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900.1 Technical Assistance (TA) One-on-One

Contractors/grantees receive technical assistance (TA) from their assigned Project Officers (PO) on programmatic issues on an as needed basis. For programmatic issues outside the realm of the PO expertise or knowledge, the PO will refer the contractor/grantee to the appropriate NEOPB staff to assist them. For example, if a contractor/grantee has questions about youth engagement resources, the PO will seek assistance from staff who work on the NEOPB's Youth Engagement Initiative.

A. Telephone/Email Consultation

NEOPB staff is available to provide TA to contractors/grantees via the telephone or email.

B. Site Visits

Site visits allow NEOPB staff to provide in-person TA to contractors/grantees and a NEOPB orientation, if necessary. Site visits also give contractors an opportunity to share innovative strategies being conducted in the community. Site visits by NEOPB Program Officer occur twice a year unless there is a need for more frequent visits. For example, a contractor/grantee may have new staff who would benefit from a NEOPB orientation. Emails are sent to contractors/grantees prior to the visit to discuss agenda contents. An agreed agenda is sent confirming the date and time of visit. The email will also list specific documents to be reviewed by NEOPB staff during the visit. A follow-up site visit report is sent from the PO to the contractor/grantee within 30 calendar days of the visit. Site visits are generally conducted by the PO, but occasionally may be conducted by both the PO and Contract Manager.

Additional information about the TA provided by POs is in Section 100, Introduction.

900.2 NEOPB Trainings

The NEOPB provides a wide array of training opportunities to contractors in order to enhance their skills and knowledge and offer instructions and guidance on completing NEOPB forms and requirements. Contractors/grantees are informed of upcoming trainings through a variety of ways: e-mails, noted on All LHD call agenda, NEOPB web site and in bi-weekly e-newsletter.

Contractors/grantees are encouraged to check the web page at <http://www.cdph.ca.gov/programs/NEOPB/Pages/NEOPBTRAINING.aspx> regularly for the latest information on training opportunities. For questions regarding the trainings listed below, contractors/grantees may call the NEOPB main line at (916) 449-5400.

The NEOPB web page www.cdph.ca.gov/programs/NEOPB/Pages/Default.aspx provides links to pending and past events, trainings and webinars. See Local Support & Training column with last sub heading of Local Trainings. Recording of prior presentations can be located there.

A. NEOPB Skills-Based Trainings

The NEOPB provides a variety of skills-based trainings for NEOPB-funded projects, to enhance their ability to meet their Work Plan requirements, increase their organization's capacity, and better serve the Supplemental Nutrition Assistance Program Education (SNAP-Ed) eligible population. NEOPB skills-based trainings are offered in various locations and via webinars throughout the state each year. Contractors/grantees are encouraged to participate in these free or low-cost, SNAP-Ed allowable, training opportunities. These trainings provide opportunities to improve upon specific knowledge and skills and enhance state and local capacity to reach the SNAP-Ed qualified audience.

B. Fiscal Trainings

The NEOPB Contract Managers may host fiscal trainings each year to review the administrative, fiscal and contractual requirements of contracting with the California Department of Public Health (CDPH) and the United States Department of Agriculture (USDA). Trainings are designed for fiscal staff responsible for preparing invoices, compliance requirements, definitions of expenditure categories, instructions on how to complete the Funding Application, budgeting, allowable and unallowable scenarios, common errors found in reporting, equipment purchase and tracking procedures and travel requirements. Fiscal staff from each contract/grantee is/are encouraged to attend.

C. Media Messaging and Trainings

NEOPB provides half day media trainings to provide NEOPB-funded partners speaking for garnering media support for local efforts and influencing the target audience, as well as advancing the NEOPB brand and tagline Champions for Change. Some trainings are available in Spanish as well.

D. Youth Engagement Trainings

The NEOPB offers youth engagement trainings to those contractors/grantees who have included youth engagement activities into their Integrated Work Plan. The goal of the training is to help the adult ally gain the skills needed to support, guide, and encourage

youth leaders as the youth work to increase the consumption of fruits and vegetables and increase daily physical activity in their school/community. The training participants learn how to support and coach youth to take an active role in addressing nutrition and physical activity issues in their communities. The participants learn the steps of participatory action research (PAR) which is an inquiry process that includes critical thinking, strategizing, gathering information, analysis and logical problem solving. Youth teams will be invited to attend a youth forum convened to provide additional training and support, as well as build relationships with their peers across State.

E. New Contractor/Coordinator Trainings

The NEOPB hosts program trainings each year either in person or via webinar primarily to new contractors or new project coordinators. The program training covers NEOPB overview, nutrition education review, allowable and unallowable scenarios, reporting requirements, tracking procedures and travel requirements, Integrated Work Plan and other requirements of contracting with the California Department of Public Health (CDPH) and the United States Department of Agriculture (USDA). Trainings are designed for program staff responsible for delivering services and documentation and submissions. Project Coordinators and other program staff are encouraged to attend.

900.3 NEOPB Meetings and Conferences

NEOPB provides a wide array of meetings and conferences to contractors/grantees that will enhance their skills and knowledge, provide NEOPB updates, and allow for networking with other contractors and NEOPB staff. Contractors/grantees are informed of upcoming events through e-mails sent from the NEOPB. Information can be obtained at

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

Contractors/grantees are encouraged to check the Master Calendar and/or Training Calendar regularly for the latest information on NEOPB sponsored events. For questions regarding the meetings and conferences listed below, contractors may call the NEOPB main line at (916) 449-5400.

A. Monthly NEOPB Contractor Teleconferences

Monthly teleconferences are conducted for all NEOPB funded projects to provide timely updates and provide a forum for questions. Typical topics included in the calls are federal updates, campaign updates, media and communications updates, training updates, and policy and procedure clarification, and various additional topics of interest. At least one representative from each contract should participate in the teleconferences, as attendance will enhance the contractor/grantee's knowledge of the NEOPB and their ability to successfully meet Work Plan goals and objectives.

B. LHD Project Directors' Meeting (PDM)

The NEOPB PDM convenes once a year in Sacramento. The purpose of the meeting is to provide an opportunity for project directors across the state to showcase new programs, improve communication, provide input/dialogue on SNAP-Ed activities, share ideas, and build NEOPB cohesiveness.

For more information about the PDM contractors are encouraged to contact the Training Team by calling the NEOPB's main line at (916) 449-5400.

C. LIA SNAP-Ed Forum

The SNAP-Ed Forum, coordinated by CDPH/NEOPB in partnership with CDSS and State Implementing Agencies (CDA, UC CalFresh, CCC), is generally held during the

fiscal year's second quarter, January to March, in Sacramento for all SNAP-Ed contractors/grantees and SIAs. The Forum is an opportunity for contractors/grantees to learn of innovative and creative strategies as well as collaborate and engage in developing their IWP.

D. Annual California Conference of Local Health Department Nutritionists (CCLHDN) Conference

The California Conference of Local Health Department Nutritionists (CCLHDN) is an affiliate of the California Conference of Local Health Officers (CCLHO). As the only public health nutrition organization of CCLHO, they advise CCLHO on nutrition policy and practice; increase the awareness and effectiveness of community nutrition services at the local and state levels through statewide coordination and collaboration; share information and exchange nutrition program ideas among public health nutritionists, community nutritionist, and other health professionals; and provide continuing education opportunities for members.

The Annual CCLHDN Conference focuses on building leadership capacity in the area of collaboration and partnership with agencies that provide services to low-income consumers. Specific activities may include:

- Expanding knowledge and skills to meet the nutrition leadership challenges for nutrition initiatives in low-income audiences;
- Obtaining updates on USDA, CDPH, California Department of Education, and county nutrition action plans (CNAP);
- Preventing health disparities related to nutrition, and food assistance programs;
- Enhancing professional skills related to building effective partnerships for the purpose of attaining mutual goals;
- Networking with colleagues to share “lessons learned”; and
- Supporting wellness promotions for low-income audiences at county level.

For more information contractors/grantees may visit the CCLHDN web site.

900.4 NEOPB Websites

A. NEOPB Website

The NEOPB website, www.cdph.ca.gov/programs/NEOPB/Pages/Default.aspx provides a number of valuable resources for contractors/grantees, intermediaries, and professionals. The wide variety of topics include: programmatic and fiscal information/materials, trainings, Focus areas, Research & Evaluation information as well as Partner information. Please contact your Project Officer for assistance in locating materials or resources needed.

B. Champions for Change

The NEOPB's Champions for Change consumer website, www.cachampionsforchange.net and its sister Spanish-language website, www.campeonesdelcambio.net connect the target audience to resources in their local regions and provide on-line resources such as recipes and tips on easy ways to get physically active. The sites empower community members with tools, knowledge, and resources to become Champions for Change. NEOPB-funded partners are encouraged to inform their community members about the website.

The Statewide Media, Public Outreach and Information section may be reached by calling

the NEOPB main line at (916) 449-5400.

C. Communication Resource Library

The Communications Resource Library houses many of the communications resources that NEOPB contractors/grantees need in order to help build equity and recognition in the Champions for Change brand. The Communication Resource Library can be accessed at www.cachampionsforchange.net/Library. The online Library provides: photos, logos, graphic elements, templates, Branding Guidelines Manual, and additional resources.

Contractors/grantees are encouraged to use this resource and to periodically review the site as the NEOPB continues to update it with new information, new photos, tip sheets, and other communications documents, and resources as they become available. For questions regarding the Library, contractors may contact the Statewide Media, Public Outreach and Information by calling the NEOPB main line at (916) 449-5400.

D. Harvest of the Month

The Harvest of the Month website, www.harvestofthemonth.com provides information about this resource and its monthly elements, which includes educator newsletters, family newsletters, menu slicks and community (retail) newsletters. Monthly elements can be downloaded from the website and four Harvest of the Month posters can be ordered through the NEOPB's Web Storefront. The Educators' Corner provides teachers with additional activities, lesson ideas, recipes, and a wealth of resources to help implement a successful program. The Training Corner guides and supports users on how to effectively use all program materials and resources. This section includes a short video clip providing a visual experience of Harvest of the Month in action. Section F below provides information about the NEOPB's online ordering system.

E. Geographical Information System (GIS) Map Viewer

The NEOPB Geographical Information System (GIS) Map Viewer is a powerful tool that provides comprehensive information for community assessment and program planning. Contractors/grantees can use this tool to assist with targeting programs for SNAP-Ed eligible audiences. Users have the ability to search a specific county, ZIP code, census tract, block group, or a street address.

The NEOPB uses census tracts to identify which sites/locations qualify for use of USDA SNAP-Ed funds. A qualifying census tract is one where at least 50 percent of individuals have incomes that are less than or equal to 185 percent of the Federal Poverty Level (FPL) for all races combined OR where at least 50 percent of individuals have incomes that are less than or equal to 100 percent of the FPL by individual race/ethnicity groups

Some Uses of NEOPB GIS Map Viewer

- Identify census tracts where at least 50 percent of individuals have incomes that are <185 percent FPL for all races combined for the purposes of carrying out merchandising of retail outlets, farmers markets, food demonstrations, award funding to mini-grant applicants, etc..
- Identify census tracts in which at least 50 percent of individuals from a given targeted-campaign subgroup have incomes <100 percent FPL (African-American, Latino, Asian/Pacific Islander) for the purposes of carrying out merchandising of retail outlets, farmers markets, food demonstrations, award funding to mini-grant applicants, etc.
- Map selected indicators of neighborhood assets in census tracts. Examples include

schools, health facilities, grocers that accept Electronic Benefit Transfer (EBT), and grocers that accept Women, Infants, and Children Supplemental Nutrition Program (WIC).

- Identify census tracts where Spanish or Asian languages are the primary language to carry out targeted in-language campaigns and/or pilot materials.
- Map location and type of retail and low-income worksite establishments throughout California. Examples include grocery stores, convenience stores, fast food places, restaurants, hotels/motels, and cleaning businesses.

The NEOP GIS Map Viewer is accessible at the following website, www.cnngis.org. The website provides information on how to use the NEOPB GIS Map Viewer, including a Quick Reference Tutorial.

F. Online Ordering System (Web Storefront) for NEOP Materials

The NEOPB has an online ordering system for NEOPB education materials. The website address is:

<https://www.webstore.osp.dgs.ca.gov/WSFdir/storefront.aspx?6xni2of2cF0n+PO8WNID2/vr/XtjvJ5WW25VJnuU/fTnROB/pD6fKJmcmQZTwDUB> .

Each NEOPB-funded contractor/grantee is assigned one user identification and password. Each contractor/grantee is expected to have one designated staff person responsible for managing their inventory, receiving and placing orders, and tracking the distribution of all materials for their contract/grant. In addition, this staff person is responsible for assuring there is adequate and secure space for receipt and storage of the material.

Contractors/grantees that do not have their login information should contact NEOPB neopbcustomercare@cdph.ca.gov staff for assistance.

The NEOPB also offers a variety of nutrition education items promoting fruit and vegetable consumption and physical activity. These materials for the public may be downloaded online at <http://cachampionsforchange.cdph.ca.gov>.