

Project Synopsis Instructions

The *Network* requires all applicants to submit a Project Synopsis (Form #8). This form provides the USDA and the CDPH's CCB with comprehensive information about each *Network* contractor for the annual state plan. It also facilitates collaboration among contractors and other partners, and is used to respond to queries and questions asked by other State agencies and partners.

Instructions for the Project Synopsis are provided below. Since these forms are designed for data collection, we cannot allow formatting changes. All entries must be consistent with the approved SOW and Budget Justification for FFY 2011. Refer to these instructions as you complete your Project Synopsis.

Overview - Unless otherwise noted, follow these three general guidelines:

- 1) The USDA SNAP-Ed audience is comprised of certified and likely-eligible SNAP participants (with incomes at or below 130 percent of the Federal Poverty Level [FPL]) and potentially-eligible participants (with incomes at or below 185 percent of the Federal Poverty Level). (See <http://aspe.hhs.gov/POVERTY/09poverty.shtml> for 2009 Poverty Guidelines.) The USDA requires *Network*-funded projects to document that over 50 percent of their audience meets these income criteria. Audience income eligibility is confirmed through the use of census tract or census block data identifying their demographic (income and ethnicity) make-up. The churches within your association/alliance should reside in income eligible census tracts. **See <http://www.cnnqis.org/> for the *Network's* Geographic Information System (GIS), which provides the required census tract and census block data.** Additional church sites may be approved by the USDA with appropriate documentation that the audience is income-eligible; such as, through a State-approved survey of church congregants or their participation in other programs serving low-income Californians.
- 2) Base your responses on the nutrition education activities you will conduct with *Network* funds.
- 3) Check all boxes that apply or type in text.
- 4) If you check an "Other" category, specify the information requested.
- 5) Use the shaded areas to enter applicant information.

1. State Level Goals and Objectives

This section has already been completed. Do not enter anything in this field.

2. Description of Projects/Interventions for Each Project

Project Title: *Enter your organization's name.*

Program Area: *This section has already been completed. Do not enter anything in this field.*

Contract Number: *This information is not available. Do not enter anything in this field.*

a) Related State Objectives

This section has already been completed. Do not enter anything in this field.

b) Target Audience

Check all the boxes that apply to your target audience and enter the percentages for gender, ethnicity, language and age groups (please see Scope of Work, Form #6 for a complete description of the target audience). Within each area (gender, ethnicity, language, age group), the combined percentages should add up to 100%. Please round percentages to the nearest whole percent and do not use decimals.

Languages: Enter the primary language of the Target Audience. Primary language refers to the language most frequently used by members of the Target Audience.

c) Focus on SNAP Eligibles

Income Targeting Data Source: Check all those that apply. Fill in Census Tract data sheet and/or Free/Reduced Price Meal Percentage data sheet on Project Synopsis form, as applicable. See Section 5 and/or 6 below for detailed instructions. If you check "Other," please indicate the data source and estimate the percentage (%) of your target audience that is estimated to be equal to or less than 185% of FPL.

Location Based Proxy Sites: Check all boxes that apply and indicate the percentage of your target audience that are at these locations. No additional targeting data are needed for these delivery sites.

d) Project Description

Key Methods: Check the primary methods that you intend to use for your program.

Print Media: Print media may include, press releases, media alerts, media tip sheets, editorial articles or letters, kiosk or poster displays, advertisements on billboards and bus stops.

Nutrition Education Classes, Community Education Events, Training/Workshop/Conference, Point of Purchase, or other direct education: For the methods where you will have direct contact with your target audience(s), please estimate the frequency and average duration of the interventions. If multiple interventions fall under one method, enter the average duration, not the sum for that method.

Other: In this section, include activities that are not classified as nutrition

education classes, community education events, training/workshop/conference, point of purchase or other direct education.

Key Educational Messages/Topics: Check the key educational messages your program will address. All contractors must include “Fruits and Vegetables” and “Physical Activity” as a key message. Food Stamp promotion activities apply to the “Other” category.

SNAP-Ed Delivery Sites by Type of Setting: For each type of setting your project will target, enter the number of different sites/locations. For example, if your agency plans to conduct nutrition education at three Food Stamp offices, enter “3” in the space before “Food Stamp Offices.” If your nutrition education intervention and/or activity will involve more than one location, choose the location that best reflects the primary delivery of service or the group you are attempting to reach. For instance, if you are a school contractor or a contractor working in schools and you have nutrition education activities in a school garden or school clinic, please use the school category, not gardens or clinics.

In general, a site should only be listed under one location; however, a site can be listed twice if the site is used to conduct activities for more than one target audience. For example:

- If a preschool and an Afterschool Program are housed at the same location, list them separately under “Schools – students (Preschool)” and “Schools – students (Afterschool Program).”
- If your Afterschool Program is housed at a K-12 school site and no other nutrition education activities are conducted during regular school hours, only list under “Schools – students (Afterschool Program).”
- If your program reaches both parents and students at the same school, then list the school twice under “Schools – students (K-12)” and “Schools – parents.”

Site Data Collection Form: All delivery sites **except** school sites, must be listed on the *FFY 2011 Site Data Form* with all the addresses for each site. The submission of contractor site data allow the *Network* to customize fields on the Activity Tracking Form (ATF) to auto-fill, thus saving time with data entry. To help streamline the data, it is suggested that contractors submit their FFY 2011 church sites.

Projected Number of Unduplicated Participants: Enter an estimate of the projected number of unduplicated participants. This count refers to the actual number of participants served, with each individual counted **only once**, no matter how many times they receive a service. For example, if David attends a 6-session nutrition education class series, he would be counted as one unduplicated participant.

Narrative: *This section has already been completed. Do not enter anything in this field.*

e) Summary of Research

This section has already been completed. Do not enter anything in this field.

f) Modification of Project Methods/Strategies

Please check: "We have not modified our methods/strategies"

g) Use of Existing Educational Materials - *Do not enter anything in this field.*

h) Development of New Educational Materials

Fill in the New Materials Development data sheet on the Project Synopsis form, if applicable. Enter the title of any new materials that you plan to produce, a 25-word or less description of the materials, and a brief justification of the need and the resources required for development of the material. Before developing new materials, the *Network* requires contractors to research and identify existing nutrition education and physical activity promotion materials for use in their program. If existing educational/promotional materials are examined thoroughly and none are found to fit the program or target audience, contractors may use *Network* funds to develop new materials, but only with prior approval from your *Network* Program Manager and USDA.

i) Key Performance Measures/Indicators

This section has already been completed. Do not enter anything in this field.

3. Evaluation Plans

Do not enter anything in this field.

4. Coordination Efforts

This section has already been completed. Do not enter anything in this field.

5. Intervention Site Census Tracts

Enter the data source(s) you use to qualify your target audience(s) to meet the $\leq 185\%$ Federal Poverty Level (FPL) requirement. If you are using census track data, complete the Census Track Data Sheet. School-based contractors and other contractors working with schools should use free and reduced price meals (FRPM) enrollment data found on the Renewing Contractor *Network* webpage (www.cdph.ca.gov/programs/cpns/Pages/ContinuingFAP.aspx) to verify that each school site qualifies (at least 50 percent of the student body must

be enrolled in FRPM Program). This information should be reported on the Free/Reduced Price Meal Data Sheet.

Using the *Network* Qualifying Census Tracts database located on the *Network* Funding Application webpage, identify and enter the qualifying census tracts your agency plans to target. There are drop-down boxes for the County and Ethnicity columns. For each census track you are targeting, enter the county (drop-down box), the qualifying census tract number, ethnicity (e.g., "All races," "Black or African American," "Hispanic or Latino"), and the percentage of the target audience at or below 185% FPL. Enter in actual percentages out to two decimal points. Do not round numbers.

School Sites:

Do not complete this section.