

# SNAP-Ed Stakeholders' Meeting

*Supplemental Nutrition Assistance Program – Education*

**Friday, July 31, 2015**

**9:30am – 12:00pm**

Meeting Agenda and Q&A Summary Document are available on the  
[NEOPB Partners and Stakeholders Webpage](#)

California Department of Public Health (CDPH)  
Nutrition Education and Obesity Prevention Branch (NEOPB)

Contact us: [NEOPBStakeholders@cdph.ca.gov](mailto:NEOPBStakeholders@cdph.ca.gov)

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# Welcome and Opening Remarks



**Greg Oliva, MPH**

*Assistant Deputy Director for the Center for Chronic Disease Prevention & Health Promotion*

# Overview and Review



**Selma Abinader**  
*Meeting Facilitator*

# Stakeholder Meeting Timeline

*July 1, 2014 – October 31, 2015*

September 23, 2014

January 5, 2015

April 27, 2015

July 31, 2015

October 26, 2015

Meeting announcements and registration details will be posted on the NEOPB Partners and Stakeholders [Webpage](#)

# Meeting Aims

- **Solicit input and receive feedback** from SNAP-Ed stakeholders **on the development, integration, and evaluation of the SNAP-Ed program** administered by CDPH – NEOPB.
- **Inform and update** statewide SNAP-Ed stakeholders on the **purpose, function, and direction of the SNAP-Ed program** administered by CDPH-NEOPB.

# Today's Agenda

TIME	TOPIC
9:30am	Welcome from the California Department of Public Health (CDPH)
9:40am	Overview and Review of Stakeholder Meeting Process
9:45am	Updates from NEOPB with Q & A <ul style="list-style-type: none"><li>Staffing, Transitional Contracts, FFY 2016 SNAP-Ed State Plan, and Fiscal Report</li></ul>
10:25am	BREAK
10:40am	Update - NEOPB Strategic Training Transition Plan with Q & A
11:10am	Update - Strategic Planning and Partnership Plan with Q & A <ul style="list-style-type: none"><li>Interactive Session on Partnership Development</li></ul>
11:55am	Next Steps
12:00pm	Adjourn



# Input and Feedback Opportunities

Activity	Details and Process
<b>Questions and comments from onsite and webinar participants</b>	<b><u>Onsite:</u></b> Place your name tents vertical <b><u>Webinar:</u></b> Raise your hand and your line will be unmuted. You may also use the chat log.
<b>NEOPB Program Updates: Begin at 9:45am</b>	Q & A session after each agenda topic area
<b>Training Transition Plan Begins at 10:40am</b>	Q & A session after the agenda topic area
<b>Strategic Plan and Partnership with an Interactive Session Begins at 11:10am</b>	<ul style="list-style-type: none"><li>• <b><u>Onsite:</u></b> Worksheets will be handout out; return to registration table.</li><li>• <b><u>Webinar:</u></b> Under webinar content library. Upon completion, email the worksheet back to NEOPB. You may also use the chat log.</li></ul>



# Input and Feedback Opportunities

Activity	Details and Process
<b>Individual Input and Feedback Worksheet – Organized by Agenda Topic</b>	<p><b><u>Onsite:</u></b></p> <ul style="list-style-type: none"><li>• Available on meeting tables</li><li>• Upon completion, return the worksheet to the registration table</li></ul> <p><b><u>Webinar:</u></b></p> <ul style="list-style-type: none"><li>• Available under the content library of Go-to-Training</li><li>• Upon completion, email the worksheet back to NEOPB</li></ul>
<b>Email to Provide Input and Feedback and Submit Meeting Worksheets</b>	<p><a href="mailto:neopstakeholders@cdph.ca.gov">neopstakeholders@cdph.ca.gov</a> <i>Listed on the bottom of the agenda</i></p>

# Meeting Follow-up

## NEOPB Partners and Stakeholders [Webpage](#)

- Meeting Record\*
  - General Questions and Responses
  - Concerns and Responses
  - Recommendations
- Presentation Slides

## NEOPB email inbox

- [neopbstakeholders@cdph.ca.gov](mailto:neopbstakeholders@cdph.ca.gov)

*\* Meeting record summary structure and organization may change based on input and feedback received at today's meeting.*

# Housekeeping Items

## **Restrooms and water fountains are right out the room**

- Formal break at 10:25am - 10:40am

**All Participants** - Use of Input and Feedback Worksheet; organized by agenda topic

**Onsite participants** - Place your table tents vertical

## **Webinar participants**

- On mute
- “Raise your hand” to ask a question or comment. Your line will be un-muted.
- State your name, affiliation, and share your questions and/or comments
- You can also use the chat function to share your comments; your comments may be read during the course of today’s meeting

**All Participants** - Email us at: [neopstakeholders@cdph.ca.gov](mailto:neopstakeholders@cdph.ca.gov)

# NEOPB Updates



**John Talarico, DO, MPH**  
*Branch Chief*

# NEOPB Staffing and Training

## *Retain and Recruit a Skilled, Diverse, and Empowered Workforce*

### California Department of Public Health Strategic Map



- Internal and external training opportunities
- Between 10/1/2014 – 6/30/2015, NEOPB staff have collectively attended over 120 different trainings to support professional development

# NEOPB Staffing and Training

## *Retain and Recruit a Skilled, Diverse, and Empowered Workforce* California Department of Public Health Strategic Map

- NEOPB Interventions
- Fundamentals of Professional Trainers
- Nontraditional Approaches to the Obesity Problem
- Nutrition Trends: Keeping up with the Changes
- Coordination, Collaboration, Partnerships, and Community/Youth Engagement
- Media and Messaging
- Training and Technical Assistance
- Community Nutrition and Physical Activity
- Built Environment, Land Use, and Transportation
- Early Childhood Education, School, After School, and Summer Programs/Policies
- Evaluation, RE-AIM, and ATF/EARS

# Transitional Contracts

## Training and Resource Centers (TRCs)



- 7 service areas
- Contracts end 9/30/2015
- NEOPB state staff will resume responsibility of the contract's core functions:
  1. LHD Training and Technical Assistance
  2. Multi-County Coalitions for Community Engagement
  3. Media Coordination
- NEOPB's Training Transition plan will be described later today

# Transitional Contracts

## Non-Competitive Bid (NCB) Contract - Public Health Institute (PHI)

- **Contract Ends: 9/30/2015**
- **Contract Goal:**
  - Under the direction of and partnership with NEOPB, ensure a smooth transition and transfer of knowledge from PHI staff to CDPH NEOPB State civil service staff for select services
- **Key Activities:**
  - Mentor new CDPH-NEOPB staff; knowledge transfer
  - Develop toolkits, guides, manuals, and webinars
  - Create and deliver training modules and coaching sessions
  - Respond to various mentorship and technical assistance requests

# Looking Ahead – FFY 2016

*In partnership with CDSS, the FFY 2016 SNAP-Ed State Plan will be submitted to USDA/WRO on or before 8/15/2015*

- **Support for State Implementing Agencies (SIAs)**

- **Training and Technical Assistance:** Comprehensive needs assessment and calendaring of training opportunities
- **Materials:** Web-based online ordering services
- **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/resources to support program implementation
- **Evaluation:** Continue EARS/ATF, IOE, and RE-AIM activities

# Looking Ahead – FFY 2016

- **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

- **Special Projects and Pilots**

- Pilot testing
- Curriculum Development
- Farmers' Markets and Early Care and Education
- Physical Activity Toolkit
- Strengthen partnerships among LHDs, local County Nutrition Action Plans (CNAPs), health care providers, and Champion Providers

# Q & A Session

For questions and answers that were asked during the meeting on the topics of NEOPB state staffing and training, transitional contracts, and proposed NEOPB activities within the FFY 2016 SNAP-Ed State Plan, please visit the [NEOPB Partners and Stakeholders Webpage](#).



# NEOPB Administrative and Fiscal Updates



**Gil Sisneros, MPH**  
*Assistant Branch Chief of Administration*

# FFY 2016 SNAP-Ed Funding

- **USDA National SNAP-Ed Allocation = \$411M**
- **CA SNAP-Ed Allocation**
  - Projected (3/31/15): \$117,392,608
  - Actual (7/7/15): \$116,529,713
- **CDPH-NEOPB Allocation = \$95.3M (81% of CA)**

# CDPH-NEOPB SNAP-Ed Allocation

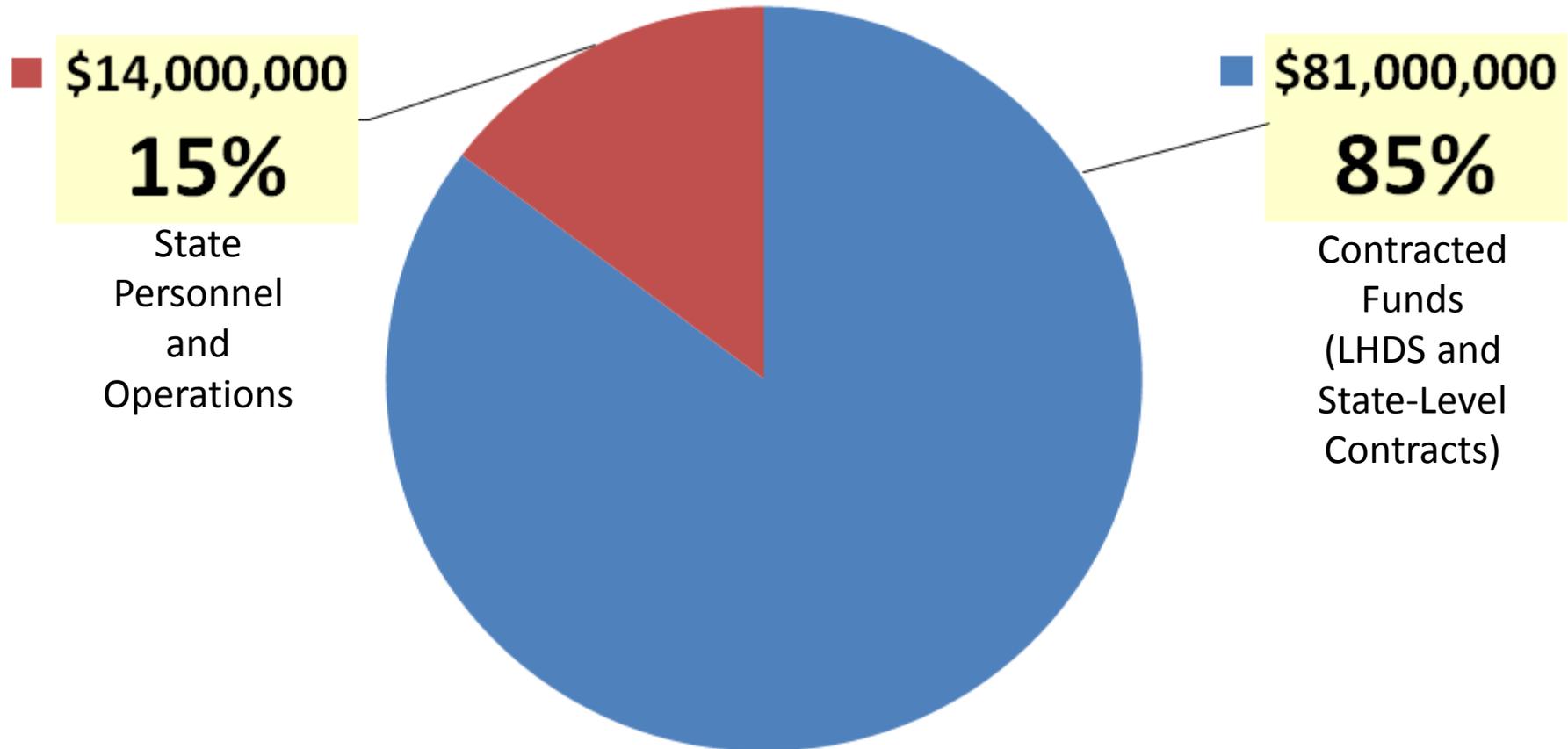
- **CDPH-NEOPB's SNAP-Ed Funds**
  - FFY 2015 Allocation: \$104.7M
  - FFY 2016 Allocation: \$ 95.3M
- **\$9.4M Reduction = 9% reduction** (from FFY 2015)
- **LHD allocation for FFY 2016 reduced by 7%** (planned)

# CDPH-NEOPB SNAP-Ed Allocation

Award	FFY 2016	Difference
<b>Nutrition Education and Obesity Prevention</b> Local Health Departments (LHD)	\$64.7M	- \$3.3M
<b>Media</b> Runyon Saltzman Einhorn (RSE)	\$10.0M	- \$1.0M
<b>Evaluation</b> University of California, Nutrition Policy Institute (NPI)	\$3.7M	+1.0M
<b>Meeting, Training, and Conference Planning</b> California State University, Sacramento (CSUS)	\$2.2M	+1.2M

**Contracted = 85% of Total CDPH-NEOPB SNAP-Ed Funds (~\$81M)**

# Percent Allocation of FFY 2016 CDPH-NEOPB SNAP-Ed Funds



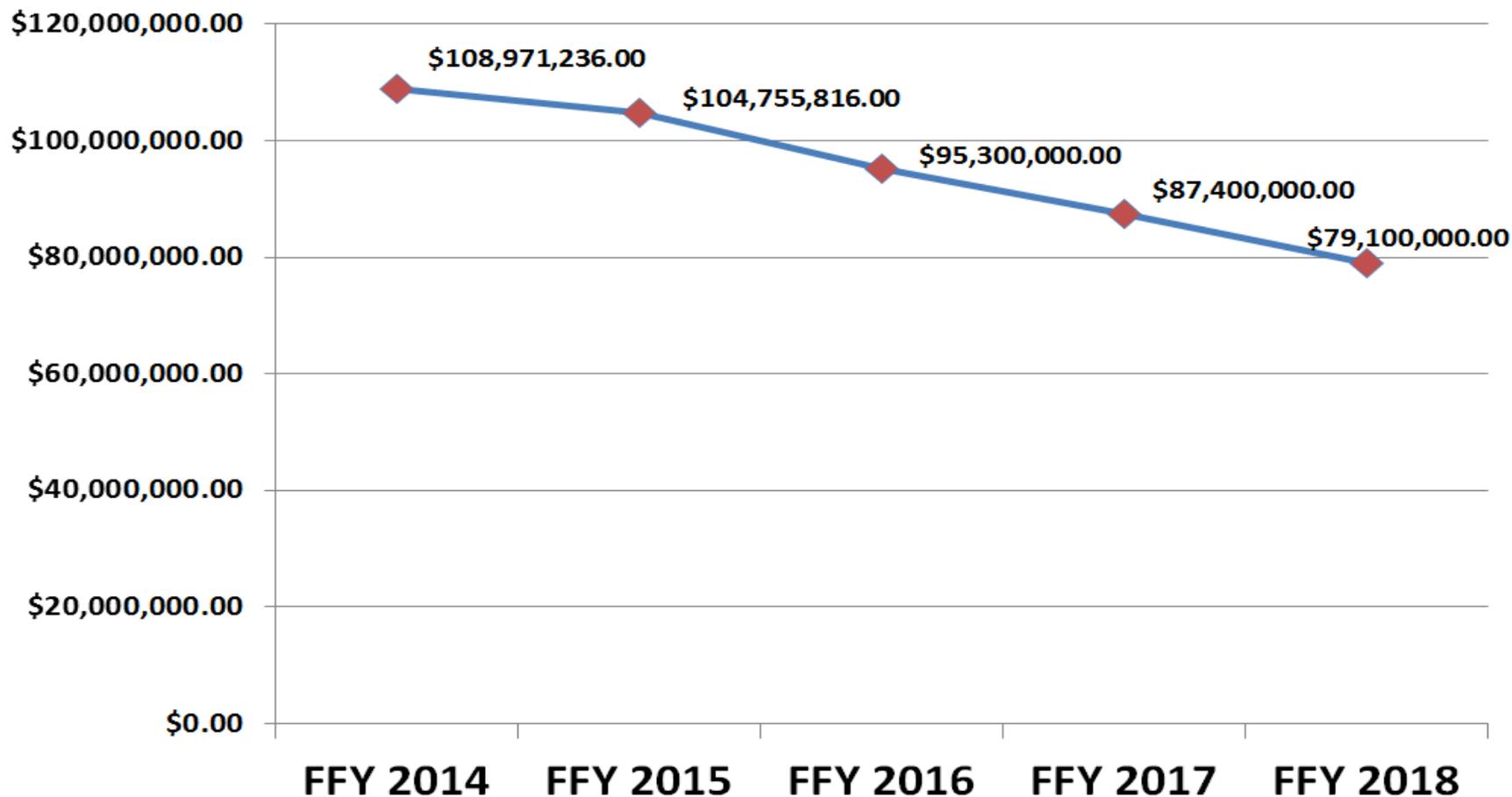
# SNAP-Ed Fiscal Update

SNAP-Ed Funds to CDPH-NEOPB		
Federal Fiscal Year (FFY) 2014	\$108,971,236	
FFY 2015	\$104,755,816	
FFY 2016	\$95,300,000	↓ 9.0%
FFY 2017*	\$87,400,000	↓ 8.2%
FFY 2018*	\$79,100,000	↓ 9.5%

\* Projected

# SNAP-Ed Fiscal Update

## *Funds to CDPH-NEOPB*



# Local Health Department Highlights



## Nutrition Education and Obesity Prevention Branch

The Nutrition Education and Obesity Prevention Branch (NEOPB) is a statewide movement of local, state and national partners collectively working toward improving the health status of low-income Californians through increased fruit and vegetable consumption and daily physical activity. Multiple venues are used to facilitate behavior change in the homes, schools, worksites, and communities of low-income Californians to create environments that support fruit and vegetable consumption and physical activity.

For more information, please visit: [About Us](#), [NEOPB Summary](#), or [Champions for Change](#).



### Local Support & Training

- Deliverables (LHD)
- Progress Report Template (LHD)
- Approved Materials (SNAP-Ed)
- Calendar of Events & Training
- Communications Resource Library
- Fiscal & Admin. Guidelines
- Integrated Work Plans & Applications (SNAP-Ed)
- Project Directors Teleconferences (SNAP-Ed)
- Project Directory (SNAP-Ed)
- Site Change Process (SNAP-Ed)
- NEOPB Web StoreFront
- More Local Guidance
- More Local Training

### Research & Evaluation

- Research & Evaluation
- Statewide Evaluations
- Statewide Data
- Geographic Information Systems Map
- Publications & Reports

### Focus Areas

- Champions for Change
- Communications & Media
- Children & Youth Interventions
- CX3: Communities of Excellence
- Faith-Based Interventions
- Harvest of the Month
- Health Equity Interventions
- Prevention First
- Rethink Your Drink
- School Health Interventions
- Worksite Interventions

### Partners

- Partnership & Stakeholder Meetings
- Noteworthy Initiatives/Success Stories**
- Partnership Development
- Events
- Helpful Links

### Program Information

- About Us
- California SNAP-Ed Plan -- 2015
- NEOPB Contractors -- 2015
- Final SNAP-Ed Report
- Acronyms & Definitions
- Careers at NEOPB
- Contact Us



NEW! URL: <http://www.cdph.ca.gov/programs/NEOPB>



# Q & A Session

For questions and answers that were asked during the meeting on the topic of NEOPB administration and fiscal updates, please visit the [NEOPB Partners and Stakeholders Webpage](#).



# NEOPB Training Transition Plan



**Caroline Kurtz, PhD.**

*Assistant Branch Chief of Programs and Policy*

**Reema El-Murr, MS, RD**

*Section Chief of Training Development and Support*

# NEOPB: Training Transition Plan (TTP)

## What is the NEOPB TTP?

- Overview
- Training and Technical Assistance
- Coalition and Collaborative Support
- Media, Public Relations, and Coordination
- Questions and Answers

# Overview

## Coordinated Direction and Support

- Transitional contracts end 09/30/2015
- NEOPB Training Team with support from across the branch
- Statewide Training – Dual Roles
  - Training to LIAs
  - Funder and program oversight to LHDs
- FFY 2016 Training Plan informed by
  - CDSS and SIA requested trainings
  - FFY 2016 LIA Integrated Work Plan data
  - LHD TRC survey (2015) and LHD needs assessment survey (2014)
  - SNAP 2.0 meetings and LIA Forum (LIAF) taskforce meetings
  - Event Evaluation Reports: LIAF and Project Directors' Meeting

# Training and Technical Assistance

1. Develop and deliver trainings to LIAs
2. NEOPB Event Calendar and training webpage
3. Locally coordinated logistical support services
4. Training TA to support local meetings and events
5. Needs assessment survey for FFY 2017

# Coalition and Collaborative Support

- 1. PHI NCB Activity # 35 (FFY 2015)**
  - Statewide assessment and inventory of partnership groups
  - County-level partnerships fact sheet template
  - State fact sheet summary of county-level partnerships
- 2. Partnership Plan Implementation contract with Brown Miller Communications (FFY 2015 and 2016)**
  - Strategic council
  - Technical assistance
  - Training
- 3. State staff representation and content expertise**

# Media, Public Relations, and Coordination

1. State role continues to be the primary lead
2. Media and Public Relations Plan
3. Champion Alliance Program
4. Signature events and public relations materials
5. Train-the-trainer spokesperson training
6. Nutrition Education Materials list
7. Annual media flow charts
8. Web Storefront
9. Technical Assistance - added-value media opportunities

# Q & A Session

For questions and answers that were asked during the meeting on the topic of the NEOPB Training Transition Plan, please visit the [NEOPB Partners and Stakeholders Webpage](#).



# NEOPB Strategic Planning and Partnerships



**Caroline Kurtz, PhD**

*Assistant Branch Chief of Programs and Policy*

**Jackie Richardson, MIB, RD**

*Section Chief of Policy, Partnerships, and Program Development*

# NEOPB: Strategic Plan

## Importance of a Strategic Plan

- Communicates the program's vision and goals
- Three-year focus (2017-2020)
- Prioritize focus areas
- Inclusive process of input from internal staff and external partners
- Implementation and accountability

# NEOPB: Strategic Plan

## Completed Activities

- Collected and analyzed input from internal staff and external partners
- Conducted Key Informant Interviews
- Gathered data to assist with decision making of priority areas
- Upcoming meeting with External Strategic Planning Workgroup

# NEOPB: Strategic Plan

## Next Steps

- Updates and sharing with staff and external partners
- Consider collective input to be analyzed
- Draft and produce the final plan
- Share and disseminate

# Partnerships



# Common Cause Partnerships

## NEOPB

*Convener,  
State Resources, Expertise  
& Evaluation*

## LHDs

*CNAPs, Nutrition Ed,  
Physical Activity & PSEs*

## CBOs

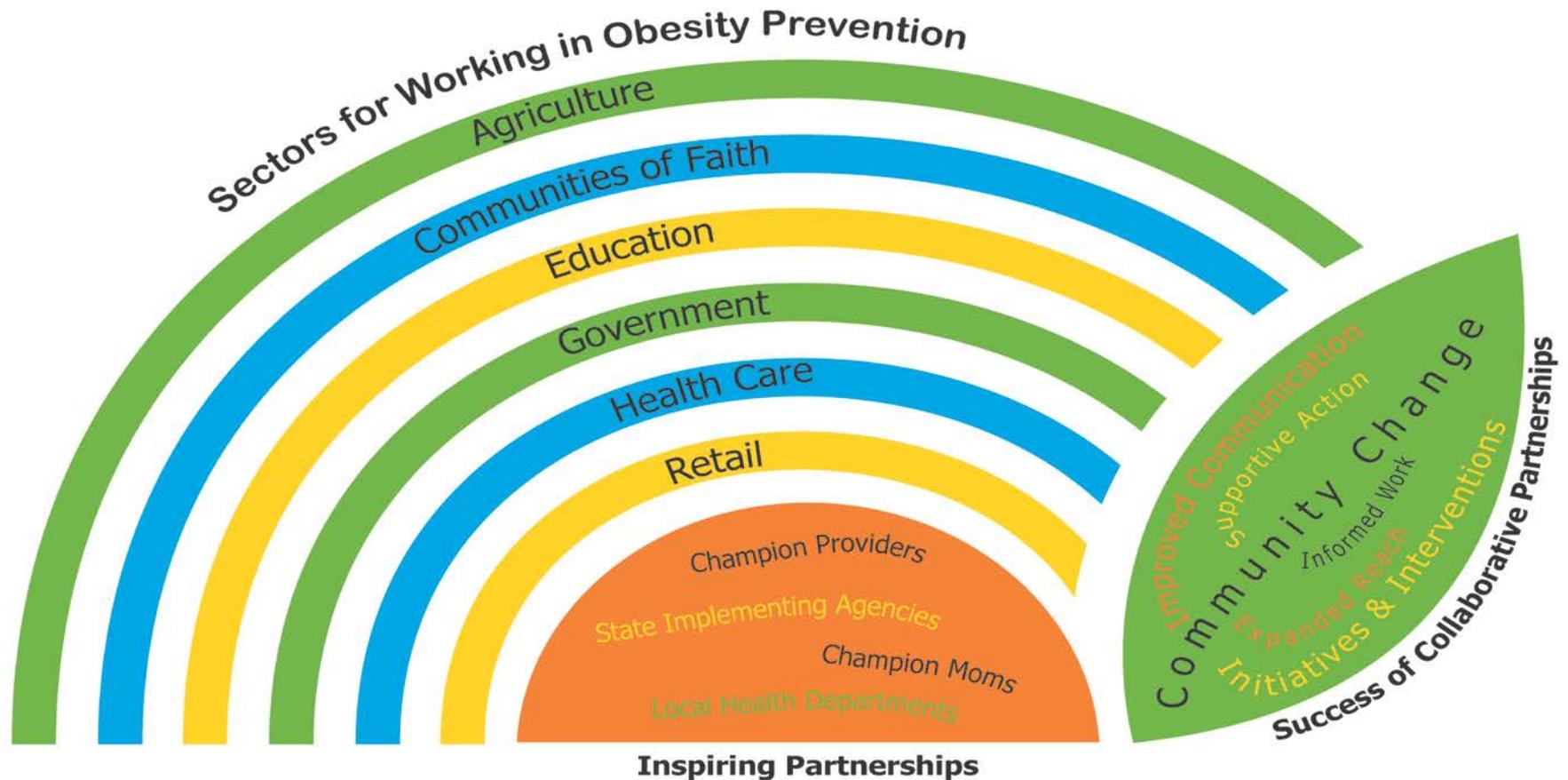
*Trust Broker,  
Relationship Builder,  
Community Connector*

## SCHOOL DISTRICTS

*School-based  
Nutrition, Evaluation &  
Physical Activity*

# NEOPB Partnerships

## NEOPB Partnerships Vision



# Benefits of NEOPB Partnership

- Statewide communication and reach
- Statewide evaluation and data collection to inform work
- Opportunities for cross-program interactions
- Statewide mass media
- Support for policy, systems and environmental change - locally and statewide
- Effective education and outreach



# NEOPB Partnership Summit

- Date: September 28, 2015
- By Invitation
  - Open to approximately 30 attendees
  - Based on statewide reach, common cause, and focus on priority issues and interventions

# Q & A Session

For questions and answers that were asked during the meeting on the topic of partnerships, please visit the [NEOPB Partners and Stakeholders Webpage](#).





# Expand Reach

## Finding Common Cause through Partnerships

**Individually or with Members of your Local Team/Organization: 12 minutes**  
**Be prepared to share** your collaborative partnership ideas with the full group

COLUMN	QUESTION/ACTIVITY
<b>1</b>	Expand Reach: What specific partnership activities or initiatives can you undertake to <u>address food insecurity issues</u> and promote food security?
<b>2</b>	Identify at least 1 activity/initiative that could show positive results in addressing food insecurity?
<b>3</b>	What other partners do you need to accomplish this activity/initiative?
<b>4</b>	What assets would you be able to contribute to support this activity/initiative?
<b>5</b>	What assets might your partners contribute to support this activity/initiative?
<b>6</b>	What NEOPB assets are needed to support this activity/initiative?

# Examples of Initiatives to Promote Food Security

- Increase access points and enrollment for federal food assistance programs
- Work on complete streets (safety, walkability & transportation)
- Expand transportation access to grocery stores
- Develop regional food hubs

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# Thank You and Next Steps

## Complete and Return

- Input and Feedback Worksheet
- Partnership Worksheet

## NEOPB Partners and Stakeholders [Webpage](#)

- Meeting Summary
- Presentation Slides

## NEOPB email inbox

- [neopbstakeholders@cdph.ca.gov](mailto:neopbstakeholders@cdph.ca.gov)