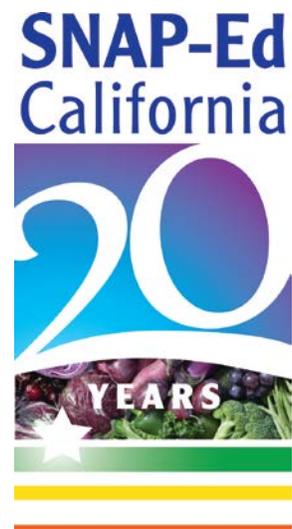


Celebrating 20 Years of SNAP-Ed in California: Give a Gift Basket and Support Families in Need

The Nutrition Education and Obesity Prevention Branch (NEOPB), in collaboration with the California's State Implementing Agencies (SIAs) would like to extend an invitation to Local Health Departments (LHDs) in celebrating 20 years of providing Supplemental Nutrition Assistance Program-Education (SNAP-Ed) services in California.

Reception details are as follow:

Who: All SNAP-Ed Partners
What: 20th Anniversary of SNAP-Ed in California Reception
When: Monday, November 14, 2016
Time: 5:30pm – 8:30pm
Where: Hyatt Regency Hotel
Capitol View Room, 15th Floor
1209 L Street, Sacramento, CA



Create a customized "gift basket" that highlights your county's SNAP-Ed experiences of your county's most popular produce; fruits, vegetables, nuts, dry grains, beans, canned meat, canned produce or fruit, or other non-perishable local products, e.g., recipe cards, soaps, hand lotions, dish towels, children's books, etc. Following the reception, all gift baskets will be donated to the Sacramento Food Bank & Family Services for distribution to families in need. Since gift baskets are not an allowable SNAP-Ed cost, we graciously thank you in advance for all generous donations you are willing to contribute.

If you are interested in donating a basket for this special occasion, please provide your response by Friday, October 28, to Chris Bilbrey at Christine.bilbrey@cdph.ca.gov or (916) 319-9809 or Bernadeen Valdez at Bernadeen.valdez@cdph.ca.gov or (916) 449-5194.

CDPH/NEOPB Project Directors Meeting

The California Department of Public Health (CDPH) NEOPB - Project Directors Meeting (PDM) is scheduled for November 14 - 15, 2016 at the Hyatt Regency Sacramento.

The PDM will focus on strategic direction that concentrates efforts to impact and sustain momentum toward community change. The PDM will also involve training and technical assistance, SNAP-Ed vision, networking opportunities, LHD recognition and a 20th Anniversary Celebration. If you would like to attend, please register on the [PDM website](#) by Friday, October 28, 2016.

Hotel Accommodations:

For your convenience, a room block has been secured at the Hyatt Regency Sacramento for Sunday, November 13, 2016 and Monday, November 14, 2016. The State rate of \$95.00 single occupancy is available. If you would like to make a room reservation, please reserve a room by Monday, October 24, 2016 to receive the State rate. <https://resweb.passkey.com/go/2016COEU>

For general questions related to the PDM, please contact Nakendra Abner at Nakendra.Abner@cdph.ca.gov or (916) 445-5303.

The PDM meeting is an allowable expense per United States Department of Agriculture (USDA) Guidance. Travel expenses should have been included in your Federal Financial Year 2017 (FFY 17) budget. If you did not include this meeting in your budget and have questions about covering the cost of travel, please contact your NEOPB Contract Manager.

California SNAP-Ed Training Resources

Check out the [Training Resources](#) webpage for the latest training related information and calendar of scheduled [Event Highlights for October and November](#)

[FFY 2017 Training Schedule](#)

Make an Agreement: Understanding and Using Joint-Use Agreements

October 24

Our GIS Has Changed! – An Orientation Training to the NEOPB GIS Map 3.0

October 25 & 27

CDPH NEOPB's Project Director Meeting

November 14 & 15

New Retail Report from CSPI

The Center for Science in The Public Interest (CPSI) released a new report on arrangements large food manufacturers can make with retail grocers to get their products placed and promoted in as many places as possible and in the most attention-grabbing locations in supermarkets, influencing what consumers purchase and eat.

Food companies spend billions of dollars to get their products featured in prominent locations within supermarkets according to CPSI, which can amount to as much as \$1 million dollars a year to place a single product on the shelf. Overall, food companies pay an estimated \$50 million annually for in-store placement and promotion.

To learn more about the landscape of the retail grocery environment and the methods grocers use to determine stocking decisions, placement, and store layout please visit <https://cspinet.org/resource/rigged> for the full report.

If you have questions, please contact Peter Muñoz at Peter.Munoz@cdph.ca.gov or (916) 449-5291.

FFY17 ATF Now Available

The FFY 17 Activity Tracking Form is now available for activities conducted October 1, 2016-September 30, 2017. Supporting documents, including a “What’s New” document and Direct Education demographic data cards are available online:

<http://www.cdph.ca.gov/programs/NEOPB/Pages/ActivityTrackingForm.aspx>

Webinar-based Activity Tracking Form trainings will be announced soon.

In the meantime, for more information or any questions please contact Evan Talmage at Evan.Talmage@cdph.ca.gov or (916) 449-5407 or Alexis Narodovich at Alexis.Narodovich@cdph.ca.gov or (916) 650-6905.

Funding Corner

With today's edition, NEOPB is introducing a new feature to the LHD News Bulletin called the Funding Corner. We will be announcing funding opportunities that come to our attention that LHDs may be interested in applying for.

If you are aware of any opportunities you believe other LHDs would consider, please let us know by sending an e-mail to Carma Okerberg (see contact details below). We'll do our best to share your feedback in the Funding Corner. The farther in advance we receive your information, the more likely we will be able to pass it along. Keep in mind there is a more than 11-day lag time publishing information in the bulletin.

We know there is a clear advantage having non-SNAP-Ed money to supplement the SNAP-Ed money you receive through the CDPH. Not only does it increase the amount of money you have to work on obesity prevention, but it also allows you to do some activities that are not SNAP-Ed allowable (within the stipulations of the other grant funds, of course). It can be very useful to have this kind of flexibility. However, here are a few precautions:

- Only a very limited amount of SNAP-Ed time can be spent writing grant applications for other funds. In addition, the grants must benefit the SNAP-Ed population. Grant writers are not allowable on your SNAP-Ed budget. However, your health department may have other funding/employees which can assist with your application. Perhaps the best option is to work with a community based partner. Here is an example: <http://americawalks.org/2016-every-body-walk-micro-grant-program>. Health departments, themselves cannot apply for these \$1500 grants for walking projects such as walking events, walking clubs, promoting benefits of walkability, improving access to transit, or a complete streets project. Applicants must have 501(C)3 non-profit status. Connect with a non-profit in your community to get support for a walking project. Applications are due 11/28/16.
- If you receive a non-SNAP-Ed grant, keep in mind any time spent on the grant cannot come from an employee who is on the SNAP-Ed budget full-time without prior permission from USDA. Depending on what time of the year you are awarded a grant and the term of the grant, you may be able to fund an employee split-time between the grant and SNAP-Ed.

Although the grants that are relevant to obesity prevention are somewhat limited, we hope the Funding Corner will help strengthen our program in some obvious ways.

If you have questions, please contact Carma Okerberg at Carma.Okerberg@cdph.ca.gov or (916) 449-5425.

