

## **Creating the Healthiest Nation Starts with Me! National Public Health Week, April 6-12, 2015**



National Public Health Week (NPHW) is held the first week of April to raise awareness of the critical roles that public health and prevention play in keeping all communities healthy and safe. Whether it's through research, data collection, health education, policy change or direct services, public health lays the foundations and creates the conditions that put healthy choices within reach. The Nutrition Education and Obesity Prevention Branch (NEOPB) is one of many public health programs in the state that participate in NPHW. Centered on the yearly national theme, NEOPB leverages NPHW as an opportunity to encourage Californians to choose healthy lifestyle behaviors, particularly eating more fruits and vegetables and increasing daily physical activity.

Our NEOPB Public Relations team and Runyon Saltzman Einhorn, Inc. hosted a webinar February 23rd that discussed promotional opportunities for this event and introduced NEOPB approved NPHW media materials templates.

If you have questions regarding these materials, please contact Tina Starness at [tina.starness@cdph.ca.gov](mailto:tina.starness@cdph.ca.gov).

## **Third Legislatively-Established Stakeholders' Meeting - April 27, 2015**

The NEOPB will convene its third legislatively-established stakeholders' meeting on Monday, April 27, 2015, from 9:30 a.m. to 12:30 p.m. at 1500 Capitol Avenue – Sacramento, East End Complex in training rooms A, B, and C. This meeting provides an opportunity for feedback and discussion on the status, development, integration, and evaluation of nutrition education and obesity prevention programs under the California Department of Public Health (CDPH) and NEOPB, as select state-level SNAP-Ed work transitions from contracted vendors to the state civil service staff. The meeting is applicable to all statewide SNAP-Ed stakeholders, including, but not limited to community organizations, food banks, nonprofit organizations, program contractors, and counties; attendees may participate in-person or via webinar. As with previous meetings, advanced registration is required.

The NEOPB Partners and Stakeholders [webpage](#) contains information on the stakeholders' meeting, including registration details, stakeholders' recommendations and responses to questions. Please e-mail questions and comments to: [NEOPBStakeholders@cdph.ca.gov](mailto:NEOPBStakeholders@cdph.ca.gov).

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## 8th Biennial Childhood Obesity Conference June 29 – July 2, 2015, Town and Country Resort and Convention Center, San Diego

**Registration is [NOW OPEN!](#)**

Exhibits, posters and roundtable opportunities [open now](#) through **April 1, 2015**.

The [8<sup>th</sup> Biennial Childhood Obesity Conference](#) will be held June 29-July 2, 2015, at the [Town and Country Resort and Convention Center](#), San Diego. This is the nation's largest, most influential collaboration of professionals dedicated to combating pediatric obesity. Nearly 2,000 attendees from across the country are expected to attend.

Join us as we continue to share and discuss emerging research, best practices, community-based efforts and effective policy strategies that promote and sustain healthy eating and physical activity practices for children, adolescents and their families!

### **Questions about the conference?**

Contact Kristi Maryman, MPH at [Kristi.Maryman@cdph.ca.gov](mailto:Kristi.Maryman@cdph.ca.gov).

## 2nd Quarter Progress Reports and Activity Tracking Form for LHDs

April 15, 2015 is the deadline to submit to your Project Officer (PO) the second quarterly Progress Report.

The form used for the first quarter is being used again and can be found at the link below:

<http://www.cdph.ca.gov/programs/cpns/Pages/LHDInitiative.aspx>

Both forms can be found on the lower right side of the page under the sub-heading Reporting Requirements. The templates are provided in the first and second bullets. Please bookmark the link as you will be using the templates during the year.

The 15th of July and October is the deadline to deliver the 3rd and 4th Quarterly Progress Reports. Reminder notices will be sent prior to each due date.

Also, Activity Tracking Form data is due on April 15th, and again on the 15th of July and October.

Please contact your assigned Project Officer if you have questions regarding completion or submission.

## 2015 SNAP-Ed Local Implementing Agency Forum Updates

We hope you are all enjoying the second day of the 2015 SNAP-Ed Local Implementing Agency (LIA) Forum. Below are some details that may help you post-forum:

- Watch your email for an outline evaluation link for the forum. Please take the time to provide feedback on the event so we can ensure we are providing you with the best possible support in the future.
- Continue to check the forum website for additional materials after the forum. The forum website - and its resource pages - is where we will post presentations and supporting materials.

As always, if you have any questions, please follow up with your PO.

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## School Meals Webinar March 24, 2015

On behalf of the California Department of Public Health, NEOPB and in partnership with the California Department of Education, the Public Health Institute and its program California Project LEAN invite you to participate in the upcoming California School Meal Requirements: What You Need to Know webinar scheduled for Tuesday, March 24th from 1:00 pm – 2:30 pm.

Per the Healthy, Hunger-Free Kids Act of 2010, USDA made the first major changes in school meals in 15 years, which will help us raise a healthier generation of children. This webinar will provide:

- An overview of the school lunch and breakfast requirements
- A description of meal components
- Steps you can take to support schools as they implement these changes for this webinar

The target audience for this webinar is NEOPB staff, LHDs, and partner SNAP-Ed LIAs. Participants will learn how these issues must be addressed at the local level, and how this may impact your efforts.

To register for the School Meal Requirements: What You Need to Know webinar scheduled for Tuesday, March 24, 2015 from 1:00 PM - 2:30 PM PDT, click on the link below:

<https://attendee.gototraining.com/r/5458722653489444097>

After registering you will receive a confirmation email containing information about joining the training.

If you have any questions, please contact Jessie Gouck at [Jessie.Gouck@cdph.ca.gov](mailto:Jessie.Gouck@cdph.ca.gov)

We look forward to your participation on March 24th!

## Site Change Process Updates

A revised Site Change Process will begin April 1. After LHDs reached a consensus with partnering LIAs regarding the site change request, the following steps were identified:

1. Initiating LHD will send the complete Site Change Form and Targeting Summary Update Spreadsheet to their PO for review and technical assistance on March 25th. Five days before the California Department of Social Services (CDSS) deadline as shared during the Site Change Webinar #2 on March 4th, 2015.
2. The PO reviews and verifies the correct targeting methodologies were used and will provide technical assistance as needed.
3. The PO will submit Site Change Forms and Targeting Summary Update Spreadsheet to CDSS and will send copy ("cc") to all State Implementing Agencies (SIA) and LIAs within their jurisdiction.
4. The CDSS will work directly with the SIA and send an email copy to the initiating LIA regarding incomplete and/or incorrect Site Change forms and spreadsheets.
5. Once CDSS makes a decision, the initiating LIA will receive an email from CDSS and will send an email copy ("cc") to all LIAs and SIAs.

**NOTE:** Last day to submit all site change requests to PO will be on April 20th for the deadline set by CDSS on May 1, 2015.

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## Policy, Systems and Environmental Change Success Story for San Diego County

### Transforming Parking Spaces into a Community Plaza: The Linda Placita Experience

At the recent Management Evaluation (ME) conducted in San Diego County, Western Regional Office (WRO), CDSS and CDPH had the unique opportunity to visit one of the county's Communities of Excellence in Nutrition Education, Obesity Prevention, and Physical Activity (CX<sup>3</sup>) neighborhoods highlighting Linda Placita (beautiful community plaza). Parklets as they are known are low-cost improvements to urban environments that typically involve extending sidewalks and green space to provide amenities. Community residents wanted to see a space where their farmer's market could connect to a gathering space for the community. After much planning and discussion with the city of San Diego, Linda Placita was transformed from eight public parking spaces at the Linda Vista Public Library adjacent to the local farmer's market. A city council member provided funds for potted trees, benches, and tables for the space. The plaza provides access to a safe physical environment for activity and access to the farmer's market. During the ME site visit, a CX<sup>3</sup> Ballet Folklorico performed in recognition of the rich cultural diversity in Linda Visa. Andy Riesenber, Food Security and Obesity Prevention Team Leader from WRO, highlighted the Linda Placita CX<sup>3</sup> project at the Association of SNAP-Ed Nutrition Networks and Other Implementing Agencies conference held in Arlington, Virginia, in February as an exemplary SNAP-Ed intervention in California.

### FY15 Process for Qualifying Retailers

To determine if retailers within your jurisdiction qualify for SNAP-Ed activities, the following steps should be followed:

1. The LHD should qualify the retail site using the Census Tracts and Block Groups first before considering the use of alternate methods such as Retailers List.
2. When using the alternate method of qualifying retailers, LHDs must submit the complete information: full name, address and zip codes of retailers within their jurisdiction to their PO for approval.
3. The POs will acknowledge and notify the submission from the LHD within 48 hours of receipt via email.
4. Once determined if a retailer is in the Retailers List, PO will notify the LHD within 10 days from the original date of submission.

### NEOPB Approved Curriculum and Lessons List Now Organized by Target Audience Age

An updated NEOPB Approved Materials List has been posted on the NEOPB website. The "Curriculum and Lessons" tab has been reorganized by target audience age. All items are listed as Research-Tested (RT) or Practice-Tested (PT). Items on the Physical Activity (PA) tab have been incorporated into the Curriculum and Lessons tab.

Find the updated **NEOPB Approved Materials List FFY 2015** at the link below:

<http://www.cdph.ca.gov/programs/cpns/Pages/LHDInitiative.aspx>

Look under the News, Hot Topics & Updates section highlighted on the link. You can also find the link to this list on the LHD Information Page under NEOPB Approved Materials.

If you have any questions regarding the Approved Materials List, please contact

[neopbcustomer@cdph.ca.gov](mailto:neopbcustomer@cdph.ca.gov).

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## Web Storefront Quick Tips

The NEOPB would like to provide three quick tips to aide in a smooth online ordering experience on the Web Storefront (WSF).

**Tip One:** You may place as many orders as you like within your allocation. Limit your WSF online shopping cart to eighteen (18) items per order.

**Tip Two:** Compare your WSF agency allocation letter dated November 13, 2014, against your shopping cart to verify the materials ordered are allocated to your agency. You can modify item quantities while in the shopping cart.

Track the materials ordered on the Allocation Tracking Excel spreadsheet that NEOPB provided to you.

Effective March 2015, the WSF fulfillment team will modify online orders according to your agency's allocation. If your WSF order has been modified (e.g., if you are being sent fewer items than what you ordered), a bright sticker will be placed on the box containing the packing slip and a notification indicating the modification will be inserted into that box.

**Tip Three:** On the checkout page, under "CDPH Billing Codes," place your purchase order number (i.e., LHDxxx). This can be found on your allocation letter.

For additional assistance, please email [NEOPBcustomerCare@cdph.ca.gov](mailto:NEOPBcustomerCare@cdph.ca.gov).

## LHD E-Newsletter now available online

The LHD E-Newsletter is now available online. All current and future editions released will now be available at the NEOPB website link below. If you have any questions, please email inquiries to [NEOPB\\_ICCS@cdph.ca.gov](mailto:NEOPB_ICCS@cdph.ca.gov).

<http://www.cdph.ca.gov/programs/cpns/Pages/LHDNewsBulletin.aspx>



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.