cards (4%).
- Aided recall showed that 76 percent of participants recalled seeing a video about healthy eating.
- Of those who watched the video, approximately 33 percent of participants reported watching the video “pretty closely” or “very closely” (10% and 23%, respectively).
- Eighty-seven percent of participants who reported watching the video were able to recall specific tips or messages. For example, 19 percent reported the video was “to eat healthy/about nutrition and 18 percent reported the video was “to eat fruit and vegetables”. Additional tips/messages reported included “to teach kids to eat healthy” (6%), “to eat whole grains” (5%), “ to read labels” (4%), “to eat low fat meals” (4%), “to eat more fiber” (2%). and “to eat healthy without spending a lot” (2%).
- Measures of self-efficacy for healthy eating, purchase and preparation ranged from 73 - 77% who reported “agree” or “strongly agree”.

- Based on a perceived before and after question related to stages of change, participants who reported they were “planning to eat more healthy foods” shifted from 9% to 14% after watching the video.

### FROM OBSERVATION

#### Environmental Scan

- In the waiting areas, an average of 17 percent of clients looked at the video (either ‘glancing’ or ‘watching’) during the 20-minute viewing period.
- The Fresno food stamp office had the highest percentage of clients with eyes on screen during a given video demonstration (35 percent).
- The proportion of clients with eyes on screen decreased 17 percent when the observers rated it was difficult to hear the video in the waiting area.
- At each food stamp waiting area no more than 6 percent of the food stamp clients visited the FSORK poster display.

#### Individual Observation

- Of clients who initially engaged with the video, 40 percent of their viewing time was spent ‘watching’.
- Over half (55%) of the client ‘watching’ minutes were between 1 to 5 cumulative minutes.
- Clients who initially engaged with the video were distracted with no watching during 38 percent of the potential viewing time.
- The top two activities that occupied clients time in the waiting areas were “Looking around” (44%) and “Talking to others” (24%).

## LIMITATIONS

Small sample size in the two study phases and the evaluation of only four of the 255 food stamp offices where the FSORK was implemented contributes to limitations in that findings are not generalizable. However, findings do provide insight into how the materials are implemented and are important to inform future office-based interventions and FSORK materials. Additional analyses have not yet been completed to compare subgroups such as exit survey responses between languages spoken and among other demographic segments.

A possible explanation for the high message recall rate found in the exit survey may be that the video runs on continuous loop every 20 minutes, so clients are usually exposed to the video multiple times. Although potentially monotonous, watching the same messaging segments of the video more than once may increase retention of information. It was a limitation of the survey methodology that it did not ask the approximate number of times the video was viewed. Lastly, findings presented in this report are based on data collected at four food stamp offices in four counties so may not be representative to all California food stamp participants.

It is inferred based on observation activities that it is possible for clients to look at the screen without processing any of the information. Thus, one of the limitations of eyes on screen is that eyes on screen does not equate to information retention. Additionally, eyes on screen may not always be a good indicator of attentiveness as someone not looking at the screen may be able to recall messages from the video without looking at the screen[3]. Based on data collected from this observation study, we cannot conclude whether an individual learned any of the nutrition education information presented in the FSORK video. This is why the first phase; the exit survey was an important aspect to the overall FSORK evaluation. We learned from the exit surveys that 76 percent of clients recalled seeing a video in the food stamp office about healthy eating.

## CONCLUSIONS

The FSORK shows potential as a method for delivery of food stamp nutrition education if offices are selected appropriately and facilitate delivery of the video and accompanying materials. When offices have a desire for optimal use of the materials in the waiting area, with adjustment of the space as needed, clients can view the video to obtain specifically crafted messaging to affect intention, self-efficacy, and retention of healthy eating and active living behaviors.

The exit survey results of clients reporting watching the video “pretty closely” or “very closely” 33 percent of the time (10% and 23%, respectively) is somewhat comparable with the finding from the observation study of clients initially engaging with the video ‘watching’ 40 percent of the time. However, it’s important to mention that clients were preoccupied by the distractions in the waiting area. Thirty-eight percent of the potential viewing time, clients were distracted entirely with no watching. The top two activities that distracted clients in the waiting area were “Looking around” (44%) and “Talking to others” (24%).

Based on study findings, medium and smaller sized waiting areas (Fresno, Orange & Contra Costa, respectively) seem to be the most favorable environment to showcase the FSORK video or any type of educational video. There was a significant association between office location and recall of the video ($p<.001$) (Contra Costa, 71%; Fresno, 88%; Orange, 60%; Sacramento, 85%). The exit survey results of clients reporting watching the video “pretty closely” or “very closely” did not differ much by county (Contra Costa, 32%; Fresno, 34%; Orange, 30%; Sacramento, 37%), although participants in Contra Costa were significantly more likely to report paying attention “Not at all” than participants in Sacramento ($p<.01$). High recall of the video in Sacramento could be attributed to the presence of three video screens in the office and in Fresno, seat orientation and location of the screen could be contributing factors. The Fresno food stamp office, with a medium sized waiting area (54 seats with flexible seating capacity) had the highest percentage of clients with eyes on screen during a given video demonstration (35%). Another characteristic (not part of the study methodology) of the Fresno office compared to the others is that the Food Stamp Office Coordinator was excited about the materials and was committed to ensuring successful implementation.

Percentages for clients with eyes on screen at the Orange and Contra Costa County food stamp offices were comparable with one another (29% and 31%, respectively). These two counties had similar sized waiting areas with similar number of seats (27 and 32 seats, respectively). On the other

hand, the Sacramento food stamp office, with a larger waiting area (approximately 250 seats) had significantly smaller percentage of clients with eyes on screen during a given video demonstration (11%).

Overall, it is clear that the environment of the waiting area plays a role in whether people pay any attention to the FSORK video and poster display. The noise level of the waiting area, seat orientation, language of the video, location of television screen and poster display and distractions are all other factors that impact whether people notice the video.

Very few people visited the poster display and took away recipe cards and/or brochures during the time observations were conducted. The placement of the poster display relative to client waiting can impact the likelihood that materials will be accessed. Placement of the poster display close to the video is good, but not so close that people feel "on the spot" or that others are watching them. The poster display should not be placed behind partitions or where clients can not access the materials. Prompts or other cues elsewhere in the waiting area that encourage clients to visit the poster display and/or view the video may be an approach to increase poster display visitation or video viewing.

## RECOMMENDATIONS FOR FSORK'S FUTURE USE AND IMPLEMENTATION GUIDELINES

- A set of guidelines needs to be created and distributed to offices with specific information and considerations for implementation of the FSORK.
- If food stamp office coordinators have the opportunity to select sites for FSORK implementation, the selection process should include attention to settings that are optimal for information retention and that have capacity to monitor the video
- Guidelines for site selection should be created to assist with this process as needed.
- Sites should ideally be medium to small sized offices with fewer distractions and with seating that encourages screen viewing for clients to engage and retain information from FSORK video.
- Site monitoring of audio volume by staff for Good Food TV needs to occur to enable clients to hear above talking of clients and office announcements.
- Guidelines need to include information on playing English or Spanish versions on a continuous loop with suggestions for how to monitor by staff.
- Guidelines should include information on placement of floor or wall poster display with brochure rack.
- Other promotions, prompts or cues elsewhere in the waiting area to increase awareness of the materials and video could be implemented.

## APPENDIX 1

# Food Stamp Program Participants by Ethnic Group Federal-Only and Combined Households

| STATEWIDE[a/] | REPORT MONTH AND YEAR<br>July 2004 (Version 1) |
|---|---|

1. Number of households participating in the Food Stamp Program during July by ethnic group and assistance status - Federal-Only and Combined Households

| Ethnic Group | Medi-Cal Eligibility Code | Number of Households | | |
|---|---|---|---|---|
| | | Assistance | Nonassistance | Total |
| Black (not of Hispanic origin) | 3 | [1] 65,253 | [2] 94,984 | [3] 160,237 |
| Hispanic | 2 | [4] 136,596 | [5] 186,166 | [6] 322,762 |
| Asian or Pacific Islander | 4 | [7] 21,380 | [8] 28,973 | [9] 50,353 |
| American Indian or Alaskan Native | 5 | [10] 2,053 | [11] 3,229 | [12] 5,282 |
| White (not of Hispanic origin) | 1 | [13] 77,977 | [14] 109,618 | [15] 187,595 |
| Filipino | 7 | [16] 2,412 | [17] 3,916 | [18] 6,328 |
| Other | | [19] 3,420 | [20] 8,041 | [21] 11,461 |
| Total | | [22] 309,091 | [23] 434,927 | [24] 744,018 |

2. Number of Asian-Pacific Islander households participating in the Food Stamp Program during July by ethnic group - Federal-Only and Combined Households
(The cells in the "Total" line below must equal the corresponding cells in the "Asian or Pacific Islander" line above.)

| Ethnic Group | Medi-Cal Eligibility Code | Number of Households | | |
|---|---|---|---|---|
| | | Assistance | Nonassistance | Total |
| Chinese | C | [25] 2,430 | [26] 4,731 | [27] 7,161 |
| Cambodian | H | [28] 4,059 | [29] 3,956 | [30] 8,015 |
| Japanese | J | [31] 122 | [32] 266 | [33] 388 |
| Korean | K | [34] 377 | [35] 895 | [36] 1,272 |
| Samoan | M | [37] 792 | [38] 836 | [39] 1,628 |
| Asian Indian | N | [40] 537 | [41] 896 | [42] 1,433 |
| Hawaiian | P | [43] 163 | [44] 202 | [45] 365 |
| Guamanian | R | [46] 177 | [47] 224 | [48] 401 |
| Laotian | T | [49] 2,174 | [50] 1,842 | [51] 4,016 |
| Vietnamese | V | [52] 6,499 | [53] 12,381 | [54] 18,880 |
| Other Asian-Pacific Islander | X | [55] 4,050 | [56] 2,744 | [57] 6,794 |
| Total | | [58] 21,380 | [59] 28,973 | [60] 50,353 |

COMMENTS

**a/** Counties not reporting data: Merced and Stanislaus.

Food Stamp Program Participants by Ethnic Group
Federal-Only and Combined Households (DFA 358F)
July 2004 (Version 1)

| | Black | | | Hispanic | | | Asian Pacific Islander | | |
|---|---|---|---|---|---|---|---|---|---|
| | PA | NA | Total | PA | NA | Total | PA | NA | Total |
| Data Cell | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| **Statewide** | **65,253** | **94,984** | **160,237** | **136,596** | **186,166** | **322,762** | **21,380** | **28,973** | **50,353** |
| Alameda | 7,373 | 4,771 | 12,144 | 2,590 | 1,677 | 4,267 | 2,334 | 1,510 | 3,844 |
| Alpine | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 |
| Amador | 1 | 0 | 1 | 5 | 17 | 22 | 1 | 3 | 4 |
| Butte | 109 | 186 | 295 | 162 | 571 | 733 | 190 | 348 | 538 |
| Calaveras | 3 | 4 | 7 | 13 | 19 | 32 | 1 | 2 | 3 |
| Colusa | 0 | 5 | 5 | 31 | 208 | 239 | 1 | 5 | 6 |
| Contra Costa | 2,908 | 1,565 | 4,473 | 34 | 812 | 846 | 332 | 230 | 562 |
| Del Norte | 5 | 7 | 12 | 29 | 79 | 108 | 30 | 41 | 71 |
| El Dorado | 7 | 12 | 19 | 39 | 153 | 192 | 6 | 12 | 18 |
| Fresno | 2,706 | 2,033 | 4,739 | 11,911 | 9,555 | 21,466 | 2,718 | 841 | 3,559 |
| Glenn | 8 | 12 | 20 | 51 | 209 | 260 | 19 | 38 | 57 |
| Humboldt | 23 | 96 | 119 | 40 | 207 | 247 | 25 | 76 | 101 |
| Imperial | 41 | 92 | 133 | 1,320 | 3,622 | 4,942 | 3 | 12 | 15 |
| Inyo | 0 | 2 | 2 | 11 | 43 | 54 | 0 | 4 | 4 |
| Kern | 1,355 | 2,027 | 3,382 | 3,088 | 10,443 | 13,531 | 75 | 174 | 249 |
| Kings | 172 | 324 | 496 | 720 | 2,073 | 2,793 | 15 | 28 | 43 |
| Lake | 77 | 71 | 148 | 95 | 232 | 327 | 12 | 8 | 20 |
| Lassen | 7 | 10 | 17 | 19 | 57 | 76 | 4 | 6 | 10 |
| Los Angeles | 22,516 | 57,415 | 79,931 | 55,162 | 83,534 | 138,696 | 3,322 | 8,423 | 11,745 |
| Madera | 86 | 178 | 264 | 674 | 2,722 | 3,396 | 11 | 10 | 21 |
| Marin | 124 | 242 | 366 | 118 | 330 | 448 | 31 | 115 | 146 |
| Mariposa | 0 | 1 | 1 | 4 | 10 | 14 | 1 | 1 | 2 |
| Mendocino | 6 | 42 | 48 | 95 | 436 | 531 | 4 | 21 | 25 |
| Merced **a/** | | | | | | | | | |
| Modoc | 1 | 0 | 1 | 9 | 25 | 34 | 1 | 0 | 1 |
| Mono | 0 | 0 | 0 | 5 | 12 | 17 | 0 | 1 | 1 |
| Monterey | 168 | 203 | 371 | 1,392 | 3,570 | 4,962 | 48 | 98 | 146 |
| Napa | 7 | 21 | 28 | 58 | 298 | 356 | 2 | 10 | 12 |
| Nevada | 1 | 4 | 5 | 7 | 28 | 35 | 1 | 1 | 2 |
| Orange | 526 | 595 | 1,121 | 6,276 | 10,024 | 16,300 | 1,806 | 4,388 | 6,194 |
| Placer | 28 | 44 | 72 | 142 | 245 | 387 | 12 | 32 | 44 |
| Plumas | 1 | 9 | 10 | 5 | 6 | 11 | 1 | 0 | 1 |
| Riverside | 2,998 | 1,404 | 4,402 | 7,991 | 4,703 | 12,694 | 373 | 203 | 576 |
| Sacramento | 7,440 | 4,341 | 11,781 | 3,679 | 2,146 | 5,825 | 3,612 | 2,108 | 5,720 |
| San Benito | 4 | 12 | 16 | 256 | 588 | 844 | 0 | 1 | 1 |
| San Bernardino | 5,716 | 5,677 | 11,393 | 10,761 | 11,116 | 21,877 | 488 | 794 | 1,282 |
| San Diego | 2,748 | 2,929 | 5,677 | 5,310 | 5,661 | 10,971 | 1,014 | 1,081 | 2,095 |
| San Francisco | 2,573 | 5,259 | 7,832 | 912 | 2,032 | 2,944 | 1,100 | 2,261 | 3,361 |
| San Joaquin | 1,446 | 1,851 | 3,297 | 1,872 | 4,387 | 6,259 | 827 | 1,790 | 2,617 |
| San Luis Obispo | 49 | 22 | 71 | 553 | 525 | 1,078 | 12 | 47 | 59 |
| San Mateo | 357 | 436 | 793 | 770 | 934 | 1,704 | 51 | 90 | 141 |
| Santa Barbara | 226 | 164 | 390 | 2,256 | 2,219 | 4,475 | 43 | 41 | 84 |
| Santa Clara | 751 | 798 | 1,549 | 5,785 | 6,348 | 12,133 | 1,683 | 3,176 | 4,859 |
| Santa Cruz | 64 | 76 | 140 | 723 | 1,277 | 2,000 | 19 | 19 | 38 |
| Shasta | 26 | 62 | 88 | 66 | 149 | 215 | 58 | 122 | 180 |
| Sierra | 0 | 0 | 0 | 6 | 1 | 7 | 0 | 0 | 0 |
| Siskiyou | 26 | 43 | 69 | 26 | 61 | 87 | 22 | 29 | 51 |
| Solano | 1,686 | 951 | 2,637 | 646 | 405 | 1,051 | 137 | 102 | 239 |
| Sonoma | 105 | 200 | 305 | 524 | 954 | 1,478 | 73 | 92 | 165 |
| Stanislaus **a/** | | | | | | | | | |
| Sutter | 25 | 40 | 65 | 118 | 475 | 593 | 28 | 62 | 90 |
| Tehama | 7 | 9 | 16 | 73 | 313 | 386 | 3 | 3 | 6 |
| Trinity | 0 | 0 | 0 | 3 | 4 | 7 | 1 | 1 | 2 |
| Tulare | 428 | 296 | 724 | 6,839 | 6,252 | 13,091 | 530 | 174 | 704 |
| Tuolumne | 1 | 7 | 8 | 23 | 29 | 52 | 2 | 5 | 7 |
| Ventura | 170 | 266 | 436 | 2,497 | 3,577 | 6,074 | 44 | 72 | 116 |
| Yolo | 103 | 102 | 205 | 671 | 507 | 1,178 | 144 | 77 | 221 |
| Yuba | 44 | 68 | 112 | 131 | 285 | 416 | 110 | 185 | 295 |

**a/** Counties not reporting data: Merced and Stanislaus.

Food Stamp Program Participants by Ethnic Group
Federal-Only and Combined Households (DFA 358F)
July 2004 (Version 1)

| | American Indian/Alaskan Native | | | White | | | Filipino | | |
|---|---|---|---|---|---|---|---|---|---|
| | PA | NA | Total | PA | NA | Total | PA | NA | Total |
| Data Cell | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| **Statewide** | **2,053** | **3,229** | **5,282** | **77,977** | **109,618** | **187,595** | **2,412** | **3,916** | **6,328** |
| Alameda | 69 | 45 | 114 | 3,017 | 1,953 | 4,970 | 333 | 215 | 548 |
| Alpine | 6 | 18 | 24 | 3 | 8 | 11 | 0 | 0 | 0 |
| Amador | 2 | 10 | 12 | 123 | 307 | 430 | 0 | 3 | 3 |
| Butte | 68 | 105 | 173 | 1,782 | 3,221 | 5,003 | 3 | 11 | 14 |
| Calaveras | 6 | 14 | 20 | 221 | 545 | 766 | 0 | 0 | 0 |
| Colusa | 2 | 8 | 10 | 43 | 117 | 160 | 0 | 0 | 0 |
| Contra Costa | 20 | 14 | 34 | 3,365 | 1,481 | 4,846 | 94 | 76 | 170 |
| Del Norte | 75 | 78 | 153 | 407 | 763 | 1,170 | 0 | 0 | 0 |
| El Dorado | 9 | 17 | 26 | 534 | 986 | 1,520 | 2 | 7 | 9 |
| Fresno | 105 | 90 | 195 | 3,275 | 2,951 | 6,226 | 27 | 30 | 57 |
| Glenn | 8 | 16 | 24 | 129 | 317 | 446 | 1 | 3 | 4 |
| Humboldt | 189 | 340 | 529 | 902 | 2,752 | 3,654 | 2 | 8 | 10 |
| Imperial | 27 | 32 | 59 | 165 | 403 | 568 | 1 | 7 | 8 |
| Inyo | 6 | 102 | 108 | 51 | 210 | 261 | 0 | 1 | 1 |
| Kern | 40 | 112 | 152 | 2,832 | 5,241 | 8,073 | 41 | 151 | 192 |
| Kings | 10 | 16 | 26 | 368 | 879 | 1,247 | 13 | 29 | 42 |
| Lake | 44 | 45 | 89 | 868 | 906 | 1,774 | 6 | 4 | 10 |
| Lassen | 16 | 31 | 47 | 255 | 396 | 651 | 1 | 2 | 3 |
| Los Angeles | 50 | 484 | 534 | 11,432 | 23,233 | 34,665 | 512 | 1,156 | 1,668 |
| Madera | 17 | 20 | 37 | 459 | 957 | 1,416 | 3 | 8 | 11 |
| Marin | 4 | 15 | 19 | 236 | 935 | 1,171 | 3 | 6 | 9 |
| Mariposa | 7 | 9 | 16 | 84 | 217 | 301 | 0 | 1 | 1 |
| Mendocino | 140 | 171 | 311 | 603 | 1,778 | 2,381 | 1 | 5 | 6 |
| Merced **a/** | | | | | | | | | |
| Modoc | 5 | 13 | 18 | 105 | 138 | 243 | 0 | 0 | 0 |
| Mono | 7 | 9 | 16 | 22 | 81 | 103 | 2 | 1 | 3 |
| Monterey | 11 | 7 | 18 | 447 | 742 | 1,189 | 32 | 55 | 87 |
| Napa | 5 | 8 | 13 | 154 | 451 | 605 | 6 | 4 | 10 |
| Nevada | 7 | 10 | 17 | 306 | 562 | 868 | 2 | 1 | 3 |
| Orange | 19 | 34 | 53 | 2,267 | 4,325 | 6,592 | 33 | 115 | 148 |
| Placer | 17 | 16 | 33 | 648 | 971 | 1,619 | 4 | 6 | 10 |
| Plumas | 1 | 3 | 4 | 86 | 155 | 241 | 1 | 0 | 1 |
| Riverside | 88 | 53 | 141 | 4,574 | 4,032 | 8,606 | 54 | 40 | 94 |
| Sacramento | 190 | 111 | 301 | 9,241 | 5,392 | 14,633 | 175 | 102 | 277 |
| San Benito | 2 | 7 | 9 | 92 | 152 | 244 | 1 | 4 | 5 |
| San Bernardino | 136 | 209 | 345 | 5,947 | 7,814 | 13,761 | 65 | 265 | 330 |
| San Diego | 58 | 62 | 120 | 5,250 | 5,596 | 10,846 | 334 | 356 | 690 |
| San Francisco | 26 | 157 | 183 | 616 | 3,843 | 4,459 | 158 | 486 | 644 |
| San Joaquin | 39 | 90 | 129 | 1,876 | 3,288 | 5,164 | 107 | 197 | 304 |
| San Luis Obispo | 12 | 15 | 27 | 800 | 1,029 | 1,829 | 0 | 10 | 10 |
| San Mateo | 3 | 2 | 5 | 309 | 603 | 912 | 71 | 93 | 164 |
| Santa Barbara | 17 | 11 | 28 | 884 | 1,063 | 1,947 | 21 | 34 | 55 |
| Santa Clara | 95 | 118 | 213 | 1,592 | 1,775 | 3,367 | 103 | 99 | 202 |
| Santa Cruz | 6 | 10 | 16 | 708 | 1,217 | 1,925 | 4 | 5 | 9 |
| Shasta | 87 | 136 | 223 | 1,605 | 3,090 | 4,695 | 4 | 8 | 12 |
| Sierra | 0 | 0 | 0 | 8 | 30 | 38 | 0 | 0 | 0 |
| Siskiyou | 31 | 70 | 101 | 446 | 843 | 1,289 | 1 | 1 | 2 |
| Solano | 18 | 12 | 30 | 1,064 | 982 | 2,046 | 100 | 157 | 257 |
| Sonoma | 87 | 81 | 168 | 956 | 2,533 | 3,489 | 3 | 7 | 10 |
| Stanislaus **a/** | | | | | | | | | |
| Sutter | 11 | 17 | 28 | 320 | 692 | 1,012 | 2 | 4 | 6 |
| Tehama | 24 | 31 | 55 | 586 | 949 | 1,535 | 0 | 2 | 2 |
| Trinity | 3 | 3 | 6 | 97 | 231 | 328 | 0 | 0 | 0 |
| Tulare | 49 | 55 | 104 | 2,758 | 2,184 | 4,942 | 46 | 47 | 93 |
| Tuolumne | 11 | 18 | 29 | 346 | 625 | 971 | 2 | 2 | 4 |
| Ventura | 17 | 25 | 42 | 1,141 | 1,872 | 3,013 | 31 | 85 | 116 |
| Yolo | 35 | 12 | 47 | 845 | 733 | 1,578 | 4 | 3 | 7 |
| Yuba | 16 | 32 | 48 | 727 | 1,069 | 1,796 | 3 | 4 | 7 |

**a/** Counties not reporting data: Merced and Stanislaus.

Food Stamp Program Participants by Ethnic Group
Federal-Only and Combined Households (DFA 358F)
July 2004 (Version 1)

| | Other | | | Total | Total | |
|---|---|---|---|---|---|---|
| | PA | NA | Total | PA | NA | Total |
| Data Cell | 19 | 20 | 21 | 22 | 23 | 24 |
| **Statewide** | **3,420** | **8,041** | **11,461** | **309,091** | **434,927** | **744,018** |
| Alameda | 40 | 26 | 66 | 15,756 | 10,197 | 25,953 |
| Alpine | 0 | 0 | 0 | 10 | 27 | 37 |
| Amador | 0 | 0 | 0 | 132 | 340 | 472 |
| Butte | 0 | 0 | 0 | 2,314 | 4,442 | 6,756 |
| Calaveras | 0 | 0 | 0 | 244 | 584 | 828 |
| Colusa | 0 | 0 | 0 | 77 | 343 | 420 |
| Contra Costa | 0 | 0 | 0 | 6,753 | 4,178 | 10,931 |
| Del Norte | 0 | 0 | 0 | 546 | 968 | 1,514 |
| El Dorado | 0 | 0 | 0 | 597 | 1,187 | 1,784 |
| Fresno | 0 | 6 | 6 | 20,742 | 15,506 | 36,248 |
| Glenn | 0 | 0 | 0 | 216 | 595 | 811 |
| Humboldt | 0 | 0 | 0 | 1,181 | 3,479 | 4,660 |
| Imperial | 0 | 0 | 0 | 1,557 | 4,168 | 5,725 |
| Inyo | 0 | 0 | 0 | 68 | 362 | 430 |
| Kern | 0 | 0 | 0 | 7,431 | 18,148 | 25,579 |
| Kings | 0 | 0 | 0 | 1,298 | 3,349 | 4,647 |
| Lake | 0 | 0 | 0 | 1,102 | 1,266 | 2,368 |
| Lassen | 0 | 0 | 0 | 302 | 502 | 804 |
| Los Angeles | 3,266 | 7,893 | 11,159 | 96,260 | 182,138 | 278,398 |
| Madera | 0 | 0 | 0 | 1,250 | 3,895 | 5,145 |
| Marin | 0 | 0 | 0 | 516 | 1,643 | 2,159 |
| Mariposa | 0 | 0 | 0 | 96 | 239 | 335 |
| Mendocino | 0 | 0 | 0 | 849 | 2,453 | 3,302 |
| Merced **a/** | | | | | | |
| Modoc | 0 | 0 | 0 | 121 | 176 | 297 |
| Mono | 0 | 0 | 0 | 36 | 104 | 140 |
| Monterey | 0 | 0 | 0 | 2,098 | 4,675 | 6,773 |
| Napa | 0 | 0 | 0 | 232 | 792 | 1,024 |
| Nevada | 0 | 0 | 0 | 324 | 606 | 930 |
| Orange | 0 | 2 | 2 | 10,927 | 19,483 | 30,410 |
| Placer | 14 | 28 | 42 | 865 | 1,342 | 2,207 |
| Plumas | 0 | 0 | 0 | 95 | 173 | 268 |
| Riverside | 1 | 0 | 1 | 16,079 | 10,435 | 26,514 |
| Sacramento | 0 | 0 | 0 | 24,337 | 14,200 | 38,537 |
| San Benito | 0 | 0 | 0 | 355 | 764 | 1,119 |
| San Bernardino | 0 | 0 | 0 | 23,113 | 25,875 | 48,988 |
| San Diego | 0 | 0 | 0 | 14,714 | 15,685 | 30,399 |
| San Francisco | 2 | 3 | 5 | 5,387 | 14,041 | 19,428 |
| San Joaquin | 0 | 0 | 0 | 6,167 | 11,603 | 17,770 |
| San Luis Obispo | 0 | 0 | 0 | 1,426 | 1,648 | 3,074 |
| San Mateo | 18 | 17 | 35 | 1,579 | 2,175 | 3,754 |
| Santa Barbara | 0 | 0 | 0 | 3,447 | 3,532 | 6,979 |
| Santa Clara | 0 | 0 | 0 | 10,009 | 12,314 | 22,323 |
| Santa Cruz | 0 | 0 | 0 | 1,524 | 2,604 | 4,128 |
| Shasta | 0 | 0 | 0 | 1,846 | 3,567 | 5,413 |
| Sierra | 0 | 0 | 0 | 14 | 31 | 45 |
| Siskiyou | 0 | 0 | 0 | 552 | 1,047 | 1,599 |
| Solano | 0 | 0 | 0 | 3,651 | 2,609 | 6,260 |
| Sonoma | 0 | 0 | 0 | 1,748 | 3,867 | 5,615 |
| Stanislaus **a/** | | | | | | |
| Sutter | 0 | 0 | 0 | 504 | 1,290 | 1,794 |
| Tehama | 0 | 0 | 0 | 693 | 1,307 | 2,000 |
| Trinity | 0 | 0 | 0 | 104 | 239 | 343 |
| Tulare | 78 | 64 | 142 | 10,728 | 9,072 | 19,800 |
| Tuolumne | 0 | 0 | 0 | 385 | 686 | 1,071 |
| Ventura | 1 | 2 | 3 | 3,901 | 5,899 | 9,800 |
| Yolo | 0 | 0 | 0 | 1,802 | 1,434 | 3,236 |
| Yuba | 0 | 0 | 0 | 1,031 | 1,643 | 2,674 |

**a/** Counties not reporting data: Merced and Stanislaus.

Food Stamp Program Participants by Ethnic Group
Federal-Only and Combined Households (DFA 358F)
July 2004 (Version 1)

| | ASIAN-PACIFIC ISLANDER CATEGORY | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Chinese | | | Cambodian | | | Japanese | | | Korean | | |
| | PA | NA | Total | PA | NA | Total | PA | NA | Total | PA | NA | Total |
| Data Cell | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 |
| **Statewide** | **2,430** | **4,731** | **7,161** | **4,059** | **3,956** | **8,015** | **122** | **266** | **388** | **377** | **895** | **1,272** |
| Alameda | 872 | 564 | 1,436 | 267 | 173 | 440 | 6 | 4 | 10 | 29 | 19 | 48 |
| Alpine | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Amador | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| Butte | 1 | 4 | 5 | 3 | 5 | 8 | 0 | 2 | 2 | 2 | 0 | 2 |
| Calaveras | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Colusa | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Contra Costa | 13 | 24 | 37 | 73 | 16 | 89 | 5 | 7 | 12 | 3 | 11 | 14 |
| Del Norte | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 |
| El Dorado | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| Fresno | 13 | 13 | 26 | 473 | 122 | 595 | 5 | 4 | 9 | 4 | 8 | 12 |
| Glenn | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Humboldt | 0 | 3 | 3 | 0 | 1 | 1 | 0 | 2 | 2 | 1 | 6 | 7 |
| Imperial | 0 | 1 | 1 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Inyo | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| Kern | 1 | 1 | 2 | 36 | 38 | 74 | 2 | 4 | 6 | 1 | 4 | 5 |
| Kings | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Lake | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Lassen | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Los Angeles | 491 | 1,795 | 2,286 | 1,046 | 1,695 | 2,741 | 36 | 105 | 141 | 201 | 664 | 865 |
| Madera | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 |
| Marin | 0 | 6 | 6 | 0 | 2 | 2 | 0 | 5 | 5 | 3 | 9 | 12 |
| Mariposa | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| Mendocino | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 |
| Merced **a/** | | | | | | | | | | | | |
| Modoc | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mono | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| Monterey | 0 | 1 | 1 | 1 | 0 | 1 | 4 | 1 | 5 | 3 | 3 | 6 |
| Napa | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| Nevada | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Orange | 9 | 20 | 29 | 83 | 17 | 100 | 0 | 0 | 0 | 6 | 20 | 26 |
| Placer | 0 | 5 | 5 | 0 | 4 | 4 | 0 | 1 | 1 | 0 | 0 | 0 |
| Plumas | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Riverside | 4 | 19 | 23 | 36 | 4 | 40 | 2 | 9 | 11 | 9 | 6 | 15 |
| Sacramento | 353 | 206 | 559 | 511 | 298 | 809 | 17 | 10 | 27 | 22 | 13 | 35 |
| San Benito | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| San Bernardino | 17 | 51 | 68 | 101 | 119 | 220 | 8 | 19 | 27 | 17 | 28 | 45 |
| San Diego | 71 | 76 | 147 | 150 | 160 | 310 | 10 | 10 | 20 | 17 | 18 | 35 |
| San Francisco | 472 | 1,635 | 2,107 | 77 | 41 | 118 | 6 | 24 | 30 | 14 | 49 | 63 |
| San Joaquin | 3 | 16 | 19 | 417 | 645 | 1,062 | 3 | 9 | 12 | 4 | 5 | 9 |
| San Luis Obispo | 3 | 0 | 3 | 9 | 5 | 14 | 0 | 3 | 3 | 0 | 0 | 0 |
| San Mateo | 7 | 43 | 50 | 10 | 15 | 25 | 2 | 2 | 4 | 2 | 3 | 5 |
| Santa Barbara | 2 | 5 | 7 | 4 | 7 | 11 | 2 | 2 | 4 | 2 | 0 | 2 |
| Santa Clara | 86 | 168 | 254 | 481 | 495 | 976 | 3 | 10 | 13 | 22 | 7 | 29 |
| Santa Cruz | 2 | 4 | 6 | 10 | 6 | 16 | 2 | 2 | 4 | 1 | 1 | 2 |
| Shasta | 1 | 1 | 2 | 1 | 2 | 3 | 0 | 3 | 3 | 1 | 1 | 2 |
| Sierra | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Siskiyou | 0 | 1 | 1 | 8 | 2 | 10 | 0 | 1 | 1 | 0 | 0 | 0 |
| Solano | 2 | 24 | 26 | 31 | 8 | 39 | 2 | 7 | 9 | 0 | 4 | 4 |
| Sonoma | 2 | 14 | 16 | 52 | 17 | 69 | 0 | 3 | 3 | 0 | 5 | 5 |
| Stanislaus **a/** | | | | | | | | | | | | |
| Sutter | 0 | 0 | 0 | 0 | 2 | 2 | 1 | 0 | 1 | 0 | 1 | 1 |
| Tehama | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Trinity | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tulare | 4 | 7 | 11 | 115 | 27 | 142 | 0 | 4 | 4 | 2 | 1 | 3 |
| Tuolumne | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 2 | 3 | 0 | 0 | 0 |
| Ventura | 0 | 3 | 3 | 0 | 1 | 1 | 2 | 2 | 4 | 6 | 2 | 8 |
| Yolo | 0 | 6 | 6 | 50 | 17 | 67 | 1 | 4 | 5 | 2 | 2 | 4 |
| Yuba | 0 | 3 | 3 | 13 | 8 | 21 | 0 | 2 | 2 | 0 | 0 | 0 |

**a/** Counties not reporting data: Merced and Stanislaus.

Food Stamp Program Participants by Ethnic Group
Federal-Only and Combined Households (DFA 358F)
July 2004 (Version 1)

| | ASIAN-PACIFIC ISLANDER CATEGORY | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Samoan | | | Asian Indian | | | Hawaiian | | | Guamanian | | |
| | PA | NA | Total | PA | NA | Total | PA | NA | Total | PA | NA | Total |
| Data Cell | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 |
| **Statewide** | **792** | **836** | **1,628** | **537** | **896** | **1,433** | **163** | **202** | **365** | **177** | **224** | **401** |
| Alameda | 23 | 15 | 38 | 116 | 75 | 191 | 5 | 3 | 8 | 11 | 7 | 18 |
| Alpine | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Amador | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Butte | 0 | 2 | 2 | 5 | 11 | 16 | 5 | 6 | 11 | 1 | 3 | 4 |
| Calaveras | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| Colusa | 0 | 0 | 0 | 1 | 3 | 4 | 0 | 1 | 1 | 0 | 0 | 0 |
| Contra Costa | 16 | 8 | 24 | 21 | 38 | 59 | 6 | 1 | 7 | 5 | 6 | 11 |
| Del Norte | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 0 |
| El Dorado | 0 | 0 | 0 | 1 | 3 | 4 | 4 | 3 | 7 | 0 | 1 | 1 |
| Fresno | 10 | 7 | 17 | 32 | 36 | 68 | 1 | 0 | 1 | 6 | 8 | 14 |
| Glenn | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Humboldt | 1 | 0 | 1 | 1 | 3 | 4 | 3 | 7 | 10 | 0 | 1 | 1 |
| Imperial | 0 | 1 | 1 | 1 | 3 | 4 | 0 | 1 | 1 | 0 | 0 | 0 |
| Inyo | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 1 | 1 | 0 | 0 | 0 |
| Kern | 4 | 3 | 7 | 7 | 58 | 65 | 5 | 10 | 15 | 4 | 9 | 13 |
| Kings | 0 | 3 | 3 | 2 | 1 | 3 | 0 | 0 | 0 | 1 | 3 | 4 |
| Lake | 1 | 0 | 1 | 1 | 1 | 2 | 9 | 2 | 11 | 0 | 0 | 0 |
| Lassen | 1 | 1 | 2 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| Los Angeles | 244 | 367 | 611 | 58 | 167 | 225 | 18 | 69 | 87 | 6 | 34 | 40 |
| Madera | 0 | 0 | 0 | 3 | 5 | 8 | 1 | 0 | 1 | 0 | 0 | 0 |
| Marin | 2 | 1 | 3 | 2 | 18 | 20 | 2 | 4 | 6 | 0 | 0 | 0 |
| Mariposa | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mendocino | 0 | 3 | 3 | 1 | 4 | 5 | 0 | 3 | 3 | 0 | 0 | 0 |
| Merced **a/** | | | | | | | | | | | | |
| Modoc | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mono | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Monterey | 3 | 6 | 9 | 0 | 17 | 17 | 3 | 4 | 7 | 7 | 5 | 12 |
| Napa | 0 | 0 | 0 | 0 | 2 | 2 | 1 | 1 | 2 | 0 | 2 | 2 |
| Nevada | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| Orange | 4 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Placer | 0 | 1 | 1 | 3 | 12 | 15 | 2 | 0 | 2 | 0 | 0 | 0 |
| Plumas | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| Riverside | 33 | 16 | 49 | 15 | 6 | 21 | 3 | 7 | 10 | 8 | 3 | 11 |
| Sacramento | 58 | 34 | 92 | 100 | 58 | 158 | 12 | 7 | 19 | 15 | 9 | 24 |
| San Benito | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| San Bernardino | 69 | 60 | 129 | 24 | 46 | 70 | 15 | 13 | 28 | 18 | 22 | 40 |
| San Diego | 38 | 41 | 79 | 32 | 34 | 66 | 10 | 10 | 20 | 27 | 29 | 56 |
| San Francisco | 152 | 103 | 255 | 27 | 54 | 81 | 2 | 2 | 4 | 1 | 13 | 14 |
| San Joaquin | 12 | 17 | 29 | 28 | 106 | 134 | 7 | 16 | 23 | 12 | 20 | 32 |
| San Luis Obispo | 0 | 0 | 0 | 0 | 6 | 6 | 0 | 3 | 3 | 0 | 0 | 0 |
| San Mateo | 15 | 8 | 23 | 4 | 2 | 6 | 2 | 2 | 4 | 1 | 0 | 1 |
| Santa Barbara | 0 | 2 | 2 | 1 | 3 | 4 | 1 | 0 | 1 | 1 | 4 | 5 |
| Santa Clara | 76 | 111 | 187 | 3 | 32 | 35 | 31 | 2 | 33 | 24 | 13 | 37 |
| Santa Cruz | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 |
| Shasta | 0 | 0 | 0 | 0 | 4 | 4 | 2 | 3 | 5 | 1 | 1 | 2 |
| Sierra | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Siskiyou | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 |
| Solano | 17 | 14 | 31 | 7 | 12 | 19 | 3 | 2 | 5 | 14 | 11 | 25 |
| Sonoma | 1 | 2 | 3 | 1 | 4 | 5 | 1 | 1 | 2 | 1 | 1 | 2 |
| Stanislaus **a/** | | | | | | | | | | | | |
| Sutter | 0 | 0 | 0 | 9 | 29 | 38 | 1 | 3 | 4 | 3 | 1 | 4 |
| Tehama | 0 | 1 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Trinity | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 0 | 0 | 0 |
| Tulare | 3 | 2 | 5 | 5 | 13 | 18 | 1 | 1 | 2 | 7 | 9 | 16 |
| Tuolumne | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 0 | 0 | 0 |
| Ventura | 9 | 4 | 13 | 3 | 7 | 10 | 2 | 5 | 7 | 2 | 2 | 4 |
| Yolo | 0 | 0 | 0 | 20 | 15 | 35 | 0 | 1 | 1 | 0 | 1 | 1 |
| Yuba | 0 | 1 | 1 | 1 | 2 | 3 | 0 | 2 | 2 | 1 | 4 | 5 |

**a/** Counties not reporting data: Merced and Stanislaus.

Food Stamp Program Participants by Ethnic Group
Federal-Only and Combined Households (DFA 358F)
July 2004 (Version 1)

| | ASIAN-PACIFIC ISLANDER CATEGORY | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Laotian | | | Vietnamese | | | Other Asian-Pacific Islander | | | Total Pacific-Islander | | |
| | PA | NA | Total | PA | NA | Total | PA | NA | Total | PA | NA | Total |
| Data Cell | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 |
| **Statewide** | **2,174** | **1,842** | **4,016** | **6,499** | **12,381** | **18,880** | **4,050** | **2,744** | **6,794** | **21,380** | **28,973** | **50,353** |
| Alameda | 68 | 44 | 112 | 706 | 457 | 1,163 | 231 | 149 | 380 | 2,334 | 1,510 | 3,844 |
| Alpine | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Amador | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 3 | 4 |
| Butte | 140 | 269 | 409 | 1 | 8 | 9 | 32 | 38 | 70 | 190 | 348 | 538 |
| Calaveras | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 2 | 3 |
| Colusa | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 5 | 6 |
| Contra Costa | 82 | 32 | 114 | 44 | 39 | 83 | 64 | 48 | 112 | 332 | 230 | 562 |
| Del Norte | 24 | 24 | 48 | 0 | 0 | 0 | 6 | 11 | 17 | 30 | 41 | 71 |
| El Dorado | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 3 | 6 | 12 | 18 |
| Fresno | 484 | 127 | 611 | 77 | 39 | 116 | 1,613 | 477 | 2,090 | 2,718 | 841 | 3,559 |
| Glenn | 16 | 31 | 47 | 0 | 0 | 0 | 1 | 5 | 6 | 19 | 38 | 57 |
| Humboldt | 12 | 35 | 47 | 1 | 6 | 7 | 6 | 12 | 18 | 25 | 76 | 101 |
| Imperial | 0 | 1 | 1 | 0 | 2 | 2 | 2 | 1 | 3 | 3 | 12 | 15 |
| Inyo | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 4 |
| Kern | 4 | 4 | 8 | 5 | 19 | 24 | 6 | 24 | 30 | 75 | 174 | 249 |
| Kings | 9 | 10 | 19 | 2 | 1 | 3 | 1 | 8 | 9 | 15 | 28 | 43 |
| Lake | 0 | 5 | 5 | 0 | 0 | 0 | 1 | 0 | 1 | 12 | 8 | 20 |
| Lassen | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 5 | 7 | 4 | 6 | 10 |
| Los Angeles | 35 | 51 | 86 | 865 | 2,902 | 3,767 | 322 | 574 | 896 | 3,322 | 8,423 | 11,745 |
| Madera | 3 | 1 | 4 | 1 | 1 | 2 | 2 | 1 | 3 | 11 | 10 | 21 |
| Marin | 1 | 2 | 3 | 18 | 61 | 79 | 3 | 7 | 10 | 31 | 115 | 146 |
| Mariposa | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 |
| Mendocino | 0 | 0 | 0 | 0 | 3 | 3 | 2 | 5 | 7 | 4 | 21 | 25 |
| Merced **a/** | | | | | | | | | | | | |
| Modoc | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 |
| Mono | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| Monterey | 0 | 1 | 1 | 23 | 48 | 71 | 4 | 12 | 16 | 48 | 98 | 146 |
| Napa | 0 | 0 | 0 | 0 | 4 | 4 | 0 | 0 | 0 | 2 | 10 | 12 |
| Nevada | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 |
| Orange | 7 | 8 | 15 | 1,688 | 4,313 | 6,001 | 9 | 10 | 19 | 1,806 | 4,388 | 6,194 |
| Placer | 0 | 0 | 0 | 2 | 2 | 4 | 5 | 7 | 12 | 12 | 32 | 44 |
| Plumas | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Riverside | 62 | 16 | 78 | 79 | 56 | 135 | 122 | 61 | 183 | 373 | 203 | 576 |
| Sacramento | 375 | 219 | 594 | 886 | 517 | 1,403 | 1,263 | 737 | 2,000 | 3,612 | 2,108 | 5,720 |
| San Benito | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| San Bernardino | 22 | 27 | 49 | 197 | 409 | 606 | 0 | 0 | 0 | 488 | 794 | 1,282 |
| San Diego | 39 | 42 | 81 | 554 | 590 | 1,144 | 66 | 71 | 137 | 1,014 | 1,081 | 2,095 |
| San Francisco | 12 | 14 | 26 | 291 | 260 | 551 | 46 | 66 | 112 | 1,100 | 2,261 | 3,361 |
| San Joaquin | 192 | 418 | 610 | 90 | 371 | 461 | 59 | 167 | 226 | 827 | 1,790 | 2,617 |
| San Luis Obispo | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 30 | 30 | 12 | 47 | 59 |
| San Mateo | 2 | 0 | 2 | 6 | 15 | 21 | 0 | 0 | 0 | 51 | 90 | 141 |
| Santa Barbara | 8 | 1 | 9 | 6 | 9 | 15 | 16 | 8 | 24 | 43 | 41 | 84 |
| Santa Clara | 19 | 65 | 84 | 884 | 2,188 | 3,072 | 54 | 85 | 139 | 1,683 | 3,176 | 4,859 |
| Santa Cruz | 0 | 0 | 0 | 3 | 2 | 5 | 1 | 1 | 2 | 19 | 19 | 38 |
| Shasta | 43 | 95 | 138 | 3 | 2 | 5 | 6 | 10 | 16 | 58 | 122 | 180 |
| Sierra | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Siskiyou | 12 | 21 | 33 | 0 | 0 | 0 | 1 | 2 | 3 | 22 | 29 | 51 |
| Solano | 22 | 7 | 29 | 37 | 12 | 49 | 2 | 1 | 3 | 137 | 102 | 239 |
| Sonoma | 5 | 12 | 17 | 7 | 15 | 22 | 3 | 18 | 21 | 73 | 92 | 165 |
| Stanislaus **a/** | | | | | | | | | | | | |
| Sutter | 1 | 6 | 7 | 3 | 3 | 6 | 10 | 17 | 27 | 28 | 62 | 90 |
| Tehama | 2 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 3 | 6 |
| Trinity | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 |
| Tulare | 334 | 81 | 415 | 8 | 2 | 10 | 51 | 27 | 78 | 530 | 174 | 704 |
| Tuolumne | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 5 | 7 |
| Ventura | 1 | 1 | 2 | 7 | 20 | 27 | 12 | 25 | 37 | 44 | 72 | 116 |
| Yolo | 43 | 7 | 50 | 5 | 4 | 9 | 23 | 20 | 43 | 144 | 77 | 221 |
| Yuba | 95 | 163 | 258 | 0 | 0 | 0 | 0 | 0 | 0 | 110 | 185 | 295 |

**a/** Counties not reporting data: Merced and Stanislaus.

## APPENDIX 2

**SURVEY INSTRUMENT**

Date: _____
County: _____
ID # _____

**FOOD STAMP OFFICE RESOURCE KIT**
**OFFICE EXIT SURVEY**

Hello, my name is (INTERVIEWER NAME) and I am working with the California Department of Health Services in Sacramento. I'm doing a quick survey about some information you may have seen today while visiting the Food Stamp office. The survey will take about 5 minutes. You do not have to answer any question that you do not want to answer and may stop the survey at any time. We will not ask your name or where you live and the information you provide will be used only for the purposes of this research. Are you willing to take a few minutes to answer a few questions with me?

[If Yes, CONTINUE with survey; If No, TERMINATE survey]

1. What types of information or materials about healthy eating do you remember seeing in the waiting area of the food stamp office today? [ASK FIRST WITHOUT READING RESPONSE OPTIONS OR GIVING A PROBE, BUT AS NEEDED READ RESPONSE OPTIONS]

   Poster ..... **1 Yes** **0 No**
   Brochure ..... **1 Yes** **0 No**
   Recipe cards ..... **1 Yes** **0 No**
   Video ..... **1 Yes** **0 No**
   Other..... **1 Yes** **0 No** Specify: _____

2. Did you take a pamphlet or brochures about healthy eating with you from the waiting area today?

   ..... **1 Yes** **0 No** [If NO, GO TO # 5]

3. How likely are you to use the tips from the brochure/pamphlet when you make food at home? Would you say... (circle a number)

   **1** very likely **2** somewhat likely **3** not likely [ **7** Don't know
   **9** Refused]

4. How likely are you to use the tips from the brochure/pamphlet when shopping at the grocery store? Would you say... (circle a number)

   **1** very likely **2** somewhat likely **3** not likely [ **7** Don't know
   **9** Refused]

5. Did you take any recipe cards from the waiting area today?

..... **1 Yes** **0 No** [If NO, GO TO # 8]

6. Which recipe cards did you choose? [DO NOT READ RESPONSE OPTIONS]

Lemon rosemary chicken ..... **1 Yes**
Meatball soup ..... **1 Yes**
Smothered greens ..... **1 Yes**
Tortilla pizza ..... **1 Yes**
Tropical smoothie ..... **1 Yes**
Corn and green chile salad ..... **1 Yes**
Potato sauté with onions/peppers ..... **1 Yes**
Peach crisp ..... **1 Yes**
Don't remember/Don't know ..... **7 DK**

7. How likely are you to cook a recipe from one of the recipe cards when you make food at home? Would you say... [circle a number]

**1** very likely **2** somewhat likely **3** not likely [ **7** Don't know
**9** Refused]

8. The next few questions are about a video that was playing in the food stamp office waiting area. Do you remember seeing a video about healthy eating in the office today?

**1 Yes** **0 No** [If NO, GO TO # 26]

9. How closely did you pay attention to the video in the waiting area today? Would you say… (circle a number)

**1** not at all **2** a little **3** a fair amount **4** pretty closely
**5** very closely [DO NOT READ…. **7** Don't know **9** Refused]

[If "1, not at all", GO TO #10, ELSE GO TO #11]

10. Why did the video not grab your attention?

_____

[GO TO # 28]

11. Overall, what is this video trying to tell you? [DO NOT READ RESPONSE OPTIONS] [Circle all that apply]

1 To eat healthy/About nutrition
2 To eat fruits and vegetables
3 To eat good food
4 To eat more fiber
5 To eat whole grains
6 To eat small portions
7 To eat low fat meats
8 To use less salt
9 To read labels
10 To teach kids to eat healthy
11 How to prevent diseases
12 The number of times a day to eat fruits and vegetables
13 To use coupons
14 To buy healthy food with EBT
15 To use EBT at the farmer's market
16 To eat healthy without spending a lot
17 To get more exercise/physical activity
18 To prepare healthy food
19 Other: Specify_____
88 Don't know
99 Refused

12. What are some ideas, tips, or messages you remember from the video? [DO NOT READ RESPONSE OPTIONS] [Circle all that apply]

1 To eat healthy/About nutrition
2 To eat fruits and vegetables
3 To eat good food
4 To eat more fiber
5 To eat whole grains
6 To eat small portions
7 To eat low fat meats
8 To use less salt
9 To read labels
10 To teach kids to eat healthy
11 How to prevent diseases
12 The number of times a day to eat fruits and vegetables
13 To use coupons
14 To buy healthy food with EBT
15 To use EBT at the farmer's market
16 To eat healthy with out spending a lot
17 To get more exercise/physical activity
18 Other: Specify_____
89 Don't know
99 Refused

13. After watching the video, what benefits to healthy eating come to mind? [DO NOT READ RESPONSE OPTIONS] [Circle all that apply]

1 Getting vitamin C from certain colors of fruits and vegetables
2 Getting vitamin A from certain colors of fruits and vegetables
3 Living longer
4 More energy for kids
5 Preventing cancer
6 Looking younger
7 Reducing cholesterol
8 Feeling good
9 Healthy heart
10 Costs less
11 Reducing high blood pressure/ hypertension
12 Reducing diabetes
13 Weight loss
14 Good nutrition
15 Other: Specify_____
88 Don't know
99 Refused

14. There were several people in the video. Who do you remember best? [DO NOT READ RESPONSE OPTIONS] [Circle a number]

    1 The woman in the kitchen teaching recipes
    2 The woman at the farmer's market spinning the wheel
    3 The woman in the supermarket
    4 The woman with the family
    5 The woman talking about soul food
    6 The man talking about breads/whole grains
    7 The man talking about soul food
    8 Other: Specify _____
    88 Don't know
    99 Refused

15. In the video, who did you trust the most to give you good tips on eating healthy? [DO NOT READ RESPONSE OPTIONS] [Circle a number]

    1 The woman in the kitchen teaching recipes
    2 The woman at the farmer's market spinning the wheel
    3 The woman in the supermarket
    4 The woman with the family
    5 The woman talking about soul food
    6 The man talking about breads/whole grains
    7 The man talking about soul food
    8 Other: Specify _____
    88 Don't know
    99 Refused

16. In the video, who did you trust the least to give you good tips on healthy eating? [DO NOT READ RESPONSE OPTIONS] [Circle a number]

1 The woman in the kitchen teaching recipes
2 The woman at the farmer's market spinning the wheel
3 The woman in the supermarket
4 The woman with the family
5 The woman talking about soul food
6 The man talking about breads/whole grains
7 The man talking about soul food
8 None, I trusted them all
9 Other: Specify _____
88 Don't know
99 Refused

For the next few questions, I will read you a statement and then please tell me if you strongly agree, agree, neither agree or disagree, disagree, or strongly disagree with the statement. First...

17. After watching the video, I feel that I can select healthy foods when I shop. [circle a number]

**1** strongly agree **2** agree **3** neither agree or disagree
**4** disagree **5** strongly disagree
[DO NOT READ…. **7** Don't know **9** Refused]

18. After watching the video, I feel that I can buy healthy food the next time I shop. [circle a number]

**1** strongly agree **2** agree **3** neither agree or disagree
**4** disagree **5** strongly disagree
[DO NOT READ…. **7** Don't know **9** Refused]

19. After watching the video, I feel that I can buy more fruits and vegetables the next time I shop. [circle a number]

**1** strongly agree **2** agree **3** neither agree or disagree
**4** disagree **5** strongly disagree
[DO NOT READ…. **7** Don't know **9** Refused]

20. After watching the video, I feel that I can eat more fruits and vegetables every day. [circle a number]

**1** strongly agree **2** agree **3** neither agree or disagree
**4** disagree **5** strongly disagree
[DO NOT READ…. **7** Don't know **9** Refused]

21. After watching the video, I feel that I can prepare healthier meals and snacks. [circle a number])

**1** strongly agree **2** agree **3** neither agree or disagree
**4** disagree **5** strongly disagree
[DO NOT READ…. **7** Don't know **9** Refused]

For the next few questions, I will read you a statement and then please tell me if you are very likely, somewhat likely or not likely to do what the statement says. First...

22. After watching the video, how likely are you to use your EBT card to buy more fruits and vegetables?
[circle a number]

**1** very likely **2** somewhat likely **3** not likely [ **7** Don't know
**9** Refused]

23. How likely are you to use the tips from the video when you make food at home? [circle a number]

**1** very likely **2** somewhat likely **3** not likely [ **7** Don't know
**9** Refused]

24. How likely are you to use the tips from the video when shopping at the grocery store? [circle a number]

**1** very likely **2** somewhat likely **3** not likely [ **7** Don't know
**9** Refused]

25. After watching the video, how likely are you to shop more at a farmer's market? [circle a number]

**1** very likely **2** somewhat likely **3** not likely [ **7** Don't know
**9** Refused]

26. Before you came to the Food Stamp office today, would you say you were…[circle a number]

    1 Not thinking about eating more healthy foods
    2 Were thinking about eating more healthy foods
    3 Were planning to eat more healthy foods
    4 Were trying to eat more healthy foods
    5 Were already eating plenty of healthy foods
    88 Don't know
    99 Refused

27. After watching the video or looking at the materials on healthy eating in the Food Stamp office today, would you say you are… [Circle a number]

    1 Not thinking about eating more healthy foods
    2 Thinking about eating more healthy foods
    3 Planning to eat more healthy foods
    4 Will try to eat more healthy foods
    5 Are already eating plenty of healthy foods
    88 Don't know
    99 Refused

Now I have just a few more questions about you.

28. How old are you? _____ Years

29. Are you .....1 Male
    2 Female

30. How do you describe yourself? Would you say...

    1 Latino, Hispanic
    2 Black, African American
    3 White, Caucasian
    4 American Indian, Alaskan Native
    5 Asian, Pacific Islander
    6 Other, please specify: _____

That is all the questions I have for you today. Thank you for taking time to answer the questions in my survey!

## FSORK ENVIRONMENTAL SCAN FROM

County: _____
Date: _____ Time: _____
Observer Name: _____

**Language of video:** ☐0 English ☐1 Spanish

**Video Observation:** (Total Participants in waiting area)
**Entry Snapshot 1:** Start of video (First 3-4 minutes)

**Participants in Waiting Area:**
Adults (18+ years): M:_____ F: _____ Total Adults: _____
Total Children (< 18 years): _____

| | Adult Males | Adult Females | Total |
|---|---|---|---|
| Looking at screen | | | |

**Basic Snapshot 2:** (during 7-10th minute)-Tortilla Pizza Segment)
**Participants in Waiting Area:**
Adults (18+ years): M:_____ F: _____ Total Adults: _____
Total Children (< 18 years): _____

| | Adult Males | Adult Females | Total |
|---|---|---|---|
| Looking at screen | | | |

**Closing Snapshot 3:** End of Video (~16-20th minute)- Snack Time(celery logs)
**Participants in Waiting Area:**
Adults (18+ years): M:_____ F: _____ Total Adults: _____
Total Children (< 18 years): _____

| | Adult Males | Adult Females | Total |
|---|---|---|---|
| Looking at screen | | | |

**Office Observations**
Noise level of waiting area:
☐1 Easy to hear video ☐2 Difficult to hear video

Other observations:_____
_____

**Poster Display Observation**
Tally Participants visiting poster display:
_____
Total number visiting poster display: _____

Tally types of materials taken from poster display:

| Type of materials | Males | Females | Total |
|---|---|---|---|
| Brochure | | | |
| Recipe cards | | | |

Other Observations: _____
_____
_____

# FSORK INDIVIDUAL OBSERVATION FORM

County: _____
Date: _____ Time: _____
Observer Name: _____

**Mark all participant's actions that occur during each minute interval.**

**Language of video:** ☐[0] English ☐[1] Spanish

**Gender:** ☐[0] Male ☐[1] Female **Race/Ethnicity**: ☐[1] Latino/Hispanic ☐[2] African American ☐[3] White ☐[4] API ☐[5] Other

| | **Duration of Video (20 minutes)** | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Eyes on Screen** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** | **16** | **17** | **18** | **19** | **20** | **Total** |
| Glanced (2-3sec)[1] | | | | | | | | | | | | | | | | | | | | | |
| Watched (~30sec)[2] | | | | | | | | | | | | | | | | | | | | | |
| **Distractions:** | | | | | | | | | | | | | | | | | | | | | |
| Looking around room | | | | | | | | | | | | | | | | | | | | | |
| Attending to children | | | | | | | | | | | | | | | | | | | | | |
| Talking on cell phone | | | | | | | | | | | | | | | | | | | | | |
| Reading | | | | | | | | | | | | | | | | | | | | | |
| Eating | | | | | | | | | | | | | | | | | | | | | |
| Talking to others | | | | | | | | | | | | | | | | | | | | | |
| Sleeping | | | | | | | | | | | | | | | | | | | | | |
| Standing in line | | | | | | | | | | | | | | | | | | | | | |
| Called to appointment | | | | | | | | | | | | | | | | | | | | | |
| Filling out paperwork | | | | | | | | | | | | | | | | | | | | | |
| Other _____ | | | | | | | | | | | | | | | | | | | | | |

**How close is the individual to screen? (Use method you are comfortable with):** _____

**How close is the individual to audio?** _____

**Does participant visit the poster display?** ☐Yes ☐No

**Other Observations/Expressions:** _____

CHAMPIONS for CHANGE
Network for a Healthy California

For more information about the FSORK visit, www.goodfoodtv.org
or contact Lawrence Montgomery, (916) 449-5429, Lawrence.Montgomery@cdph.ca.gov

For more information on the evaluation contact:
Alyssa Ghirardelli, MPH, RD, (916) 449-5342, Alyssa.Ghirardelli@cdph.ca.gov
or Amy Fong, MPH, (916) 449-5407, Amy.Fong@cdph.ca.gov

Cancer Prevention and Nutrition Section
California Department of Public Health
PO Box 997413, MS 7204
Sacramento, CA 95899-7413

This project was funded by USDA's Food Stamp Program through the California Department of Public Health's *Network for a Healthy California*. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program in California, call 1-888-328-3483.