The Community Impact Framework
Our Principles, Our Collective Action

History of the Development of the Community Impact Framework

CalFresh Healthy Living, California's SNAP-Ed program, developed the Community Impact Framework in 2023 to strengthen the reach of nutrition and physical activity efforts across the state. In 2025, federal funding for SNAP-Ed was eliminated, leading to the sunsetting of the CalFresh Healthy Living program.

The Community Impact Framework was created through a collaborative process led by a Local Advisory Council, with backbone support from Leah's Pantry. Local and state staff, including subcontractors, provided feedback throughout the process.

CalFresh Healthy Living has long been committed to ensuring that all Californians have full and equal access to opportunities that enable them to lead healthy, active lives. While the program itself has come to a close, the **Community Impact Framework remains as a resource for organizations seeking to advance community-driven approaches to nutrition and physical activity.** The Advisory Council hopes this framework will continue to guide and inspire collective efforts toward equitable health outcomes.

Acknowledgments

The development of this framework was made possible by the foundational work of the Association of SNAP Nutrition Education Administrators (ASNNA) and the Public Health Institute's Center for Wellness and Nutrition. Their contributions in this field have paved the way for our efforts.

Who is this Framework for?

The framework is intended for organizations and partners dedicated to advancing health through community-driven approaches to nutrition, physical activity, and overall well-being, including:

- Public health agencies at the state and local levels, including Local Health Departments.
- Community-based organizations, non-profits, and schools dedicated to health promotion, nutrition, and well-being.
- Local implementers of publicly or privately funded health and social service initiatives.
- Academic institutions and researchers focused on community engagement in health outcomes.

What's Included in the Framework?

- Three transformational goals.
- Sub-goals and strategies for building capacity, centering community, and delivering programming for maximum community health impact.
- A flexible approach to strategy implementation, inclusive of various roles and starting points in the program cycle.
- An easy-to-follow navigation that includes images, text, color keys, and icons. On the next page you'll see a graphic that is used throughout the framework—please familiarize yourself with these elements.

Overview

STEP 1

Familiarize Yourself with the Mission and Vision

This document was developed to advance the mission and vision of the CalFresh Healthy Living Program. Although the program has sunset, its mission and vision continue to remain relevant to ongoing efforts in public health and community well-being.

Mission: CalFresh Healthy Living supports healthy, active, and nourished lifestyles by teaching Californians about good nutrition and how to stretch their food dollars, while also building partnerships in communities to make the healthy choice, the easy choice.

Vision: A California where everyone is healthy, active, and nourished.

STEP 2

Prepare by Asking Yourself Orienting Questions

Reflect on these questions as you prepare to review the framework's goals and strategies and apply it to your work.

❯ **What actions am I already taking** that enhance community health impact in my work?

❯ **How can I collaborate with colleagues** to address the root causes of disparate health outcomes in my community?

❯ **What assets—such as skills, competencies, and lived experiences**—do I acknowledge in myself and others that can help create impactful change?

❯ **How can we build strong, community-driven relationships** to guide program decisions and empower those most affected?
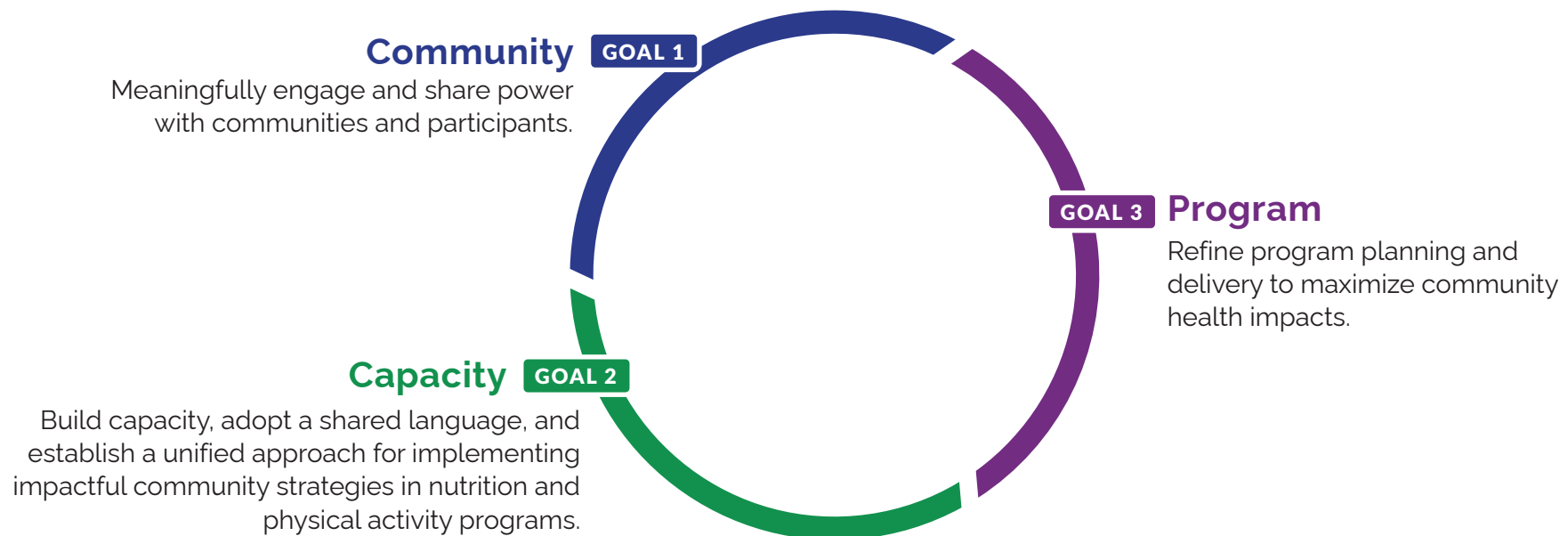
STEP 3

Review the Process for Defining Decision-Making

The outer circle represents the program stages where decisions are made. Inside, the multi-colored flower symbolizes key decision-making points, depicted as petals. When considering actions to achieve the framework's goals and strategies, identify who should be involved in each decision and at which stage of the program cycle it occurs.

2

Transformative Goals

These transformative goals and sub-goals were developed collaboratively by a group of individuals who implement programs on the local level. Supporting strategies are detailed on the following pages. **As you navigate through this document ask yourself:**

❯ *Are these goals and strategies already embedded in my work and the work of my organization?*
❯ *How can I use these goals and strategies to ensure all people have full and equal access to opportunities that enable them to lead healthy lives?*

Community GOAL 1
Meaningfully engage and share power with communities and participants.

GOAL 3 **Program**
Refine program planning and delivery to maximize community health impacts.

Capacity GOAL 2
Build capacity, adopt a shared language, and establish a unified approach for implementing impactful community strategies in nutrition and physical activity programs.

---

❶ Community SUB-GOALS

1.1 Develop authentic relationships with community members and partners to effectively support community-driven programs.

1.2 Integrate participatory processes throughout the entire program cycle.

1.3 Involve community members in policy, system, and environmental (PSE) change interventions, with a focus on community-level initiatives.

1.4 Incorporate participatory budgeting into program resourcing policies and processes.

❷ Capacity SUB-GOALS

2.1 Use specific language for community engagement efforts, informed by *The Spectrum of Community Engagement to Ownership*.

2.2 Incorporate asset-framing and ethical storytelling using *ASNNA's Ethical Storytelling & Asset-Framing toolkit*.

2.3 Integrate community-specific historical and contextual factors and the needs of various population groups into programming.

❸ Program SUB-GOALS

3.1 Consider the diverse characteristics of the priority population when delivering direct education.

3.2 Align PSEs with evidence-based research on nutrition and physical activity for priority populations.

3.3 Integrate programs into broader multi-sector efforts to support nutrition and physical activity opportunities.

GOAL 1: Community

Meaningfully engage and share power with communities and participants.

SUB-GOALS	STRATEGY 1	STRATEGY 2	STRATEGY 3	STRATEGY 4
1.1 Develop authentic relationships with community members and partners to effectively support community-driven programs.	When building and maintaining relationships with community members and partners, acknowledge their assets, including lived experience.	Build authentic relationships when hiring, retaining, and defining staff roles and responsibilities.	Ensure that community members are valued fairly, including adequate compensation for their time and expertise.	Evaluate how a greater emphasis on building relationships may impact program deliverables, site selection, and overall processes.
1.2 Integrate participatory processes throughout the entire program cycle.	Incorporate participatory processes into evaluation planning.	Build capacity to collect, analyze, and share data with program participants to ensure transparency.	Share data with program participants before publishing or sharing it with external audiences to maintain trust.	Build capacity and identify resource and expertise needs to design and implement participatory evaluation.
1.3 Involve community members in policy, system, and environmental (PSE) change interventions, with a focus on community-level initiatives.	Engage community partners to help identify and support community champions.	Continually engage community members in policy development and prioritization discussions.	Leverage direct education to support community members recruitment for PSE initiatives.	Document and share the impact of community member involvement in PSE initiatives.
1.4 Incorporate participatory budgeting into program resourcing policies and processes.	Recommend participatory budgeting in funding guidance.	Develop resources on participatory budgeting for use by community members and partners.	Integrate participatory budgeting into program budgets.	Integrate participatory budgeting into community engagement efforts.

Policy & Guidance

Planning & Resourcing

Implementation & Delivery

Evaluation & Reporting

Direct community engagement

Collaboration with partners

Organizational environment

COMMUNITY IMPACT TOOLKIT

Strategies

GOAL 2:
Capacity

Build capacity, adopt a shared language, and establish a unified approach for implementing impactful community strategies in nutrition and physical activity programs.

SUB-GOALS	STRATEGY 1	STRATEGY 2	STRATEGY 3	STRATEGY 4
2.1 Use specific language for community engagement efforts, informed by *The Spectrum of Community Engagement to Ownership*.	Include specific language in planning documents to show how power is shared and feedback loops are incorporated.	Ensure the use of clear, specific language with community members to facilitate their understanding and participation in engagement initiatives.	Develop and adhere to community engagement processes that align with the planned level of engagement.	Use specific language to describe community engagement efforts in reporting documents.
2.2 Incorporate asset-framing and ethical storytelling using *ASNNA's Ethical Storytelling & Asset-Framing toolkit*.	Identify and highlight community assets in planning documents to inform program decisions.	Develop guidance on ethical storytelling to enhance impact reporting.	Build capacity of staff and partners to implement ethical storytelling practices through training and resources.	Consistently apply ethical storytelling techniques to all program impact reporting.
2.3 Integrate community-specific historical and contextual factors and the needs of various population groups into programming.	Develop tools to identify community-specific historical and contextual factors contributing to nutrition insecurity in communities.	Conduct or review research on health outcomes experienced by various population groups.	Build capacity to understand the needs of various population groups.	Incorporate research and data to meet the needs of population groups and to address historical and contextual factors.

Policy & Guidance

Planning & Resourcing

Implementation & Delivery

Evaluation & Reporting

Direct community engagement

Collaboration with partners

Organizational environment

COMMUNITY IMPACT TOOLKIT

Strategies

GOAL 3:
Program

Refine program planning and delivery to maximize community health impacts.

SUB-GOALS	STRATEGY 1	STRATEGY 2	STRATEGY 3	STRATEGY 4
3.1 Consider the diverse characteristics of the priority population when delivering direct education.	Use a curriculum rubric (example) to align program materials and delivery methods with evidence-based practices.	Work with community members to select curricula that best align with their needs and interests.	Beyond language translation, adapt curricula to address the specific needs of communities.	Hire staff with language fluency and cultural ties to program participants and community members.
3.2 Align PSEs with evidence-based research on nutrition and physical activity for priority populations.	Build capacity to incorporate evidence-based research on nutrition and physical activity for local populations.	Document key components of evidence-based research on nutrition and physical activity in planning documents.	Implement evidence-based research on nutrition and physical activity PSEs for local populations.	Report on the integration of evidence-based research and physical activity components in PSE efforts.
3.3 Integrate programs into broader multi-sector efforts to support nutrition and physical activity opportunities.	Develop guidance for building relationships with non-traditional partners working on upstream factors.	Actively seek out complementary funding to address factors related to nutrition security that are outside program or funding allowability.	Identify how staff can leverage skills or perspectives from other programs into their programming using braided funding.	Coordinate and collaborate with partners addressing upstream issues at the community level.

Policy & Guidance

Planning & Resourcing

Implementation & Delivery

Evaluation & Reporting

Direct community engagement

Collaboration with partners

Organizational environment

COMMUNITY IMPACT TOOLKIT