

**Nutrition Education and Obesity Prevention Branch**  
**All LHD Call/Webinar – Meeting Notes**  
**Thursday, July 9, 2015**  
**2:00pm – 3:00pm**

**Childhood Obesity Conference, Gil Sisneros and Kristi Maryman**

- The Childhood Obesity Conference took place June 28-July 2, 2015 in San Diego
- Many Local Health Departments participated
- Conference focused on emerging research, best practices, and lessons learned
- Conference is growing with nationwide participation - All but six states were represented, with California the most predominant
- Highlights included:
  - Pre-conference tour of Retail Program
  - Keynote speaker Chelsea Clinton
  - USDA Under Secretary Kevin Concannon
  - Presentation to honor Senator Tom Harkin with a lifetime achievement award.
  - Lots of physical activity breaks
  - 140 posters
  - Exhibits and roundtables
- PowerPoint presentation will be available online at <http://childhoodobesity2015.com/>
- General Sessions were recorded and will be available on the Conference [YouTube channel](#).
- The next Childhood Obesity Conference is slated for May 30-June 2 in San Diego in 2017.

**FFY2016 SNAP-Ed State Plan Highlights, Gil Sisneros, Reema El-Murr and Jackie Richardson**

- Final FFY 2016 allocation for California slightly decreased from \$117,392,608 (projected in 3/31/15) to \$116,529,713 (actual 7/7/15)
  - \$862K decrease, a larger cut than anticipated
- In FFY 2016, CDPH-NEOPB will be allotted \$95.3 million (9% decrease), or 81% of the total allocation. Looking ahead, CDPH-NEOPB is projected to experience an 8.2% cut in 2017 and 9.5% in 2018.
- In partnership with CDSS, the FFY 2016 SNAP-Ed State Plan will be submitted to USDA/WRO on or before 8/15/2015. Proposed activities include the following: *(please note these activities are pending approval from USDA/WRO)*
  - **Support for State Implementing Agencies (SIAs)**
    - **Training and Technical Assistance:** SIAs will be invited to participate in training needs assessment surveys that will inform the FFY 2017 training schedule and will be invited to participate in trainings conducted by CDPH. CDPH web-based trainings will be offered to SIAs for participation.
    - **Materials:** Through an interagency agreement (IAA) with the Office of State Publishing (OSP), CDPH will provide comprehensive warehouse, fulfillment, and

- web-based online ordering services for materials and resources for California's state and local agencies conducting SNAP-Ed interventions.
  - **Evaluation:** In partnership with the University of California, Nutrition Policy Institute, continue EARS/ATF, IOE, and RE-AIM activities.
- **Support for Local Implementing Agencies (LIAs)**
  - **Training and Technical Assistance:** NEOPB staff to support local implementing agencies with resources, meetings, webinars, and conferences.
  - **Program and Partnership Development:** Leverage and extend SNAP-Ed resources, message reach, and tools and resources to support program implementation.
  - **Evaluation:** Continue EARS/ATF, IOE, and RE-AIM activities.
- **Statewide Media and Public Relations**
  - Continue the Champion for Change media campaign (English and Spanish)
  - Launch social marketing campaign promoting physical activity as a primary message with nutrition education as a secondary message
  - Media Evaluation: Continue evaluation of the Champion for Change media campaign
- **Special Projects and Pilots**
  - **Pilot testing:** continue the development and pilot testing of several projects that began in FFY 2015. These include the Cuerpo y Alma project (Body and Soul), Healthy Retail, the Asian Toolbox, and Rethink Your Drink (RYD) adult and high school lesson testing.
  - **Curriculum Development** - A Harvest of the Month (HOTM) curriculum development and evaluation will also take place in FFY 2016 to ensure that HOTM materials for 4th-6th graders meet the most current USDA SNAP-Ed direct nutrition education guidelines.
  - Farmers' Markets and Early Care and Education
  - Physical Activity Toolkit
  - Strengthen partnerships among LHDs, local County Nutrition Action Plans (CNAPs), health care providers, Champion Providers, and food banks
    - Continue partnership with the Office of Farm to Fork

## Question and Answer Session

1. *LHD:* What is the anticipated launching date of the cost recovery website?
  - a. *NEOPB:* No timeframe is available as there are contractual issues that the Office of State Publishing must go through; please contact your P.O, or customer care for assistance > [NEOPBCustomerCare@cdph.ca.gov](mailto:NEOPBCustomerCare@cdph.ca.gov) if you wish to purchase additional materials above and beyond your allocation.
2. *LHD:* We have funds to buy cookbooks. If the cost recovery website is not up and running by September, what should I do?
  - a. *NEOPB:* Contact your project officer for assistance.
3. *LHD:* The table with FFY 2017 - FFY 2020 projections for each county that was given to the LHDs recently shows lower rates of reduction for FFY 2017 and FFY 2018; less than what has been shared for NEOPB (i.e., 8.2%; 9.5%). Do you anticipate decreasing funds to the LHDs?

- a. *NEOPB*: At this time, we do not intend to amend the LHD contracts; but will work toward reductions in other areas first.

#### **4<sup>th</sup> Quarterly Stakeholder Meeting, Jackie Richardson**

- Scheduled for July 31, 2015 9:30am– 12:00 pm
- Will be held at 1500 Capitol Avenue, Training Rooms ABC (Sacramento, California)
- Interested parties can participate in person or by webinar > All information available on [NEOPB Partners and Stakeholders webpage](#)
- This meeting is designed to:
  - Solicit input and receive feedback from SNAP-Ed stakeholders on the development, integration, and evaluation of the SNAP-Ed program administered by the Nutrition Education and Obesity Prevention Branch of the California Department of Public Health.
  - Inform and update statewide SNAP-Ed stakeholders on the purpose, function, and direction of the SNAP-Ed program administered by the Nutrition Education and Obesity Prevention Branch of the California Department of Public Health.
- Rooms are available at the Holiday Inn at the state rate until July 14, 2015
- LHD operational questions may be communicated and discussed directly with the assigned Project Officer and addressed during the monthly All LHD Calls held the second Thursday of the month.

#### **FFY 2015 Carry-In Funding, Gil Sisneros**

- NEOPB understands that there have been issues with timely approval of BARs.
- Estimates for FFY 15 carry-in will be provided once final invoices for FFY 15 are received
- NEOPB will work toward submitting a mid-year amendment of the FFY 16 plan in January 2016 to allocate carry-in and submit BARs in a timely matter. Ideally, NEOPB wants to receive approval by the end of February to give LHDs six months to spend carry-in funds. The goal is to aim for 30-day turnaround on carry-in between CDSS/CDPH/WRO.

#### **Question and Answer Session**

4. *LHD*: Will there still be a threshold of 80% to be eligible for carry-in funds? If so, that's 80% of the final contract amount, correct?
  - a. *NEOPB*: Yes, NEOPB will continue to use the threshold of an 80% expenditure rate for carry-in; this was the recommendation of the SPA Team and SNAP-Ed Advisory Task Force.

#### **Web Page Migration, Reema El-Murr**

- The old NEOPB web page will be archived by August 7, 2015 (<http://www.cdph.ca.gov/programs/cpns>)
- Bookmark NEOPB's new website: <http://www.cdph.ca.gov/programs/NEOPB>
- Additional communications will be sent via the All LHD newsletter

## NEOPB Training Transition Plan, *Reema El-Murr*

- Background and Overview:
  - 9/30/2015, the following contracts will end:
    - NCB contract with PHI
    - Training and Resource Centers (TRC)
  - NEOPB has a designated Training Team
    - NEOPB will be responsible for developing and delivering an array of training, services and resources
  - Continued input from CDSS, SIAs, LIAs, SPA, the SNAP-Ed Advisory Task Force, and LHDs
- Technical Assistance and Training
  - Needs assessment survey conducted in FFY 2016 that will inform the FFY 2017 training schedule
  - FFY 2016 trainings were informed by
    - Results of an LHD needs assessment (January 2014) and LHD TRC survey (January 2015);
    - Results of comprehensive list o of SIA requested trainings from CDSS;
    - Results of FFY 2016 Integrated Work Plans (IWPs);
    - Ongoing feedback from biweekly SNAP 2.0 meetings with CDSS and other SIAs;
    - Local Implementing Agency Forum (LIAF) Planning Task Force meetings aimed at supporting LIA implementation of IWPs; and
    - Event evaluation reports: 2015 LIAF and 2014 Project Directors' Meeting (PDM)
  - Deliver and develop core train-the-trainer (TOT) programs to all intermediaries (LIAs) will be offered in a variety of modalities such as in-person workshops, webinar sessions, and/or online self-paced courses:
    - Interventions
    - Collaborative dialogue in nutrition education
    - Community engagement
    - SNAP-Ed program and administration orientation
    - Evaluation
  - Training webpage with a searchable event calendar
  - Training technical assistance (TTA) will be offered to LIAs in each of the seven service areas
    - State representation and content expertise coalition/collaborative meetings and special events
    - In addition to the results of the annual LIA training and technical assessment survey, TTA services and requests will be monitored to inform overall training program planning
- Community Engagement:
  - County Nutrition Action Plan (CNAP) Support as part of PHI NCB Activity # 35 (FFY 2015)
    - Statewide assessment and inventory of county partnership groups
    - Creation of county-level partnership fact sheet template
    - Creation a statewide fact sheet summarizing all county-level partnerships
  - Partnership Plan Implementation contract with Brown Miller Communications (June 22, 2015 – June 21, 2017) will provide the following services to support NEOPB staff, LIAs and relevant partners:
    - Strategic council
    - Technical assistance

- Training
- Media, Public Relations and Coordination
  - Media and public relations plans TA to LHDs
  - Champion Alliance Program
  - Signature Events and Public Relations Materials
  - Train-the-Trainer Spokesperson Training
  - Nutrition Education Materials List
  - Annual media flow charts
  - Web Storefront
  - Technical assistance for value added opportunities such as radio remotes and street team events

## Question and Answer Session

5. *LHD:* As FFY 2016 ends (our current three year grant term) when should the LHDs expect to receive the new grant agreements for FFY 2017 and beyond?
  - a. *NEOPB:* Staff members are already engaged in working on new agreements for the LHDs; ideally it would be a multi-year agreement. We anticipate new agreements to be distributed to LHDs for signature and board approval around May 2016.
  
6. *LHD:* Regarding carry-in and the BARs, the January 2016 date was mentioned; can it be clarified if this information pertains to LHDs that have carry-in this year, or if LHDs are going to be advised of carry-in that they are eligible for in 2016 (from 2015 budget) as LHD BARs will need be submitted.
  - a. *NEOPB:* This is applicable to LHDs who will qualify for carry-in during FFY 16 based on their expenditure rate in FFY 15.
  
7. *LHD:* In regards to the potential for multi-year agreements (i.e. 3-4 years), will we also be developing multi-year work plans (i.e. 3-4 years)?
  - a. *NEOPB:* The agreements with NEOPB and the Integrated Work Plans are two separate processes that have similarities that could support one another. More to come on future All LHD Calls and communications.
  
8. *LHD:* Appealing BARs: A great deal of staff time is needed to appeal BAR denials (costly). Is there a procedure that LHDs can use when items are denied in a BAR? What is the information CDPH is looking for to approve items that have been denied? Is there a possibility that the USDA would review items on the not approved list? For example, ice makers, since SNAP-Ed programs use a great deal of ice for RYD and to transport food to classes and events (food safety). The staff costs to process POs and purchase ice, sometimes daily, should be considered.
  - a. *NEOPB:* We are happy to ask USDA to review these items. Please work with your Project Officer on the specific items and a justification.
  
9. *LHD:* Will the NEOPB Allowable/Unallowable list be updated with the FY16 SNAP-Ed Guidance or were there not enough changes to warrant further clarification on the current list last published in 2014?
  - a. *NEOPB:* We are aware that the Allowable/Unallowable list is out of date and will be working on updating. **UPDATE:** the list is now updated on the NEOPB page to reflect the FFY 2016 Guidance. As always, please work with your Project Officer for additional

clarification and support.

<http://www.cdph.ca.gov/programs/NEOPB/Documents/FFY%202016%20SNAP-Education%20Guidance%20-%20Allowable%20and%20Unallowable.pdf>

**Noteworthy Initiative**, *Jessica Soldavini and Lori Martin, Santa Clara County Public Health Department*

- Building Momentum in Santa Clara County: The Power of Concentric Circles and Use of Consistent Messaging
- Attached to All LHD Call notes

**Champion Providers**, *Jackie Richardson*

- Medical providers as liaisons within the community that may support nutrition education, policy systems and environmental change, media efforts, and partnerships
- Looking for LHD liaisons to work with them
- Leslie Kaye and Gloria Dawson are the NEOPB leads for Champion Providers
- Contact your project officer for assistance or additional information

**Question and Answer Session**

- 10. LHD:** In regards to the Nutrition Education Materials List, how will the LHDs know when new items are added and what is the process to submit items for consideration?
  - a. NEOPB:** The updated Approved Curriculum List is on the NEOPB web site and updates regarding this list are sent via the LHD e-newsletter.
- 11. LHD:** Will LHDs have an opportunity to provide input toward the creation of a new resource list for nutrition education materials and curricula?
  - a. NEOPB:** Provide input to your project officer.
- 12. LHD:** Regarding the mentioned FFY 2016 Training Needs Assessment survey – can you clarify the timeline?
  - a. NEOPB:** Annual assessments inform training and TA planning for the following FFY. By the second quarter of FFY 2016, NEOPB, in collaboration with other SIAs and CDSS, will develop, conduct, and analyze a training needs assessment survey to inform statewide multi-year planning for FFY 2017 and beyond.
- 13. LHD:** Could you please discuss the Champions Alliance Program? How can this be integrated into the already submitted plan?
  - a. NEOPB:** Please connect with your Project Officer. There will be workshop dates are below. These workshops are allowable in the training budget. Additional details may be found in the LHD E-Newsletters.
    - July 16, Sacramento
    - August 4, Fresno
    - August 11, Anaheim
    - August 25, Milpitas

- 14. LHD:** Please clarify – was a survey sent out Champion Providers? If so, can the LHDs see that survey?
- a. NEOPB:** Yes, we did conduct a survey with the Champion Providers; once reviewed and analyzed, survey results will be shared with the LHDs to help forge partnerships.
- 15. LHD:** Will you be rotating in new LHD representatives for the NEOPB advisory/ SPA roles at or will the current representatives will continue?
- a. NEOPB:** We are working on a resource document that shares information on the formation, structure, recruitment process, and roles/responsibilities of SPA members.
- 16. LHD:** General Question on IWP: Yesterday there were access issues with Plan SharePoint site; has this been resolved?
- a. NEOPB:** We are aware of this issue and currently working with our IT department as well as CDSS.
- 17. LHD:** Will there be any formal survey process made available to the LHDs to provide feedback about the latest round of IWP submissions?
- a. NEOPB:** We have regular meetings with the additional State Implementing Agencies (SIAs) and will communicate this request.

**If you have any questions/comments regarding this document, please email the Nutrition Education & Obesity Prevention Branch at [neopb@cdph.ca.gov](mailto:neopb@cdph.ca.gov) so it may be given to the appropriate person, or contact your Contract Manager or Project Officer. Thank you.**