



## **UC NEOPB Evaluation Update - PSE Activities**

The University of California Nutrition Education and Obesity Prevention Research and Evaluation Unit Policy, Systems, and Environmental (PSE) webinar has been rescheduled to June 4 from 1:30 pm – 2:30 pm. The webinar will update Local Health Departments (LHD) on the current state of evaluation related to PSE activities, as well as upcoming and future plans for PSE evaluation.

Topics will include an introduction to your PSE Evaluation Team, current PSE evaluation activities across the state, updates for Federal Fiscal Year (FFY) 2015 reporting and technical assistance, plans for FFY 2016 and beyond.

Please join us for the latest evaluation news, and to ask any questions you may have about PSE evaluation.

Primary Audience: Evaluators/evaluation LHD staff (including subcontractors)

Secondary Audience: Administrative and programmatic LHD staff (including subcontractors)

Please register for the Thursday, June 4, 2015 1:30 PM - 2:30 PM PDT PSE Webinar at:  
<https://attendee.gototraining.com/r/464394495494501634>.

REMINDER: If your LHD has not completed the pre-webinar survey, go to:  
[https://www.surveymonkey.com/r/PSE\\_Eval\\_Update](https://www.surveymonkey.com/r/PSE_Eval_Update).

Please complete the survey by May 22, so we can incorporate your feedback into the webinar.

## **Grants Available to Support Physical Activity Programs**

KIDS In the GAME is a nonprofit organization focused on inspiring kids to thrive in life through sports. The organization is inviting public and charter schools enrolled or willing to enroll in the Let's Move! Active Schools program, and with no current physical education program, to apply for a GO! Grant. The \$1,000 - \$5,000 grants support physical activity in before, during, and after-school settings serving children ages 5 - 12 years of age. The applicant programs can be for a new project or the expansion of a current project. Applications must be received by June 1, 2015.

For more information, go to: <https://kidsinthegame.org/go/>.

### **NEOPB Training Resources**

Check out the [NEOPB Training Resources](#) webpage for the latest training related information and calendar of scheduled [NEOPB events](#) and [TRC Trainings](#).

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## Funding Opportunity: Farmers' Market SNAP Support Grants Deadline June 18

The United States Department of Agriculture (USDA), Food and Nutrition Service (FNS) announces, through this Request for Application, the availability of \$3.3 million in competitive grant funds to be awarded through the Farmers' Market Supplemental Nutrition Assistance Program (SNAP) Support Grants (FMSSG) in FFY 2015. As approved by Congress in the President's FFY 2014 budget request for FNS, these funds are intended to support "the participation of farmers' markets in SNAP by providing equipment and support grants to new markets and those currently participating in the program." The goals of the FMSSG program are to increase SNAP accessibility, participation at farmers' markets and support the establishment, expansion, and promotion of SNAP Electronic Benefits Transfer services at farmers' markets. This is a new program that may continue in subsequent years. Grant funds must be used to conduct tasks that are necessary for SNAP to operate at farmers' markets and to increase the number and effectiveness of farmers' market participation in SNAP.

For more information, contact:

USDA, FNS

Farmers' Market SNAP Support Grants

<http://www.grants.gov/web/grants/view-opportunity.html?oppld=276335>

## Hermes Gold Awarded to Join the Movement TV Ad

The Nutrition Education and Obesity Prevention Branch's (NEOPB's) Join the Movement received a 2015 Gold Hermes Creative Award for television advertisement. Join the Movement was produced by Runyon Saltzman Einhorn. You can watch the ads at: <http://www.cdph.ca.gov/programs/cpns/RL/Pages/Media.aspx>.

The Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals. The awards are an international competition for creative professionals involved in the concept, writing and design of traditional materials, programs, and emerging technologies.

For more information, please contact Tina Starness at [Tina.Starness@cdph.ca.gov](mailto:Tina.Starness@cdph.ca.gov)

## Harvest of the Month Update

Harvest of the Month (HOTM) continues to grow in popularity in multiple settings, especially schools. USDA Western Regional Office (WRO) is now requiring that interventions and curricula be evidence-based. However, NEOPB has received permission from WRO to use the 4th – 6th grade student workbooks developed by San Bernardino County Superintendent of Schools as a Supplemental Nutrition Assistance Program-Education (SNAP-Ed) resource for FFY 2016. Those contractors who opt to use these workbooks in FFY 2016 must also commit to administering pre- and post-tests (more information on this to follow). NEOPB is planning to develop a curriculum for HOTM for use in schools that will be piloted and evaluated in FFY 2016. NEOPB will be reaching out to projects in the field to participate in the pilot testing. Please note that all other HOTM materials found at [www.harvestofthemonth.cdph.ca.gov](http://www.harvestofthemonth.cdph.ca.gov) are not affected by this and can still be used. If you need curricula for use in schools, please visit the NEOPB website for a list of approved materials.

If you have questions, please contact your NEOPB Project Officer.

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## NEOPB's New Homepage

The NEOPB is pleased to announce the launching of a new homepage. Please bookmark the new homepage for future reference: <http://www.cdph.ca.gov/programs/neopb/Pages/default.aspx>

The new homepage organizes content under the following five key headings, which are intended to make it easier for our customers to find resources needed to implement nutrition, physical activity, and other health interventions:

- Local Support & Training
- Research & Evaluation
- Focus Areas
- Partners
- Program Information

NEOPB understands that it will take time to become familiar with the new homepage and with this in mind, NEOPB will retain the Branch's prior homepage as an archive through 2015.

During the transition, the FFY 2016 SNAP-Ed resources will continue to be updated on both the archived and new homepages. However, all other updates will be made to the new homepage.

Below is the link to the FFY 2016 SNAP-Ed resources on the new homepage:

- <http://www.cdph.ca.gov/programs/NEOPB/Pages/SNAP-EdGrantApplications.aspx>

Planning for the new homepage began in the winter of 2013 with a comprehensive evaluation of NEOPB's on-line resources. In June of 2014, selected LHDs were surveyed in order to learn more about how stakeholders use on-line resources. This valuable feedback has been incorporated into the design of the new homepage.

If you have concerns or questions about the new homepage, please contact Michelle Woods at (916) 552-9894 or Reema El-Murr at (916) 449-5424.

## Champions for Change Retail and Harvest of the Month Success Story

Cost Less Grocery Store and Stanislaus County Health Services Agency have proven success with retail merchandising and promotion partnership. Cost Less Grocery Store leveraged "Harvest of the Month" point of decision health promotional retail signs to increase the sale of fruits and vegetables.

"Harvest of the Month signage has increased our sales and promotes healthy eating. It's the right thing to do," said Del Ambris, Cost Less Grocery Store Manager.

To learn more about the retail partnership, go to the following site:  
<https://healthdcouncil.org/general/champion-for-change-del-ambris/>.

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## Your order has been declined!

No one wants to receive an email with that subject line! As of May 4, orders submitted through NEOPB's Web StoreFront (WSF) that contain errors will be declined. The best way to avoid having your order rejected is by checking your order carefully before you submit it. As instructed in the WSF [User Guide](#), (page 32), **REVIEW** your order before you select, "Place My Order."

Common reasons orders are declined include:

- **Maximum allocation limit exceeded**
- **Ordering items not part of your allocation**
- **Duplicate items ordered**
- **Maximum cart limit of 18 items exceeded**



Below is a brief list of Questions and Answers to help you understand why your orders may be declined.

### Question – What is my allocation?

Answer – Your agency allocation was sent to you last fall. If you need your current allocation, you can request it by writing to [NEOPBcustomerCare@cdph.ca.gov](mailto:NEOPBcustomerCare@cdph.ca.gov). It is important to track your allocation throughout the entire fiscal year.

### Question - May I order the same item twice if I need more than the maximum allowed?

Answer - Do not add the same item (duplicates) to your shopping cart. If you consistently need more than the maximum allowed, contact [NEOPBcustomerCare@cdph.ca.gov](mailto:NEOPBcustomerCare@cdph.ca.gov).

### Question – What is the purpose of the maximum cart limit?

Answer – The purpose of the cart limit is to decrease errors and processing times of online orders. The WSF software will print a readable packing list with 18 items or less. If there are more than 18 items on an order, the items may drop off of the page and may not be visible when printed.

If your order is declined, you will need to correct it and resubmit it before it will be processed.

For WSF technical assistance contact the Office of State Publishing at (855)-729-5050.



For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Visit [www.CaChampionsForChange.net](http://www.CaChampionsForChange.net) for healthy tips.