

Federal Fiscal Year (FFY) 2012 California State Plan Table of Contents

Part I

Binder 1 of 12

Section G: Signature Page

1. Introduction

- PDF copy of the Plan on CD
- Acronym List
- CDSS, UC-FSNEP, and Network Organizational Charts
- CDSS and Network Phone Lists

Section A: Needs Assessment: Identifying and Understanding the Target Audience

Section B: Nutrition Education Plan

State Level Objectives

1. Network

a. Local Project Summaries

I. Local Incentive Awardees (LIAs)

- Children & Families Commissions
 1. Madera County Children and Families Commission - First 5
- City Governments
 1. Montclair, City of
- Colleges/Universities – Public
 1. East Los Angeles College
 2. Los Angeles Trade Technical College
- County Offices of Education
 1. Alameda County Office of Education (Coalition)
 2. Fresno County Office of Education
 3. Humboldt County Office of Education
 4. Kern County Superintendent of Schools
 5. Los Angeles County Office of Education
 6. Merced County Office of Education
 7. Napa County Office of Education
 8. Orange County Superintendent of Schools (ACCESS)
 9. Orange County Superintendent of Schools (Coalition)
 10. San Bernardino County Superintendent of Schools
 11. Shasta County Office of Education
 12. Tulare County Office of Education
- County Welfare Dept./Local Hlth Dept. – CDSS/CDPH
 1. El Dorado County Public Health
 2. Fresno County Department of Public Health
 3. County Health Department Imperial County

Binder 2A of 12

Federal Fiscal Year (FFY) 2012 California State Plan Table of Contents

4. Kern County Public Health Services Department
5. County Health Department Kings County
6. County Health Department County of Lake
7. Madera County Public Health Department
8. County Health Department Merced County
9. County Health Department Napa County
10. County Health Department Nevada
11. Placer Health Services Department
12. Rural Cluster LHD
13. County Health Department San Diego
14. County Health Department San Luis Obispo
15. County Health Department Santa Cruz
16. Sonoma County Department of Health Services
17. Stanislaus County Health Service Agency
18. County Health Department Sutter
19. County Health Department Tulare County
20. Yuba County Health and Human Services Department

Binder 2B of 12

■

Indian Tribal Organizations

1. California Rural Indian Health Board, Inc.
2. Southern Indian Health Council, Inc.
3. United Indian Health Services, Inc.

■ Public Health Departments – Cities & Counties

1. Alameda County Health Care Services Agency
2. Berkeley, City of, Health and Human Services Department
3. Contra Costa Health Services (Community Wellness and Prevention Program)
4. Humboldt, County of, Department of Health & Human Services
5. Imperial County Public Health Department
6. Long Beach, City of, Department of Health & Human Services
7. Monterey County Health Department
8. Orange, County of, Health Care Agency
9. Pasadena, City of, Public Health Department
10. Riverside, County of, Community Health Agency
11. San Francisco, City and County of, Department of Public Health
12. San Joaquin County Public Health Services
13. San Mateo County Health Services Agency
14. Santa Barbara County Public Health Department

Binder 3 of 12

15. Santa Clara, County of, Public Health Department
16. Shasta County Health and Human Services Agency, Public Health Branch
17. Solano County Health and Social Services Department
18. Ventura County Public Health Department
19. Yolo, County of, Department of Public Health

■ Parks & Recreation Agencies

1. Duarte, City of, Parks and Recreation Department
2. San Bernardino, City of, Parks, Recreation and Community Services Department

Federal Fiscal Year (FFY) 2012 California State Plan Table of Contents

▪ Schools/School Districts

1. ABC Unified School District
2. Alhambra Unified School District
3. Alisal Union School District
4. Berkeley Unified School District
5. Calistoga Joint Unified School District
6. Compton Unified School District
7. Del Norte Unified School District
8. Downey Unified School District
9. El Monte City School District
10. Elk Grove Unified School District
11. Greenfield Union School District
12. Hawthorne School District
13. Huntington Beach Union High School District
14. Kernville Union School District (Family Resource Center)

Binder 4 of 12

15. Lamont School District
16. Long Beach Unified School District
17. Los Angeles Unified School District
18. Monrovia Unified School District
19. Montebello Unified School District
20. Mount Diablo Unified School District
21. Newport-Mesa Unified School District
22. Pasadena Unified School District
23. Rosemead School District
24. San Francisco Unified School District
25. Santa Ana Unified School District
26. Santa Clarita Valley School Food Services Agency
27. Santa Cruz City School District
28. Ukiah Unified School District
29. Vaughn Next Century Learning Center
30. Ventura Unified School District
31. Visalia Unified School District
32. Windsor Unified School District

▪ University of California Cooperative Extension

1. University of California, The Regents of the Cooperative Extension in Alameda County (Child and Youth Nutrition Program)
2. University of California, The Regents of the, Cooperative Extension of Alameda County (Family and Consumer Services)

Binder 5 of 12

II. Non Profit Organizations

1. California Association of Food Banks (Nutrition Education)
2. California State University, Chico, Research Foundation (SCNAC)
3. Central Valley Health Network
4. San Francisco General Hospital Foundation (Chinatown Public Health Center)

III. Special Local Projects

▪ Local Food & Nutrition Education Projects (LFNE)

1. Alameda Point Collaborative
2. Asian Health Services
3. CSU, Chico Research Foundation
4. Child Development Resources of Ventura County

Federal Fiscal Year (FFY) 2012 California State Plan Table of Contents

5. Collective Roots
6. Community Alliance with Family Farmers
7. Education and Leadership Foundation
8. FAME Assistance Corporation
9. Familia Center
10. Family HealthCare Network
11. Mandela Marketplace
12. Neighborhood Parks Council
13. North Coast Opportunities
14. RootDown LA
15. San Ysidro Health Center
16. Sustainable Economic Enterprises of Los Angeles
17. Vista Community Clinic

Binder 6 of 12

b. State Project Summaries

I. Regional Networks

State: Region Contracts

1. Bay Area Region
2. Central Coast Region
3. Central Valley Region
4. Desert Sierra Region
5. Gold Coast Region
6. Gold Country Region
7. Los Angeles County (Region)
8. North Coast Region
9. Orange County Region
10. San Diego and Imperial Region
11. Sierra Cascade Region

II. Fruit, Vegetable, and Physical Activity (FVPA) Campaigns

III. Communications

State Media Contract

- Media Targeting Data
 - a. Media Plan and Flow Chart
 - b. LA TV Worksheet
 - c. Radio Worksheet
 - d. LA Outdoor Worksheet

IV. Research & Evaluation

State

- Behavior Risk Factor Surveillance System (BRFSS)
- Office of Women's Health Surveys

V. Community Development

State

- Clearinghouse Project

VI. I.T.

State

Binder 7 of 12

VII. Administration

Federal Fiscal Year (FFY) 2012 California State Plan Table of Contents

State

VIII. Technical Assistance and Special Projects

State

- Technical Assistance
- Special Projects

IX. Training

State

- Center for Collaborative Solutions (CDE)
- Sacramento State University Foundation Annual Conference
- CDPH-Project LEAN - Community
- CDPH-Project LEAN – Obesity Conference

X. Materials & Distribution

c. PHI Consolidated Budget Narrative

Section C: Staffing

- I. Network Local Projects Staff Form
- II. State Staff Form
- III. PHI Staff Form
- IV. CDSS Staff Form
- IV. UC-FSNEP Form

Section D: Budget Summary

- I. State Summary Page
- II. Network Budget
- III. PHI Budget
- IV. OST Travel Chart
- V. CDSS Budget
- VI. UC-FSNEP Budget

Section E: Assurances

Section F: Waiver Requests

- A. Network
- B. CDSS
- C. Attachment 1—FVPA Campaign Waiver Attachments (provided in PDF only)
 - a. Qualifying Census Tracts for SNAP-Ed (ACS Eligible All Races)
 - b. Qualified Census Tracts 100 PCT Poverty by Race-Ethnicity (ACS 05-09)
 - c. Block group by 185 FPL for all regions 05-09

2. CDSS SNAP-Ed CalFresh Unit

- A. Project Summary, Budget Cover Sheet, Budget Justification
- B. Innovative Ideas Project (2) Project Summaries, Budget Cover Sheet, Budget Justification

Binder 8 of 12

3. UC-FSNEP California State Plan:

a. Local Project Summaries, Staffing & Budgets

Binder 9 of 12

Federal Fiscal Year (FFY) 2012 California State Plan Table of Contents

APPENDICES SUPPORTING DOCUMENTATION

Section A: Needs Assessment Attachments

- Attachment 1—Race/ Ethnicity of California's CalFresh Participants by County
- Attachment 2—Child Poverty, Food Insecurity and CalFresh Participation by County
- Attachment 3—California SNAP-Ed Sites, Eligible Individuals, Census Tracts, and Schools by County
- Attachment 4—California Schools 50% Free/Reduced Price Meals (SNAP-Ed *Network* and UC-FSNEP) by County
- Attachment 5—Brief Summaries of Other Nutrition-Related Programs Serving Low-Income Persons in California
- Attachment 6—CA SNAP-Ed Infrastructure FFY 2012 Planned Sites
- Attachment 7—CA SNAP-Ed Contractors List by County

Section B: Nutrition Education Plan Attachments

- Attachment 1- Network/UC-FSNEP MOU
- Attachment 2- School Master List (Eligible Sites, Network Sites, UC FSNEP Sites, Joint Sites)
- Attachment 3- UC-FSNEP/Network School Decision Tree
- Attachment 4- Narratives for Joint School Sites (UC FSNEP & Network)
- Attachment 5- Nutrition Education Materials Summary List
- Attachment 6- Summary of Alternate Quarterly Time Studies Current Year
- Attachment 7- Network Electronic Signature Request

Binder 10 of 12

Section C: Staffing Attachments

- State Duty Statements
- PHI Duty Statements
- CDSS Duty Statements

Section D: Budget Summary Attachments

1. WIC MOU

Binder 11 of 12

Part II FFY 2011-2012 Amendment 2

1. CWD/LHD Expansion
2. Healthy Choices/ RYD
3. CalFresh Promotion
4. Retail Consumer Connection
5. NEOP Planning
6. Evaluation: Latino Campaign, Mass Communications Campaign, Power Play!

Binder 12 of 12

Part III FFY 2012 Augment Funding (New/Enhanced \$10k)

1. Healthy Choices Enhanced
2. Power Play!
3. UCB
4. UCD Cress

Projects from Part II: Amendment 2, 1. County Welfare
Department/Local Health Department Expansion,
CDSS/CDPH

STATE LEVEL PROJECT SUMMARY FORM

Project #1

Local Health Department (LHD)/County Welfare Department (CWD) Expansion for
Community Nutrition

FFY 2011 Amendment 2

1. Goals & Objectives (See State Level Objectives).

2. Project Title: LHD/CWD Expansion (CWD) for Community Nutrition

Participating LHDs and CWDs will be selected jointly by CDSS and CDPH within the next couple of months to ensure appropriate collaboration and coordination at the local level. The tentative funding level (Level 1) for small counties would be \$150,000 for the LHD and \$150,000 for the corresponding CWD. The tentative funding level for mid-size LHDs would be \$250,000 and \$250,000 for the corresponding CWDs. The tentative funding level for larger counties would be \$350,000 for the LHD and \$350,000 for the CWD. The total 2-year funding would be \$10,000,000 (\$5,000,000 for LHDs and \$5,000,000 for CWDs).

CDSS and CDPH will jointly select the counties, based upon mutually developed criteria. The criteria include the following population-based considerations for county selection: high SNAP populations, lack of SNAP-Ed county programs, SNAP-Ed eligible populations, poverty rate, and obesity rates. Other considerations include extent of collaboration between CWDs and LHDs and capacity. CDSS will forward to WRO for review the CWDs scope of activities after proposals are finalized.

a. Related State Objectives:

Objectives 1, 2, 3, 5 and 6

b. Audience

Gender: Female and Male

Ethnicity: All Ethnic Groups

Languages: English and Spanish

Ages: Adults 18+, primarily women with children, as well as adults 60 years and older

c. Focus on SNAP Eligibles

LHDs and CWDs will focus on CalFresh participants and eligibles by reaching them through existing county programs, community events, and at places where they live, shop, and learn. LHDs and CWDs will also build the capacity of and collaborate with intermediaries and partners that serve CalFresh and SNAP eligible audiences.

Income Targeting Data Source:

Besides activities at location-based proxy sites (i.e., food banks, public housing, WIC), site verification of 50% or greater SNAP eligible participating will be based on the following data sources:

Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and Eligibility of Other Means-Tested Low-Income Programs. The LHD's qualifying data are encompassed in FFY 2011 State Plan, Section F, Waiver Attachments, Attachment 1.

d. **Project Description**

Key Purpose: To fund LHD/CWD partnerships at local level to implement community nutrition interventions.

Key Strategies: LHD/CWD partnerships will reach the target audience using the combination of strategies: Nutrition education classes and consumer empowerment; community education events; media publicity; advisory councils (County Nutrition Action Plan (CNAP) groups); promotion of healthy communities; and trainings/workshops (for intermediaries). Healthy Food Options strategies will be coordinated with *Regional Network* collaborative activities.

Key Educational Messages: Childhood obesity prevention, chronic disease and obesity prevention, dietary quality and healthier eating practices based on the 2010 Dietary Guidelines for Americans, healthy food options choices), increased fruit and vegetable consumption, physical activity promotion (integrated with nutrition education), /CalFresh promotion (brief promotional message).

LHD/CWD Partnerships Intervention Sites: May include but not limited to CWDs, faith/churches, community-based organizations, community events, community youth organizations, farmers' markets, grocery stores, Head Start, parks and recreation centers, WIC sites, public/community health centers, food banks/closets/pantries, and low-resource schools.

Projected Number of LHD/CWD Partnerships Contacts:

Direct Contacts* (unduplicated): 98,000

Indirect Contacts: 1,300,000

Total Contacts: 1,398,000

Please note: While the indirect contacts includes media impressions, the focus of these grants will be initially on planning, determining needs of the target populations, linking with other organizations, and identifying priorities for intervention and systems change.

Narrative Summary:

Unfortunately, numerous LHDs local incentive awardees (LIAs) have dropped out in recent years (from 29 to 18), mostly due to state share difficulties and local budget cuts.

With this LHD/CWD Partnerships Project, CDPH and CDSS will be able to significantly expand the involvement of LHDs and CWDs. For the LHDs, this Project builds on a key signature initiative, called Local Health Department Stabilization, outlined in the FFY 2011 State Plan (see Introduction & Objectives, #2, page 2). For the CWDs, this project provides a new opportunity to participate in SNAP-Ed and expand services to their CalFresh clients.

Level 1-\$150,000 for LHDs and \$150,000 for CWDs

These counties have eligible populations between 20,000 – 64,000.

Level 2-\$250,000 for LHDs and \$250,000 for CWDs

These counties have eligible populations between 64,000 – 300,000

Level 2 3-up to \$350,000 for LHDs and \$350,000 for CWDs

These counties have eligible populations over 300,000.

CDSS and CDPH will jointly select the counties, based upon mutually developed criteria. The criteria include the following population-based considerations for county selection: high SNAP populations, lack of SNAP-Ed county programs, SNAP-Ed eligible populations, poverty rate, and obesity rates. Other considerations include extent of collaboration between CWDs and LHDs and capacity. CDSS has begun working with CWDs to determine their interest in participating in the partnerships and interest is high. Many CWDs already have robust partnerships with the LHD.

The purposes of the newly funded LHD/CWD Partnerships is to (1) establish a county-wide SNAP-Ed presence by delivering community nutrition education and (2) establish a partnership with local CWDs, LHDs, UC extension partners, WIC and child nutrition programs. Of particular importance is the dual county partnership between local public health and social services. CDPH and CDSS believe this partnership with heightened accountability will create improved food security (participation in CalFresh and other USDA FNS nutrition programs) as they examine ways to improve systems, and improve health outcomes (decrease chronic disease and obesity rates over time) for the target audiences in these counties.

Key activities for LHD/CWD Partnerships receiving the smaller grants (Level 1) will be to establish an infrastructure for conducting nutrition education activities that also are effective obesity prevention strategies. They will initiate the convening of the County Nutrition Action Plan (CNAP) group of the local USDA Food Nutrition Service (FNS)-funded nutrition programs, and other critical stakeholders in the county. They will be one of several partners that will develop the CNAP, with the partners funding their own respective activities, to increase consistent nutrition messages and coordinate activities;

get dynamic nutrition education occurring at community events and at strategic locations to inform community members about nutrition and healthy eating, partner with Champion Moms to make local change relevant; begin local media outreach; and connect with the regional and local healthy food options campaign activities by conducting train-the-trainer events for partners.

Key activities for LHD/CWD Partnerships receiving the larger grants (Level 2 and 3) include all of the above activities, with the recognition that reaching larger eligible populations requires more resources. They will also be required to conduct CX³, the program planning framework for evaluating neighborhood nutrition factors that will guide strategic, intensive nutrition education efforts with the target population in those neighborhoods.

Expected key outcomes include:

- Strengthened LHD/CWD Partnerships and local infrastructure, stronger linkage between social services and public health nutrition interventions at the community level
- Increased reach to targeted SNAP eligible adult populations in community settings

Budget Information:

FFY 2012

- \$5,000,000 for LHDs (Oct 2011 – Sept 2012, Documentation forthcoming with 2012 State Plan)
- \$5,000,000 for CWDs (Oct 2011 – Sept 2012, Documentation forthcoming with 2012 State Plan)

e. Summary of Research:

LHD/CWD Partnerships have the ability to deliver comprehensive nutrition education/health promotion initiatives designed to change the dietary and physical activity behaviors of CalFresh participants and SNAP eligible residents in the entire county. They are geographically located where many SNAP eligibles go to their facilities to seek a variety of services.

LHDs have had a long history with the *Network for a Healthy California* of successfully working with the low income community, reaching the SNAP-Ed eligible population through direct nutrition education efforts and by providing training and resources to community partners that directly serve the target audience. LHDs have conducted impact evaluation with positive results, and have participated in the CX³ data collection in low income neighborhoods empowering community members to make changes in their neighborhoods (Ghirardelli A, et al, Journal of Nutrition Education and Behavior, 2011). The combination of LHD/CWD Partnerships is that they also have access to a large eligible population base who receive nutrition services from sister programs in the county including medical, dental, and WIC.

LHDs have also led the way with coordinating nutrition services through County Nutrition Action Plans (CNAPs). Some successes of currently funded health department LIA CNAP groups include improved promotion and participation in the Summer Meals Program, increased cross-referrals to FNS nutrition programs, nutrition education coordination, training forums for partners, and improved coordination with local farmer's markets (examples from Orange County Health Care Agency, Monterey County Health Department). These connections have improved referrals, increased access, and set the foundation for coordinated nutrition education to the target population. The LHD/CWD Partnerships holds strong potential for even greater results.

f. Modification of Project Methods/Strategies

Not applicable, no new modifications as this time.

g. Use of Existing Educational Materials:

The LHD/CWD Partnerships will only use approved existing materials from USDA and the *Network for a Healthy California*, as listed identified in (FFY 2011 State Plan, Section B, Local Project Summaries, Nutrition Education Materials Summary). The following existing materials will be primarily utilized: Healthier Food Options Summary), *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators*, CalFresh Office Resource Kit (once updated), *Harvest of the Month*, and *Fruits and Vegetables Galore* (USDA).

h. Development of New Educational Materials:

Not applicable. At this time, no new materials will be developed. As local initiatives evolve, required new materials will be approved prior to use. CDPH and CDSS will closely monitor.

i. Key Performance Measures/Indicators.

- County Nutrition Action Plan completed by FNS-funded nutrition programs, key nutrition messages coordinated, and collaborative activities outlined.
- Increased target population receiving nutrition education at community settings.
- CX³ initial assessment data reports.

3. Evaluation Plan

See attached LHD/CWD Partnerships Evaluation Plan for evaluating (1) the partnership between LHDs and CWDs and results, and (2) CNAP partnerships and results.

In addition, process measures will be collected by LHD/CWD Partnerships via EARS tracking forms and semi-annual progress reports. Measures include number of

classes/events conducted, number of contacts, and amount of media coverage generated, as well as completion of CX3 tools for those Level 2 LHD/CWD Partnerships.

Evaluation Tools: EARS forms, Semi-Annual Progress Report forms for LHDs only, CX³ tools.

4. Coordination Efforts

Funded LHD/CWD Partnerships will coordinate with key CWD and UC Extension office partners and LHD partners and other FNS child nutrition programs including WIC, Summer Meal Programs, CACFP, and school meal programs. A goal of using consistent and repeated nutrition messages by these partners, such as Healthy Food Options or promoting the increased consumption of fruit and vegetable and physical activity, is to increase the likelihood of specific behavior change among SNAP eligibles.

State level CDSS and *Network* staff will work closely with their respective county CWDs and LHDs to ensure both local counterparts receive the needed technical assistance and ensure efforts are coordinated to serve the eligible populations.

RESEARCH and EVALUATION UNIT
EVALUATION PLAN
FFY 2011 AMENDMENT 2

Title of the evaluation	LHDs & CWDs Expansion for Community Education
The project or projects with which it is associated	All funded health departments
The type of evaluation as primarily a formative, process, outcome or impact assessment	Formative and process
The question(s) to be addressed by the evaluation Examine existing & changed: partnership, expectations, increase in activities, perceived value and mission of project; any changes in: systems for improve access, delivery; resource shifts; different things accomplished. Interview county director or deputy, leadership role who's in charge of programs.	<p>Strengthen LHDs and CWDs coordination and collaboration, overall relationship (Objective 2.1)</p> <p>Identify coordination role with CWDs/LHDs directors see for developing a county wide plan for nutrition education and promoting CalFresh?</p> <p>What challenges do they perceive? How would they suggest addressing those challenges?</p> <p>What role do CWD directors see for health department SNAP-Ed in terms of CalFresh?</p> <p>What challenges do they perceive? How would they suggest addressing those challenges? Do they perceive there is a disconnect between SNAP and SNAP-Ed and why? What can be done about this?</p> <p>Can LHDs and CWDs build a relationship within their county that enables them to provide more nutrition education activities at CalFresh events and increase promotion of CalFresh?</p> <p>Can LHDs and CWDs build a relationship within their county that enables them to provide more CalFresh promotion at nutrition education events?</p> <p>Has there been any systems changes in LHD or CWD resources to improve access and delivery of services?</p> <p>Have resources been shifted to improve the partnership between the LHD and the CWD?</p>
	<p>(Post study only)</p> <p>What progress has been made?</p> <p>What have been the outstanding accomplishments of the partnership?</p> <p>Has LHD or CWD taken on the stronger role in the partnership? Why?</p> <p>What challenges has the working relationship faced?</p> <p>If challenges have been overcome, how did they do that?</p> <p>If they have not yet been overcome, are there plans for the future to do so?</p> <p>(If the partnership has had successes!) What do you feel has contributed to its success? Was the link between SNAP and SNAP-Ed tightened among staff?</p>

RESEARCH and EVALUATION UNIT
EVALUATION PLAN
FFY 2011 AMENDMENT 2

	<p>County Nutrition Action Plan (CNAP) (Objective 2.4 and 2.5) Note: the evaluation will focus only on relevant portions of the CNAP.</p> <p>How many USDA-funded nutrition programs are active participants in the CNAP?</p> <p>Are the USDA-funded nutrition programs coordinating their messages and outreach for USDA-funded nutrition programs?</p> <p>Are there feasible options to address barriers to enrollment in federal nutrition programs?</p> <p>Have the involved partners developed their respective part of an organized CNAP plan that reflects the (if it is already in place) the County Nutrition Action Plan the State Nutrition Action Plan, the County Obesity Plan, and/or the CA Obesity Prevention Plan?</p> <p>Have the partners begun to implement their respective areas of the CNAP?</p>
<p>The approach to conducting the evaluation, including scope, design, measures and data collection</p>	<p>Mixed methods, multiple measures, including structured interviews, a Survey Monkey survey, and a Plan review</p> <p>Strengthen LHD and CWD relationship</p> <p>50 structured key informant interviews</p> <p>-- 10 LHD directors or deputy directors selected at random and 10 County Welfare directors or deputy directors from the same counties - conducted with both at baseline and again at the conclusion of the study (total of 60 interviews)</p> <p>-- 10 LHD project coordinators conducted at the conclusion of the study</p>
	<p>CNAP</p> <p>Partnership Survey - The CNAP is a small coalition. Consequently, coalition/partnership surveys intended for coalitions composed of many partners may not be the appropriate measure to use. We will review partnership evaluation tools presented in the CDC DNPAO webinar on "Partnership Evaluation: A Guide and Resources" and adapt a measure for use with the CNAP members.</p> <p>Review of CNAP Plan - The plan itself will be evaluated on the following criteria:</p> <p>--Coordination with any existing State Nutrition Action Plan, the CA Obesity Prevention Plan, and any County Obesity Prevention Plan</p> <p>--Demonstrates planned coordination of messages and outreach among the participants for plan implementation</p> <p>--Identifies roles, commitments, and timelines for action</p>

RESEARCH and EVALUATION UNIT
EVALUATION PLAN
FFY 2011 AMENDMENT 2

<p>Plans for using the results</p>	<p>Strengthen LHD and CWD partnership: Baseline structured interviews will be used to provide guidance to LHD/CWD project coordinators about potential areas to work together, challenges and strategies for addressing them.</p> <p>Follow-up structured interviews will be used to assess success of forging the relationship, examining successful strategies, and provide direction for the following year's continued relationship building</p> <p>CNAP: Findings from the Partnership Survey will suggest areas of strength and weakness within the group. If findings suggest that certain areas of the CNAP need to be enhanced, a Network contractor with experience in group processes can work with the LHD/CWD to provide guidance.</p> <p>The CNAP plan itself will be evaluated for the degree to which it meets its objective criteria. If it meets its criteria, the plan for using it would be to implement it to the extent that budget and logistical consideration allow.</p>
<p>Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done</p>	<p>This is a new endeavor, so this project has not been evaluated previously</p>
<p>Project cost</p>	<p>Contractor to conduct 70 structured interviews. Planning, conduct, and analysis for Survey Monkey can be done in-house. Plan review will be done in-house.</p>

BUDGET COVER SHEET
FFY 2012 Plan
FFY 2011 Amendment 2

Project Timeline: 10/1/11-09/30/12

Total Project Budget Cover Sheet

Organization: California Department of Public Health

Contract Number:

Level 1 Projects funded at \$150,000 for 9 projects	\$	1,350,000
Level 2 Projects funded at \$250,000 for 5 projects*	\$	1,250,000
Level 3 Projects funded at \$350,000 for 6 projects	\$	2,100,000
Evaluation Component	\$	300,000
Total	\$	5,000,000
* Includes PHI contract for \$350k		
* Includes 3 county rural cluster		

BUDGET COVER SHEET
 FFY 2012 Plan
 FFY 2011 Amendment 2 Funding

Project Timeline: 10/1/11-09/30/12

Organization: Local Health Department Expansion-Level 1 (TBD)			
Contract Number:			
Federal Share Budget		FFY 2011 - 2012	
Personnel Salaries		\$ 78,000.00	
Fringe Benefits		\$ 31,200.00	
Operating		\$ 4,608.00	
Equipment & Other Capital		\$ 1,900.00	
Travel		\$ 5,160.00	
Subcontractors		\$ -	
Other Costs		\$ 7,292.00	
Indirect Costs		\$ 21,840.00	
Total Federal Share		\$ 150,000.00	

BUDGET COVER SHEET
 FFY 2012 Plan
 FFY 2011 Amendment 2 Funding

Project Timeline: 10/1/11-09/30/12

Organization: Local Health Department Expansion-Level 2 (TBD)			
Contract Number:			
Federal Share Budget		FFY 2011	
Personnel Salaries		\$ 91,000	
Fringe Benefits		\$ 36,400	
Operating		\$ 3,600	
Equipment & Other Capital		\$ 2,850	
Travel		\$ 7,670	
Subcontractors		\$ 39,000	
Other Costs		\$ 44,000	
Indirect Costs		\$ 25,480	
Total Federal Share		\$ 250,000	

FEDERAL SHARE BJ
LHD-CWD Expansion Project
October 1, 2011 - Sept. 30, 2012

Public Health Institute

											Federal Share Total Dollars
F. SUBCONTRACTORS:											
Federal Share:											
Local Health Department County Welfare Department Evaluation: Contractor TBD: \$350,000											\$300,000
FFY 2011 Amendment 2 Evaluation Budget Approved Total (October 2011-September 2012): \$300,000											
<p>Evaluation measures will be mixed, multiple methods and will include structured interviews, a comprehensive Plan review, and coordinated planning to strengthen LHD and CWD relationship. In-depth structured interviews will be conducted with 15 LHD directors/deputy directors selected at random and 15 CWD directors/deputy directors from the same counties both at baseline and again at the conclusion of the study. Interviews will be conducted at the conclusion of the study only with the 15 LHD project coordinators in the same health departments. The nine largest counties will be conducting CX³ mapping and field surveys, and CX³ data analysis will be used in these counties to identify highest needs neighborhoods for coordinated CNAP intervention. The CNAP Plan itself will be evaluated on multiple criteria such as any existing State NAP, the CA Obesity Prevention Plan, County Obesity Prevention Plan, planned coordination of messages and outreach among participants, and clear identification of roles, commitments, and timelines for action. If needed, the subcontractor can provide guidance on improving areas of the CNAP Plan.</p>											
SUBTOTAL:											\$300,000
G. OTHER COSTS:											
Federal Share:											
SUBTOTAL:											\$0
H. INDIRECT COSTS:											
Federal Share:											
Indirect Cost: 16.5% of all except equipment and subcontractors											
SUBTOTAL:											\$ -
TOTAL											\$ -
											0.0000
											0.0%
											0.0%
											\$ 300,000

FEDERAL SHARE BJ
Local Health Department Expansion Project; Level 1
(October 1, 2011 - September 30, 2012)

Contractor To be determined

A PERSONNEL SALARIES:									
		1. Name and Position Title	2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars		
FEDERAL SHARE POSITIONS									
1.	Name:	To be determined							
	Title:	Project Coordinator		\$ 70,000	1.0000			\$ 70,000	
2.	Name:	To be determined							
	Title:	Administrative Assistant		\$ 40,000	0.2000			\$ 8,000	
3.	Name:	To be determined							
	Title:							\$ -	
SUBTOTAL				\$ 110,000	1.2000	0.0000	0.0000	\$ 78,000	
Project Coordinator		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.							
Administrative Assistant		Provides administrative and office support for the project staff and is responsible for the reporting requirements.							
B. FRINGE BENEFITS:									
Federal Share:									
Includes payroll taxes and medical/dental benefits at 40% of personnel salaries					\$ 78,000				
								SUBTOTAL:	\$ 31,200
C. OPERATING EXPENSES:									
Federal Share:									
Office supplies for Nutrition activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutrition Education and Promotion activities					384/mo				
								SUBTOTAL:	\$ 4,608

FEDERAL SHARE BJ
Local Health Department Expansion Project; Level 1
(October 1, 2011 - September 30, 2012)

Contractor To be determined

										Federal Share Total Dollars	
D. EQUIPMENT EXPENSES:											
Federal Share:		Computer, printer and Network set-up									
SUBTOTAL:										\$ 1,900	
E. TRAVEL AND PER DIEM:											
Travel is estimated as subcontractor has not yet been identified.											
Federal Share:											
Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total					
	Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM.										\$ 2,760
	Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities										\$ 456
	Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.										\$ 456
	Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events										\$ 276
	Travel associated with coordinating a minimum of two local medical activities that highlight NE and PA events										\$ 276
	Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings										\$ 468
	Travel associated with training County Health Agencies on Rethink Your Drink and NE materials										\$ 468
SUBTOTAL:										\$5,160	

FEDERAL SHARE BJ
Local Health Department Expansion Project; Level 2
(October 1, 2011-September 30, 2012)

Contractor To be determined

A PERSONNEL SALARIES:							
1. Name and Position Title		2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars	
FEDERAL SHARE POSITIONS							
1.	Name: To be determined Title: Project Coordinator	\$ 75,000	1.0000			\$	75,000
2.	Name: To be determined Title: Administrative Assistant	\$ 40,000	0.4000			\$	16,000
3.	Name: Title:					\$	-
SUBTOTAL		\$ 115,000	1.4000	0.0000	0.0000	\$	91,000
Project Coordinator		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.					
Nutritionist		Provides nutrition education to the SNAP-ED eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reporting and tracking systems.					
Administrative Assistant		Provides administrative and office support for the project staff and is responsible for the reporting requirements.					
B. FRINGE BENEFITS:							
Federal Share:							
Includes payroll taxes and medical/dental benefits at 40% of personnel salaries				\$	91,000		
SUBTOTAL:						\$	36,400
C. OPERATING EXPENSES:							
Federal Share:							
Office supplies for Nutritoin activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutriton Education and Promotion activities				300/mo			
SUBTOTAL:						\$	3,600
D. EQUIPMENT EXPENSES:							
Federal Share: Computer, printer and Network set-up for 2 FTE (prorated when necessary)							
SUBTOTAL:						\$	2,850
E. TRAVEL AND PER DIEM:							

FEDERAL SHARE BJ
Local Health Department Expansion Project; Level 2
(October 1, 2011-September 30, 2012)

Contractor To be determined

											Federal Share Total Dollars	
F. SUBCONTRACTORS:												
Federal Share:												
	1)	TBD-Survey and Field Work for CX ³										\$ 39,000
	2)											
SUBTOTAL:											\$39,000	
G. OTHER COSTS:												
Federal Share:												
	Training Materials:											
	Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, CX ³ , as well as printing and production of relevant Rethink Your Drink Materials											
SUBTOTAL:											\$44,000	
H. INDIRECT COSTS:												
Federal Share:												
	Indirect Cost: 20% of total personnel and fringe benefits											
SUBTOTAL:											\$ 25,480	
TOTAL											\$ 115,000.00	
											1.4000	
											0.0%	
											0.0%	
											\$ 250,000	

FEDERAL SHARE BJ
Local Health Department Expansion Project; Level 3
(October 1, 2011 - September 30, 2012)

Contractor To be determined

***Project was approved under FFY 2011 Amendment 2. A portion of the budget was reflected in time period 1 as part of the submittal, but is included in the total of this FFY 2012 Budget. Approximately 9 Local Health Departments will be selected to be funded at this level. See Project Summary for list of selection criteria and possible Counties.**

A PERSONNEL SALARIES:									
1. Name and Position Title		2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars			
FEDERAL SHARE POSITIONS									
1.	Name:	To be determined							
	Title:	Project Coordinator							
		\$ 80,000	1.0000						\$ 80,000
2.	Name:	To be determined							
	Title:	Administrative Assistant							
		\$ 40,000	0.4000						\$ 16,000
3.	Name:	To be determined							
	Title:	Nutritionist							
		\$ 65,000	0.5000						\$ 32,500
SUBTOTAL		\$ 185,000	1.9000	0.0000	0.0000	\$ 128,500			
Project Coordinator		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.							
Nutritionist		Provides nutrition education to the SNAP-ED eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reporting and tracking systems.							
Administrative Assistant		Provides administrative and office support for the project staff and is responsible for the reporting requirements.							
B. FRINGE BENEFITS:									
Federal Share:									
Includes payroll taxes and medical/dental benefits at 40% of personnel salaries				\$ 128,500					
SUBTOTAL:						\$ 51,400			
C. OPERATING EXPENSES:									
Federal Share:									
Office supplies for Nutritoin activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutriton Education and Promotion activities				475/mo					
SUBTOTAL:						\$ 5,700			

FEDERAL SHARE BJ
Local Health Department Expansion Project; Level 3
(October 1, 2011 - September 30, 2012)

Contractor To be determined

D. EQUIPMENT EXPENSES:										
Federal Share:		Computer, printer and Network set-up for 2 FTE (prorated when necessary)								
									SUBTOTAL:	
									\$ 2,850	
E. TRAVEL AND PER DIEM:										
Travel is estimated as subcontractor has not yet been identified.										
Federal Share:										
Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total				
	Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM.								\$	5,068
	Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities								\$	1,000
	Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.								\$	1,000
	Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events								\$	600
	Travel associated with coordinating a minimum of two local medical activities that highlight NE and PA events								\$	600
	Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings								\$	1,000
	Travel associated with training County Health Agencies on Rethink Your Drink and NE materials								\$	1,000
	Travel associated with CX ³								\$	732.00
									SUBTOTAL:	
									\$11,000	

STATE LEVEL PROJECT SUMMARY FORM

Local Health Department (LHD)/County Welfare Department (CWD) Expansion for
Community Nutrition

FFY 2012

1. Goals & Objectives (See State Level Objectives).

2. Project Title: *El Dorado County Public Health* (part of the LHD/CWD Expansion (CWD) for
Community Nutrition) Contract # 11-10759

This LHD will be working with the CWD to optimize and coordinate nutrition education efforts to the SNAP population within the county.

This county was selected for this joint project due to meeting the following criteria: high SNAP populations, lack of SNAP-Ed county programs, SNAP-Ed eligible populations, poverty rate, and obesity rates. Other considerations include extent of collaboration between CWDs and LHDs and capacity.

a. Related State Objectives:

Objectives 1, 2, 3, 5 and 6

b. Audience

Gender: Female and Male

Ethnicity: All Ethnic Groups

Languages: English and Spanish

Ages: Adults 18+, primarily women with children, as well as adults 60 years and older

c. Focus on SNAP Eligibles

LHDs and CWDs will focus on CalFresh participants and eligibles by reaching them through existing county programs, community events, and at places where they live, shop, and learn. LHDs and CWDs will also build the capacity of and collaborate with intermediaries and partners that serve CalFresh and SNAP eligible audiences.

Income Targeting Data Source:

Besides activities at location-based proxy sites (i.e., food banks, public housing, WIC), site verification of 50% or greater SNAP eligible participating will be based on the following data sources:

Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and Eligibility of Other Means-Tested Low-Income Programs. The LHD's qualifying data are encompassed in FFY 2011 State Plan, Section F,

Waiver Attachments, Attachment 1. **Please see attached list of qualifying ACS tracts in the county where interventions will occur.**

d. Project Description

Key Purpose: To increase the partnership between LHD/CWD , to provide coordinated nutrition education messages across USDA nutrition assistance programs, to reach SNAP population at the local level and implement community nutrition interventions.

Key Strategies: LHD/CWD partnerships will reach the target audience using the combination of strategies: Nutrition education classes and consumer empowerment; community education events; media publicity; advisory councils (County Nutrition Action Plan (CNAP) groups); promotion of healthy communities; and trainings/workshops (for intermediaries). Healthy Food Options strategies will be coordinated with *Regional Network* collaborative activities.

Key Educational Messages: Childhood obesity prevention, chronic disease and obesity prevention, dietary quality and healthier eating practices based on the 2010 Dietary Guidelines for Americans, healthy food options choices), increased fruit and vegetable consumption, physical activity promotion (integrated with nutrition education), /CalFresh promotion (brief promotional message) and MyPlate messages.

LHD/CWD Partnerships Intervention Sites: May include but not limited to CWDs, faith/churches, community-based organizations, community events, community youth organizations, farmers' markets, grocery stores, Head Start, parks and recreation centers, WIC sites, public/community health centers, food banks/closets/pantries, and low-resource schools.

Projected Number of LHD/CWD Partnerships Contacts:

Direct Contacts* (unduplicated):

Indirect Contacts:

Total Contacts:

Please note: While the indirect contacts includes media impressions, the focus of these grants will be initially on planning, determining needs of the target populations, linking with other organizations, and identifying priorities for intervention and systems change.

Narrative Summary:

The purposes of the newly funded LHD/CWD Partnerships is to (1) establish a county-wide SNAP-Ed presence by delivering community nutrition education and (2) establish a partnership with local CWDs, LHDs, UC extension partners, WIC and child nutrition programs. Of particular importance is the dual county partnership between local public health and social services. This partnership will improved food security (participation in

CalFresh and other USDA FNS nutrition programs) as they examine ways to improve systems, and improve health outcomes (decrease chronic disease and obesity rates over time) for the target audiences in these counties.

Key activities for the LHD/CWD Partnership will be to establish an infrastructure for conducting nutrition education activities that also are effective obesity prevention strategies. They will initiate the convening of the County Nutrition Action Plan (CNAP) group of the local USDA Food Nutrition Service (FNS)-funded nutrition programs, and other critical stakeholders in the county. They will be one of several partners that will develop the CNAP, with the partners funding their own respective activities, to increase consistent nutrition messages and coordinate activities; get dynamic nutrition education occurring at community events and at strategic locations to inform community members about nutrition and healthy eating, partner with Champion Moms to make local change relevant; begin local media outreach; and connect with the regional and local healthy food options campaign activities by conducting train-the-trainer events for partners.

e. Summary of Research:

LHD/CWD Partnerships have the ability to deliver comprehensive nutrition education/health promotion initiatives designed to change the dietary and physical activity behaviors of CalFresh participants and SNAP eligible residents in the entire county. They are geographically located where many SNAP eligibles go to their facilities to seek a variety of services.

LHDs have had a long history with the *Network for a Healthy California* of successfully working with the low income community, reaching the SNAP-Ed eligible population through direct nutrition education efforts and by providing training and resources to community partners that directly serve the target audience. LHDs have conducted impact evaluation with positive results, and have participated in the CX³ data collection in low income neighborhoods empowering community members to make changes in their neighborhoods (Ghirardelli A, et al, Journal of Nutrition Education and Behavior, 2011). The combination of LHD/CWD Partnerships is that they also have access to a large eligible population base who receive nutrition services from sister programs in the county including medical, dental, and WIC.

LHDs have also led the way with coordinating nutrition services through County Nutrition Action Plans (CNAPs). Some successes of currently funded health department LIA CNAP groups include improved promotion and participation in the Summer Meals Program, increased cross-referrals to FNS nutrition programs, nutrition education coordination, training forums for partners, and improved coordination with local farmer's markets (examples from Orange County Health Care Agency, Monterey County Health Department). These connections have improved referrals, increased access, and set the foundation for coordinated nutrition education to the target population. The LHD/CWD Partnerships holds strong potential for even greater results.

f. Modification of Project Methods/Strategies

Not applicable, no new modifications as this time.

g. Use of Existing Educational Materials:

The LHD/CWD Partnerships will only use approved existing materials from USDA and the *Network for a Healthy California*, as listed identified in (FFY 2012 State Plan, Section B, Local Project Summaries, Nutrition Education Materials Summary). The following existing materials will be primarily utilized: Healthier Food Options Summary), *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators*, CalFresh Office Resource Kit (once updated), *Harvest of the Month*, and *Fruits and Vegetables Galore* (USDA).

h. Development of New Educational Materials:

Not applicable. At this time, no new materials will be developed. As local initiatives evolve, required new materials will be approved prior to use. CDPH and CDSS will closely monitor.

i. Key Performance Measures/Indicators.

- County Nutrition Action Plan completed by FNS-funded nutrition programs, key nutrition messages coordinated, and collaborative activities outlined.
- Increased target population receiving nutrition education at community settings.
- CX³ initial assessment data reports.

3. Evaluation Plan

Process measures will be collected by LHD/CWD Partnerships via EARS tracking forms and semi-annual progress reports. Measures include number of classes/events conducted, number of contacts, and amount of media coverage generated. Evaluation Tools: EARS forms, Semi-Annual Progress Report forms and Annual Progress Report forms , CX³ tools.

4. Coordination Efforts

The county will coordinate with key CWD and UC Extension office partners and LHD partners and other FNS child nutrition programs including WIC, Summer Meal Programs, CACFP, and school meal programs. A goal of using consistent and repeated nutrition messages by these partners, such as Healthy Food Options or promoting the increased consumption of fruit and vegetable and physical activity, is to increase the likelihood of specific behavior change among SNAP eligible.

<i>County</i>	<i>Census Tract/ACS</i>	<i>Percent At or Below 185% FPL</i>
EL DORADO	06017030101	67.20%
EL DORADO	06017030102	53.40%

<i>County</i>	<i>Census Tract/ACS Race/Ethnicity</i>	<i>Percent At or Below 100% FPL</i>
EL DORADO	06017030602	Hispanic – 68.60% Other – 80.00%
EL DORADO	06017030804	Asian – 53.10%
EL DORADO	06017031200	Hispanic – 52.60%
EL DORADO	06017031301	Hispanic – 60.20%
EL DORADO	06017030200	Hispanic – 55.20% Other – 71.60%

<i>County</i>	<i>Region</i>	<i>Census Tract/Block Group/ACS for Gold Country</i>	<i>Percent At or Below 185% FPL</i>
EL DORADO	GOLD COUNTRY	060170304021	57.50%
EL DORADO	GOLD COUNTRY	060170303008	73.30%
EL DORADO	GOLD COUNTRY	060170302004	85.40%
EL DORADO	GOLD COUNTRY	060170302005	70.00%
EL DORADO	GOLD COUNTRY	060170313024	71.60%
EL DORADO	GOLD COUNTRY	060170302002	50.90%
EL DORADO	GOLD COUNTRY	060170303001	68.80%
EL DORADO	GOLD COUNTRY	060170301011	67.20%
EL DORADO	GOLD COUNTRY	060170301022	59.50%
EL DORADO	GOLD COUNTRY	060170301023	63.90%
EL DORADO	GOLD COUNTRY	060170301024	51.80%

FFY 2012 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

El Dorado County Health Services Department
 Contract # 11-10759

A PERSONNEL SALARIES:													
1. Name and Position Title							2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars		
FEDERAL SHARE POSITIONS													
2	Name:	Olivia Byron-Cooper											
	Title:	Project Coordinator / Epidemiologist					\$ 67,359	0.2500	0.0%	25.0%	\$ 16,840		
1.	Name:	Christy White											
	Title:	Supervising Health Education Coordinator					\$ 73,039	0.0500	0.0%	5.0%	\$ 3,652		
3	Name:	Olivia Kasirye, MD MS											
	Title:	Health Officer					\$ 146,980	0.0500	0.0%	5.0%	\$ 7,349		
3	Name:	To Be Determined											
	Title:	Health Education Coordinator					\$ 57,333	0.7500	0.0%	75.0%	\$ 43,000		
3	Name:	To Be Determined											
	Title:	Office Assistant					\$ 25,000	0.2000	20.0%	0.0%	\$ 5,000		
SUBTOTAL							\$ 369,711	1.3000	0.2000	1.1000	\$ 75,840		
Project Coordinator / Epidemiologist							Responsible for all the day-to-day activities of project implementation and for seeing that all contractual requirements are met. Contact with State staff. Will receive all programmatic, budgetary, and accounting mail. Responsible for proper dissemination of program information. Coordinate program staff and nutrition education activities.						
Supervising Health Education Coordinator							Provide PIO support for the project including; event planning, press releases, articles in local publications, and participation in relevant community workgroups.						
Health Officer							Provide program oversight and supervision.						
Health Education Coordinator							Plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with community organizations in dissemination nutrition education materials; actively acquire culturally and linguistically competent nutrition curriculum and educational materials; conduct nutrition series with skill-based lessons; expand community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.						
Office Support							Provides administrative and office support for the project staff.						

FFY 2012 BUDGET JUSTIFICATION
 Local Health Department Expansion Project; Level 1
 (October 1, 2011-September 30, 2012)

El Dorado County Health Services Department
 Contract # 11-10759

											Federal Share Total Dollars
D. EQUIPMENT EXPENSES:											
Federal Share:											
Computer equipment for 0.75 FTE Health Education Coordinator											\$ 1,200
SUBTOTAL:											\$ 1,200
E. TRAVEL AND PER DIEM:											
Travel is estimated as subcontractor has not yet been identified.											
Federal Share:											
Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total					
Transportation and travel (details to be determined)											\$ 3,000
Mileage and County Vehicle Charges (details to be determined)											\$ 3,500
SUBTOTAL:											\$6,500

FFY 2012 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

El Dorado County Health Services Department
 Contract # 11-10759

										Federal Share Total Dollars	
F. SUBCONTRACTORS:											
Federal Share:											
1) NONE											
										SUBTOTAL:	\$0
G. OTHER COSTS:											
Federal Share:											
	Books/Manuals										\$ 500
	Printing, Duplicating and Publication Services										\$ 4,000
	Educational Materials										\$ 3,000
	Special Departmental (expenses to be determined)										\$ 6,758
										SUBTOTAL:	\$14,258
H. INDIRECT COSTS:											
Federal Share:											
	Indirect Cost: 20% of total personnel and fringe benefits								\$ 88,168	SUBTOTAL:	\$ 17,634
							Federal Share - Salaries	Total FTE's	Admin Support FTE	Direct Delivery Duties FTE	Total Grant Budget
TOTAL							\$ 75,840.45	1.3	0.2	1.1	\$ 150,000

BUDGET COVER SHEET
FFY 2012

Project Timeline: 10/1/11-09/30/12

Organization: El Dorado County Health Services Department			
Contract Number: 11-10759			
Federal Share Budget		FFY 2011	
Personnel Salaries		\$ 75,840	
Fringe Benefits		\$ 12,328	
Operating		\$ 22,240	
Equipment & Other Capital		\$ 1,200	
Travel		\$ 6,500	
Subcontractors		\$ -	
Other Costs		\$ 14,258	
Indirect Costs		\$ 17,634	
Total Federal Share		\$ 150,000	

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: Fresno County Department of Public Health
Program Area: Network Community Expansion Project: Public Health Dept.
Contract Number: 11-10747

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 55.1% Female 44.9%

Ethnicity:

African American 6.0%
 Asian 7.0%
 Caucasian 13%
 Latino 73.0 %
 Native American 1.0%
 Pacific Islander 0%
 Other (specify) 0%

Languages:

<input checked="" type="checkbox"/> English 34.4%	<input type="checkbox"/> Khmer (Cambodian) _____%
<input checked="" type="checkbox"/> Spanish 62.2%	<input type="checkbox"/> Korean _____%
<input type="checkbox"/> Arabic _____%	<input type="checkbox"/> Lao _____%
<input type="checkbox"/> Armenian _____%	<input type="checkbox"/> Tagalog _____%
<input type="checkbox"/> Russian _____%	<input type="checkbox"/> Vietnamese _____%
<input type="checkbox"/> Bosnian _____%	<input type="checkbox"/> Other (specify) _____: _____%
<input type="checkbox"/> Cantonese _____%	<input type="checkbox"/> Other (specify) _____: _____%
<input type="checkbox"/> Farsi _____%	<input type="checkbox"/> Mandarin _____%
<input checked="" type="checkbox"/> Hmong 3.4%	

Ages:

Under 5 years old 10.8 %
 5 to 8 11.4%
 9 to 11 10.1%
 12 to 17 6.2%
 18 to 59 56.1%
 60 years old and over 5.3%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

See attached Census Tract data sheet
 See attached Free/Reduced Price Meal % data sheet
 Other (Specify): _____ (_____% equal to or less than 185% FPL)
 Other (Specify): _____ (_____% equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | | | |
|--|------------|--|-----------|
| <input checked="" type="checkbox"/> CalFresh Offices | <u>13%</u> | <input checked="" type="checkbox"/> Shelters/Temporary Housing | 4% |
| <input checked="" type="checkbox"/> Food Banks | <u>2%</u> | <input type="checkbox"/> Soup Kitchens | _____% |
| <input checked="" type="checkbox"/> Food Pantries | <u>2%</u> | <input type="checkbox"/> TANF Job Readiness Program | _____% |
| <input checked="" type="checkbox"/> Public Housing | 4% | <input checked="" type="checkbox"/> WIC Offices | <u>4%</u> |
| <input checked="" type="checkbox"/> HeadStart | <u>4%</u> | | |

d. Project Description.

Key Methods:

- Advisory Council/Task Force (specify): CNAP & CX3 Work Groups
- Internet/Web Sites-website address: _____
- Print Media
- Radio: _____
- TV: _____
- Nutrition Education Classes: (10 occurrences at .5 hour(s) each)
- Community Education Events: (4 occurrences at 2 hour(s) each)
- Training/Workshop/Conference: (3 occurrences at 1 hour(s) each)
- Point of Purchase: (_____ occurrences at _____ hour(s) each)
- Other (specify) CX3 presentations: (3 occurrences at .25 hour(s) each)

Key Educational Messages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input type="checkbox"/> Lean Meat and Beans |
| <input checked="" type="checkbox"/> Physical Activity | <input type="checkbox"/> Limit Added Sugars or Caloric Sweeteners |
| <input type="checkbox"/> Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources) | <input checked="" type="checkbox"/> MyPlate– Healthy Eating Plan |
| <input type="checkbox"/> Fats and Oils | <input type="checkbox"/> Promote Healthy Weight |
| <input type="checkbox"/> Fiber-Rich Foods | <input type="checkbox"/> Sodium and Potassium |
| <input type="checkbox"/> Food Safety | <input type="checkbox"/> Whole Grains |
| <input checked="" type="checkbox"/> Food Shopping/Preparation | <input checked="" type="checkbox"/> Other (Specify): <u>ReThink Your Drink</u> |

SNAP-Ed Delivery Sites by Type of Setting:

- | | |
|--|---|
| <u>1</u> Adult Education & Job Training Sites | <u>1</u> Other Youth Education Sites (includes Parks and Recreation) |
| _____ Adult Rehabilitation Centers | <u>1</u> Public/Community Health Centers (includes Public Health Departments) |
| <u>3</u> CalFresh Offices | <u>1</u> Public Housing |
| <u>1</u> Churches | _____ Schools – students (Preschool) |
| <u>1</u> Community Centers | _____ Schools – students (K-12) |
| <u>1</u> Elderly Service Centers | _____ Schools – students (Afterschool Program) |
| <u>2</u> Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens) | <u>6</u> Schools – Parents |
| _____ Extension Offices | <u>1</u> Shelters/Temporary Housing |
| <u>3</u> Farmers Markets | <u>1</u> WIC Programs |
| <u>1</u> Food Stores | _____ Worksites |
| <u>1</u> Head Start Programs | Other (specify): _____ |
| _____ Individual Homes | Other (specify): _____ |
| <u>1</u> Libraries | Other (specify): _____ |

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants: 1750

Narrative (max. 200 words)

Fresno County Department of Public Health (FCDPH) will focus on seven objective areas. First, FCDPH will build upon the department's infrastructure through hiring and/or re-assigning staff to participate in this project. A Health Educator with a MSPH will oversee the project. Assigned staff will participate in *Network*-sponsored training opportunities to increase their knowledge and skills. Objective #2 will establish and/or strengthen relationships between the department staff, the *regional network* partners the Fresno County Department of Social Services (FCDSS) and other key community partners in the development of a County Nutrition Action Plan (CNAP). Objectives #3 and #6 will provide nutrition education classes to SNAP eligible community members in eligible census tract areas. Additionally, objective #4 will provide nutrition education activities in support of the "ReThink Your Drink" campaign, a total of 1750 unduplicated individuals will be served. Objective #5 will build upon the relationships developed under objective #2 to conduct a CX³ assessment in eligible census tracts. Finally, in objective #7 FCDPH will contribute to the local efforts to highlight nutrition and physical activity promotion events by coordinating at least two local media activities, including local accomplishments.

e. **Summary of Research.**

See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

- | | |
|---|--|
| <input checked="" type="checkbox"/> We have not modified our methods/strategies | <input type="checkbox"/> Changing audience participation |
| <input type="checkbox"/> Improving cultural relevancy | <input type="checkbox"/> Adding new partners |
| <input type="checkbox"/> Enhancing/updating existing strategies | <input type="checkbox"/> Other (specify): _____ |
| <input type="checkbox"/> Utilizing research/program tool | <input type="checkbox"/> Other (specify): _____ |

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**

See attached Existing Educational Materials/Curricula data sheet.

h. **Development of New Educational Materials.**

All new educational materials must be listed on the attached New Materials Development data sheet.

i. **Key Performance Measures/Indicators.** (max. 100 words)

Fresno County Department of Public Health (FCDPH) will maintain documentation for each objective, including: Meeting documentation (agendas, sign-in sheets and notes) for the County Nutrition Action Plan (CNAP) process and the CX³ process, including qualitative summaries of data collection process, data analysis of collected information, and communication tools to share the final reports; Nutrition Education class and activity events (date, time, location, recruitment, participant sign-in, sample lesson plans, class assessment surveys and quality assurance oversight summaries); Final approved CNAP

and CX³ reports; and Media documentation (related local press on the topic and specific press releases and media contacts).

3. EVALUATION PLANS

*All contractors participate in process evaluation per their Scope of Work activities.
Contractors who receive Federal Share >\$350,000 must participate in impact evaluation.
Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.*

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Fresno County Department of Public Health (FCDPH) will partner with the Central Valley Health Network (CVHN) to conduct nutrition education classes, community events and campaigns. Additionally, FCDPH will partner with the Fresno County Department of Social Services, CVHN, the UC Davis Cooperative Extension and other community partners to complete a CX3 process and to develop a County Nutrition Action Plan (CNAP).

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
CalFresh	TBD	TBD	TBD	TBD	----	----	----	Proxy
Public Housing	TBD	TBD	TBD	TBD	----	----	----	Proxy
Head Start	TBD	TBD	TBD	TBD	----	----	----	Proxy
Food Banks	TBD	TBD	TBD	TBD	----	----	----	Proxy
Shelters/Temporary Housing	TBD	TBD	TBD	TBD	----	----	----	Proxy
WIC Programs	TBD	TBD	TBD	TBD	----	----	----	Proxy
TBD	TBD				06019000100	All Races	90.2%	
TBD	TBD				06019000200	All Races	71.7%	
TBD	TBD				06019000300	All Races	77.7%	
TBD	TBD				06019000400	All Races	65.2%	
TBD	TBD				06019000500	All Races	68.4%	
TBD	TBD				06019000600	All Races	75.4%	
TBD	TBD				06019000900	All Races	79.7%	
TBD	TBD				06019001301	All Races	73.2%	
TBD	TBD				06019001302	All Races	71.4%	
TBD	TBD				06019001405	All Races	60.4%	
TBD	TBD				06019002400	All Races	76.6%	
TBD	TBD				06019002702	All Races	81.2%	
TBD	TBD				06019006200	All Races	61.5%	
TBD	TBD				06019006500	All Races	76.8%	
TBD	TBD				06019006601	All Races	50.2%	
TBD	TBD				06019006602	All Races	66.2%	
TBD	TBD				06019006801	All Races	57.4%	
TBD	TBD				06019006802	All Races	52.9%	

TBD	TBD				06019007002	All Races	65.2%	
TBD	TBD				06019007100	All Races	60.7%	
TBD	TBD				06019007800	All Races	82.0%	
TBD	TBD				06019008100	All Races	53.8%	
TBD	TBD				06019008200	All Races	77.7%	
TBD	TBD				06019008301	All Races	67.5%	
TBD	TBD				06019008302	All Races	69.4%	
TBD	TBD				06019008401	All Races	68.0%	
TBD	TBD				06019008402	All Races	67.2%	

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section. Site locations within approved census tracts have not yet been determined.

****Specific Intervention sites and addresses in all designated census tracts have not yet been identified**

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
Jefferson Elementary (P)	Fresno	10621666006316	89.29%	5.74%	95.03%
Lowell Elementary (P)	Fresno	10621666006373	95.50%	2.25%	97.75%
Webster Elementary (P)	Fresno	10621666006555	93.42%	4.46%	97.88%
Winchell Elementary (P)	Fresno	10621666006571	86.88%	6.30%	93.18%
Sequoia Middle (P)	Fresno	10621666057335	81.51%	4.53%	86.05%
Burroughs Elementary (P)	Fresno	10621666006118	90.43%	5.55%	95.98%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

Use of Existing Educational Materials/Curricula Data Sheet

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Peggy Sissel-Phelan	All About Farmers' Market	This easy-to-read picture book about the benefits of shopping at the Farmers' Market stresses the importance of variety, color, and freshness of foods.	English
Peggy Sissel-Phelan	All About Farmers' Market - A Teaching Guide for Classrooms, Camps, and Community Programs	This guide encourages families to shop at the Farmers' Market while addressing basic nutrition concepts such as the importance of variety, color, and freshness of foods.	English
Learning Zone Express	Adventures in the Grocery Store DVD	Topics include: label reading, food quality, food safety, unit pricing and money management for grocery shopping.	English
Network for a Healthy California – Latino Campaign	Brochures for Latinos	http://eee.cdph.ca.gov/programs/cpns/Pages/LatinoCampaign.aspx	English/ Spanish
California Dept. of Health Care Services	California Food Guide (CFG)	CFG is for health professionals who primarily serve low-income, ethnically diverse populations and is designed to provide up-to-date nutrition and physical activity guidance that will assist consumers in shifting to healthy lifestyles.	English
Contractor developed – OCHCA (adapted from CDPH)	Communities of Excellence in Nutr, Phys Act & Obesity Prevention	Adult; Power Point and handouts reviewing the CX3 project and how to conduct the community survey.	English
Harvest of the Month Network, Project Lean	Cookbook, Harvest of the Month	As title indicates, developed by Network.	English/Spanish
Network for a Healthy California – Children's Power Play! Campaign	Cooking Health Curriculum	As title indicates.	English/Spanish
Network for a Healthy California – Children's Power Play! Campaign	Community Youth Organization Idea & Resource Kit	As title indicates.	English/Spanish

Source	Title	Description	Languages
UC Cooperative Extension	Curricula: Farm to Fork	Eating healthy From Farm to Fork is a nutrition education curriculum that makes the connection between local food systems, garden-based learning, school food services and the establishment of healthy habits in children.	English/Spanish
Network for a Healthy California	Fruit and Vegetable Empowerment Brochure	Basic nutrition info on and promotion of Fruits and Vegetables	English/Spanish
California African American Campaign	Body and Soul	Evidenced based framework for successfully influencing nutrition and physical activity behaviors among African American churches that help members improve their health.	English
American Cancer Society (ACS)	Body and Soul Program Guide/Materials	Wellness program: designed for African American churches that help members improve their health.	
Harvest of the Month	Harvest of the Month Cycle 1,11,111 produce	Network developed and approved	English
Harvest of the Month	Harvest of the Month 35 Seasonal produce list	Network developed and approved list of selected seasonal produce items.	English
Network for a Healthy California	Harvest of the Month Family Newsletter	Network developed and approved monthly newsletter reinforces what kids learn in the classroom and provides parents with nutrition information, healthy eating tips, recipes, ideas for being physically active and tips for selecting, storing and serving the featured produce. Other languages, translated by local partners, are available in the Educator's Corner on the website.	English/Spanish
Regional Network	Rethink Your Drink	Core lessons on beverages for all grade levels. Focuses on reading the food label.	English
Centers for Disease Control and Prevention (CDC)	Rethink Your Drink	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Harvest of the Month	Toolkit/Website: Educator Newsletter, Parent Newsletter and Community Newsletter	Newsletters and information encouraging the consumption of fruits and vegetables. Featuring one a month.	English/Spanish
American Cancer Society	Toolbox, Exercise Counts, Nutrition and Phys. Activity. ACS> Guidelines, Recipes	As title indicates.	English
Dairy Council of California	Use MyPyramid to Make Healthy Choices	Breaks down the MyPyramid groups and gives examples of each food group.	English
Contractor Developed – OCHCA (Adapted from CDPH)	Using CX ³ Findings to Create Healthier Neighborhoods in OC	Adult Power Point with and overview of CX ³ efforts in OC	English
USDA	ChooseMyPlate.gov	Online resource that provides educational materials and information on the basics of a healthy diet. For consumers of all age groups and educators	English/Spanish

New Materials Development Data Sheet

<i>Title</i>	<i>Description</i>	<i>Justification</i>
N/A	N/A	N/A

BUDGET COVER SHEET
FFY 2012

Project Timeline: 10/1/11-09/30/12

Organization: Fresno County Dept. of Public Health				
Contract Number: 11-10747				
Federal Share Budget		FFY 2012		
Personnel Salaries		\$ 146,902.00		
Fringe Benefits		\$ 58,731.00		
Operating		\$ 6,000.00		
Equipment & Other Capital		\$ 3,000.00		
Travel		\$ 17,500.00		
Subcontractors		\$ -		
Other Costs		\$ 76,734.00		
Indirect Costs		\$ 41,133.00		
Total Federal Share		\$ 350,000.00		

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

Fresno County Dept. of Public Health
11-10747

	A	B	C	D	E	F	G	H	I	J	K	L	M
2	A	PERSONNEL SALARIES:											
3		1. Name and Position Title							2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars
4		FEDERAL SHARE POSITIONS											
5		1.	Name:	Dorothea Jones, MSPH									
6			Title:	Health Educator (Project Coordinator)				\$ 63,424	1.0000			\$ 63,424	
7		2.	Name:	Laura Bohana									
8			Title:	Office Assistant III				\$ 38,014	0.5000			\$ 19,007	
9		3.	Name:	Bee Vang, MPH									
10			Title:	Epidemiologist				\$ 69,478	0.3000			\$ 20,843	
11		4.	Name:	Vacant Position									
12			Title:	Health Education Specialist				\$ 43,628	1.0000			\$ 43,628	
13		5.	Name:	Kathleen Grassi, MPH, RD in-kind contribution @ \$11,202									
14			Title:	Assistant Director, MPH, RD (TA Consultation & Oversight)				\$ 112,021				\$ -	
16			SUBTOTAL				\$ 170,916	1.8000	0.0000	0.0000	\$ 146,902		
18		Project Coordinator			Coordinate program staff and community partners providing nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles. Oversee the completion of the CX3 process and all media and outreach activities.								
19		Epidemiologist			Assist Project Coordinator with the completion of the CX3 process as well as ongoing process evaluation activities, including summary reports necessary for reporting to community partners and the state, and participate state evaluation activities as identified.								
20		Assistant Director, RD			Provides technical assistance and oversight for nutrition education to the SNAP-ED eligible population.								
21		Health Education Specialist, Vacant			Provide support to the Project Coordinator in completing all activities related to each SOW objective, including the maintenance of project documentation.								
22		Office Assistant III			Provides administrative and office support to project staff.								
23	B.	FRINGE BENEFITS:											
24													
25		Federal Share:											
26		Includes payroll taxes and medical/dental benefits at 40% of personnel salaries									\$ 146,902		
27		SUBTOTAL:										\$ 58,761	

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

Fresno County Dept. of Public Health
11-10747

	A	B	C	D	E	F	G	H	I	J	K	L	M	
28														
29	C.	OPERATING EXPENSES:												
30		Federal Share:												
31		Office supplies for Nutritoin activities including supplies (such as pens, pencils, postage, notepads, paper) as										475/mo		
32													SUBTOTAL:	\$ 6,000
33														
34	D.	EQUIPMENT EXPENSES:												
35		Federal Share: Computer, printer and Network set-up for 2 FTE (prorated when necessary)												
36													SUBTOTAL:	\$ 3,000
37	E.	TRAVEL AND PER DIEM:												
38		Travel is estimated as subcontractor has not yet been identified.												
39		Federal Share:												
40		Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total						
41														
42		Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM.											\$ 8,000	
43		Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities											\$ 1,500	
44		Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.											\$ 1,500	
45		Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events											\$ 1,500	
46		Travel associated with coordinating a minimum of two local media activities that highlight NE and PA events											\$ 1,000	
47		Travel associated with attending Rethink Your Drink NE Train the Trainer workshops and trainings											\$ 1,000	
48		Travel associated with training County Health Agencies on Rethink Your Drink and NE materials											\$ 1,000	
49														
50		Travel associated with CX ³											\$ 2,000	
51														
52													SUBTOTAL:	\$17,500

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

Fresno County Dept. of Public Health
11-10747

	A	B	C	D	E	F	G	H	I	J	K	L	M
53													
54													Federal Share Total Dollars
55	F.	SUBCONTRACTORS:											
56		Federal Share:											
57													
58												SUBTOTAL:	\$0
59													
60	G.	OTHER COSTS:											
61		Federal Share:											
62		<u>Training Materials:</u>											
63		Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, CX ³ as well as printing and production of relevant Rethink Your Drink Materials. Purchase of approved billboard and/or radio media outreach. Incentive items for nutrition education participants.											
64												SUBTOTAL:	\$76,704
65													
66	H.	INDIRECT COSTS:											
67		Federal Share:											
68	TOTAL	Indirect Cost: 20% of total personnel and fringe benefits									\$ 205,663	SUBTOTAL:	\$ 41,133
69													
70									\$ 205,663.36	1.8000	0.0%	0.0%	\$ 350,000
71													

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: Imperial County Public Health Department
Program Area: Network Community Expansion Project: Local Health Department
Contract Number: 11-10758

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 30% Female 70%

Ethnicity:

- African American _____%
- Asian 1%
- Caucasian 1%
- Latino 98%
- Native American _____%
- Pacific Islander _____%
- Other (specify) _____: _____%

Languages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> English <u>35%</u> | <input type="checkbox"/> Khmer (Cambodian) _____% |
| <input checked="" type="checkbox"/> Spanish <u>65%</u> | <input type="checkbox"/> Korean _____% |
| <input type="checkbox"/> Arabic _____% | <input type="checkbox"/> Lao _____% |
| <input type="checkbox"/> Armenian _____% | <input type="checkbox"/> Tagalog _____% |
| <input type="checkbox"/> Russian _____% | <input type="checkbox"/> Vietnamese _____% |
| <input type="checkbox"/> Bosnian _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Cantonese _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Farsi _____% | <input type="checkbox"/> Mandarin _____% |
| <input type="checkbox"/> Hmong _____% | |

Ages:

- Under 5 years old 5%
- 5 to 8 5%
- 9 to 11 10%
- 12 to 17 10%
- 18 to 59 65%
- 60 years old and over 5%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

- See attached Census Tract data sheet
- See attached Free/Reduced Price Meal % data sheet
- Other (Specify): _____ (_____ % equal to or less than 185% FPL)
- Other (Specify): _____ (_____ % equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | | | |
|--|--------|--|--------|
| <input checked="" type="checkbox"/> CalFresh Offices | 20% | <input checked="" type="checkbox"/> Shelters/Temporary Housing | 5% |
| <input type="checkbox"/> Food Banks | _____% | <input type="checkbox"/> Soup Kitchens | _____% |
| <input type="checkbox"/> Food Pantries | _____% | <input type="checkbox"/> TANF Job Readiness Program | _____% |
| <input type="checkbox"/> Public Housing | _____% | <input checked="" type="checkbox"/> WIC Offices | 20% |
| <input checked="" type="checkbox"/> HeadStart | 5% | | |

d. Project Description.

Key Methods:

- Advisory Council/Task Force (specify): _____
- Internet/Web Sites-website address: _____
- Print Media
- Radio: _____
- TV: _____
- Nutrition Education Classes: (40 occurrences at 1-2hour(s) each)
- Community Education Events: (7 occurrences at 1hour(s) each)
- Training/Workshop/Conference: (2 occurrences at 1hour(s) each)
- Point of Purchase: (_____ occurrences at _____hour(s) each)
- Other (specify) (_____ occurrences at _____hour(s) each)

Key Educational Messages:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input checked="" type="checkbox"/> Limit Added Sugars or Caloric Sweeteners |
| <input checked="" type="checkbox"/> Physical Activity | <input checked="" type="checkbox"/> MyPyramid – Healthy Eating Plan |
| <input checked="" type="checkbox"/> Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources) | <input checked="" type="checkbox"/> Promote Healthy Weight |
| <input checked="" type="checkbox"/> Fats and Oils | <input checked="" type="checkbox"/> Sodium and Potassium |
| <input checked="" type="checkbox"/> Fiber-Rich Foods | <input checked="" type="checkbox"/> Whole Grains |
| <input checked="" type="checkbox"/> Food Safety | <input checked="" type="checkbox"/> Other (Specify): <u>Supplemental Nutrition Assistance Program</u> |
| <input checked="" type="checkbox"/> Food Shopping/Preparation | |
| <input checked="" type="checkbox"/> Lean Meat and Beans | |

SNAP-Ed Delivery Sites by Type of Setting:

- | | |
|---|--|
| _____ Adult Education & Job Training Sites | _____ Libraries |
| _____ Adult Rehabilitation Centers | 2 Other Youth Education Sites (includes Parks and Recreation) |
| 1 CalFresh Offices | 2 Public/Community Health Centers (includes Public Health Departments) |
| _____ Churches | _____ Public Housing |
| _____ Community Centers | _____ Schools – students (Preschool) |
| _____ Elderly Service Centers | 16 Schools – students (K-12) |
| 1 Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens) | 16 Schools – students (Afterschool Program) |
| _____ Extension Offices | 16 Schools – Parents |
| _____ Farmers Markets | _____ Shelters/Temporary Housing |
| _____ Food Stores | 1 WIC Programs |
| _____ Head Start Programs | _____ Worksites |
| _____ Individual Homes | Other (specify): _____ |
| | Other (specify): _____ |

Other (specify): _____

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants: 1300

Narrative (max. 200 words)

The Imperial County Public Health Department’s (ICPHD) efforts to promote healthy eating and physical activity will focus on the 2010 Dietary Guidelines at approved SNAP-Eligible sites throughout Imperial County and will include the following interventions:

- 1) planning and implementation of five-class nutrition education series featuring information on the website *Choose MyPlate*, benefits of healthy eating and physical activity, healthy shopping, meal planning and meal preparation, and cooking demonstrations at various locations throughout the county;
- 2) planning and implementation and promotion of activities using the Rethink your Drink campaign messages in collaboration with our local Childhood Obesity Prevention Alliance (COPA) and Women, Infants and Children Program (WIC);
- 3) Planning and implementation of the components for the Communities of Excellence in Nutrition, Physical Activity and Obesity prevention (CX³);
- 4) Planning and implementation of single-session nutrition education classes that will cover the importance of fruit and vegetable consumption, how to purchase, prepare and store produce, the importance of physical activity, reading labels, cooking demonstrations, and MyPlate;
- 5) Coordination and collaboration with local medias to highlight program-specific efforts promoting healthy eating and physical activity while promoting the 2010 Dietary Guidelines in support to the state-level media and public relations efforts.

e. Summary of Research.

f. Modification of Project Methods/Strategies.

- | | |
|--|--|
| <input type="checkbox"/> We have not modified our methods/strategies | <input type="checkbox"/> Changing audience participation |
| <input type="checkbox"/> Improving cultural relevancy | <input type="checkbox"/> Adding new partners |
| <input type="checkbox"/> Enhancing/updating existing strategies | <input type="checkbox"/> Other (specify): _____ |
| <input type="checkbox"/> Utilizing research/program tool | <input type="checkbox"/> Other (specify): _____ |

All modifications are approved by the Network.

g. Use of Existing Educational Materials.

See attached Existing Educational Materials/Curricula data sheet.

h. Development of New Educational Materials.

No new materials to be developed at this time.

i. Key Performance Measures/Indicators. (max. 100 words)

Assessment surveys will be administered at the end of each nutrition education intervention. Surveys will assess participants’ overall satisfaction, effectiveness of teaching methods, visual aids and educators, intention of changing habits and adopting 2010 Dietary Guidelines recommendations. Results of the surveys will be utilized to adapt and modify teaching and communication tools and methods as needed. The intent is to measure the increase in

knowledge of food preparation, increased cooking skills, and behavior changes. Data collected through the CX³ process will help prioritize problem areas in the community and will facilitate the creation of an action plan.

3. EVALUATION PLANS

4. COORDINATION EFFORTS (MAX. 100 WORDS)

The Imperial County Public Health Department will coordinate efforts with the Department of Social Services, Childhood Obesity Prevention Alliance, Physical Activity and Healthy Eating Coalition, Cooperative Extension and other partner agencies to compliment and supplement other programs and to deliver consistent behavior-focused nutrition messages. Activities planned will focus on the 2010 Dietary Guidelines recommendations to low-income adults and children on: preparation of fruits and vegetables; purchasing, storing and cooking fruits and vegetables; family meal planning; healthy cooking tips; food safety; portion sizes; and physical activity. Partner agencies will be invited to participate in the County Nutrition Action Plan, CX³ processes.

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Emergency Food Assistance Sites	Imperial Valley Food Bank	329 Applestill Road	El Centro	92243	06025011300	All Races	42.40%	Proxy Site
WIC Program	WIC	561 E Street	Brawley	92227	06025010400	All Races	76.90%	
Cal Fresh	Imperial County Department	29995 S. 4th Street Suite 105	El Centro	92243	06025011700	All Races	36.40%	Proxy Site
Public/Community Health Center	Imperial County Public Health Department	935 Broadway	El Centro	92243	06025011500	All Races	66.40%	
Public/Community Health Center	Clinicas de Salud del Pueblo	1166 K Street	Brawley	92227	06025010400	All Races	60.40%	Proxy Site
Other Youth Education Sites	Boys & Girls Club of Imperial Valley	165 S. Plaza	Brawley	92227	06025010400	All Races	76.90%	
Other Youth Education Sites	Boys & Girls Club of Imperial Valley	312 S. 8th Street	El Centro	92243	06025011600	All Races	53.80%	

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
Mains Elementary School (S,A,P)	Calexico Unified	13-63099-3008387	77.82%	9.92%	87.74%
Mckinley Elementary (S,A,P)	El Centro Elementary	13-63123-6008478	74.55%	11.62%	86.17%
Heber Elementary(S,A,P)	Heber Elementary	13-63131-6008502	75.05%	8.50%	83.54%
SeeleyUnion Elementary (S,A,P)	Seeley Elementary	13-63222-6008646	100.00%	0.00%	100.00%
San Pasqual Valley High (S,A,P)	San Pasqual Valley Unified	13-63214-1337609	100.00%	0.00%	100.00%
San Pasqual Valley Elementary(S,A,P)	San Pasqual Valley Unified	13-63214-6008635	100.00%	0.00%	100.00%
San Pasqual Middle (S,A,P)	San Pasqual Valley Unified	13-63214-6106298	100.00%	0.00%	100.00%
Holtville High(S,A,P)	Holtville Unified	13-63149-1335306	61.30%	7.01%	68.30%
Emmett S. Finley Elementary (S,A,P)	Holtville Unified	13-63149-6008510	74.06%	8.87%	82.92%
Pine Elementary (S,A,P)	Holtville Unified	13-63149-6008536	44.44%	7.07%	51.52%
Holtville Junior High (S,A,P)	Holtville Unified	13-63149-6008528	76.42%	7.86%	84.28%
J.W. Oakley Elementary (S,A,P)	Brawley Elementary	13-63073-6008288	77.86%	9.29%	87.15%
Calipatria High(S,A,P)	Calipatria Unified	13-63107-1332501	100.00%	0.00%	100.00%
Bill E. Young Jr. Middle(S,A,P)	Calipatria Unified	13-63107-6008395	100.00%	0.00%	100.00%
Grace Smith Elementary(S,A,P)	Calipatria Unified	13-63107-6008403	100.00%	0.00%	100.00%
Freemont Primary(S,A,P)	Calipatria Unified	13-63107-6103535	100.00%	0.00%	100.00%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

Use of Existing Educational Materials/Curricula Data Sheet

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
USDA	ChooseMyPlate.gov	All ages. Online resource that provides education material and information on the basics of a healthy diet. For consumers of all age groups and educators.	English/Spanish
U.S. Dept. of Health & Human Services	2010 US Dietary Guidelines	All ages. As title indicates.	English/Spanish
Project lean	Cooking Healthy Curriculum	All ages. Booklet which encourages California to eat five to nine servings of fruit and vegetables every day.	English/Spanish
Texas Department of Agriculture ¹⁰	Easy Ways to Improve Your Family’s Eating Habits	All ages. Handout: 10 strategies suggested as a starting point to improve a family's eating habits.	English/ Spanish
ChooseMyPlate.gov	10 Tips Nutrition Education Series	All ages. The Ten Tips Nutrition Education Series provides consumers and professionals with high quality, easy-to-follow tips in a convenient, printable format. These are perfect for posting on a refrigerator.	English
Centers for Disease Control and Prevention (CDC)	10 Ways to Help Kids Eat More Fruits and Veggies (Encourage Kids to Eat More Fruits & Veggies - correct title)	All ages. Handout: tips and fun recipes that encourage children to eat fruits and vegetables.	English
Huberta Wiertsema	101 Movement Games for Children	Children K-12. The movement games in this book are to cultivate children's social and creative abilities.	English

National Association of Sports & PA	101 Tips for Family Fitness Fun	Adult; Booklet with ideas to be active as a family.	English/Spanish
Julia E. Sweet	365 Activities for Fitness, Food, and Fun for the Whole Family	All ages. This book features activities that will get families participating in games, exercises, and healthy recipes.	English
Positive Promotions	50 Healthy Snacks/50 Active Breaks	All ages. A quick snack and exercise reference for children.	English
Abrams & Co.	Abrams & Co. Let's Eat!, My Wonderful Body, I Keep Myself Healthy and My Body In Balance Pre-K Big Books & Little Books	Children make food choices for each meal of the day and begin to understand how healthful food choices help their bodies grow strong. Includes teacher's guide and interactive components.	English/Spanish
Nancy Maria Grande Tabor	A Taste of the Mexican Market	All ages. It is written in English and Spanish and describes the different foods in a typical Mexican Market with the main focus on F/V.	English/Spanish
Alameda County Public Health Nutrition Services	Rethink Your Drink materials	All ages. Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English / Spanish
Dairy Council of California	Activity & Eating (Adult) - Linking Together for Optimal Health & Fitness	Adults. This booklet helps adults understand the essential connection between being physically active, making healthful food choices and maintaining long-term good health.	English/ Spanish
USDA Eat Smart. Play Hard	Activity and Sticker Book	All ages. Book: encourages and teaches children, parents, and caregivers to eat healthy and be physically active every day.	English/ Spanish

USDA Eat Smart. Play Hard	Activity and Sticker Book	All ages. Book: encourages and teaches children, parents, and caregivers to eat healthy and be physically active every day.	English/ Spanish
CA Department of Health	Be Active Your Way	All ages. Lesson Plan: learn about the advantages of physical activity and how to incorporate physical activity into your life	English/ Spanish
Food Stamp Nutrition Connection	Be Active Your Way (It's So Easy?) (DHS)	All ages. Discusses the benefits and recommendations for physical activity. Provides general tips and a physical activity pyramid.	English/ Spanish
Alameda County Public Health Department	Be Sugar Savvy Curriculum	All ages. Curriculum: posters, handouts, lesson plan, etc. @ http://www.acphd.org/nutritionservices/resources.htm	English/ Spanish
<i>Network for a Healthy California-Latino Campaign</i>	Brochures for Latinos	All ages. http://www.cdph.ca.gov/programs/cpns/Pages/LatinoCampaign.aspx	English/ Spanish
Regional Network- Bay Area	Calculating Sugar in Beverages	All Ages; Handout showing how to calculate # of tsps of sugar in beverages.	English/ Spanish
California Project LEAN	California Chefs Cook Lean	All ages. Cookbook: over 15 low fat recipes created by chefs from around the California. Please check with your PM prior to use of the recipes.	English/ Spanish
<i>Network for a Healthy California</i>	Cookbooks	All ages. As title indicates	English/ Spanish

USDA material	Eat Right When Money is Tight	All ages. Video: Community Hunger Champions: Eat Right When Money is Tight, helps eligibility workers and community partners understand how they can work together and utilize the outreach materials developed by FNS.	English/ Spanish
<i>Network for a Healthy California</i>	Everyday Healthy Meals - Cookbook	All ages. USDA approved: Healthy Meals Cookbook	English/ Spanish
<i>Network for a Healthy California</i>	Fruits and Vegetables for Your Health, Your Neighborhood and Your Life	All ages. Brochure to promote fruits and vegetables intake	English/ Spanish
Harvest of the Month	Harvest of the Month Cycle I,II,III Cookbooks	All ages. <i>Network developed & approved</i>	English/ Spanish
<i>Network for a Healthy California</i>	Harvest of the Month Family Newsletter	All ages. Network developed and approved monthly newsletter reinforces what kids learn in the classroom and provides parents with nutrition information, healthy eating tips, recipes, ideas for being physically active and tips for selecting, storing and serving the featured produce. Other languages, translated by local partners, are available in the Educators' Corner on the web site.	English/ Spanish
American Dietetic Association	Healthy Eating on the Run	All ages. 30 tips for making healthy choices when eating out.	English/ Spanish
<i>Network for a Healthy California-Latino Campaign</i>	Healthy Latino Recipes Made with Love	All ages. Cookbook for adults that has recipes with zesty flavors and enticing aromas of healthy Latino cooking. Provides family favorites that use a variety of fruits and vegetables.	English/ Spanish

<i>Network for a Healthy California</i>	How Many Cups or Fruits and Vegetables Do I Need?	All ages. Brochure that identifies how many cups of fruits and vegetables are recommended each day.	English/ Spanish
<i>Network for a Healthy California-Children's Power Play! Campaign</i>	Kids get Cooking! cookbook	All ages. 25 page cookbook for children ages 9-11 promoting fruits and vegetables.	English/ Spanish
<i>Network for a Healthy California-African American Campaign</i>	Recipe Card Sets	All ages. <i>Network for a Healthy California-African American Campaign</i>	English/ Spanish
Produce for Better Health	Recitas Latinas Saluables	All ages. Multiple healthy recipes to be distributed.	English/ Spanish
<i>Regional Networks: Bay Area, Orange County, gold Coast, Sierra Cascade. (Contractor Developed)</i>	ReThink Your Drink Be Sugar Savvy Lesson & Instructor Resource	All ages. Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English/ Spanish
<i>Regional Networks: Bay Area, Sierra Cascade, Northcoast (contractor developed)</i>	ReThink Your Drink Brochure	All ages. Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English/ Spanish
<i>Regional Networks: Bay Area, Gold Coast (contractor developed)</i>	ReThink Your Drink Poster	All ages. Previously approved by USDA. Please check with your PM prior to use of this material.	English/ Spanish
<i>Regional Networks: NorthCoast (contractor developed)</i>	ReThink Your Drink Radio PSA & Script	All ages. Previously approved by USDA. Please check with your PM prior to use of this material.	English/ Spanish

<i>Regional Networks: Bay Area, Central Valley, Desert Sierra, Gold Coast, Gold Country, Los Angeles, Northcoast, Orange County, Sierra Cascade</i>	ReThink Your Drink: Frequently Asked Questions About Sugar Sweetened Beverages (Flyer)	All ages. As title indicates. Please check with your PM prior to use of this material.	English/ Spanish
<i>Regional Networks: Bay Area, Orange County, gold Coast, Sierra Cascade. (Contractor Developed)</i>	ReThink Your Drink Be Sugar Savvy Lesson & Instructor Resource	All ages. Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English/ Spanish
<i>Network for a Healthy California</i>	Secret to Healthy Living	All ages. This cookbook is full of delicious recipes and tips to help you make eating healthy.	English/ Spanish

New Materials Development Data Sheet

<i>Title</i>	<i>Description</i>	<i>Justification</i>
N/A		

Organization: Imperial County Public Health Department			
Contract Number: 11-10758			
Federal Share Budget		FFY 2012	
Personnel Salaries		\$ 148,705.00	
Fringe Benefits		\$ 63,264.00	
Operating		\$ 3,062.00	
Equipment & Other Capital		\$ 5,091.00	
Travel		\$ 4,480.00	
Subcontractors		\$ -	
Other Costs		\$ 9,500.00	
Indirect Costs		\$ 15,898.00	
Total Federal Share		\$ 250,000.00	

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 2
(October 1, 2011-September 30, 2012)

Imperial County Public Health
11-10758

A PERSONNEL SALARIES:													
1. Name and Position Title							2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars		
FEDERAL SHARE POSITIONS													
1.	Name:	Janette Angulo											
	Title:	Administrator (Health Promotion Manager)					\$ 90,438	0.0500	5.0%	0.0%	\$ 4,522		
2	Name:	Yoliviviana Sanchez											
	Title:	Project Supervisor/Project Coordinator					\$ 63,516	0.8000	20.0%	60.0%	\$ 50,813		
1.	Name:	Luce Filiatrault											
	Title:	Nutritionist					\$ 49,032	0.3300	5.0%	28.0%	\$ 16,181		
2	Name:	To be determined											
	Title:	Community Service Worker II					\$ 38,595	1.0000	2.0%	97.0%	\$ 38,595		
3	Name:	To be determined											
	Title:	Community Service Worker II					\$ 38,595	1.0000	2.0%	97.0%	\$ 38,595		
SUBTOTAL							\$ 280,176	3.1800	0.3400	2.8200	\$ 148,706		
Administrator		Administer the contract and budget, attend nutrition education and scope of work related meetings, oversee program planning and collaborative activities. Coordinate contract reporting requirements.											
Project Coordinator		Coordinate program staff and nutrition education activities; attend nutrition education and scope of work related meetings; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles. Facilitate County Nutrition Action Plan activities and CX3 process. Assist with data collection and analysis, and with the preparation of project reports and maintenance of tracking systems.											
Nutritionist		Provide nutrition education activities; attend outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and help develop culturally and linguistically competent nutrition curriculum and educational materials; promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles. Provide nutrition expertise for the implementation of a County Nutrition Action Plan and participate in the CX3 process. Assist with data collection and analysis, and with the preparation of project reports and maintenance of tracking systems.											

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 2
(October 1, 2011-September 30, 2012)

Imperial County Public Health
11-10758

	Community Service Worker II	Provides nutrition education activities to the eligible population. Specific duties include: delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters. Participate in the County Nutrition Action Plan and CX3 processes.										
	Community Service Worker II	Provides nutrition education activities to the eligible population. Specific duties include: delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters. Participate in the County Nutrition Action Plan and CX3 processes.										
B.	FRINGE BENEFITS:											
	Federal Share:											
		Includes public employee retirement, social security, medicare, worker's compensation, health group insurance							\$	148,706		
		dental/vision, and unemployment insurance at 42.543%.									SUBTOTAL:	\$ 63,264
C.	OPERATING EXPENSES:											
	Federal Share:											
		Office supplies for nutrition activities including supplies (such as pens, pencils, postage, notepads, paper, business cards) as needed for Nutrition Education and Promotion activities at approximately \$255/mo.										
											SUBTOTAL:	\$ 3,062

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 2
(October 1, 2011-September 30, 2012)

Imperial County Public Health
11-10758

											Federal Share Total Dollars	
D. EQUIPMENT EXPENSES:												
Federal Share: Computers, printer and Network set-up												
											SUBTOTAL:	\$ 5,090
E. TRAVEL AND PER DIEM:												
Federal Share:												
Travel required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM.											\$ 2,880	
In-county travel for staff listed under Personnel Salaries to attend allowable nutrition education activities including:											\$ 1,600	
1) Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities												
2) Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program interventions and efforts to increase food security.												
3) Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events												
4) Travel associated with coordinating a minimum of two local medical activities that highlight NE and PA events												
5) Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings												
6) Travel associated with training County Health Agencies on Rethink Your Drink and NE materials												
											SUBTOTAL:	\$4,480

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 2
(October 1, 2011-September 30, 2012)

Imperial County Public Health
11-10758

											Federal Share Total Dollars				
F. SUBCONTRACTORS:															
Federal Share:															
											SUBTOTAL:	\$0			
G. OTHER COSTS:															
Federal Share:															
	Training Materials:											\$ 9,500			
	Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site. Budget includes binders, large-scale duplication jobs, as well as printing and production of relevant Rethink Your Drink Materials, and other costs related to media and public relation efforts that supports Network signature promotions.														
											SUBTOTAL:	\$9,500			
H. INDIRECT COSTS:															
Federal Share:															
	Indirect Cost: 7.5% of total personnel and fringe benefits										\$ 211,970	SUBTOTAL: \$ 15,898			
	TOTAL										\$ 280,176.00	3.1800	34.0%	282.0%	\$ 250,000

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: Kern County Department of Public Health Services (KCDPHS)

Program Area: Network Community Expansion Project: Public Health Department

Contract Number: 11-10745

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 20% Female 80%

Ethnicity:

- African American 10%
- Asian _____%
- Caucasian 30%
- Latino 60%
- Native American _____%
- Pacific Islander _____%
- Other (specify) _____: _____%

Languages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> English <u>75%</u> | <input type="checkbox"/> Khmer (Cambodian) _____% |
| <input checked="" type="checkbox"/> Spanish <u>25%</u> | <input type="checkbox"/> Korean _____% |
| <input type="checkbox"/> Arabic _____% | <input type="checkbox"/> Lao _____% |
| <input type="checkbox"/> Armenian _____% | <input type="checkbox"/> Tagalog _____% |
| <input type="checkbox"/> Russian _____% | <input type="checkbox"/> Vietnamese _____% |
| <input type="checkbox"/> Bosnian _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Cantonese _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Farsi _____% | <input type="checkbox"/> Mandarin _____% |
| <input type="checkbox"/> Hmong _____% | |

Ages:

- Under 5 years old _____%
- 5 to 8 5%
- 9 to 11 5%
- 12 to 17 10%
- 18 to 59 75%
- 60 years old and over 5%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

- See attached Census Tract data sheet

- See attached Free/Reduced Price Meal % data sheet
- Other (Specify): _____ (_____% equal to or less than 185% FPL)
- Other (Specify): _____ (_____% equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | | | |
|--|------|--|--------|
| <input checked="" type="checkbox"/> CalFresh Offices | 100% | <input checked="" type="checkbox"/> Shelters/Temporary Housing | 100% |
| <input checked="" type="checkbox"/> Food Banks | 100% | <input type="checkbox"/> Soup Kitchens | _____% |
| <input checked="" type="checkbox"/> Food Pantries | 100% | <input checked="" type="checkbox"/> TANF Job Readiness Program | 100% |
| <input checked="" type="checkbox"/> Public Housing | 100% | <input checked="" type="checkbox"/> WIC Offices | 75% |
| <input checked="" type="checkbox"/> HeadStart | 75% | | |

d. Project Description.

Key Methods:

- Advisory Council/Task Force (specify): County Nutrition Action Plan Group
- Internet/Web Sites-website address: _____
- Print Media
- Radio: _____
- TV: _____
- Nutrition Education Classes: (10 occurrences at 1hour(s) each)
- Community Education Events: (5 occurrences at 2-4hour(s) each)
- Training/Workshop/Conference: (5 occurrences at 2-3hour(s) each)
- Point of Purchase: (____ occurrences at ____hour(s) each)
- Other (specify)_____: (____ occurrences at ____hour(s) each)

Key Educational Messages:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input checked="" type="checkbox"/> Limit Added Sugars or Caloric Sweeteners |
| <input checked="" type="checkbox"/> Physical Activity | <input checked="" type="checkbox"/> MyPyramid – Healthy Eating Plan |
| <input checked="" type="checkbox"/> Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources) | <input checked="" type="checkbox"/> Promote Healthy Weight |
| <input type="checkbox"/> Fats and Oils | <input type="checkbox"/> Sodium and Potassium |
| <input checked="" type="checkbox"/> Fiber-Rich Foods | <input checked="" type="checkbox"/> Whole Grains |
| <input type="checkbox"/> Food Safety | <input checked="" type="checkbox"/> Other (Specify): <u>CalFresh Promotion</u> |
| <input checked="" type="checkbox"/> Food Shopping/Preparation | |
| <input checked="" type="checkbox"/> Lean Meat and Beans | |

SNAP-Ed Delivery Sites by Type of Setting:

- | | |
|---|--|
| <u>1</u> Adult Education & Job Training Sites | _____ Food Stores |
| _____ Adult Rehabilitation Centers | _____ Head Start Programs |
| <u>At least 1</u> CalFresh Offices | _____ Individual Homes |
| _____ Churches | <u>At least 3</u> Libraries |
| <u>At least 3</u> Community Centers | <u>2</u> Other Youth Education Sites (includes Parks and Recreation) |
| _____ Elderly Service Centers | <u>11</u> Public/Community Health Centers (includes Public Health Departments) |
| <u>At least 2</u> Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens) | _____ Public Housing |
| _____ Extension Offices | _____ Schools – students (Preschool) |
| <u>At least 2</u> Farmers Markets | _____ Schools – students (K-12) |
| | _____ Schools – students (Afterschool Program) |

____ Schools – Parents
1 Shelters/Temporary Housing
At least 5 WIC Programs
____ Worksites

Other (specify): ____
Other (specify): ____
Other (specify): ____

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants: 200

Narrative (max. 200 words)

The Kern County Public Health Services Department (KCPHSD) along with its partners will be conducting a series of educational opportunities throughout the county. Strategies will include: nutrition education class series, community events, and community meetings. In addition, staff will be coordinating CX3 trainings and surveys to be conducted with community partners and residents. Data gleaned from this activity will be used, along with input from the County Nutrition Action Plan Task Force, to create, adopt and implement a County Nutrition Action Plan. Moreover, the “Rethink Your Drink” campaign will be supported by project staff for countywide implementation.

e. Summary of Research.

See Section A, pages 2-5.

f. Modification of Project Methods/Strategies.

- | | |
|---|--|
| <input checked="" type="checkbox"/> We have not modified our methods/strategies | <input type="checkbox"/> Changing audience participation |
| <input type="checkbox"/> Improving cultural relevancy | <input type="checkbox"/> Adding new partners |
| <input type="checkbox"/> Enhancing/updating existing strategies | <input type="checkbox"/> Other (specify): ____ |
| <input type="checkbox"/> Utilizing research/program tool | <input type="checkbox"/> Other (specify): ____ |

All modifications are approved by the Network.

g. Use of Existing Educational Materials.

See attached Existing Educational Materials/Curricula data sheet.

h. Development of New Educational Materials.

All new educational materials must be listed on the attached New Materials Development data sheet.

i. Key Performance Measures/Indicators. (max. 100 words)

Process evaluation measures of participation will be recorded in the form of sign-in sheets, knowledge, new partnerships, C-NAP Task Force, class assessment surveys, site visits/class observations, electronic or printed surveys, CX3 survey reports,

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >\$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

The KCDPHS will be collaborating with the Kern County Department of Human Services (KCDHS) to not only promote nutrition education amongst SNAP-Ed eligible participants, but also to establish and maintain a C-NAP Task Force in order to develop a C-NAP. The KCDPHS will work closely with the Central Valley Health & Nutrition Collaborative (CVHNC) to align all nutrition education messages. The KCDPHS will also work with number community groups to effectively educate and promote nutrition in Kern County. The KCDPHS will also work with other local *Network*-funded programs in order to prevent duplication of efforts.

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Adult Education & Job Training Sites	Bakersfield Adult School	501 S Mt. Vernon Ave	Bakersfield	93307				Proxy Site
CalFresh Offices	Kern County Department of Human Services	100 E California Ave.	Bakersfield	93307				Proxy Site
Community Centers	Lamont/Weedpatch Family Resource Center	7839 Burgandy Ave.	Lamont	93241				Proxy Site
Community Centers	Arvin Family Resource Center	207 S A St.	Arvin	93203				Proxy Site
Community Centers	Greenfield Family Resource Center	5400 Monitor St.	Bakersfield	93307				Proxy Site
Emergency Food	Community Action Partnership Food Bank	1825 Feliz Dr.	Bakersfield	93307				Proxy Site
Emergency Food	HOPE Center	3311 Manor St.	Bakersfield	93308				Proxy Site
Farmers Markets	Public Health Farmer's Market	1800 Mt. Vernon Ave.	Bakersfield	93306				Proxy Site
Farmers Markets	Oildale Farmer's Market	North Chester Avenue and Norris Road Intersection	Bakersfield	93308				Proxy Site
Libraries	Bryce Rathbun Library	200 W China Grade Loop	Bakersfield	93308				Proxy Site
Libraries	Beale Library	701 Truxtun Ave.	Bakersfield	93301				Proxy Site
Libraries	Lamont Library	8304 Segrue Rd.	Lamont	93241				Proxy Site
Other Youth Education Sites	Boys & Girls Club of Bakersfield	801 Niles St.	Bakersfield	93305				Proxy Site

Public/Community Health Centers	Kern County Public Health Services Dept	1800 Mt. Vernon Avenue	Bakersfield	93306				Proxy Site
Public/Community Health Centers	Public Health Lamont	12014 Main St.	Lamont	93241				Proxy Site
Shelters/Temporary Housing	Bakersfield Homeless Shelter	1600 E Truxtun Ave.	Bakersfield	93305				Proxy Site
WIC Programs	Clinica Sierra Vista Lamont	8787 Hall Rd.	Lamont	93241				Proxy Site
WIC Programs	Clinica Sierra Vista	2525 N Chester Ave.	Bakersfield	93308				Proxy Site
WIC Programs	Community Action Partnership of Kern	500 E. California Ave.	Bakersfield	93307				Proxy Site
WIC Programs	Clinica Sierra Vista	815 Dr Milk Jr Blvd.	Bakersfield	93307				Proxy Site
WIC Programs	Clinica Sierra Vista	1305 Bear Mountain Blvd.	Arvin	93203				Proxy Site

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%

LOCAL PROJECT SYNOPSIS

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
			%	%	%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

Use of Existing Educational Materials/Curricula Data Sheet

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Texas Department of Agriculture	10 Easy Ways to Improve Your Family's Eating Habits	Handout: 10 strategies suggested as a starting point to improve a family's eating habits	English/Spanish
U.S. Dept. of Health & Human Services	2010 US Dietary Guidelines	2010 US Dietary Guidelines	English/Spanish
Dairy Council of California	Activity & Eating (Adult) - Linking Together for Optimal Health & Fitness	This booklet helps adults understand the essential connection between being physically active, making healthful food choices and maintaining long-term good health.	English/Spanish
Dairy Council of California	Activity & Eating (High School)	This handout links physical activity, healthful food choices and maintaining long-term good health.	English/Spanish
USDA Eat Smart. Play Hard	Activity and Sticker Book	Book: encourages and teaches children, parents, and caregivers to eat healthy and be physically active every day.	English/Spanish
Network for a Healthy California-Children's Power Play! Campaign	All Star Fast & Fun Recipes: Kids...Get Cookin'!	Book: includes cooking tips, easy to make recipes with nutrition content.	English/Spanish
Dairy Council of California	Beverages: Make Every Sip Count	Adult; Goal oriented handout w/ info on choosing healthy beverages - developed in coord w/ HCA & local partners.	English/Spanish

LOCAL PROJECT SYNOPSIS

Source	Title	Description	Languages
Network for a Healthy California-Latino Campaign	Brochures for Latinos	http://www.cdph.ca.gov/programs/cpns/Pages/LatinoCampaign.aspx	English/Spanish
Regional Network- Bay Area	Calculating Sugar in Beverages	All Ages; Handout showing how to calculate # of tpsps of sugar in beverages.	English/Spanish
WIC Materials	California WIC Education Materials	http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx	English/Spanish
Other California Healthy Kids Resource Center materials	CANFIT Super Manual, Color Me Healthy, Changing the Scene, Generation Fit, Take 10! K-5	Manual and other materials to help improve healthy eating and physical activity for adolescents in low income communities and communities of color	English/Spanish
Other California Healthy Kids Resource Center materials	CATCH Materials/Curriculum	After-school education and summer enrichment program teaches children the nutrition knowledge, skills and self-reliance that empowers them to make healthy dietary and physical activity choices.	English/Spanish
Network for a Healthy California	Champions for Change Materials	http://www.cachampionsforchange.net/en/index.php	English/Spanish
Network for a Healthy California	Champions for Change Physical Activity Guide	Handout: tips for increasing physical activity, also includes rationale	English/Spanish

LOCAL PROJECT SYNOPSIS

Source	Title	Description	Languages
USDA	ChooseMyPlate.gov	Online resource that provides educational materials and information on the basics of a healthy diet. For consumers of all age groups and educators.	English/Spanish
USDA Food and Nutrition Svc	Eat Smart Live Strong	Promotes two key behaviors: increase fruit and vegetable consumption and participate in physical activity. Included are a leader's guide and four sessions designed to reinforce these behaviors.	English/Spanish
Cooperative Extension (EFNEP, FSNEP)	Eating Smart Being Active - Plan, Shop, \$ave	Hand out teaches families to plan and shop for meals and snacks that are healthy and within their budgets.	English/Spanish
Cooperative Extension (EFNEP, FSNEP)	Eating Smart Being Active -Vary Your Veggies... Focus on Fruit	Handout teaches families to increase the amount of vegetables and fruits they eat everyday. Also encourages them to eat more than one kind of vegetable and one kind of fruit everyday.	English/Spanish
Cooperative Extension (EFNEP, FSNEP)	Fit Families	An innovative bilingual toolkit created for health professionals working with parents who have young children. The video and print fotonovelas are designed to stimulate discussion on how to create healthy snacks, increase physical activity, and limit TV watching.	English/Spanish
Food Stamp Nutrition Connection	Food Stamp Office Resource Kit	SNAP-Ed materials Focusing on educating food stamp recipients and applicants about the choices that lead to good nutrition and healthy behavior.	English/Spanish

LOCAL PROJECT SYNOPSIS

Source	Title	Description	Languages
US Dept of Health & Human Services	Games from the Garden	Handout: 10 ideas to help you follow the dietary guidelines and get lots of exercise.	English/Spanish
Dairy Council of California	Healthy Snacks for Home and School (handout)	Nutrition education handout for parent with children of various ages. Provides information on preparing healthy snacks for home and school.	English/Spanish
USDA Nutrition Educational Materials	Nutrient content of US Foods	USDA Nutrition Educational Materials	English/Spanish
Regional Networks: Bay Area, Orange County, gold Coast, Sierra Cascade. (Contractor Developed)	ReThink Your Drink Be Sugar Savvy Lesson & Instructor Resource	Offers practical advice to cutting calories by making healthier drink choices.	English/Spanish
Regional Networks: Bay Area, Sierra Cascade, Northcoast (contractor developed)	ReThink Your Drink Brochure	Offers practical advice to cutting calories by making healthier drink choices.	English/Spanish
Regional Networks: Bay Area, Gold Coast (contractor developed)	ReThink Your Drink Poster	Previously approved by USDA.	English/Spanish
Regional Networks: Bay Area, Central Valley, Desert Sierra, Gold Coast, Gold Country, Los Angeles, Northcoast, Orange County, Sierra Cascade	ReThink Your Drink: Frequently Asked Questions About Sugar Sweetened Beverages (Flyer)	As title indicates.	English/Spanish

LOCAL PROJECT SYNOPSIS

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Texas Dept. Food and Agriculture	Taking the Mystery out of the Food Label	How-to handout on reading food labels.	English/Spanish
USDA materials	What's in a Cup	Amount of veg & fruits that make up a cup	English/Spanish
WIC	WIC materials: handouts, posters	Materials to use in instructing CalFresh population	English/Spanish
Network, Project Lean	Cooking Healthy Curriculum	As title indicates.	English/Spanish
Santa Fe Partners in Education	Cooking with Kids: Multicultural Nutrition and Food Education Curriculum	Cooking with Kids motivates and empowers elementary school students (K-6th) to develop healthy eating habits through hands-on learning with fresh, affordable foods from diverse cultural traditions. Through cooking classes and tasting classes, students explore varieties of foods using all of their senses, have fun, and exercise choice.	English/Spanish
Network for a Healthy California	Everyday Healthy Meals - Cookbook	USDA approved: Healthy Meals Cookbook	English/Spanish
Network for a Healthy California-Latino Campaign	Healthy Latino Recipes Made with Love	Cookbook for adults that has recipes with zesty flavors and enticing aromas of healthy Latino cooking. Provides family favorites that use a variety of fruits and vegetables.	English/Spanish

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
University of Minnesota Extension	Simply Good Eating Now You're Cooking	The 97-page printed uses interactive activities to help participants learn how to plan healthy meals on a limited budget, stretch their food dollar, store foods appropriately, make meals from ingredients commonly found in the kitchen, and cook with an emphasis on safe food practices	English/Spanish
American Heart Association	How to Read the New Food Label Brochure	As indicated in title	English/Spanish
Wisconsin Nutrition Education	Nutrition Facts in Spanish	Hand out on food labels for Spanish speaking audience.	English/Spanish

New Materials Development Data Sheet

<i>Title</i>	<i>Description</i>	<i>Justification</i>

FFY 2012 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

Kern County Department of Public Health Services
11-10745

A PERSONNEL SALARIES:							
1. Name and Position Title			2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS							
1.	Name:	To be determined					
	Title:	Project Coordinator	\$ 80,000	1.0000			\$ 80,000
2.	Name:	To be determined					
	Title:	Administrative Assistant	\$ 40,000	0.4000			\$ 16,000
3.	Name:	To be determined					
	Title:	Nutritionist	\$ 65,000	0.5000			\$ 32,500
SUBTOTAL			\$ 185,000	1.9000	0.0000	0.0000	\$ 128,500
Project Coordinator		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.					
Nutritionist		Provides nutrition education to the SNAP-ED eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reporting and tracking systems.					
Administrative Assistant		Provides administrative and office support for the project staff and is responsible for the reporting requirements.					
B. FRINGE BENEFITS:							
Federal Share:							
Includes payroll taxes and medical/dental benefits at 40% of personnel salaries					\$ 128,500		
						SUBTOTAL:	\$ 51,400
C. OPERATING EXPENSES:							
Federal Share:							
Office supplies for Nutritoin activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutriton Education and Promotion activities					475/mo		
						SUBTOTAL:	\$ 5,700

FFY 2012 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

Kern County Department of Public Health Services
11-10745

D. EQUIPMENT EXPENSES:											
Federal Share:		Computer, printer and Network set-up for 2 FTE (prorated when necessary)									
										SUBTOTAL:	\$ 2,850
E. TRAVEL AND PER DIEM:											
Travel is estimated as subcontractor has not yet been identified.											
Federal Share:											
Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total					
	Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM.									\$	5,068
	Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities									\$	1,000
	Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.									\$	1,000
	Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events									\$	600
	Travel associated with coordinating a minimum of two local medical activities that highlight NE and PA events									\$	600
	Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings									\$	1,000
	Travel associated with training County Health Agencies on Rethink Your Drink and NE materials									\$	1,000
	Travel associated with CX ³									\$	732.00
										SUBTOTAL:	\$11,000

FFY 2012 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

Kern County Department of Public Health Services
 11-10745

											Federal Share Total Dollars				
F. SUBCONTRACTORS:															
Federal Share:															
1)	TBD-Survey and Field Work for CX ³										\$ 50,000				
2)															
											SUBTOTAL:	\$50,000			
G. OTHER COSTS:															
Federal Share:															
	Training Materials:														
	Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, CX ³ , as well as printing and production of relevant Rethink Your Drink Materials														
											SUBTOTAL:	\$64,570			
H. INDIRECT COSTS:															
Federal Share:															
	Indirect Cost: 20% of total personnel and fringe benefits										\$ 179,900	SUBTOTAL:	\$ 35,980		
TOTAL											\$ 185,000.00	1,9000	0.0%	0.0%	\$ 350,000

STATE LEVEL PROJECT SUMMARY FORM

Local Health Department (LHD)/County Welfare Department (CWD) Expansion for
Community Nutrition

FFY 2012

1. Goals & Objectives (See State Level Objectives).

2. Project Title: *Kings County Department of Public Health* (part of the LHD/CWD Expansion (CWD) for Community Nutrition) Contract # 11-10760

This LHD will be working with the the CWD to optimize and coordinate nutrition education efforts to the SNAP population within the county.

This county was selected for this joint project due to meeting the following criteria: high SNAP populations, lack of SNAP-Ed county programs, SNAP-Ed eligible populations, poverty rate, and obesity rates. Other considerations include extent of collaboration between CWDs and LHDs and capacity.

a. Related State Objectives:

Objectives 1, 2, 3, 5 and 6

b. Audience

Gender: Female and Male

Ethnicity: All Ethnic Groups

Languages: English and Spanish

Ages: Adults 18+, primarily women with children, as well as adults 60 years and older

c. Focus on SNAP Eligibles

LHDs and CWDs will focus on CalFresh participants and eligibles by reaching them through existing county programs, community events, and at places where they live, shop, and learn. LHDs and CWDs will also build the capacity of and collaborate with intermediaries and partners that serve CalFresh and SNAP eligible audiences.

Income Targeting Data Source:

Besides activities at location-based proxy sites (i.e., food banks, public housing, WIC), site verification of 50% or greater SNAP eligible participating will be based on the following data sources:

Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and Eligibility of Other Means-Tested Low-Income Programs. The LHD's qualifying data are encompassed in FFY 2011 State Plan, Section F,

Waiver Attachments, Attachment 1. **Please see attached list of qualifying ACS tracts in the county where interventions will occur.**

d. Project Description

Key Purpose: To increase the partnership between LHD/CWD , to provide coordinated nutrition education messages across USDA nutrition assistance programs, to reach SNAP population at the local level and implement community nutrition interventions.

Key Strategies: LHD/CWD partnerships will reach the target audience using the combination of strategies: Nutrition education classes and consumer empowerment; community education events; media publicity; advisory councils (County Nutrition Action Plan (CNAP) groups); promotion of healthy communities; and trainings/workshops (for intermediaries). Healthy Food Options strategies will be coordinated with *Regional Network* collaborative activities.

Key Educational Messages: Childhood obesity prevention, chronic disease and obesity prevention, dietary quality and healthier eating practices based on the 2010 Dietary Guidelines for Americans, healthy food options choices), increased fruit and vegetable consumption, physical activity promotion (integrated with nutrition education), /CalFresh promotion (brief promotional message) and MyPlate messages.

LHD/CWD Partnerships Intervention Sites: May include but not limited to CWDs, faith/churches, community-based organizations, community events, community youth organizations, farmers' markets, grocery stores, Head Start, parks and recreation centers, WIC sites, public/community health centers, food banks/closets/pantries, and low-resource schools.

Projected Number of LHD/CWD Partnerships Contacts:

Direct Contacts* (unduplicated):

Indirect Contacts:

Total Contacts:

Please note: While the indirect contacts includes media impressions, the focus of these grants will be initially on planning, determining needs of the target populations, linking with other organizations, and identifying priorities for intervention and systems change.

Narrative Summary:

The purposes of the newly funded LHD/CWD Partnerships is to (1) establish a county-wide SNAP-Ed presence by delivering community nutrition education and (2) establish a partnership with local CWDs, LHDs, UC extension partners, WIC and child nutrition programs. Of particular importance is the dual county partnership between local public health and social services. This partnership will improved food security (participation in

CalFresh and other USDA FNS nutrition programs) as they examine ways to improve systems, and improve health outcomes (decrease chronic disease and obesity rates over time) for the target audiences in these counties.

Key activities for the LHD/CWD Partnership will be to establish an infrastructure for conducting nutrition education activities that also are effective obesity prevention strategies. They will initiate the convening of the County Nutrition Action Plan (CNAP) group of the local USDA Food Nutrition Service (FNS)-funded nutrition programs, and other critical stakeholders in the county. They will be one of several partners that will develop the CNAP, with the partners funding their own respective activities, to increase consistent nutrition messages and coordinate activities; get dynamic nutrition education occurring at community events and at strategic locations to inform community members about nutrition and healthy eating, partner with Champion Moms to make local change relevant; begin local media outreach; and connect with the regional and local healthy food options campaign activities by conducting train-the-trainer events for partners.

e. Summary of Research:

LHD/CWD Partnerships have the ability to deliver comprehensive nutrition education/health promotion initiatives designed to change the dietary and physical activity behaviors of CalFresh participants and SNAP eligible residents in the entire county. They are geographically located where many SNAP eligibles go to their facilities to seek a variety of services.

LHDs have had a long history with the *Network for a Healthy California* of successfully working with the low income community, reaching the SNAP-Ed eligible population through direct nutrition education efforts and by providing training and resources to community partners that directly serve the target audience. LHDs have conducted impact evaluation with positive results, and have participated in the CX³ data collection in low income neighborhoods empowering community members to make changes in their neighborhoods (Ghirardelli A, et al, Journal of Nutrition Education and Behavior, 2011). The combination of LHD/CWD Partnerships is that they also have access to a large eligible population base who receive nutrition services from sister programs in the county including medical, dental, and WIC.

LHDs have also led the way with coordinating nutrition services through County Nutrition Action Plans (CNAPs). Some successes of currently funded health department LIA CNAP groups include improved promotion and participation in the Summer Meals Program, increased cross-referrals to FNS nutrition programs, nutrition education coordination, training forums for partners, and improved coordination with local farmer's markets (examples from Orange County Health Care Agency, Monterey County Health Department). These connections have improved referrals, increased access, and set the foundation for coordinated nutrition education to the target population. The LHD/CWD Partnerships holds strong potential for even greater results.

f. Modification of Project Methods/Strategies

Not applicable, no new modifications as this time.

g. Use of Existing Educational Materials:

The LHD/CWD Partnerships will only use approved existing materials from USDA and the *Network for a Healthy California*, as listed identified in (FFY 2012 State Plan, Section B, Local Project Summaries, Nutrition Education Materials Summary). The following existing materials will be primarily utilized: Healthier Food Options Summary), *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators*, CalFresh Office Resource Kit (once updated), *Harvest of the Month*, and *Fruits and Vegetables Galore* (USDA).

h. Development of New Educational Materials:

Not applicable. At this time, no new materials will be developed. As local initiatives evolve, required new materials will be approved prior to use. CDPH and CDSS will closely monitor.

i. Key Performance Measures/Indicators.

- County Nutrition Action Plan completed by FNS-funded nutrition programs, key nutrition messages coordinated, and collaborative activities outlined.
- Increased target population receiving nutrition education at community settings.
- CX³ initial assessment data reports.

3. Evaluation Plan

Process measures will be collected by LHD/CWD Partnerships via EARS tracking forms and semi-annual progress reports. Measures include number of classes/events conducted, number of contacts, and amount of media coverage generated. Evaluation Tools: EARS forms, Semi-Annual Progress Report forms and Annual Progress Report forms , CX³ tools.

4. Coordination Efforts

The county will coordinate with key CWD and UC Extension office partners and LHD partners and other FNS child nutrition programs including WIC, Summer Meal Programs, CACFP, and school meal programs. A goal of using consistent and repeated nutrition messages by these partners, such as Healthy Food Options or promoting the increased consumption of fruit and vegetable and physical activity, is to increase the likelihood of specific behavior change among SNAP eligible.

County	Census Tract/ACS	Percentage <185%FPL
KINGS	06031001701	71.0
KINGS	06031001100	67.6
KINGS	06031001300	67.2
KINGS	06031001002	54.8
KINGS	06031000300	54.6
KINGS	06031001400	53.8
KINGS	06031000900	50.5
KINGS	06031001500	50.3

BUDGET COVER SHEET
FFY 2012

Project Timeline: 10/1/11-09/30/12

Organization: Kings County Department of Public Health			
Contract Number: 11-10760			
Federal Share Budget		FFY 2012	
Personnel Salaries		\$ 78,000.00	
Fringe Benefits		\$ 31,200.00	
Operating		\$ 4,608.00	
Equipment & Other Capital		\$ 1,900.00	
Travel		\$ 5,160.00	
Subcontractors		\$ -	
Other Costs		\$ 7,292.00	
Indirect Costs		\$ 21,840.00	
Total Federal Share		\$ 150,000.00	

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Kings County Department of Public Health
 Contract # 11-10760

											Federal Share Total Dollars	
D. EQUIPMENT EXPENSES:												
Federal Share:		Computer, printer and Network set-up										
											SUBTOTAL:	\$ 1,900
E. TRAVEL AND PER DIEM:												
Travel is estimated as subcontractor has not yet been identified.												
Federal Share:												
Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total						
	Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM.										\$ 2,760	
	Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities										\$ 456	
	Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.										\$ 456	
	Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events										\$ 276	
	Travel associated with coordinating a minimum of two local medical activities that highlight NE and PA events										\$ 276	
	Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings										\$ 468	
	Travel associated with training County Health Agencies on Rethink Your Drink and NE materials										\$ 468	
											SUBTOTAL:	\$5,160

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Kings County Department of Public Health
 Contract # 11-10760

											Federal Share Total Dollars				
F. SUBCONTRACTORS:															
Federal Share:															
1)															
2)															
											SUBTOTAL:	\$0			
G. OTHER COSTS:															
Federal Share:															
	Training Materials:														
	Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, as well as printing and production of relevant Rethink Your Drink Materials														
											SUBTOTAL:	\$7,292			
H. INDIRECT COSTS:															
Federal Share:															
	Indirect Cost: 20% of total personnel and fringe benefits										\$ 109,200	SUBTOTAL:	\$ 21,840		
TOTAL											\$ 110,000.00	1.2000	0.0%	0.0%	\$ 150,000

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: Lake County Health Services Department

Program Area: Local Incentive Awardee:

Contract Number: 11-10742

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 35% Female 65%

Ethnicity:

<input type="checkbox"/> African American		%
<input type="checkbox"/> Asian		%
<input checked="" type="checkbox"/> Caucasian	<u>76%</u>	
<input checked="" type="checkbox"/> Latino	<u>20%</u>	
<input checked="" type="checkbox"/> Native American	<u>4%</u>	
<input type="checkbox"/> Pacific Islander		%
<input type="checkbox"/> Other (specify)	:	%

Languages:

<input checked="" type="checkbox"/> English	<u>95%</u>	<input type="checkbox"/> Khmer (Cambodian)	%
<input checked="" type="checkbox"/> Spanish	<u>5%</u>	<input type="checkbox"/> Korean	%
<input type="checkbox"/> Arabic	%	<input type="checkbox"/> Lao	%
<input type="checkbox"/> Armenian	%	<input type="checkbox"/> Tagalog	%
<input type="checkbox"/> Russian	%	<input type="checkbox"/> Vietnamese	%
<input type="checkbox"/> Bosnian	%	<input type="checkbox"/> Other (specify)	: %
<input type="checkbox"/> Cantonese	%	<input type="checkbox"/> Other (specify)	: %
<input type="checkbox"/> Farsi	%	<input type="checkbox"/> Mandarin	%
<input type="checkbox"/> Hmong	%		

Ages:

<input checked="" type="checkbox"/> Under 5 years old	<u>15%</u>
<input checked="" type="checkbox"/> 5 to 8	<u>30%</u>
<input checked="" type="checkbox"/> 9 to 11	<u>25%</u>
<input checked="" type="checkbox"/> 12 to 17	<u>18%</u>
<input checked="" type="checkbox"/> 18 to 59	<u>10%</u>
<input checked="" type="checkbox"/> 60 years old and over	<u>2%</u>

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

See attached Census Tract data sheet
 See attached Free/Reduced Price Meal % data sheet

- Other (Specify): (% equal to or less than 185% FPL)
 Other (Specify): (% equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | | | |
|--|-----|---|-----|
| <input checked="" type="checkbox"/> CalFresh Offices | 5% | <input type="checkbox"/> Shelters/Temporary Housing | % |
| <input type="checkbox"/> Food Banks | % | <input type="checkbox"/> Soup Kitchens | % |
| <input type="checkbox"/> Food Pantries | % | <input type="checkbox"/> TANF Job Readiness Program | % |
| <input type="checkbox"/> Public Housing | % | <input checked="" type="checkbox"/> WIC Offices | 10% |
| <input checked="" type="checkbox"/> HeadStart | 15% | | |

d. Project Description.

Key Methods:

- Advisory Council/Task Force (specify):
 Internet/Web Sites-website address:
 Print Media
 Radio:
 TV:
 Nutrition Education Classes: (40 occurrences at 1 hour(s) each)
 Community Education Events: (8 occurrences at 2 hour(s) each)
 Training/Workshop/Conference: (4 occurrences at 2 hour(s) each)
 Point of Purchase: (occurrences at hour(s) each)
 Other (specify) : (occurrences at hour(s) each)

Key Educational Messages:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input checked="" type="checkbox"/> Lean Meat and Beans |
| <input checked="" type="checkbox"/> Physical Activity | <input checked="" type="checkbox"/> Limit Added Sugars or Caloric Sweeteners (Re-think your drink) |
| <input checked="" type="checkbox"/> Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources) | <input type="checkbox"/> MyPyramid |
| <input checked="" type="checkbox"/> Fats and Oils | <input checked="" type="checkbox"/> Promote Healthy Weight |
| <input checked="" type="checkbox"/> Fiber-Rich Foods | <input type="checkbox"/> Sodium and Potassium |
| <input type="checkbox"/> Food Safety | <input checked="" type="checkbox"/> Whole Grains |
| <input checked="" type="checkbox"/> Food Shopping/Preparation | <input checked="" type="checkbox"/> Other (Specify): Healthy Eating Plan (<u>MyPlate</u>) |

SNAP-Ed Delivery Sites by Type of Setting:

- | | |
|---|--|
| Adult Education & Job Training Sites | Food Stores |
| Adult Rehabilitation Centers | 5 Head Start Programs |
| 1 CalFresh Offices | Individual Homes |
| 3 Churches | Libraries |
| Community Centers | Other Youth Education Sites (includes Parks and Recreation) |
| 1 Elderly Service Centers | Public/Community Health Centers (includes <u>Public Health Departments</u>) |
| Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens) | Public Housing |
| Extension Offices | 7 Schools – students (Preschool) |
| 1 Farmers Markets | 16 Schools – students (K-12) |
| | 10 Schools – students (Afterschool Program) |

5 _____ Schools – Parents
_____ Shelters/Temporary Housing
2 _____ WIC Programs
Worksites

Other (specify):
Other (specify):
Other (specify):

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants: 750

Narrative (max. 200 words)

The Lake County Health Department contracting through E Center will provide nutrition education to the SNAP-ED eligible families in Lake County. The project will focus on the six objectives in the scope of work as outlined. The overall goal is to implement a comprehensive nutrition program to promote the 2010 Dietary Guidelines, increase fruits and vegetable consumption and physical activity among the SNAP-ED eligible population.

The project includes collaboration with the Department of Social Services and other county agencies to develop a comprehensive nutrition plan. The plan is a first for Lake County. The project will also increase the partnership among agencies while coordinating nutrition education messages with CalFresh for various USDA food programs.

The Dietitian with the assistance of the outreach worker will provide nutrition classes for SNAP Eligible clients which will cover the key educational messages.

Staff will attend mandatory trainings and *Network* sponsored events. They will then turn around and train staff using the train the trainer approach to conduct nutrition education series using *Network* approved materials.

e. **Summary of Research.**

See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

- | | |
|---|--|
| <input checked="" type="checkbox"/> We have not modified our methods/strategies | <input type="checkbox"/> Changing audience participation |
| <input type="checkbox"/> Improving cultural relevancy | <input type="checkbox"/> Adding new partners |
| <input type="checkbox"/> Enhancing/updating existing strategies | <input type="checkbox"/> Other (specify): |
| <input type="checkbox"/> Utilizing research/program tool | <input type="checkbox"/> Other (specify): |

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**

See attached Existing Educational Materials/Curricula data sheet.

h. **Development of New Educational Materials. N/A**

All new educational materials must be listed on the attached New Materials Development data sheet.

i. **Key Performance Measures/Indicators.** (*max. 100 words*)

Lake County contracting through E Center will have process evaluation measures that indicate the participation level in activities performed and keep track of the number of people reached. Pre and post impact/outcome evaluations will be used to measure changes in behavior changes in fruit and vegetable consumption.

3. EVALUATION PLANS – N/A

*All contractors participate in process evaluation per their Scope of Work activities.
Contractors who receive Federal Share >\$350,000 must participate in impact evaluation.
Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.*

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Lake County Public Health contracting through E Center will coordinate efforts with Lake County Department of Social Services, CalFresh W.I.C. and other local agencies to develop, strengthen and collaborate on education and nutritional/physical messages throughout the county. Lake County Public Health, E Center and DSS and other local agencies will collaborative and coordinate efforts for the development of a County Nutrition Action Plan.

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Cal Fresh	Lake County Department of Social Services & Cal Fresh	15975 Anderson Ranch Parkway	Lower Lake	95451				Proxy
Head Start	Lake County Meadowbrook	6958 Meadowbrook Dr.	Clearlake	95422				Proxy
Head Start	Upperlake Head Start #1	675 Clover Valley Rd	Upperlake	95485				Proxy
Head Start	Upperlake Head Start #2	629 2nd St	Upperlake	95485				Proxy
Head Start	Kelseyville Migrant Seasonal Head Start	5081 Konocti Rd	Kelseyville	95451				Proxy
Head Start	Lakeport Head Start NCO	2548 Howard Ave	Lakeport	95453				Proxy
Head Start	Pearl Head Start Program	14521 Pearl Ave.	Clearlake	95422				Proxy
Elderly Service Center	Highlands Senior Center	3425 Bowers Road	Clearlake	95422				Proxy
Farmers Market	Certified Farmers Market	Redbud Park	Clearlake	95422				Proxy
W.I.C.	Lake County W.I.C. Program #2	14085 Lakeshore Dr.	Clearlake	95422				Proxy
W.I.C.	Lake County W.I.C. Program #1	831 Bevins St.	Lakeport	95453				Proxy
Church	First Baptist Church	14550 Pearl Ave.	Clearlake	95422	06033000800	All Races	58.80%	
Church	Calvary Chapel	14330 Memory Lane	Clearlake	95422	06033000800	All Races	58.80%	
Church	United Methodist Church	14521 Pearl Ave.	Clearlake	95422	06033000800	All Races	58.80%	

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
Kelseyville Elementary(S)(A)(PS)(P)	Kelseyville Unified	17-64014-6010607	73.38%	6.84%	80.22%
Riviera Elementary (S)(A)	Kelseyville Unified	17-64014-6112759	47.80%	5.66%	53.46%
Mt. Vista Middle School(S)	Kelseyville Unified	17-64014-6107791	61.56%	7.78%	69.33%
Kelseyville H.S.(S)	Kelseyville Unified	17-64014-1734359	53.63%	9.24%	62.87%
Burns Valley Elementary (S)(A)(PS)	Konocti Unified	17-64022-6010615	82.19%	8.81%	91.00%
East Lake Elementary (S)(A)(PS)(P)	Konocti Unified	17-64022-6010623	68.04%	14.16%	82.19%
Lower Lake Elementary (S)(A)(PS)(P)	Konocti Unified	17-64022-6084990	67.11%	12.72%	79.82%
Pomo Elementary (S)(A)(PS)(P)	Konocti Unified	17-64022-6109706	79.38%	7.60%	86.98%
Highland Academy (S)	Konocti Unified	17-64022-6057343	76.19%	12.62%	83.81%
Lower Lake HS(S)	Konocti Unified	17-64022-1735000	68.22%	9.44%	77.66%
Lakeport Elementary(S)(A)(PS)	Lakeport Unified	17-64030-6010631	52.84%	12.09%	64.93%
Terrace (S)(A)	Lakeport Unified	17-64030-6010649	47.97%	11.22%	59.19%
Lucerene Elementary(S)(A)(PS)(P)	Lucerene Elementary	17-64048-6010656	63.42%	12.84%	76.26%
Upper Lake Elementary (S)(A)	Upper Lake Union Elem.	17-64063-6010680	60.45%	15.82%	76.27%
Upper Lake Middle (S)	Upper Lake Union Elem.	17-64063-6108773	64.58%	18.23%	82.81%
Upper Lake HS(S)	Upper Lake Union High	17-64071-1737006	70.60%	15.49%	86.09%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

Use of Existing Educational Materials/Curricula Data Sheet

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
<i>Network for a Healthy California</i>	Harvest of the Month Monthly Elements	Educator’s Newsletter (Adults) Network developed and approved monthly educator newsletters are scientifically accurate and provide hands-on activities, tools and ideas for open-ended study by students, including taste testing and school gardening: sample physical activities to support developmental skills such as listening, reflexes and hand-eye coordination; and resources for further exploration tied to the California content standards.	English/Spanish
<i>Network for a Healthy California</i>	Harvest of the Month Monthly Elements	Family Newsletter (Adults) Network developed and approved monthly newsletter reinforces what kids learn in the classroom and provides parents with nutrition information, healthy eating tips, recipes, ideas for being physically active and tips for selecting, storing and serving the featured produce. Other languages, translated by local partners, are available in the Educators' Corner on the web site.	English/Spanish
<i>Network for a Healthy California</i>	Harvest of the Month Monthly Elements	Activity Sheets (Children 3-12 yrs) Activity sheets for children relating to nutrition.	English/Spanish
<i>Network for a Healthy California</i>	Power Play	Kids Get Cooking Cookbook (Children 3-12 yrs) Recipes and Cooking book for children.	English/Spanish
<i>Network for a Healthy California</i>	Healthy Latino Recipes Made with Love	Cookbook (Adults) Cookbook for adults that has recipes with zesty flavors and enticing aromas of healthy Latino cooking. Provides family favorites that use a variety of fruits and vegetables.	English/Spanish

LOCAL PROJECT SYNOPSIS

Source	Title	Description	Languages
<i>Network for a Healthy California</i>	Everyday Healthy Meals Cookbook	Cookbook (Adults) USDA approved: Healthy Meals Cookbook	English/Spanish
<i>Network for a Healthy California</i>	Fast Meals, Quick Snack Teens Cookbook	Cookbook (Teens) A cookbook of healthy, quick meals for teenagers.	English
<i>Network for a Healthy California</i>	Power Play	School Idea and Resource Kit (Children 7-10 yrs)	English/Spanish
<i>Network for a Healthy California</i>	ReThink Your Drink	ReThink Your Drink Tool Kit (Adults) (being developed by the <i>Network</i>) Practical advice to cutting calories by making healthier drink choices.	English/Spanish
<i>Network for a Healthy California</i>	ReThink Your Drink	ReThink Your Drink brochures (Adults & Children 3-14 yrs) Practical advice to cutting calories by making healthier drink choices.	English/Spanish
<i>Network for a Healthy California</i>	Fruit & Vegetables For Your Health, Your Neighborhood, and Your Life	Brochures (Adults) Brochure to promote fruits and vegetables intake	English/Spanish
<i>Network for a Healthy California</i>	Physical Activity For Your Health, Your Neighborhood, and Your Life	Brochures (Adults) Network Developed USDA Approved brochures to increase physical activity	English/Spanish
<i>Network for a Healthy California</i>	How Many Cups of Fruits and Vegetables Do I Need?	Brochures (Adults & Children 7-12 yrs) Brochure that identifies how many cups of fruits and vegetables are recommended each day.	English/Spanish
<i>Network for a Healthy California</i>	The Power is in Your Hands	Brochures (Adults) Booklet gives participants tips on how to make changes for purchasing foods and saving money	English/Spanish

LOCAL PROJECT SYNOPSIS

Source	Title	Description	Languages
Network for a Healthy California	Healthy Kids Help Your Kids Power Up With Fruits, Vegetables and Physical Activity	Brochures that show how to feel good and be physically active eating healthy fruits and vegetables. Adults & Children 7-12 yrs	English/Spanish
Network for a Healthy California	Power Up in 10	Brochure (Adults & Children 7-12 yrs) Handout: 10 strategies suggested as a starting point to improve a family's eating habits	English/Spanish
California Project LEAN	Jump Start	Cross-curricular lesson encourage students to eat healthy, keep moving and become smart consumers.	English
Network for a Healthy California	Recipe cards	Recipe cards (Adults & Children 7-12 yrs)	English/Spanish
California Department of Education	Food For Thought-Nutrition Across the Curriculum	CD: tool for child care programs to teach young children 3to 5 years good nutrition and healthy food choices.	English
California Department of Education	Fresh Fruit and Vegetable Photo Cards	Color photos of fruits and vegetable to be used in nutrition education lessons.	English
California Department of Education	Kids Cook Farm Fresh Food	Activity guide and recipes for grades 2-7 that links academic content standards to the real world through gardens, nutrition, cooking, recycling, and the environment.	English
California Department of Education	Nutrition to Grow On	An innovative curriculum for grades 4-6 that offers teachers a direct link between the garden and nutrition education.	English
Centers for Disease Control (CDC)	Fruits and Veggies More Matters	Fruits and Veggies More Matters is a two-sided handout with tips and ideas to stretch your fruit and veggie budget.	English
Cooperative Extension (EFNEP, FSNEP)	Go Glow Grow for Preschoolers	Curriculum: Using a simplified version of My Plate, children learn the connection between healthy foods and what they do for the body.	English
Cooperative Extension (EFNEP, FSNEP)	Happy Healthy Me	A nutrition and literacy curriculum designed to provide young children with an introduction to nutrition. Ages 4-6.	English

LOCAL PROJECT SYNOPSIS

Source	Title	Description	Languages
Cooperative Extension (EFNEP, FSNEP)	Eat Fit	Youth FSNEP provides curriculum, training and lesson materials to conduct nutrition education and physical activity programs in preschools, K – 12 classrooms, community youth organizations and after school programs. The goal is to increase nutrition education and physical activity programs in programs serving low income students in an effort to improve the health of school-aged children. Nutrition educators train teachers/extenders who deliver the programs.	English
Cooperative Extension (EFNEP, FSNEP)	Eating Healthy From Farm to Fork	A nutrition education curriculum that makes the connection between local food systems, garden-based learning, school food service, and the establishment of healthy habits.	English
Cooperative Extension (EFNEP, FSNEP)	Junior Master Gardener	A nutrition education curriculum that motivates children to eat the fruits of their labor in their study of “Health and Nutrition from the Garden”.	English
Cooperative Extension (EFNEP, FSNEP)	Reading Across My Pyramid	A literacy curriculum promoting nutrition & health education.	English
Cooperative Extension (EFNEP, FSNEP)	Teams With Intergenerational Support (TWIGS - elementary nutrition and gardening curriculum)	Helps children learn about healthy food choices through gardening connection.	English
Dairy Council of California	Deal Me In	This extended day nutrition education and physical activity program introduces and reinforces healthy eating and physical activity in a fun and engaging way. The program is designed for Grades K – 6.	English
<i>Network for a Healthy California</i>	Children's Power Play! - Community Youth Organization Idea & Resource Kit	<i>Network for a Healthy California</i> -Children's Power Play! Campaign with goal to motivate and empower 9-11-year-old children to eat 3 to 5 cups of fruits and vegetables and get at least 60 minutes of physical activity every day.	English

LOCAL PROJECT SYNOPSIS

Source	Title	Description	Languages
<i>Network for a Healthy California</i>	Harvest of the Month Menu Slick	<i>Network for a Healthy California</i> developed and approved materials offering the latest science-based nutrition and physical activity recommendations.	English
<i>Network for a Healthy California</i>	Harvest of the Month Parent Newsletters	<i>Network for a Healthy California</i> developed and approved materials offering the latest science-based nutrition and physical activity recommendations.	English
<i>Network for a Healthy California</i>	Harvest of the Month Teacher Newsletters	<i>Network for a Healthy California</i> developed and approved materials offering the latest science-based nutrition and physical activity recommendations.	English
California Healthy Kids Resource Center	CATCH -- Coordinated Approach to Child Health Series	After-school education and summer enrichment program teaches children the nutrition knowledge, skills and self-reliance that empowers them to make healthy dietary and physical activity choices.	English
California Healthy Kids Resource Center	Nutrition Decathlon Tool Kit	The Nutrition Decathlon is a fun-filled nutrition education and physical activity program.	English
California Healthy Kids Resource Center	SPARK	This series is designed to provide physical education activities during class time, develop skills to promote ongoing regular physical activity, and involve students in physical activity after school and at recreational facilities. Grades K-9.	English
USDA Materials	Empowering Youth with Nutrition and PA	A manual for use in after school programs and classrooms with youth 11-18 years old. It contains current nutrition and physical activity information to enhance leader knowledge and fun, hands-on activities that teach nutrition concepts.	English
USDA Materials	Fast Meals and Quick Snacks for Teens	A cookbook of healthy, quick meals for teenagers.	English
USDA Materials	Loving Your Family Feeding Their Future	Provides educational and promotional materials and techniques to help nutrition educators in their work with SNAP-Ed participants and eligibles.	English
USDA Materials	My Plate	Educational material that bring the messages of My Plate	English

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
USDA Materials	Nibbles for Health: Nutrition Newsletters	Nutrition Newsletters for Parents of Young Children.	English
USDA Materials	The Power of Choice	Guide for adult leaders working with youth to help them understand how their decisions about eating and physical activity affect their health now & in the future.	English

New Materials Development Data Sheet

<i>Title</i>	<i>Description</i>	<i>Justification</i>
N/A		

**BUDGET COVER SHEET
FFY 2012**

Organization: Lake County Health Services Department				
Contract Number: 11-10742				
Federal Share Budget	FFY 2012			
Personnel Salaries	\$ -			
Fringe Benefits	\$ -			
Operating	\$ -			
Equipment & Other Capital	\$ -			
Travel	\$ -			
Subcontractors	\$ 142,500.00			
Other Costs	\$ -			
Indirect Costs	\$ 7,500.00			
Total Federal Share	\$ 150,000.00			

FFY12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Lake County Health Services Department
11-10742

A PERSONNEL SALARIES:											
1. Name and Position Title							2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS											
1.	Name:	TBD									
	Title:	Project Coordinator					\$ 70,000	1.0000			\$ 70,000
2.	Name:	TBD									
	Title:	Administrative Assistant					\$ 40,000	0.2000			\$ 8,000
3.	Name:										
	Title:										\$ -
SUBTOTAL							\$ 110,000	1.2000	0.0000	0.0000	\$ 78,000
Project Coordinator		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.									
Administrative Assistant		Provides administrative and office support for the project staff and is responsible for the reporting requirements.									
B. FRINGE BENEFITS:											
Federal Share:											
Includes payroll taxes and medical/dental benefits at 40% of personnel salaries								\$ 78,000			
SUBTOTAL:											
\$ 31,200											
C. OPERATING EXPENSES:											
Federal Share:											
Office supplies for Nutrition activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutrition Education and Promotion activities								384/mo			
SUBTOTAL:											
\$ 4,608											

FFY12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Lake County Health Services Department
11-10742

											Federal Share Total Dollars	
D. EQUIPMENT EXPENSES:												
Federal Share:		Computer, printer and Network set-up										
											SUBTOTAL:	\$ 1,900
E. TRAVEL AND PER DIEM:												
Travel is estimated as subcontractor has not yet been identified.												
Federal Share:												
Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total						
	Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM.										\$ 2,760	
	Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities										\$ 456	
	Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.										\$ 456	
	Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events										\$ 276	
	Travel associated with coordinating a minimum of two local medical activities that highlight NE and PA events										\$ 276	
	Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings										\$ 468	
	Travel associated with training County Health Agencies on Rethink Your Drink and NE materials										\$ 468	
											SUBTOTAL:	\$5,160

FFY12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Lake County Health Services Department
 11-10742

											Federal Share Total Dollars				
F. SUBCONTRACTORS:															
Federal Share:															
1)															
2)															
											SUBTOTAL:	\$0			
G. OTHER COSTS:															
Federal Share:															
	Training Materials:														
	Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, as well as printing and production of relevant Rethink Your Drink Materials														
											SUBTOTAL:	\$7,292			
H. INDIRECT COSTS:															
Federal Share:															
	Indirect Cost: 20% of total personnel and fringe benefits										\$ 109,200	SUBTOTAL:	\$ 21,840		
TOTAL											\$ 110,000.00	1.2000	0.0%	0.0%	\$ 150,000

**SUBCONTRACTOR
BUDGET JUSTIFICATION
FFY 2012**

Contractor: _____
11-10742

A PERSONNEL SALARIES:								
1. Name and Position Title		2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administration	5. Percentage FTE Time for Direct	6. State Share Total Dollars	7. Federal Share Total Dollars	8. Total Dollars
STATE SHARE POSITIONS								
1.	Name: _____ Title: _____							\$ -
2.	Name: _____ Title: _____							\$ -
3.	Name: _____ Title: _____							\$ -
FEDERAL SHARE POSITIONS								
1.	Name: _____ Title: _____							\$ -
2.	Name: _____ Title: _____							\$ -
3.	Name: _____ Title: _____							\$ -
4.	Name: _____ Title: _____							\$ -
5.	Name: _____ Title: _____							\$ -
6.	Name: _____ Title: _____							\$ -
7.	Name: _____ Title: _____							\$ -
8.	Name: _____ Title: _____							\$ -
SUBTOTAL		\$ -	0.0000	0.0%	0.0%	\$ -	\$ -	\$ -
<i>Please order descriptions to align with personnel salaries and delete any unnecessary descriptions.</i>								
POSITION DESCRIPTIONS:								
Accountant/Finance Analyst		Serves as internal auditor and controller. Assists with processing purchase orders, invoices, preparation of vouchers for payment as related to the Network program, as well as monitoring the budgets.						
Administrative Coordinator		Provides administrative and office support for the project staff and is responsible for the reporting requirements.						

**SUBCONTRACTOR
BUDGET JUSTIFICATION
FFY 2012**

Contractor: _____
11-10742

Administrator (e.g., Director of Programs)	Administers the nutrition education contract and budget, supervises nutrition education staff, attend nutrition education and scope of work related meetings, develops program plan and participates in the Regional collaborative. Coordinate contract reporting requirements.			
After School Coordinator/Assistant	Plans and facilitates nutrition education activities for recreation programming, in after school setting for different age groups of children; seniors, teen; special populations, such as mothers with young children and families; nutrition education for special events and workshops. Prepare instructional plans for youth camps and field trips; and nutrition education for special events and workshops. Prepare instructional plans for nutrition activities, collect data related to nutrition education programming, prepare documentation for nutrition education contract; and help prepare interim and final report.			
Chief Executive Officer	Provides overall guidance for the operations, personnel, and fiscal responsibilities required by the nutrition project.			
Community Outreach Worker/Community Liaison	Conducts nutrition education, physical activity promotion interventions in the community setting. Works with community based organizations (CBOs) to increase the reach of nutrition education interventions to SNAP-Ed eligibles.			
Computer Specialist	Provides assistance with the nutrition database and activity tracking system.			
Contract Manager	Manages the nutrition education contract including budgets, invoices, State Share documentation reports, time studies, fiscal reporting and adherence to funding requirements. Prepares Budget Adjustment Requests (BAR) as necessary.			
Coordinator of Other Program (e.g., Teen program, Healthy Start, etc.)	Supervises, coordinates, facilitates nutrition education activities, workshops, special events related to the recreation and community center planning and working together with other community center groups. Supervises staff implementing the nutrition education contract, prepare invoices, prepare and collect documentation, prepare and collect progress reports.			
Curriculum Specialist	Develops curriculum for nutrition education and physical activity interventions in a variety of different channels/venues.			
Database Coordinator	Develops database used to track nutrition education, physical activity and food stamp promotion interventions in a variety of channels.			
Dental/Medical Assistant	Conducts one-on-one nutrition education interventions prior to primary care visit.			
Dietician	Oversees and supervises the nutrition education program including project administration, project coordination, the development of the nutrition education component and materials and other nutrition and physical activity promotion programs.			

**SUBCONTRACTOR
BUDGET JUSTIFICATION
FFY 2012**

Contractor: _____
11-10742

Family Advocate	Provides nutrition education to students and their families, and recruits SNAP-Ed eligibles for group nutrition/cooking classes. Provides nutrition, physical activity and food stamp promotion resources to students and their parents.			
Food Service Worker (e.g., Director, Manager, Asst, Server, Cook)	Assists with planning and preparing healthy food taste tests in the school setting in conjunction with classroom based nutrition education interventions. Works with teachers to increase student, teacher and parent knowledge of the importance of consuming more servings of fruits and vegetables and being active daily. Compiles documentation on taste testing activities and all reporting required for nutrition contract. In some cases, supervises staff that carry out the activities.			
Graphic Illustrator	Develops local promotional nutrition education materials such as community flyers/newsletters and/or to develop local nutrition/physical activity promotional/educational materials under the direction of the nutrition staff.			
Health Educator (including Health Aide, Health Promotion Instructor, etc.)	Develop materials and facilitate health education in both group and individual settings. Teaches general nutrition, the importance of fruits and vegetables, and health benefits of proper nutrition and physical activity.			
Legal Counsel	Assists with development of policies, approval of contracts and Memorandums of Understanding and providing legal advice specifically related to the implementation of nutrition education and physical activity promotion.			
Medical Assistant	Provides nutrition-related services to patients, staff, parents, and students and promotes physical activity within the context of nutrition education. (This does not include any medical nutrition therapy).			
Nurse/Nurse Supervisor/Nurse Aide RN	Provides nutrition and physical activity promotion to students enrolled in nutrition education programs and their families. Supports nutrition education goals through interventions; local, regional, and statewide collaboration and interventions. (This does not include any medical nutrition therapy).			
Nutritionist/Nutrition Educator/Nutrition Aide	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.			

**SUBCONTRACTOR
BUDGET JUSTIFICATION
FFY 2012**

Contractor: _____
11-10742

Office Manager/Secretary/Admin Asst	Provides general clerical support to the Program. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Arranges meetings and trainings, orders supplies and materials, creates correspondence, photocopies, and other duties as required to support the nutrition education contract.			
Pharmacist	Promotes nutrition education and physical activity to SNAP-Ed eligible population through displays, distributing literature, and supervising staff to update nutrition education bulletin board.			
Physician	Supervises professional staff including Dietitians, Nurses and Nutrition/Project Coordinators that provide nutrition education and promotes physical activity to SNAP-Ed eligibles in a variety of channels. Provides direction on strategic planning of nutrition and physical activity programs for SNAP-Ed clients. In rare cases, provides nutrition education to clients. (This does not include any medical nutrition therapy).			
Professor	Coordinates, facilitates, modifies, develops, and demonstrates lessons on nutrition and promotes physical activity for the SNAP-Ed eligible community, and students with their families. Supports nutrition education Program goals and local, regional, and statewide collaboration.			
Program Assistant	Assists the Project Coordinator with nutrition education program planning and development. Under the direction of Project Coordinator, works directly with individuals and small groups providing curriculum-based, prevention-oriented general nutrition education and physical activity targeted to SNAP-Ed eligibles.			

**SUBCONTRACTOR
BUDGET JUSTIFICATION
FFY 2012**

Contractor: _____
11-10742

Project Coordinator	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.			
Promotora	Works with the Project Coordinator in SNAP-Ed communities to conduct nutrition education interventions and participate in local events to promote health eating and physical activity for SNAP-Ed eligibles.			
Recreation Leader	Mentors and trains staff on integration of physical activity into nutrition education interventions. Coordinates one-time physical activity demonstrations. Chooses nutrition and physical activity resources to distribute with nutrition education interventions.			
Research Specialist	Evaluates nutrition education, and physical activity promotion interventions in a variety of community channels. Methods can include process and impact evaluations, pre and post tests, surveys, focus/discussion roundtables, photo documentaries, and case studies.			
School Administrator (e.g., Principal, Superintendent)	Provides oversight and coordination of the nutrition education conducted in participating classrooms of all schools.			
Teacher/Student Aide/Assistant	Assists the Nutritionists, Health Educators, and Project Coordinator with nutrition education activities and community events that promote healthy eating and physical activity for low-income families, the target population, Food Stamp recipients and other similar households.			
Teacher (preK-12 Classroom, PE, Speech, etc.)	Coordinates, facilitates, modifies, develops, and demonstrates lessons on nutrition and promotes physical activity for students and their families. Supports nutrition education program goals through promotion; local, regional, and statewide collaboration; and close coordination with RD to train staff.			
Translator	Translates approved curriculum and materials into Spanish or other languages. Reviews translation for cultural appropriateness. Interprets nutrition education interventions (one-on-one and group) in the community for dietitians, health educators and other.			
Tutor	Assists teachers and/or students with nutrition education and physical activity promotion.			

**SUBCONTRACTOR
BUDGET JUSTIFICATION
FFY 2012**

Contractor: _____
11-10742

Web Designer	Develops and maintains website containing nutrition education resources, gardening and health related topics and issues.									
								State Share Total Dollars	Federal Share Total Dollars	Total Dollars
B. FRINGE BENEFITS:										
State Share:										
	Includes payroll taxes and medical/dental benefits at ___% of salaries									
Federal Share:										
	Includes payroll taxes and medical/dental benefits at ___% of salaries									
							SUBTOTAL:	\$ -	\$ -	\$ -
C. OPERATING EXPENSES:										
State Share:								\$ -	\$ -	
Federal Share:										
							SUBTOTAL:	\$ -	\$ -	\$ -
D. EQUIPMENT EXPENSES:										
State Share:								\$ -	\$ -	
Federal Share:										
							SUBTOTAL:	\$ -	\$ -	\$ -
E. TRAVEL AND PER DIEM:								\$ -	\$ -	
State Share:										
Staff	# Trips	# Days	Per Diem	Lodging	Round	Total				
Meeting										
Federal Share:										
Staff	# Trips	# Days	Per Diem	Lodging	Round	Total				
Meeting										
							SUBTOTAL:	\$ -	\$ -	\$ -

**SUBCONTRACTOR
BUDGET JUSTIFICATION
FFY 2012**

Contractor: _____
11-10742

											State Share Total Dollars	Federal Share Total Dollars	Total Dollars						
F. SUBCONTRACTORS:											\$	-	\$	-					
State Share:																			
Federal Share:																			
SUBTOTAL:											\$	-	\$	-					
G. OTHER COSTS:											\$	-	\$	-					
State Share:																			
Federal Share:																			
SUBTOTAL:											\$	-	\$	-					
*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Public Health approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.																			
H. INDIRECT COSTS:																			
State Share: _____% of Total Salaries or _____% Total Direct Costs																			
or _____% of Modified Directs (provide what costs to be included)																			
Federal Share: _____% of Total Salaries or _____% Total Direct Costs																			
or _____% of Modified Directs (provide what costs to be included)											SUBTOTAL:	\$	-	\$	-				
TOTAL											\$	-	0.0000	0.0%	0.0%	\$	-	\$	-

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: Madera County Public Health Department

Program Area: Network Community Expansion Project:
Public Health Department

Contract Number: 11-10756

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 30% Female 70%

Ethnicity:

- | | |
|---|------------|
| <input type="checkbox"/> African American | % |
| <input type="checkbox"/> Asian | % |
| <input checked="" type="checkbox"/> Caucasian | <u>20%</u> |
| <input checked="" type="checkbox"/> Latino | <u>80%</u> |
| <input type="checkbox"/> Native American | _____ % |
| <input type="checkbox"/> Pacific Islander | _____ % |
| <input type="checkbox"/> Other (specify) _____: | _____ % |

Languages:

- | | | | |
|---|------------|---|---------|
| <input checked="" type="checkbox"/> English | <u>80%</u> | <input type="checkbox"/> Khmer (Cambodian) | _____ % |
| <input checked="" type="checkbox"/> Spanish | <u>20%</u> | <input type="checkbox"/> Korean | _____ % |
| <input type="checkbox"/> Arabic | _____ % | <input type="checkbox"/> Lao | _____ % |
| <input type="checkbox"/> Armenian | _____ % | <input type="checkbox"/> Tagalog | _____ % |
| <input type="checkbox"/> Russian | _____ % | <input type="checkbox"/> Vietnamese | _____ % |
| <input type="checkbox"/> Bosnian | _____ % | <input type="checkbox"/> Other (specify) _____: | _____ % |
| <input type="checkbox"/> Cantonese | _____ % | <input type="checkbox"/> Other (specify) _____: | _____ % |
| <input type="checkbox"/> Farsi | _____ % | <input type="checkbox"/> Mandarin | _____ % |
| <input type="checkbox"/> Hmong | _____ % | | |

Ages:

- | | |
|---|------------|
| <input type="checkbox"/> Under 5 years old | _____ % |
| <input type="checkbox"/> 5 to 8 | _____ % |
| <input checked="" type="checkbox"/> 9 to 11 | <u>40%</u> |
| <input checked="" type="checkbox"/> 12 to 17 | <u>2%</u> |
| <input checked="" type="checkbox"/> 18 to 59 | <u>55%</u> |
| <input checked="" type="checkbox"/> 60 years old and over | <u>3%</u> |

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

- See attached Census Tract data sheet
- See attached Free/Reduced Price Meal % data sheet
- Other (Specify): _____ (_____ % equal to or less than 185% FPL)

Other (Specify): _____ (_____ % equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | | | |
|--|---------|---|---------|
| <input checked="" type="checkbox"/> CalFresh Offices | 15% | <input type="checkbox"/> Shelters/Temporary Housing | _____ % |
| <input type="checkbox"/> Food Banks | _____ % | <input type="checkbox"/> Soup Kitchens | _____ % |
| <input type="checkbox"/> Food Pantries | _____ % | <input type="checkbox"/> TANF Job Readiness Program | _____ % |
| <input type="checkbox"/> Public Housing | _____ % | <input checked="" type="checkbox"/> WIC Offices | 15% |
| <input checked="" type="checkbox"/> HeadStart | 15% | | |

d. Project Description.

Key Methods:

- Advisory Council/Task Force (specify): CNAP (30%)
- Internet/Web Sites-website address: _____
- Print Media
- Radio: _____
- TV: _____
- Nutrition Education Classes: (15 occurrences at 1/2 hour(s) each)
- Community Education Events: (6 occurrences at 1 hour(s) each)
- Training/Workshop/Conference: (3 occurrences at 1 hour(s) each)
- Point of Purchase: (_____ occurrences at _____ hour(s) each)
- Other (specify) _____: (_____ occurrences at _____ hour(s) each)

Key Educational Messages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input type="checkbox"/> Lean Meat and Beans |
| <input checked="" type="checkbox"/> Physical Activity | <input type="checkbox"/> Limit Added Sugars or Caloric Sweeteners |
| <input type="checkbox"/> Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources) | <input checked="" type="checkbox"/> MyPlate – Healthy Eating Plan |
| <input type="checkbox"/> Fats and Oils | <input type="checkbox"/> Promote Healthy Weight |
| <input type="checkbox"/> Fiber-Rich Foods | <input type="checkbox"/> Sodium and Potassium |
| <input type="checkbox"/> Food Safety | <input type="checkbox"/> Whole Grains |
| <input checked="" type="checkbox"/> Food Shopping/Preparation | <input checked="" type="checkbox"/> Other (Specify): <u>ReThink Your Drink</u> |

SNAP-Ed Delivery Sites by Type of Setting:

- | | |
|---|--|
| _____ Adult Education & Job Training Sites | 1 Other Youth Education Sites (includes Parks and Recreation) |
| _____ Adult Rehabilitation Centers | Public/Community Health Centers (includes Public Health Departments) |
| 1 CalFresh Offices | _____ Public Housing |
| _____ Churches | _____ Schools – students (Preschool) |
| 1 Community Centers | 2 Schools – students (K-12) |
| _____ Elderly Service Centers | _____ Schools – students (Afterschool Program) |
| _____ Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens) | _____ Schools – Parents |
| _____ Extension Offices | _____ Shelters/Temporary Housing |
| 1 Farmers Markets | 1 WIC Programs |
| _____ Food Stores | _____ Worksites |
| 2 Head Start Programs | Other (specify): _____ |
| _____ IndividualHomes | Other (specify): _____ |
| _____ Libraries | Other (specify): _____ |

***Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants: 750

Narrative(max. 200 words)

Madera County Public Health Department (MCPHD) will be providing nutrition education classes to two (2) school sites using a series of Harvest of the Month curricula. MCPHD will also hold single session classes, utilizing MyPlate and Eating Right When Money's Tight materials, at different locations in the community such as community centers, the CalFresh office, the WIC office, possible Head Start locations and the youth center. Numerous nutrition education events will be held involving the ReThink Your Drink Campaign. Possible locations include the Farmers' Market and prior locations listed. MCPHD will also be collaborating with the local CalFresh office or Department of Social Services (DSS). Collaboration activities include developing or participating in a council that will coordinate USDA food program activities, create a community nutrition action plan (CNAP) and provide nutrition education expertise to all involved in the council. MCPHD will also be participating in *Network for a Healthy California (Network)* funded activities, trainings and conferences as well as work with the *Regional Network*. MCPHD will be promoting nutrition education activities through specific media outlets targeting the CalFresh eligible population.

e. Summary of Research.

See Section A, pages 2-5.

f. Modification of Project Methods/Strategies.

- | | |
|---|--|
| <input checked="" type="checkbox"/> We have not modified our methods/strategies | <input type="checkbox"/> Changing audience participation |
| <input type="checkbox"/> Improving cultural relevancy | <input type="checkbox"/> Adding new partners |
| <input type="checkbox"/> Enhancing/updating existing strategies | <input type="checkbox"/> Other (specify): _____ |
| <input type="checkbox"/> Utilizing research/program tool | <input type="checkbox"/> Other (specify): _____ |

All modifications are approved by the Network.

g. Use of Existing Educational Materials.

See attached Existing Educational Materials/Curricula data sheet.

h. Development of New Educational Materials.

All new educational materials must be listed on the attached New Materials Development data sheet.

i. Key Performance Measures/Indicators. (max. 100 words)

MCPHD will use both qualitative and quantitative data in order to evaluate its activities. Surveys will be used with the older population to gauge increase in knowledge, assess skills and likelihood of behavior change. Process measures to be used with the youth population will be quantitative and based strictly on the numbers reached. Outreach events process measures will be the same as with the youth population. Collaboration activities will be measured by the completion of prescribed activities in the Scope of Work.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities.

Contractors who receive Federal Share >\$350,000 must participate in impact evaluation.

Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Coordination efforts will encompass numerous community based organizations in order to fully provide nutrition education to the eligible population. Collaborators will be Madera Unified School District, DSS, WIC, Head Start, the City of Madera Parks and Community Service Senior program, and the newly developing Healthy Eating Active Living (HEAL) Zone partnership which is based out of the Central Valley Regional Network office. Collaboration activities will be to attend group/council/taskforce meetings, provide access to eligible populations and the completion of the CNAP. We will also collaborate with the Regional Network on Rethink Your Drink activities and any media opportunities.

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
CalFresh office	DSS	720 E. Yosemite	Madera	93638				Proxy
Community Center	Frank Bergon Senior Center	238 South D Street	Madera	93638	06039000800	All Races	61.4%	
Farmers' Market	Courthouse Park	210 West Yosemite Ave	Madera	93637	06039000800	All Races	61.4%	
Head Start		Address to be determined	Madera					Proxy
Head Start		Address to be determined	Madera					Proxy
Youth Center	John W. Wells Youth Center	701 E. 5th Street	Madera	93638	06039000900	All Races	77.7%	
WIC office	Madera County Public Health Department WIC Program	14215 Road 28	Madera	93638				Proxy

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
George Washington Elementary (S)	Madera Unified	20-65243-6023964	89.61%	8.43%	98.03%
Sierra Vista Elementary (S)	Madera Unified	20-65243-6024046	86.68%	7.85%	94.53%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

Use of Existing Educational Materials/Curricula Data Sheet

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
NYC Health	My Plate Planner	Handout shows participants of ways to incorporate food from all the food groups on their plates.	English
Centers for Disease Control and Prevention (CDC)	Rethink Your Drink	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
<i>Regional Network</i>	Rethink Your Drink	Core lessons on beverages for all grade levels. Focuses on reading the food label.	English
Contractor Developed – OCHCA <i>(Adapted from CDC “Rethink your drink.” & BANPAC)</i>	Rethink Your Drink	Gr 9-12 & Adult; Lesson teaching how to make healthy beverage choices using food labels & portion sizes.	English
Contractor Developed – OCHCA <i>(Adapted from CDC “Rethink your drink.” & BANPAC)</i>	Rethink Your Drink	PreK-K & Gr 1-5; Lesson teaching how to make healthy beverage choices using food labels & portion sizes.	English
<i>Network for a Healthy California</i>	Re-Think Your Drink	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
<i>Regional Networks: Bay Area, Orange County, gold Coast, Sierra Cascade. (Contractor Developed)</i>	ReThink Your Drink Be Sugar Savvy Lesson & Instructor Resource	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English/ Spanish
<i>Regional Networks: Bay Area, Sierra Cascade, Northcoast (contractor developed)</i>	ReThink Your Drink Brochure	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English/ Spanish

Source	Title	Description	Languages
<i>Regional Networks: Bay Area</i>	ReThink Your Drink Fact Sheet on Sugar Sweetened Beverages	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
Alameda County Public Health Nutrition Services	Rethink Your Drink materials	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English / Spanish
Contractor Developed – OCHCA	Rethink Your Drink Nutrition Education Initiative Overview	Adult; Power Point providing on overview of the RN Rethink Your Drink Nutr Ed Initiative efforts in OC.	English
California Project LEAN	Rethink Your Drink Poster	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
<i>Regional Networks: Bay Area, Gold Coast (contractor developed)</i>	ReThink Your Drink Poster	Previously approved by USDA. Please check with your PM prior to use of this material.	English/ Spanish
<i>Regional Networks: NorthCoast (contractor developed)</i>	ReThink Your Drink Radio PSA & Script	Previously approved by USDA. Please check with your PM prior to use of this material.	English/ Spanish
<i>Regional Networks: Bay Area, Central Valley, Desert Sierra, Gold Coast, Gold Country, Los Angeles, Northcoast, Orange County, Sierra Cascade</i>	ReThink Your Drink: Frequently Asked Questions About Sugar Sweetened Beverages (Flyer)	As title indicates. Please check with your PM prior to use of this material.	English/ Spanish

Source	Title	Description	Languages
<i>Network for a Healthy California</i>	Harvest of the Month Community Newsletters	The community newsletters are intended to complement the other monthly elements and extend HOTH activities from the school to community. These newsletters can be appropriately used in many setting, including retail outlets and by project of the Network's Campaigns and Programs (Latino Campaign, African American Campaign, Retail Program and Worksite Program)	English/Spanish
Harvest of the Month	Harvest of the Month Cycle I,II,III Cookbooks	<i>Network developed & approved</i>	English/ Spanish
Harvest of the Month	Harvest of the Month Cycle I,II,III produce	<i>Network developed & approved</i>	English
Harvest of the Month	Harvest of the Month 35 Seasonal produce list	Network developed and approved list of selected seasonal produce items.	English
Harvest of the Month	Harvest of the month bookmarkers	Nutrition reinforcement items	English
Contractor Developed – from Los Angeles Collaborative Website	Harvest of the Month complementary educational materials	Contractors can share examples of presentations and nutrition education materials they have created or revised.	English/ Spanish
Monrovia Unified School District	Harvest of the Month Cooking and Nutrition Education Lessons	Contractors can share examples of presentations and nutrition education materials they have created or revised.	English
Merced County Office of Education	Harvest of the month curricula from LA Collaborative and Downey School District: calendars, worksheets	K-6 grade workbooks for HOTM	English
<i>Network for a Healthy California</i>	Harvest of the Month Educator Newsletter	Network developed and approved monthly educator newsletters are scientifically accurate and provide hands-on activities, tools and ideas for open-ended study by students, including taste testing and school gardening: sample physical activities to support developmental skills such as listening, reflexes and hand-eye coordination; and resources for further exploration tied to the California content standards.	English

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Harvest of the Month	Harvest of the Month Fact Sheet	Network developed and approved. Two page fact sheet with information about HOTM and its elements.	English
<i>Network for a Healthy California</i>	Harvest of the Month Family Newsletter	Network developed and approved monthly newsletter reinforces what kids learn in the classroom and provides parents with nutrition information, healthy eating tips, recipes, ideas for being physically active and tips for selecting, storing and serving the featured produce. Other languages, translated by local partners, are available in the Educators' Corner on the web site.	English/ Spanish
Monrovia Unified School District	Harvest of the Month Highlights Newsletter	Contractors can share examples of presentations and nutrition education materials they have created or revised.	English
Contractor Developed – LA Collaborative Website	Harvest of the Month K-7 Lesson Plans	Contractors can share examples of presentations and nutrition education materials they have created or revised.	English
<i>Network for a Healthy California</i>	Harvest of the Month Menu Slicks	Two-sided template allows district child nutrition staff to insert the monthly school menu. Skills and knowledge learned in the classroom are reinforced with activities that test memory and motor skills, provide information on the health benefits of fruits and vegetables, as encourage consumption of school meals.	English/Spanish
Merced County Office of Education	Harvest of the Month Parent newsletters	Information sheet/bulletin that provides nutritional information	English
Harvest of the Month/ Contractor developed (Merced County Office of Ed)	Harvest of the Month Physical activities K-8	Grades K-8th: pages taken from approved PA books and resources adapted to include nutrition components. Pages are duplicated by teachers too use in PA promotion. Not designed to stand alone, but as part of HOTM	English
<i>Network for a Healthy California</i>	Harvest of the Month Posters	Each 12 month cycle, a 24" x 36" poster provides a visual display of HOTM and is available to order from the Network.	English

Source	Title	Description	Languages
Harvest of the Month/ Contractor developed (Downey and Hawthorne Unified School Districts)	Harvest of the Month student workbooks	Ready to use Harvest of the Month (HOTM) nutrition education workbooks based around the HTOM monthly produce item. Workbook nutrition education materials linked with grade level California Education Standards. Teachers can use to the workbook books to enhance their HOTM classroom taste tests & activities.	English
<i>Network for a Healthy California</i>	Harvest of the Month Community Newsletters	The community newsletters are intended to complement the other monthly elements and extend HOTH activities from the school to community. These newsletters can be appropriately used in many setting, including retail outlets and by project of the Network's Campaigns and Programs (Latino Campaign, African American Campaign, Retail Program and Worksite Program)	English/Spanish
Harvest of the Month Cycle I,II,III Cookbooks	Harvest of the Month	<i>Network developed & approved</i>	English/ Spanish
Harvest of the Month Cycle I,II,III produce	Harvest of the Month	<i>Network developed & approved</i>	English
Harvest of the Month 35 Seasonal produce list	Harvest of the Month	Network developed and approved list of selected seasonal produce items.	English
California Project LEAN	ReThink Your Drink Poster	Offers practical advice to cutting calories by making healthier drink choices	English
USDA	ChooseMyPlate.gov	Online resource that provides educational materials and information on the basics of a healthy diet. For consumers of all age groups and educators.	English/Spanish
USDA Material	Eat Right When Money is Tight	Video: Community Hunger Champions: Eat Right When Mondy is Tight, helps eligibility workers and community partners understand how they can work together and utilize the outreach materials developed by FNS.	English/Spanish

New Materials Development Data Sheet

<i>Title</i>	<i>Description</i>	<i>Justification</i>
N/A	N/A	N/A

BUDGET COVER SHEET
FFY 2012

Project Timeline: 10/1/11-09/30/12

Organization: Madera County Public Health Department			
Contract Number: 11-10756			
Federal Share Budget		FFY 2012	
Personnel Salaries		\$ 76,213.00	
Fringe Benefits		\$ 35,340.00	
Operating		\$ 5,400.00	
Equipment & Other Capital		\$ 2,480.00	
Travel		\$ 3,310.00	
Subcontractors		\$ -	
Other Costs		\$ 15,608.00	
Indirect Costs		\$ 11,649.00	
Total Federal Share		\$ 150,000.00	

FEDERAL SHARE BJ
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)
FFY 2012

Madera County Public Health Department
 Contract Number 11-10756

A PERSONNEL SALARIES:										
1. Name and Position Title						2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS										
1.	Name:	To be determined								
	Title:	Health Education Coordinator				\$ 51,120	0.5000	75.0%	25.0%	\$ 25,560
2.	Name:	To be determined								
	Title:	Health Education Specialist				\$ 46,045	0.7500	20.0%	80.0%	\$ 34,533
3.	Name:	Lorraine Brueggemann								
	Title:	Registered Dietician / Degreed Nutritionist				\$ 69,168	0.1000	100.0%		\$ 6,917
4.	Name:	John Weiser								
	Title:	Administrative Analyst				\$ 61,356	0.1500	100.0%		\$ 9,203
SUBTOTAL						\$ 227,689	1.5000	2.9500	1.0500	\$ 76,213
Health Education Coordinator (1)		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.								
Health Education Specialist (2)		Assist the Health Education Coordinator in planning and implementing all aspects of the Community Nutrition Expansion Project								
Registered Dietician / Degreed Nutritionist (3)		Assist the Health Education Coordinator and Health Education Specialist by providing nutritional expertise in planning and implementing all aspects of the Community Nutrition Expansion Project								
Administrative Analyst (4)		Assist the Health Education Coordinator in planning and implementing the Community Nutrition Expansion Project; primarily responsible for all budget preparation, monitoring and follow-up, to include all financial reporting.								
B. FRINGE BENEFITS:										
Federal Share:										
Includes payroll taxes and medical/dental benefits at 46.37% of personnel salaries							\$72,613 x 46.37% = \$35,340			

FEDERAL SHARE BJ
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)
FFY 2012

Madera County Public Health Department
 Contract Number 11-10756

										Federal Share Total Dollars
D. EQUIPMENT EXPENSES:										
Federal Share:										
Lap-top Computer, Network set-up, Portable Projector. Lap-top and projector will be used when doing direct service nutrition education classes and series classes.										
Lap-top and software estimated at \$1,500.00 (including network set-up); projector estimated at \$980.00										
SUBTOTAL:										\$ 2,480
E. TRAVEL AND PER DIEM:										
Travel is estimated										
Federal Share:										
Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total				
Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two Network-sponsored trainings: CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, Network conference and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM. Estimate is based on 3 to 4 trips to Sacramento, averaging two days each, with two staff attending training/meetings. Estimated room rate of \$130 (including tax) per person per night; County per diem rate of \$45.00 per day per person; round-trip mileage of 300 miles (rate of \$0.45 per mile for County vehicle and \$0.55 per mile for personal vehicle)										
										\$ 1,950
The following travel is estimated to be local day trips with an average of \$0.50 per mile (hybrid rate) travelled:										
Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities										\$ 120
Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.										\$ 120
Travel associated with conducting a minimum of four Nutrition Education/Rethink Your Drink special events										\$ 240
Travel associated with coordinating a minimum of two local media activities that highlight NE events										\$ 120
Travel associated with attending one to two RN Rethink Your Drink NE Train the Trainer workshops and trainings										\$ 400
Travel associated with training County Health Agencies on Rethink Your Drink and NE materials										\$ 120
Travel associated with conducting five-class nutrition education series										\$ 120
Travel associated with single session nutrition education classes										\$ 120
SUBTOTAL:										\$3,310

FEDERAL SHARE BJ
 Local Health Department Expansion Project; Level 1
 (October 1, 2011-September 30, 2012)
 FFY 2012

Madera County Public Health Department
 Contract Number 11-10756

											Federal Share Total Dollars		
F. SUBCONTRACTORS: N/A													
Federal Share:													
										SUBTOTAL:	\$0		
G. OTHER COSTS:													
Federal Share:													
<u>Training Materials:</u>													
Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, printing and production of relevant Rethink Your Drink Materials, food demonstrations, paper products, water jugs, and food preparation equipment													
The estimated cost is based on providing educational material and demonstrations of approximately \$20.00 per person for 750-plus unduplicated participants.													
										SUBTOTAL:	\$15,608		
H. INDIRECT COSTS:													
Federal Share:													
										$\$138,351 \times 8.42\% = \$11,649$			
Indirect Cost: 8.42% of total expenses													
										SUBTOTAL:	\$ 11,649		
TOTAL										\$ 227,689.00	295.0%	105.0%	\$ 150,000

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: Merced County Department of Public Health
Program Area: Network Community Expansion Project: Local Health Department
Contract Number: 11-10757

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 50% Female 50%

Ethnicity:

<input checked="" type="checkbox"/> African American	<u>6%</u>	
<input checked="" type="checkbox"/> Asian	<u>7%</u>	
<input checked="" type="checkbox"/> Caucasian	<u>32%</u>	
<input checked="" type="checkbox"/> Latino	<u>55%</u>	
<input type="checkbox"/> Native American		
<input type="checkbox"/> Pacific Islander		
<input type="checkbox"/> Other (specify)	:	%

Languages:

<input checked="" type="checkbox"/> English	<u>40%</u>	<input type="checkbox"/> Korean	%
<input checked="" type="checkbox"/> Spanish	<u>55%</u>	<input type="checkbox"/> Lao	%
<input type="checkbox"/> Arabic	%	<input type="checkbox"/> Tagalog	%
<input type="checkbox"/> Armenian	%	<input type="checkbox"/> Vietnamese	%
<input type="checkbox"/> Russian	%	<input type="checkbox"/> Other (specify)	:
<input type="checkbox"/> Bosnian	%		%
<input type="checkbox"/> Cantonese	%	<input type="checkbox"/> Other (specify)	:
<input type="checkbox"/> Farsi	%		%
<input checked="" type="checkbox"/> Hmong	<u>5%</u>	<input type="checkbox"/> Mandarin	%
<input type="checkbox"/> Khmer (Cambodian)	%		

Ages:

<input checked="" type="checkbox"/> Under 5 years old	<u>9%</u>
<input checked="" type="checkbox"/> 5 to 8	<u>7%</u>
<input checked="" type="checkbox"/> 9 to 11	<u>5%</u>
<input checked="" type="checkbox"/> 12 to 17	<u>11%</u>
<input checked="" type="checkbox"/> 18 to 59	<u>55%</u>
<input checked="" type="checkbox"/> 60 years old and over	<u>13%</u>

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

See attached Census Tract data sheet

- See attached Free/Reduced Price Meal % data sheet
- Other (Specify): (% equal to or less than 185% FPL)
- Other (Specify): (% equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | | | |
|--|-------------|--|------------|
| <input checked="" type="checkbox"/> CalFresh Offices | <u>25</u> % | <input checked="" type="checkbox"/> Shelters/Temporary Housing | <u>5</u> % |
| <input type="checkbox"/> Food Banks | % | <input type="checkbox"/> Soup Kitchens | % |
| <input checked="" type="checkbox"/> Food Pantries | <u>60</u> % | <input type="checkbox"/> TANF Job Readiness Program | % |
| <input type="checkbox"/> Public Housing | % | <input type="checkbox"/> WIC Offices | % |
| <input checked="" type="checkbox"/> HeadStart | <u>10</u> % | | |

d. Project Description.

Key Methods:

- Advisory Council/Task Force (specify):
- Internet/Web Sites-website address:
- Print Media
- Radio:
- TV:
- Nutrition Education Classes: (5 occurrences at 1 hour(s) each)
- Community Education Events: (10 occurrences at 1 hour(s) each)
- Training/Workshop/Conference: (1 occurrences at 1 hour(s) each)
- Point of Purchase: (1 occurrences at 1 hour(s) each)
- Other (specify) : (occurrences at hour(s) each)

Key Educational Messages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input checked="" type="checkbox"/> Limit Added Sugars or Caloric Sweeteners |
| <input checked="" type="checkbox"/> Physical Activity | <input checked="" type="checkbox"/> MyPyramid – Healthy Eating Plan |
| <input type="checkbox"/> Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources) | <input type="checkbox"/> Promote Healthy Weight |
| <input type="checkbox"/> Fats and Oils | <input type="checkbox"/> Sodium and Potassium |
| <input type="checkbox"/> Fiber-Rich Foods | <input type="checkbox"/> Whole Grains |
| <input type="checkbox"/> Food Safety | <input type="checkbox"/> Other (Specify): |
| <input type="checkbox"/> Food Shopping/Preparation | |
| <input type="checkbox"/> Lean Meat and Beans | |

SNAP-Ed Delivery Sites by Type of Setting:

- | | |
|---|---|
| Adult Education & Job Training Sites | <u>13</u> Food Stores |
| Adult Rehabilitation Centers | <u>9</u> Head Start Programs |
| <u>1</u> CalFresh Offices | Individual Homes |
| Churches | <u>2</u> Libraries |
| <u>1</u> Community Centers | <u>1</u> Other Youth Education Sites (includes Parks and Recreation) |
| Elderly Service Centers | <u>7</u> Public/Community Health Centers (includes Public Health Departments) |
| <u>63</u> Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens) | Public Housing |
| Extension Offices | Schools – students (Preschool) |
| <u>2</u> Farmers Markets | Schools – students (K-12) |

Schools – students (Afterschool Program)
Schools – Parents
Shelters/Temporary Housing
WIC Programs

Worksites
Other (specify):
Other (specify):
Other (specify):

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants: 1,750

Narrative (max. 200 words)

Merced County Public Health Department Community Nutrition Expansion Project (MCDPH-CNEP) staff will promote the 2010 Dietary Guidelines, increase fruit and vegetable consumption and physical activity among the SNAP-Ed eligible population. Staff will establish a partnership with the Merced County Human Services Agency (HSA) and create a Merced County Nutrition Action Plan (C-NAP) group. The Merced C-NAP group to establish the best plan of action to provide nutrition education and other resources to CalFresh recipients and also coordinate interventions and efforts to increase food security in the target population. Staff will also conduct one five series nutrition education class for at least 250 SNAP-Ed eligible individuals in the community; conduct a minimum of four nutrition education activities, inclusive of a kick-off event, in support of local and regional “ReThink Your Drink” healthy beverage education efforts to reach 1500 SNAP-Ed eligible individuals in qualifying communities; conduct a *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3)* in 3 to 7 SNAP-Ed eligible low-income neighborhoods and share results with various local stakeholders, community members and community organizations; and coordinate a minimum of two local media activities to highlight the MCDPH-CNEP nutrition and physical activity events, campaigns or accomplishments.

e. Summary of Research.

See Section A, pages 2-5.

f. Modification of Project Methods/Strategies.

- | | |
|---|--|
| <input checked="" type="checkbox"/> We have not modified our methods/strategies | <input type="checkbox"/> Changing audience participation |
| <input type="checkbox"/> Improving cultural relevancy | <input type="checkbox"/> Adding new partners |
| <input type="checkbox"/> Enhancing/updating existing strategies | <input type="checkbox"/> Other (specify): |
| <input type="checkbox"/> Utilizing research/program tool | <input type="checkbox"/> Other (specify): |

All modifications are approved by the Network.

g. Use of Existing Educational Materials.

See attached Existing Educational Materials/Curricula data sheet.

h. Development of New Educational Materials.

All new educational materials must be listed on the attached New Materials Development data sheet.

i. Key Performance Measures/Indicators. (max. 100 words)

MCDPH-CNEP staff will conduct a CNAP group satisfaction survey, participant satisfaction survey and media review.

3. EVALUATION PLANS

*All contractors participate in process evaluation per their Scope of Work activities.
Contractors who receive Federal Share >\$350,000 must participate in impact evaluation.
Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.*

4. COORDINATION EFFORTS (MAX. 100 WORDS)

MCDPH-CNEP staff will coordinate with and enhance other local/regional efforts to provide consistent nutrition education messaging for the SNAP population by collaborating with existing University of California Cooperative Extension Food Stamp Nutrition Education agencies; attending Network related meetings, participating and coordinating on Network regional activities (including ReThink Your Drink events); collaborating with HSA on providing best nutrition education and other resources to CalFresh recipients; establishing a C-NAP group, including SNAP, WIC, Child Nutrition Programs, Child and Adult Care Food Program and other partners; and conducting CX3 and sharing assessment finding with stakeholders, community members and community organizations.

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
CalFresh Office	Human Services Agency	2115 West Wardrobe Ave.	Merced	95341				Proxy Site
Food Pantry	Assembly of God	9711 N. Stephens St	Delhi	95315				Proxy site
Food Pantry	Emmanual Baptist Church	1310 Main St	Livingston	95334				Proxy site
Food Pantry	Helping Hands		Hilmar	95324				Proxy Site
Shelter	Merced Rescue Mission	1921 Canal St	Merced	95340				Proxy Site
Food Pantry	New Cannon Mission Outreach	424 N. Mercy Springs Rd	Los Banos	93635				Proxy Site
Food Pantry	Challenged FRC Thrift Store	2839 Buhach Rd	Atwater	95301				Proxy Site
Food Pantry	Salvation Army	1231 Fourth St.	Los Banos	93635				Proxy Site
Food Pantry	St. Vincent DePaul	529 I St.	Los Banos	93635				Proxy Site
Food Pantry	St. Vincent DePaul	131 Main St.	Merced	95340				Proxy Site
Food Pantry	St. Vincent DePaul	1999 Juniper Ave.	Atwater	95301				Proxy Site
Food Pantry	Love, INC	520 W. 20th St	Merced	95340				Proxy Site
Food Pantry	1st Baptist	1683 Fifth	Atwater	93312				Proxy Site

	Church	St.						
Food Pantry	1st Baptist Church	500 Buena Vista St.	Merced	95340				Proxy Site
Food Pantry	Agape	205 6th	Gustine	95322				Proxy Site
Food Pantry	Alliance Church of Merced County Food Bank	3575 Santa Monica Crt.	Merced	95348				Proxy Site
Food Pantry	Apostolic Tabernacle Church	2745 E. Hwy 140	Merced	95340				Proxy Site
Food Pantry	Atwater Baptist	2124 First St	Atwater	95301				
Food Pantry	Atwater River	103 Cindy Dr.	Atwater	95301				
Food Pantry	Atwater UMC Food Pantry	2550 Linden St.	Atwater	95301				Proxy Site
Food Pantry	Bible Christian Food Pantry	37825 Washington St.	Le Grand	95333				Proxy Site
Food Pantry	Calvary Temple Food Ministry	2740 N. Hwy 59	Merced	95348				Proxy Site
Food Pantry	Catholic Charities of Merced	336 W. Main. St	Merced	95340				Proxy Site
Food Pantry	Celebrate Recovery	22230 E. Yosemite Ave.	Merced	95348				Proxy Site
Food Pantry	Creekside Church	2876 N. G St	Merced	95340				

Food Pantry	Cross Los Banos Food Box	112 Santa Barbara St.	Los Banos	93635				Proxy Site
Food Pantry	Food Closet of Delhi Community Presbyterian Church	15917 El Capitan Way	Delhi	95315				Proxy Site
Food Pantry	Dos Palos Youth in Crisis Center	2017 Blossom Ave.	Delhi	93620				Proxy Site
Food Pantry	Delhi Missionary Baptist	14525 Campground Rd.	Delhi	95315				Proxy Site
Food Pantry	El Nazareno	1374 Shaffer Rd.	Atwater	95301				Proxy Site
Food Pantry	El Samaritano	7165 Winton Way	Winton	95388				Proxy Site
Food Pantry	Emmanuel Baptist Food Pantry	1310 Main St.	Livingston	95334				Proxy Site
Food Pantry	Emmanuel Southern Baptist Church	1701 Leonard St.	Dos Palos	93620				Proxy Site
Food Pantry	Endurance With A Mission Foundation	685 Wallis	Gustine	95322				Proxy Site
Food Pantry	Faith Bible Church	7463 W. Turlock Rd	Snelling	95369				Proxy Site
Food Pantry	Evangelical Free Church Food Pantry	2876 N. G St	Merced	95340				Proxy Site

Food Pantry	Faith Mission Ministries, Inc.	909 W. 18th St.	Merced	95340				Proxy Site
Food Pantry	Family Worship Center	401 L St.	Los Banos	95635				Proxy Site
Food Pantry	First Church of God	2100 Fruitland	Atwater	95301				Proxy Site
Food Pantry	Gospel Lighthouse	9684 E. Stranford St.	Planada	95363				Proxy Site
Food Pantry	Gateway Community Church	353 E. Donna Dr.	Merced	95340				
Food Pantry	Hands of Love	103 Cindy Dr.	Atwater	95301				Proxy Site
Food Pantry	Harvest Time	1021 R. St.	Merced	95340				Proxy Site
Food Pantry	Holy Cross Lutheran Church	1495 Underwood Ave	Atwater	95301				Proxy Site
Food Pantry	Isma Ministries	2545 Stretch Rd.	Merced	95341				Proxy Site
Food Pantry	JMJ Maternity Home	2126 Briston Ct.	Merced	95340				Proxy Site
Food Pantry	Lifeline	7081 N. Winton Way	Winton	95388				Proxy Site
Food Pantry	Livingston Seventh Day Adventist Church	703 4th St	Livingston	95334				Proxy Site
Food Pantry	Living Waters Ministries	1201 Cedar Ave	Atwater	95301				Proxy Site
Food Pantry	Los Banos Salvation Army	1231 4th St.	Los Banos	93635				Proxy Site

Food Pantry	Merced Bethel	810 T St.	Merced	95340				Proxy Site
Food Pantry	Merced Rescue Mission	1921 Canal St.	Merced	95340				Proxy Site
Food Pantry	Mt. Olive Baptist Church	1311 Maple St.	Atwater	95301				Proxy Site
Food Pantry	New Horizon Christian Center	726 I St.	Los Banos	93635				Proxy Site
Food Pantry	Revival Center's Daily Bread Distribution	2525 N. Beachwood Dr.	Merced	95348				Proxy Site
Food Pantry	Salvation Army of Merced	1440 W. 12th St.	Merced	95340				Proxy Site
Food Pantry	San Jose Gospel Assembly	1694 Azusa Rd.	Dos Palos	93620				Proxy Site
Food Pantry	Santos Di Pietro Foundation	420 Somerset Ave.	Los Banos	93635				Proxy Site
Food Pantry	Sound of Life Food Pantry	1120 W. 2nd St.	Merced	95340				Proxy Site
Food Pantry	Shepherd of the Valley	1455 Yosemite Ave	Merced	95340				
Food Pantry	St. Anthony's	1799 Winton Way	Atwater	95301				Proxy Site
Food Pantry	St. Luke's Episcopal	350 W. Yosemite Ave	Merced	95340				
Food Pantry	St. Paul Lutheran	2916 McKee Rd	Merced	95340				

	Church							
Food Pantry	Valley Harvest Church	3022 N. Parson Ave	Merced	95340				Proxy Site
Food Pantry	United Methodist Church	899 Yosemite Parkway	Merced	95340				Proxy Site
Head Start (Migrant)	Atwater	9200 W. Westside Blvd	Atwater	95301				Proxy Site
Head Start (Migrant)	Bear Creek	1541 N. Plainsburg Rd.	Planada	95333				Proxy Site
Head Start (Migrant)	Felix Torres	859 N. Plainsburg Rd.	Planada	95333				Proxy Site
Head Start (Migrant)	Granada	9723 E. Haskell St.	Planada	95326				Proxy Site
Head Start (Migrant)	John O'Banion	401 Leshar Dr. Ste G	Merced	95340				Proxy Site
Head Start (Migrant)	Livingston	1001 F. St.	Livingston	95334				Proxy Site
Head Start (Migrant)	Merced	2753 Santa Fe Dr.	Merced	95348				Proxy Site
Head Start (Migrant)	Rafael L. Silva	18926 W. Henry Miller Ave.	Los Banos	93635				Proxy Site
Head Start (Migrant)	S. Dos Palos	22380 S. 7th St.	Dos Palos	93665				Proxy Site
Community Center	Boys & Girls Club	615 W. 15th St.	Merced	95340	06047001302	All Races	66.0%	

Farmers Market	Merced Flea & Farmer's Market	East Child Avenue	Merced	95340	06047001601	All Races	86.4%	
Farmers Market	Le Grand Certified Farmer's Market	7th & J St.	Le Grand	95333	06047001902	All Races	50.7%	
Food Store	Buy Bye Market	1108 G St	Merced	95341	06047001601	All Races	86.4%	
Food Store	Eltraeb Market	561 W. 8th	Merced	95341	06047001601	All Races	86.4%	
Food Store	Food Center	1150 Martin Luther King Jr. Way	Merced	95341	06047001601	All Races	86.4%	
Food Store	Carnicera 3 Hermanos	1055 W. Childs Ave	Merced	95341	06047001503	All Races	74.0%	
Food Store	Choice Food Market	836 T St.	Merced	95341	06047001503	All Races	74.0%	
Food Store	El Porvenir	864 W. 13th St.	Merced	95341	06047001502	All Races	77.6%	
Food Store	Grocery Outlet	1125 W. Main St.	Merced	95340	06047001301	All Races	56.9%	
Food Store	Save Mart Supermarkets	1136 W. Main St.	Merced	95340	06047001301	All Races	56.9%	
Food Store	Rancho Market	13464 Jefferson St.	Le Grand	95333	06047001902	All Races	50.7%	
Food Store	Mi Rancho	Yosemite Parkway	Merced	95341	06047001700	All Races	57.0%	
Food Store	Broadway Market	9345 Broadway	Planada	95365	06047001901	All Races	53.4%	
Food Store	Lute's Market	318 N. Sutter St.	Planada	95365	06047001902	All Races	50.7%	

Food Store	Margarita's Market	205 N. Fremont	Planada	95365	06047001902	All Races	50.7%	
Library	William J. George Library	401 Leshner Dr.	Merced	95341	06047001503	All Races	74.0%	
Library	Merced County Library	0 St.	Merced	95340	06047001301	All Races	56.9%	
Public/Community Health Centers	Merced County Department of Public Health	260 E. 15th St.	Merced	95341	06047001601	All Races	86.4%	
Public/Community Health Centers	Merced County Department of Mental Health	480 E. 13th	Merced	95341	06047001601	All Races	86.4%	
Shelter	Community Action Agency	317 E. 15th Street	Merced	95341	06047001601	All Races	86.4%	
Public/Community Health Centers	Merced Faculty Associates	E. 13th St	Merced	95341	06047001601	All Races	86.4%	
Public/Community Health Centers	Kids Care	1260 D St	Merced	95341	06047001601	All Races	86.4%	
Public/Community Health Centers	Family Care	315 E. 13th St	Merced	95341	06047001601	All Races	86.4%	
Public/Community Health Centers	Golden Valley Health Center	847 W. Childs	Merced	95341	06047001503	All Races	74.0%	
Other Youth Education Sites	Kiwanis Kiddieland	25th St.	Merced	95340	06047001301	All Races	56.9%	

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
			%	%	%
			%	%	%

LOCAL PROJECT SYNOPSIS

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

Use of Existing Educational Materials/Curricula Data Sheet

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
USDA	10 Tips Nutrition Education Series	Series provides consumers and professionals with high quality, east-to-follow tips in a convenient, printable format.	English
Dairy Council of California	Beverages: Make Every Sip Count	Adult; goal oriented handout with information on choosing healthy beverages developed in coordination with HCA and local partners	English/Spanish
Contractor Developed-OCHCA	Bringing Nutrition Education to Parents in Shelters	Adult; power point providing an overview of nutrition education efforts in shelters	English
Regional Network-Bay Area	Calculating Sugar in Beverages	All Ages; handout showing how to calculate # of tssp of sugar in beverages	English/Spanish
WIC Materials	California WIC Education materials	http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx	English/Spanish
The California Endowment Children's Health Initiative/UC Berkeley	CANFit	CANFIT is a movement to improve healthy eating and physical activity environments for adolescents in low income communities and communities of color	English
USDA	ChooseMyPlate.gov	Online resources that provides educational materials and information on the basics of a healthy diet. For consumers of all age groups and educators	English/Spanish

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

Merced Co Dept of Public Hlth
11-10757

A PERSONNEL SALARIES:											
1. Name and Position Title							2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS											
1.	Name:	Cindy Valencia									
	Title:	Health Education Administrator				\$ 70,340	0.8000			\$ 56,272	
2.	Name:	To be determined									
	Title:	Health Education Specialist				\$ 60,945	1.0000	.		\$ 60,945	
3.	Name:	Joan Rodriguez									
	Title:	Support Services Analyst				\$ 53,622	0.1000	.		\$ 5,362	
4.	Name:	To be determined									
	Title:	Community Health Specialist				\$ 46,300	0.4000	.		\$ 18,520	
5.	Name:	Kelly Rose									
	Title:	Epidemiologist				\$ 86,278	0.1000			\$ 8,628	
SUBTOTAL						\$ 317,485	2.4000	0.0000	0.0000	\$ 125,845	
Health Education Administrator		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.									
Health Education Specialist		Provides nutrition education to the SNAP-ED eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events (even during non-regular working hours, requiring overtime rates) where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reporting and tracking systems. Also assists with community event planning and CX3 data related activities.									
Support Services Analyst		Provides administrative support for the project staff and is responsible for the fiscal reporting requirements.									
Community Health Specialist		Staffing health fairs and other community or promotional events (even during non-regular working hours, requiring overtime rates) where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters. Assist with CX3 data collection activities, as needed.									
Epidemiologist		Provides data support and assists with CX3 data collection activity requirements.									

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

Merced Co Dept of Public Hlth
11-10757

B. FRINGE BENEFITS:										
Federal Share:										
	Includes payroll taxes and medical/dental benefits at 60% of personnel salaries						\$	125,845		
								SUBTOTAL:	\$ 75,507	
C. OPERATING EXPENSES:										
Federal Share:										
	Communications							500		
	Office supplies for Nutrition activities including supplies (such as and not limited to pens, pencils, postage, notepads, paper, markers, dry erasers, large post-it pads) as needed for Nutrition Education and Promotion activities							300/mo		
								SUBTOTAL:	4100	

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

Merced Co Dept of Public Hlth
11-10757

D. EQUIPMENT EXPENSES:										
Federal Share:		Laptop, printer, monitor, keyboard, mouse, phone headset, mouse pad, chair, projector, projector screen, easel, equipment luggage/bag, travel caddy, laser pointer, camera, sticky wall sheet, Adobe Photoshop software, InDesign software, Natural Reader 9 software, PPT to Video Converter software for 2 total FTE, i.e. to aide in on and off site nutrition education presentations.								
									SUBTOTAL:	\$ 5,000
E. TRAVEL AND PER DIEM:										
Travel is estimated as subcontractor has not yet been identified.										
Federal Share:										
Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total				
	Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM.								\$	5,000
	Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities								\$	300
	Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.								\$	300
	Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events								\$	300
	Travel associated with coordinating a minimum of two local media activities that highlight NE and PA events								\$	300
	Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings								\$	300
	Travel associated with training County Health Agencies on Rethink Your Drink and NE materials								\$	300
	Travel associated with CX ³								\$	300
									SUBTOTAL:	\$7,100

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

Merced Co Dept of Public Hlth
 11-10757

										Federal Share Total Dollars				
F.	SUBCONTRACTORS:													
	Federal Share:													
	1)	TBD-Registered Dietician Subcontractor									\$ 25,000			
	2)													
										SUBTOTAL:	\$25,000			
G.	OTHER COSTS:													
	Federal Share:													
		Training Materials:												
		Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, not limited to and from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, CX ³ as well as printing and production of relevant Rethink Your Drink Materials, community events facilities/booth fees and storage fees.												
										SUBTOTAL:	\$71,205			
H.	INDIRECT COSTS:													
	Federal Share:													
		Indirect Cost: 18% of total personnel and fringe benefits							\$ 201,352	SUBTOTAL:	\$ 36,243			
TOTAL										\$ 317,485.00	2.4000	0.0%	0.0%	\$ 350,000

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: Local Incentive Awardee: Napa County Public Health

Program Area: Network Community Expansion Project

Contract Number: 11-10740

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 65% Female 35%

Ethnicity:

- African American 4%
- Asian 4%
- Caucasian 20%
- Latino 70%
- Native American _____%
- Pacific Islander _____%
- Other (specify) mixed: 2%

Languages:

- | | |
|---|--|
| <input checked="" type="checkbox"/> English 40% | <input type="checkbox"/> Khmer (Cambodian) _____% |
| <input checked="" type="checkbox"/> Spanish 60% | <input type="checkbox"/> Korean _____% |
| <input type="checkbox"/> Arabic _____% | <input type="checkbox"/> Lao _____% |
| <input type="checkbox"/> Armenian _____% | <input type="checkbox"/> Tagalog _____% |
| <input type="checkbox"/> Russian _____% | <input type="checkbox"/> Vietnamese _____% |
| <input type="checkbox"/> Bosnian _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Cantonese _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Farsi _____% | <input type="checkbox"/> Mandarin _____% |
| <input type="checkbox"/> Hmong _____% | |

Ages:

- Under 5 years old _____%
- 5 to 8 _____%
- 9 to 11 _____%
- 12 to 17 _____%
- 18 to 59 _____%
- 60 years old and over _____%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

- See attached Census Tract data sheet
- See attached Free/Reduced Price Meal % data sheet
- Other (Specify): _____ (_____ % equal to or less than 185% FPL)

Other (Specify): _____ (_____ % equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | |
|---|--|
| <input checked="" type="checkbox"/> CalFresh Offices _____% | <input type="checkbox"/> Shelters/Temporary Housing _____% |
| <input type="checkbox"/> Food Banks _____% | <input type="checkbox"/> Soup Kitchens _____% |
| <input type="checkbox"/> Food Pantries _____% | <input type="checkbox"/> TANF Job Readiness Program _____% |
| <input type="checkbox"/> Public Housing _____% | <input checked="" type="checkbox"/> WIC Offices _____% |
| <input checked="" type="checkbox"/> HeadStart _____% | |

d. Project Description.

Key Methods:

- Advisory Council/Task Force (specify): County Food Advisory Council
- Internet/Web Sites-website address: _____
- Print Media-County Newspaper
- Radio: _____
- TV: _____
- Nutrition Education Classes: 70 occurrences at 1/2-1 hour(s) each
- Community Education Events: 2 occurrences at 1/2-1 hour(s) each
- Training/Workshop/Conference: 4 occurrences at 1/2-1 hour(s) each
- Point of Purchase: (_____ occurrences at _____ hour(s) each)
- Other (specify): (_____ occurrences at _____ hour(s) each)

Key Educational Messages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input type="checkbox"/> Lean Meat and Beans |
| <input type="checkbox"/> Physical Activity | <input checked="" type="checkbox"/> Limit Added Sugars or Caloric Sweeteners |
| <input type="checkbox"/> Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources) | <input type="checkbox"/> MyPyramid – Healthy Eating Plan |
| <input type="checkbox"/> Fats and Oils | <input checked="" type="checkbox"/> Promote Healthy Weight |
| <input type="checkbox"/> Fiber-Rich Foods | <input type="checkbox"/> Sodium and Potassium |
| <input type="checkbox"/> Food Safety | <input type="checkbox"/> Whole Grains |
| <input checked="" type="checkbox"/> Food Shopping/Preparation | <input checked="" type="checkbox"/> Other (Specify): <u>breast feeding</u> |

SNAP-Ed Delivery Sites by Type of Setting:

- | | |
|---|---|
| _____ Adult Education & Job Training Sites | <input checked="" type="checkbox"/> Other Youth Education Sites (includes Parks and Recreation) |
| _____ Adult Rehabilitation Centers | _____ Public/Community Health Centers (includes Public Health Departments) |
| _____ CalFresh Offices | _____ Public Housing |
| _____ Churches | _____ Schools – students (Preschool) |
| <input checked="" type="checkbox"/> FRC Community Centers | <input checked="" type="checkbox"/> Schools – students (K-12) |
| _____ Elderly Service Centers | _____ Schools – students (Afterschool Program) |
| _____ Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens) | <input checked="" type="checkbox"/> Schools – Parents |
| _____ Extension Offices | _____ Shelters/Temporary Housing |
| _____ Farmers Markets | _____ WIC Programs |
| <input checked="" type="checkbox"/> Food Stores | _____ Worksites |
| <input checked="" type="checkbox"/> Head Start Programs | Other (specify): <u>Family Resource Centers</u> |
| <input checked="" type="checkbox"/> Individual Homes | Other (specify): <u>Puertas Abiertas</u> |
| _____ Libraries | |

Other (specify): Healthy Moms and Babies,
Health and Wt Coalition, Breastfeeding

Initiative, Perinatal
Collaborative, FRPMSchools

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.** Not all selected sites are linked to the one qualifying Census Tract, however, they all specifically service people in the qualifying target category.

Projected Number of Unduplicated Participants: 750

Narrative (max. 200 words)

Napa County Public Health plans to call together a planning group with County Self Sufficiency (Social Services) and key community partners to develop a coordinated plan to expand nutrition education county wide by providing education training opportunities to community based organizations for their use with their audiences (train-the-trainer model). Public Health will obtain training from a Network trainer and will use the Network curriculum for these trainings. Similarly, Public Health will train and organize a corps of Public Health training groups to directly provide nutrition classes to the target areas which promote 2010 Dietary Guidelines. In addition, Public Health will coordinate and implement a media campaign around Rethink Your Drink. Public Health is composing a list of CBO stakeholders known to have interest in nutrition and will convene meetings with them in order to develop a CNAP.

e. **Summary of Research.**

See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

- | | |
|--|--|
| <input type="checkbox"/> We have not modified our methods/strategies | <input type="checkbox"/> Changing audience participation |
| <input type="checkbox"/> Improving cultural relevancy | <input type="checkbox"/> Adding new partners |
| <input type="checkbox"/> Enhancing/updating existing strategies | <input checked="" type="checkbox"/> Other (specify): <u>First time</u> |
| <input type="checkbox"/> Utilizing research/program tool | <input type="checkbox"/> Other (specify): _____ |

All modifications are approved by the Network. We have not undertaken this project in the past. This is the first.

g. **Use of Existing Educational Materials.**

See attached Existing Educational Materials/Curricula data sheet.

h. **Development of New Educational Materials.**

All new educational materials must be listed on the attached New Materials Development data sheet.

i. **Key Performance Measures/Indicators.** (max. 100 words)

Pre and post tests with target audience will measure knowledge acquisition and recipients assessment as to benefit of information provided in the training. The post test may elicit additional interest topics.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities.

Contractors who receive Federal Share >\$350,000 must participate in impact evaluation.

Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Public Health (PH) staff will convene a curriculum and targeted site planning group with County Self Sufficiency (Social Services) and key partners the goal of which is to avoid duplication of training venues. Additionally, PH and SS staff will collaborate to convene a series of meetings with our community stakeholders to elicit assistance, feedback, consultation to development of a county wide CNAP. MOUs are under development.

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Using FRPM						All Races	%	

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
Shearer - S	Napa Valley Unified	28-66266-6026934	72.21%	14.44%	86.65%
Calistoga Jr/Sr High - S	Calistoga Joint Unified	28-66241-2831758	61.04%	14.03%	75.06%
McPherson - S	Napa Valley Unified	28-66266-6026850	66.77%	15.32%	82.10%
Phillips Charter -S	Napa Valley Unified	28-66266-6026900	62.52%	13.63%	76.15%
Snow - S	Napa Valley Unified	28-66266-6026942	45.40%	17.18%	62.58%
			%	%	%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

Use of Existing Educational Materials/Curricula Data Sheet

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Nancy Maria Grande Tabor	A Taste of the Mexican Market	Foods in Mexican Mkt with focus on F/V	Eng/Spanish
Dairy Council of California	Activity & Eating (High School)	Encourages & teaches to eat healthy/be physical	Eng/Spanish
California Power Play	Are you Ready to Get the Power	4 th /5 th Grade motivate activity and eat F/V	Eng/ Spanish
CA Dept of Health	Be Active Your Way	How to incorporate physical activity into life	Eng/Spanish
Dairy Council of California	Beverages: Make Every Sip Cunty	Choosing healthy beverages (adult)	Eng/Spanish/Viet
Bell Institute of Health & Nutr	Breakfast is Important for You	Highlights health benefits of breakfast	Eng/Spanish
Regional Network- Bay Area	Calculating Sugar in Beverages	All ages, handout showing # tsp sugar in bevs	Eng/Spanish
Network fo a Healthy Calif	Champions for Change Phycal Activity Guide	Handout: tips for increasing phy activity and rational	Eng/Spanish
Calif Project LEAN	Celebre con una Fiesta al Aire Libre	Brochure: tips for eating lean Mexican cusine at home or eating out	Spanish
Others to be determined depending on target audience assessment			

New Materials Development Data Sheet

<i>Title</i>	<i>Description</i>	<i>Justification</i>
N/A		

BUDGET COVER SHEET
FFY 2012

Organization: Napa County Health and Human Services				
Contract Number: 11-10749				
Federal Share Budget	FFY 2012			
Personnel Salaries	\$ 52,700.00			
Fringe Benefits	\$ 15,280.00			
Operating	\$ 17,451.00			
Equipment & Other Capital	\$ 1,200.00			
Travel	\$ 797.00			
Subcontractors	\$ 43,420.00			
Other Costs	\$ 5,000.00			
Indirect Costs	\$ 14,152.00			
Total Federal Share	\$ 150,000.00			

BUDGET JUSTIFICATION
October 1, 2011 - September 30, 2012

Napa County Health and Human Services
 11-10749

A PERSONNEL SALARIES:								
1. Name and Position Title			2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administration	5. Percentage FTE Time for Direct	6. Federal Share Total Dollars	7. Total Dollars
FEDERAL SHARE POSITIONS								
1.	Name:	TBD						
	Title:	Translator	\$ 47,652	0.2000	0.0%	20.0%	\$ 9,530	\$ 9,530
2.	Name:	TBD						
	Title:	Administrative Asst/Medical Secretary	\$ 50,315	0.2000	20.0%	0.0%	\$ 10,063	\$ 10,063
3.	Name:	Marquita Marquis						
	Title:	Contract Manager	\$ 110,677	0.1000	10.0%	0.0%	\$ 11,067	\$ 11,067
4.	Name:	Laura Keller						
	Title:	Community Outreach Coordinator/Liaison	\$ 114,839	0.1000	5.0%	5.0%	\$ 11,484	\$ 11,484
5.	Name:	Vimlan VanDien						
	Title:	Registered Dietician	\$ 77,459	0.0500	5.0%	0.0%	\$ 3,873	\$ 3,873
6.	Name:	TBD						
	Title:	Health Educator	\$ 66,830	0.1000	5.0%	5.0%	\$ 6,683	\$ 6,683
7.	Name:							\$ -
	Title:							
8.	Name:							\$ -
	Title:							
SUBTOTAL			\$ 467,772	0.7500	45.0%	30.0%	\$ 52,700	\$ 52,700
Positions Descriptions								
Translator #1			Translates approved curriculum and materials into Spanish or other languages. Reviews translation for cultural appropriateness. Interprets nutrition education interventions (one-on-one and group) in the community for dieticians, health educators and other.					
Office Manager/Secretary/Admin Asst. #2			Provides general clerical support to the Program. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Arranges meetings and					
Contract Manager #3			Manages the nutrition education contract including budgets, invoices, time studies, fiscal reporting and adherence to funding requirements. Prepares Budget Adjustment Requests (BAR) as necessary.					

BUDGET JUSTIFICATION
October 1, 2011 - September 30, 2012

Napa County Health and Human Services
11-10749

	Community Outreach Worker/Community Liaison #4	Conducts nutrition education, physical activity promotion interventions in the community setting. Works with community based organizations (CBOs) to increase the reach of		
	Dietician #5	Oversees and supervises the nutrition education program including project administration, project coordination, the development of the nutrition education component and materials and other nutrition and physical activity promotion programs.		
	Health Educator (including Health Aide, Health Promotion Instructor, etc.) #6	Develops local materials and facilitate health education in both group and individual settings. Teaches general nutrition, the importance of fruits and vegetables, and health benefits of proper nutrition and physical activity.		
	Project Coordinator - WHERE?	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.		

BUDGET JUSTIFICATION
October 1, 2011 - September 30, 2012

Napa County Health and Human Services
11-10749

	Recreation Leader- WHERE?	Mentors and trains staff on integration of physical activity into nutrition education interventions. Coordinates one-time physical activity demonstrations. Chooses nutrition and physical activity resources to distribute with nutrition education interventions.		
--	----------------------------------	---	--	--

BUDGET JUSTIFICATION
October 1, 2011 - September 30, 2012

Napa County Health and Human Services
 11-10749

										Federal Share	Total Dollars				
										Total Dollars					
B. FRINGE BENEFITS:															
Federal Share:															
	Includes payroll taxes and medical/dental benefits			fits @ 30%	of salary										
			Need Formula	30% x ? = \$15,280											
										SUBTOTAL:	\$ 15,280	\$ 15,280			
C. OPERATING EXPENSES:															
Federal Share:															
			Need formula												
										SUBTOTAL:	\$ 17,451	\$ 17,451			
D. EQUIPMENT EXPENSES:															
Federal Share:			Need formula												
										SUBTOTAL:	\$ 1,200	\$ 1,200			
E. TRAVEL AND PER DIEM:										\$ -					
Federal Share:															
Staff	56 Trips	# Days	.55/mile	Lodging	Round	Total			976						
Meeting	19 trips		.55/mile						474						
			Travel \$.555		Need formulas				1450						
										SUBTOTAL:	\$ 797	\$ 797			
F. SUBCONTRACTORS:	Project Coordinator			and CNAP Planning	facilitator					\$ -					
Federal Share:	.25 of 86840			.25 of 86,840	Need more detailed formula										
										SUBTOTAL:	\$ 43,420	\$ 43,420			
G. OTHER COSTS:										\$ -					
Federal Share:															
										SUBTOTAL:	\$ 5,000	\$ 5,000			
*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Public Health approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.															
H. INDIRECT COSTS:															
Federal Share:	15% salaries														
	or ___% of Modified Directs (provide what costs to be included)									SUBTOTAL:	\$ 14,152	\$ 14,152			
			Need formula												
TOTAL										\$ 467,772.00	0.7500	45.0%	30.0%	\$ 150,000	\$ 150,000

STATE LEVEL PROJECT SUMMARY FORM

Local Health Department (LHD)/County Welfare Department (CWD) Expansion for
Community Nutrition: Contract # 11-10755

FFY 2012

1. Goals & Objectives (See State Level Objectives).

2. Project Title: (Nevada County Health and Human Services Agency part of the LHD/CWD Expansion (CWD) for Community Nutrition)

This LHD will be working with the the CWD to optimize and coordinate nutrition education efforts to the SNAP population within the county.

This county was selected for this joint project due to meeting the following criteria: high SNAP populations, lack of SNAP-Ed county programs, SNAP-Ed eligible populations, poverty rate, and obesity rates. Other considerations include extent of collaboration between CWDs and LHDs and capacity.

a. Related State Objectives:

Objectives 1, 2, 3, 5 and 6

b. Audience

Gender: Female and Male

Ethnicity: All Ethnic Groups

Languages: English and Spanish

Ages: Adults 18+, primarily women with children, as well as adults 60 years and older

c. Focus on SNAP Eligibles

LHDs and CWDs will focus on CalFresh participants and eligibles by reaching them through existing county programs, community events, and at places where they live, shop, and learn. LHDs and CWDs will also build the capacity of and collaborate with intermediaries and partners that serve CalFresh and SNAP eligible audiences.

Income Targeting Data Source:

Besides activities at location-based proxy sites (i.e., food banks, public housing, WIC), site verification of 50% or greater SNAP eligible participating will be based on the following data sources:

Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and Eligibility of Other Means-Tested Low-Income Programs. The LHD's qualifying data are encompassed in FFY 2011 State Plan, Section F,

Waiver Attachments, Attachment 1. **Please see attached list of qualifying ACS tracts in the county where interventions will occur.**

d. Project Description

Key Purpose: To increase the partnership between LHD/CWD , to provide coordinated nutrition education messages across USDA nutrition assistance programs, to reach SNAP population at the local level and implement community nutrition interventions.

Key Strategies: LHD/CWD partnerships will reach the target audience using the combination of strategies: Nutrition education classes and consumer empowerment; community education events; media publicity; advisory councils (County Nutrition Action Plan (CNAP) groups); promotion of healthy communities; and trainings/workshops (for intermediaries). Healthy Food Options strategies will be coordinated with *Regional Network* collaborative activities.

Key Educational Messages: Childhood obesity prevention, chronic disease and obesity prevention, dietary quality and healthier eating practices based on the 2010 Dietary Guidelines for Americans, healthy food options choices), increased fruit and vegetable consumption, physical activity promotion (integrated with nutrition education), /CalFresh promotion (brief promotional message) and MyPlate messages.

LHD/CWD Partnerships Intervention Sites: May include but not limited to CWDs, faith/churches, community-based organizations, community events, community youth organizations, farmers' markets, grocery stores, Head Start, parks and recreation centers, WIC sites, public/community health centers, food banks/closets/pantries, and low-resource schools.

Projected Number of LHD/CWD Partnerships Contacts:

Direct Contacts* (unduplicated):

Indirect Contacts:

Total Contacts:

Please note: While the indirect contacts includes media impressions, the focus of these grants will be initially on planning, determining needs of the target populations, linking with other organizations, and identifying priorities for intervention and systems change.

Narrative Summary:

The purposes of the newly funded LHD/CWD Partnerships is to (1) establish a county-wide SNAP-Ed presence by delivering community nutrition education and (2) establish a partnership with local CWDs, LHDs, UC extension partners, WIC and child nutrition programs. Of particular importance is the dual county partnership between local public health and social services. This partnership will improved food security (participation in

CalFresh and other USDA FNS nutrition programs) as they examine ways to improve systems, and improve health outcomes (decrease chronic disease and obesity rates over time) for the target audiences in these counties.

Key activities for the LHD/CWD Partnership will be to establish an infrastructure for conducting nutrition education activities that also are effective obesity prevention strategies. They will initiate the convening of the County Nutrition Action Plan (CNAP) group of the local USDA Food Nutrition Service (FNS)-funded nutrition programs, and other critical stakeholders in the county. They will be one of several partners that will develop the CNAP, with the partners funding their own respective activities, to increase consistent nutrition messages and coordinate activities; get dynamic nutrition education occurring at community events and at strategic locations to inform community members about nutrition and healthy eating, partner with Champion Moms to make local change relevant; begin local media outreach; and connect with the regional and local healthy food options campaign activities by conducting train-the-trainer events for partners.

e. Summary of Research:

LHD/CWD Partnerships have the ability to deliver comprehensive nutrition education/health promotion initiatives designed to change the dietary and physical activity behaviors of CalFresh participants and SNAP eligible residents in the entire county. They are geographically located where many SNAP eligibles go to their facilities to seek a variety of services.

LHDs have had a long history with the *Network for a Healthy California* of successfully working with the low income community, reaching the SNAP-Ed eligible population through direct nutrition education efforts and by providing training and resources to community partners that directly serve the target audience. LHDs have conducted impact evaluation with positive results, and have participated in the CX³ data collection in low income neighborhoods empowering community members to make changes in their neighborhoods (Ghirardelli A, et al, Journal of Nutrition Education and Behavior, 2011). The combination of LHD/CWD Partnerships is that they also have access to a large eligible population base who receive nutrition services from sister programs in the county including medical, dental, and WIC.

LHDs have also led the way with coordinating nutrition services through County Nutrition Action Plans (CNAPs). Some successes of currently funded health department LIA CNAP groups include improved promotion and participation in the Summer Meals Program, increased cross-referrals to FNS nutrition programs, nutrition education coordination, training forums for partners, and improved coordination with local farmer's markets (examples from Orange County Health Care Agency, Monterey County Health Department). These connections have improved referrals, increased access, and set the foundation for coordinated nutrition education to the target population. The LHD/CWD Partnerships holds strong potential for even greater results.

f. Modification of Project Methods/Strategies

Not applicable, no new modifications as this time.

g. Use of Existing Educational Materials:

The LHD/CWD Partnerships will only use approved existing materials from USDA and the *Network for a Healthy California*, as listed identified in (FFY 2012 State Plan, Section B, Local Project Summaries, Nutrition Education Materials Summary). The following existing materials will be primarily utilized: Healthier Food Options Summary), *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators*, CalFresh Office Resource Kit (once updated), *Harvest of the Month*, and *Fruits and Vegetables Galore* (USDA).

h. Development of New Educational Materials:

Not applicable. At this time, no new materials will be developed. As local initiatives evolve, required new materials will be approved prior to use. CDPH and CDSS will closely monitor.

i. Key Performance Measures/Indicators.

- County Nutrition Action Plan completed by FNS-funded nutrition programs, key nutrition messages coordinated, and collaborative activities outlined.
- Increased target population receiving nutrition education at community settings.
- CX³ initial assessment data reports.

3. Evaluation Plan

Process measures will be collected by LHD/CWD Partnerships via EARS tracking forms and semi-annual progress reports. Measures include number of classes/events conducted, number of contacts, and amount of media coverage generated. Evaluation Tools: EARS forms, Semi-Annual Progress Report forms and Annual Progress Report forms , CX³ tools.

4. Coordination Efforts

The county will coordinate with key CWD and UC Extension office partners and LHD partners and other FNS child nutrition programs including WIC, Summer Meal Programs, CACFP, and school meal programs. A goal of using consistent and repeated nutrition messages by these partners, such as Healthy Food Options or promoting the increased consumption of fruit and vegetable and physical activity, is to increase the likelihood of specific behavior change among SNAP eligibles.

<i>County</i>	<i>Census Tract/ACS Race/Ethnicity</i>	<i>Percent At or Below 100% FPL</i>
NEVADA	06057000502	American Indian – 88.60%
NEVADA	06057000701	Other – 89.30%
NEVADA	06057000801	Asian –100%
NEVADA	06057000900	American Indian – 83.70%

<i>County</i>	<i>Region</i>	<i>Census Tract/Block Group/ACS for Sierra Cascade Country</i>	<i>Percent At or Below 185% FPL</i>
NEVADA	SIERRA CASCADE	060570005021	61.90%
NEVADA	SIERRA CASCADE	060570006001	73.30%
NEVADA	SIERRA CASCADE	060570006002	63.90%

BUDGET COVER SHEET
FFY 2012

Project Timeline: 10/1/11-09/30/12

Organization: Nevada Co HHSA			
Contract Number: 11-10755			
Federal Share Budget		FFY 2012	
Personnel Salaries		\$ 78,000.00	
Fringe Benefits		\$ 31,200.00	
Operating		\$ 4,608.00	
Equipment & Other Capital		\$ 1,900.00	
Travel		\$ 5,160.00	
Subcontractors		\$ -	
Other Costs		\$ 7,292.00	
Indirect Costs		\$ 21,840.00	
Total Federal Share		\$ 150,000.00	

FFY BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Contractor: Nevada County HHS
11-10755

A PERSONNEL SALARIES:							
1. Name and Position Title			2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS							
1.	Name:	To be determined					
	Title:	Project Coordinator	\$ 70,000	1.0000			\$ 70,000
2.	Name:	To be determined					
	Title:	Administrative Assistant	\$ 40,000	0.2000			\$ 8,000
3.	Name:	To be determined					
	Title:						\$ -
SUBTOTAL			\$ 110,000	1.2000	0.0000	0.0000	\$ 78,000
Project Coordinator		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.					
Administrative Assistant		Provides administrative and office support for the project staff and is responsible for the reporting requirements.					
B. FRINGE BENEFITS:							
Federal Share:							
Includes payroll taxes and medical/dental benefits at 40% of personnel salaries					\$ 78,000		
						SUBTOTAL:	\$ 31,200
C. OPERATING EXPENSES:							
Federal Share:							
Office supplies for Nutrition activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutrition Education and Promotion activities					384/mo		
						SUBTOTAL:	\$ 4,608

FFY BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Contractor: Nevada County HHSA
 11-10755

										Federal Share Total Dollars	
D. EQUIPMENT EXPENSES:											
Federal Share:		Computer, printer and Network set-up									
										SUBTOTAL:	\$ 1,900
E. TRAVEL AND PER DIEM:											
Travel is estimated as subcontractor has not yet been identified.											
Federal Share:											
Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total					
	Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM.										\$ 2,760
	Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities										\$ 456
	Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.										\$ 456
	Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events										\$ 276
	Travel associated with coordinating a minimum of two local medical activities that highlight NE and PA events										\$ 276
	Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings										\$ 468
	Travel associated with training County Health Agencies on Rethink Your Drink and NE materials										\$ 468
										SUBTOTAL:	\$5,160

FFY BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Contractor: Nevada County HHS
11-10755

										Federal Share Total Dollars
F. SUBCONTRACTORS:										
Federal Share:										
1)										
2)										
SUBTOTAL:										\$0
G. OTHER COSTS:										
Federal Share:										
Training Materials:										
Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, as well as printing and production of relevant Rethink Your Drink Materials										
SUBTOTAL:										\$7,292
H. INDIRECT COSTS:										
Federal Share:										
Indirect Cost: 20% of total personnel and fringe benefits										\$ 109,200
SUBTOTAL:										\$ 21,840
TOTAL										\$ 110,000.00
										1.2000
										0.0%
										0.0%
										\$ 150,000

STATE LEVEL PROJECT SUMMARY FORM

Local Health Department (LHD)/County Welfare Department (CWD) Expansion for
Community Nutrition

FFY 2012

1. Goals & Objectives (See State Level Objectives).

2. Project Title: *Placer County, Community Health Division* (part of the LHD/CWD Expansion (CWD) for Community Nutrition) **Contract # 11-10746**

This LHD will be working with the CWD to optimize and coordinate nutrition education efforts to the SNAP population within the county.

This county was selected for this joint project due to meeting the following criteria: high SNAP populations, lack of SNAP-Ed county programs, SNAP-Ed eligible populations, poverty rate, and obesity rates. Other considerations include extent of collaboration between CWDs and LHDs and capacity.

a. Related State Objectives:

Objectives 1, 2, 3, 5 and 6

b. Audience

Gender: Female and Male

Ethnicity: All Ethnic Groups

Languages: English and Spanish

Ages: Adults 18+, primarily women with children, as well as adults 60 years and older

c. Focus on SNAP Eligibles

LHDs and CWDs will focus on CalFresh participants and eligibles by reaching them through existing county programs, community events, and at places where they live, shop, and learn. LHDs and CWDs will also build the capacity of and collaborate with intermediaries and partners that serve CalFresh and SNAP eligible audiences.

Income Targeting Data Source:

Besides activities at location-based proxy sites (i.e., food banks, public housing, WIC), site verification of 50% or greater SNAP eligible participating will be based on the following data sources:

Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and Eligibility of Other Means-Tested Low-Income Programs. The LHD's qualifying data are encompassed in FFY 2011 State Plan, Section F,

Waiver Attachments, Attachment 1. **Please see attached list of qualifying ACS tracts in the county where interventions will occur.**

d. Project Description

Key Purpose: To increase the partnership between LHD/CWD , to provide coordinated nutrition education messages across USDA nutrition assistance programs, to reach SNAP population at the local level and implement community nutrition interventions.

Key Strategies: LHD/CWD partnerships will reach the target audience using the combination of strategies: Nutrition education classes and consumer empowerment; community education events; media publicity; advisory councils (County Nutrition Action Plan (CNAP) groups); promotion of healthy communities; and trainings/workshops (for intermediaries). Healthy Food Options strategies will be coordinated with *Regional Network* collaborative activities.

Key Educational Messages: Childhood obesity prevention, chronic disease and obesity prevention, dietary quality and healthier eating practices based on the 2010 Dietary Guidelines for Americans, healthy food options choices), increased fruit and vegetable consumption, physical activity promotion (integrated with nutrition education), /CalFresh promotion (brief promotional message) and MyPlate messages.

LHD/CWD Partnerships Intervention Sites: May include but not limited to CWDs, faith/churches, community-based organizations, community events, community youth organizations, farmers' markets, grocery stores, Head Start, parks and recreation centers, WIC sites, public/community health centers, food banks/closets/pantries, and low-resource schools.

Projected Number of LHD/CWD Partnerships Contacts:

Direct Contacts* (unduplicated):

Indirect Contacts:

Total Contacts:

Please note: While the indirect contacts includes media impressions, the focus of these grants will be initially on planning, determining needs of the target populations, linking with other organizations, and identifying priorities for intervention and systems change.

Narrative Summary:

The purposes of the newly funded LHD/CWD Partnerships is to (1) establish a county-wide SNAP-Ed presence by delivering community nutrition education and (2) establish a partnership with local CWDs, LHDs, UC extension partners, WIC and child nutrition programs. Of particular importance is the dual county partnership between local public health and social services. This partnership will improved food security (participation in

CalFresh and other USDA FNS nutrition programs) as they examine ways to improve systems, and improve health outcomes (decrease chronic disease and obesity rates over time) for the target audiences in these counties.

Key activities for the LHD/CWD Partnership will be to establish an infrastructure for conducting nutrition education activities that also are effective obesity prevention strategies. They will initiate the convening of the County Nutrition Action Plan (CNAP) group of the local USDA Food Nutrition Service (FNS)-funded nutrition programs, and other critical stakeholders in the county. They will be one of several partners that will develop the CNAP, with the partners funding their own respective activities, to increase consistent nutrition messages and coordinate activities; get dynamic nutrition education occurring at community events and at strategic locations to inform community members about nutrition and healthy eating, partner with Champion Moms to make local change relevant; begin local media outreach; and connect with the regional and local healthy food options campaign activities by conducting train-the-trainer events for partners.

e. Summary of Research:

LHD/CWD Partnerships have the ability to deliver comprehensive nutrition education/health promotion initiatives designed to change the dietary and physical activity behaviors of CalFresh participants and SNAP eligible residents in the entire county. They are geographically located where many SNAP eligibles go to their facilities to seek a variety of services.

LHDs have had a long history with the *Network for a Healthy California* of successfully working with the low income community, reaching the SNAP-Ed eligible population through direct nutrition education efforts and by providing training and resources to community partners that directly serve the target audience. LHDs have conducted impact evaluation with positive results, and have participated in the CX³ data collection in low income neighborhoods empowering community members to make changes in their neighborhoods (Ghirardelli A, et al, Journal of Nutrition Education and Behavior, 2011). The combination of LHD/CWD Partnerships is that they also have access to a large eligible population base who receive nutrition services from sister programs in the county including medical, dental, and WIC.

LHDs have also led the way with coordinating nutrition services through County Nutrition Action Plans (CNAPs). Some successes of currently funded health department LIA CNAP groups include improved promotion and participation in the Summer Meals Program, increased cross-referrals to FNS nutrition programs, nutrition education coordination, training forums for partners, and improved coordination with local farmer's markets (examples from Orange County Health Care Agency, Monterey County Health Department). These connections have improved referrals, increased access, and set the foundation for coordinated nutrition education to the target population. The LHD/CWD Partnerships holds strong potential for even greater results.

f. Modification of Project Methods/Strategies

Not applicable, no new modifications as this time.

g. Use of Existing Educational Materials:

The LHD/CWD Partnerships will only use approved existing materials from USDA and the *Network for a Healthy California*, as listed identified in (FFY 2012 State Plan, Section B, Local Project Summaries, Nutrition Education Materials Summary). The following existing materials will be primarily utilized: Healthier Food Options Summary), *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators*, CalFresh Office Resource Kit (once updated), *Harvest of the Month*, and *Fruits and Vegetables Galore* (USDA).

h. Development of New Educational Materials:

Not applicable. At this time, no new materials will be developed. As local initiatives evolve, required new materials will be approved prior to use. CDPH and CDSS will closely monitor.

i. Key Performance Measures/Indicators.

- County Nutrition Action Plan completed by FNS-funded nutrition programs, key nutrition messages coordinated, and collaborative activities outlined.
- Increased target population receiving nutrition education at community settings.
- CX³ initial assessment data reports.

3. Evaluation Plan

Process measures will be collected by LHD/CWD Partnerships via EARS tracking forms and semi-annual progress reports. Measures include number of classes/events conducted, number of contacts, and amount of media coverage generated. Evaluation Tools: EARS forms, Semi-Annual Progress Report forms and Annual Progress Report forms , CX³ tools.

4. Coordination Efforts

The county will coordinate with key CWD and UC Extension office partners and LHD partners and other FNS child nutrition programs including WIC, Summer Meal Programs, CACFP, and school meal programs. A goal of using consistent and repeated nutrition messages by these partners, such as Healthy Food Options or promoting the increased consumption of fruit and vegetable and physical activity, is to increase the likelihood of specific behavior change among SNAP eligible.

<i>County</i>	<i>Census Tract/ACS</i>	<i>Percent At or Below 185% FPL</i>
PLACER	06061020107	53.6

BUDGET COVER SHEET
FFY 2012

Project Timeline: 10/1/11-09/30/12

Organization: Placer County, Community Health Division			
Contract Number: 11-10746			
Federal Share Budget		FFY 2012	
Personnel Salaries		\$ 78,000.00	
Fringe Benefits		\$ 31,200.00	
Operating		\$ 4,608.00	
Equipment & Other Capital		\$ 1,900.00	
Travel		\$ 5,160.00	
Subcontractors		\$ -	
Other Costs		\$ 7,292.00	
Indirect Costs		\$ 21,840.00	
Total Federal Share		\$ 150,000.00	

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Placer County, Community Health Division
11-10746

A PERSONNEL SALARIES:									
1. Name and Position Title			2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars		
FEDERAL SHARE POSITIONS									
1.	Name:	To be determined							
	Title:	Project Coordinator	\$ 70,000	1.0000				\$ 70,000	
2.	Name:	To be determined							
	Title:	Administrative Assistant	\$ 40,000	0.2000				\$ 8,000	
3.	Name:	To be determined							
	Title:							\$ -	
SUBTOTAL			\$ 110,000	1.2000	0.0000	0.0000	\$ 78,000		
Project Coordinator		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.							
Administrative Assistant		Provides administrative and office support for the project staff and is responsible for the reporting requirements.							
B. FRINGE BENEFITS:									
Federal Share:									
Includes payroll taxes and medical/dental benefits at 40% of personnel salaries					\$ 78,000				
							SUBTOTAL:	\$ 31,200	
C. OPERATING EXPENSES:									
Federal Share:									
Office supplies for Nutrition activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutrition Education and Promotion activities					384/mo				
							SUBTOTAL:	\$ 4,608	

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Placer County, Community Health Division
11-10746

										Federal Share Total Dollars	
D. EQUIPMENT EXPENSES:											
Federal Share:		Computer, printer and Network set-up									
										SUBTOTAL:	\$ 1,900
E. TRAVEL AND PER DIEM:											
Travel is estimated as subcontractor has not yet been identified.											
Federal Share:											
Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total					
	Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM.										\$ 2,760
	Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities										\$ 456
	Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.										\$ 456
	Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events										\$ 276
	Travel associated with coordinating a minimum of two local medical activities that highlight NE and PA events										\$ 276
	Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings										\$ 468
	Travel associated with training County Health Agencies on Rethink Your Drink and NE materials										\$ 468
										SUBTOTAL:	\$5,160

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Placer County, Community Health Division
 11-10746

											Federal Share Total Dollars			
F.	SUBCONTRACTORS:													
	Federal Share:													
	1)													
	2)													
										SUBTOTAL:	\$0			
G.	OTHER COSTS:													
	Federal Share:													
		Training Materials:												
		Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, as well as printing and production of relevant Rethink Your Drink Materials												
										SUBTOTAL:	\$7,292			
H.	INDIRECT COSTS:													
	Federal Share:													
		Indirect Cost: 20% of total personnel and fringe benefits								\$ 109,200	SUBTOTAL:	\$ 21,840		
TOTAL										\$ 110,000.00	1.2000	0.0%	0.0%	\$ 150,000

STATE LEVEL PROJECT SUMMARY FORM

Local Health Department (LHD)/County Welfare Department (CWD) Expansion for
Community Nutrition

FFY 2012

1. Goals & Objectives (See State Level Objectives).

2. Project Title: *Tri-County Rural Cluster-Del Norte, Siskiyou, Trinity* (part of the LHD/CWD Expansion (CWD) for Community Nutrition) Contract #11-10763

This LHD will be working with the the CWD to optimize and coordinate nutrition education efforts to the SNAP population within the county.

This county was selected for this joint project due to meeting the following criteria: high SNAP populations, lack of SNAP-Ed county programs, SNAP-Ed eligible populations, poverty rate, and obesity rates. Other considerations include extent of collaboration between CWDs and LHDs and capacity.

a. Related State Objectives:

Objectives 1, 2, 3, 5 and 6

b. Audience

Gender: Female and Male

Ethnicity: All Ethnic Groups

Languages: English and Spanish

Ages: Adults 18+, primarily women with children, as well as adults 60 years and older

c. Focus on SNAP Eligibles

LHDs and CWDs will focus on CalFresh participants and eligibles by reaching them through existing county programs, community events, and at places where they live, shop, and learn. LHDs and CWDs will also build the capacity of and collaborate with intermediaries and partners that serve CalFresh and SNAP eligible audiences.

Income Targeting Data Source:

Besides activities at location-based proxy sites (i.e., food banks, public housing, WIC), site verification of 50% or greater SNAP eligible participating will be based on the following data sources:

Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and Eligibility of Other Means-Tested Low-Income Programs. The LHD's qualifying data are encompassed in FFY 2011 State Plan, Section F,

Waiver Attachments, Attachment 1. Please see attached list of qualifying ACS tracts in the county where interventions will occur.

d. Project Description

Key Purpose: To increase the partnership between LHD/CWD , to provide coordinated nutrition education messages across USDA nutrition assistance programs, to reach SNAP population at the local level and implement community nutrition interventions.

Key Strategies: LHD/CWD partnerships will reach the target audience using the combination of strategies: Nutrition education classes and consumer empowerment; community education events; media publicity; advisory councils (County Nutrition Action Plan (CNAP) groups); promotion of healthy communities; and trainings/workshops (for intermediaries). Healthy Food Options strategies will be coordinated with *Regional Network* collaborative activities.

Key Educational Messages: Childhood obesity prevention, chronic disease and obesity prevention, dietary quality and healthier eating practices based on the 2010 Dietary Guidelines for Americans, healthy food options choices), increased fruit and vegetable consumption, physical activity promotion (integrated with nutrition education), /CalFresh promotion (brief promotional message) and MyPlate messages.

LHD/CWD Partnerships Intervention Sites: May include but not limited to CWDs, faith/churches, community-based organizations, community events, community youth organizations, farmers' markets, grocery stores, Head Start, parks and recreation centers, WIC sites, public/community health centers, food banks/closets/pantries, and low-resource schools.

Projected Number of LHD/CWD Partnerships Contacts:

Direct Contacts* (unduplicated):

Indirect Contacts:

Total Contacts:

Please note: While the indirect contacts includes media impressions, the focus of these grants will be initially on planning, determining needs of the target populations, linking with other organizations, and identifying priorities for intervention and systems change.

Narrative Summary:

The purposes of the newly funded LHD/CWD Partnerships is to (1) establish a county-wide SNAP-Ed presence by delivering community nutrition education and (2) establish a partnership with local CWDs, LHDs, UC extension partners, WIC and child nutrition programs. Of particular importance is the dual county partnership between local public health and social services. This partnership will improved food security (participation in

CalFresh and other USDA FNS nutrition programs) as they examine ways to improve systems, and improve health outcomes (decrease chronic disease and obesity rates over time) for the target audiences in these counties.

Key activities for the LHD/CWD Partnership will be to establish an infrastructure for conducting nutrition education activities that also are effective obesity prevention strategies. They will initiate the convening of the County Nutrition Action Plan (CNAP) group of the local USDA Food Nutrition Service (FNS)-funded nutrition programs, and other critical stakeholders in the county. They will be one of several partners that will develop the CNAP, with the partners funding their own respective activities, to increase consistent nutrition messages and coordinate activities; get dynamic nutrition education occurring at community events and at strategic locations to inform community members about nutrition and healthy eating, partner with Champion Moms to make local change relevant; begin local media outreach; and connect with the regional and local healthy food options campaign activities by conducting train-the-trainer events for partners.

e. Summary of Research:

LHD/CWD Partnerships have the ability to deliver comprehensive nutrition education/health promotion initiatives designed to change the dietary and physical activity behaviors of CalFresh participants and SNAP eligible residents in the entire county. They are geographically located where many SNAP eligibles go to their facilities to seek a variety of services.

LHDs have had a long history with the *Network for a Healthy California* of successfully working with the low income community, reaching the SNAP-Ed eligible population through direct nutrition education efforts and by providing training and resources to community partners that directly serve the target audience. LHDs have conducted impact evaluation with positive results, and have participated in the CX³ data collection in low income neighborhoods empowering community members to make changes in their neighborhoods (Ghirardelli A, et al, Journal of Nutrition Education and Behavior, 2011). The combination of LHD/CWD Partnerships is that they also have access to a large eligible population base who receive nutrition services from sister programs in the county including medical, dental, and WIC.

LHDs have also led the way with coordinating nutrition services through County Nutrition Action Plans (CNAPs). Some successes of currently funded health department LIA CNAP groups include improved promotion and participation in the Summer Meals Program, increased cross-referrals to FNS nutrition programs, nutrition education coordination, training forums for partners, and improved coordination with local farmer's markets (examples from Orange County Health Care Agency, Monterey County Health Department). These connections have improved referrals, increased access, and set the foundation for coordinated nutrition education to the target population. The LHD/CWD Partnerships holds strong potential for even greater results.

f. Modification of Project Methods/Strategies

Not applicable, no new modifications as this time.

g. Use of Existing Educational Materials:

The LHD/CWD Partnerships will only use approved existing materials from USDA and the *Network for a Healthy California*, as listed identified in (FFY 2012 State Plan, Section B, Local Project Summaries, Nutrition Education Materials Summary). The following existing materials will be primarily utilized: Healthier Food Options Summary), *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators*, CalFresh Office Resource Kit (once updated), *Harvest of the Month*, and *Fruits and Vegetables Galore* (USDA).

h. Development of New Educational Materials:

Not applicable. At this time, no new materials will be developed. As local initiatives evolve, required new materials will be approved prior to use. CDPH and CDSS will closely monitor.

i. Key Performance Measures/Indicators.

- County Nutrition Action Plan completed by FNS-funded nutrition programs, key nutrition messages coordinated, and collaborative activities outlined.
- Increased target population receiving nutrition education at community settings.
- CX³ initial assessment data reports.

3. Evaluation Plan

Process measures will be collected by LHD/CWD Partnerships via EARS tracking forms and semi-annual progress reports. Measures include number of classes/events conducted, number of contacts, and amount of media coverage generated. Evaluation Tools: EARS forms, Semi-Annual Progress Report forms and Annual Progress Report forms , CX³ tools.

4. Coordination Efforts

The county will coordinate with key CWD and UC Extension office partners and LHD partners and other FNS child nutrition programs including WIC, Summer Meal Programs, CACFP, and school meal programs. A goal of using consistent and repeated nutrition messages by these partners, such as Healthy Food Options or promoting the increased consumption of fruit and vegetable and physical activity, is to increase the likelihood of specific behavior change among SNAP eligible.

BUDGET COVER SHEET
FFY 2012

Project Timeline: 10/1/11-09/30/12

Organization: Rural Cluster - Tri County: (Del Norte Co-Siskiyou Co-Trinity Co)			
Contract Number: 11-10763			
Federal Share Budget		FFY 2012	
Personnel Salaries		\$ 78,000.00	
Fringe Benefits		\$ 31,200.00	
Operating		\$ 4,608.00	
Equipment & Other Capital		\$ 1,900.00	
Travel		\$ 5,160.00	
Subcontractors		\$ -	
Other Costs		\$ 7,292.00	
Indirect Costs		\$ 21,840.00	
Total Federal Share		\$ 150,000.00	

FFY BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Contractor: Rural Cluster-Tri County
(Del Norte Co-Siskiyou Co-Trinity Co)
Contract #: 11-10763

A PERSONNEL SALARIES:							
1. Name and Position Title			2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS							
1.	Name:	To be determined					
	Title:	Project Coordinator	\$ 70,000	1.0000			\$ 70,000
2.	Name:	To be determined					
	Title:	Administrative Assistant	\$ 40,000	0.2000			\$ 8,000
3.	Name:	To be determined					
	Title:						\$ -
SUBTOTAL			\$ 110,000	1.2000	0.0000	0.0000	\$ 78,000
Project Coordinator		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.					
Administrative Assistant		Provides administrative and office support for the project staff and is responsible for the reporting requirements.					
B. FRINGE BENEFITS:							
Federal Share:							
Includes payroll taxes and medical/dental benefits at 40% of personnel salaries					\$ 78,000		
						SUBTOTAL:	\$ 31,200
C. OPERATING EXPENSES:							
Federal Share:							
Office supplies for Nutrition activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutrition Education and Promotion activities					384/mo		
						SUBTOTAL:	\$ 4,608

FFY BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Contractor: Rural Cluster-Tri County
(Del Norte Co-Siskiyou Co-Trinity Co)
Contract #: 11-10763

										Federal Share Total Dollars	
D. EQUIPMENT EXPENSES:											
Federal Share:		Computer, printer and Network set-up									
										SUBTOTAL:	\$ 1,900
E. TRAVEL AND PER DIEM:											
Travel is estimated as subcontractor has not yet been identified.											
Federal Share:											
Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total					
	Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM.										\$ 2,760
	Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities										\$ 456
	Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.										\$ 456
	Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events										\$ 276
	Travel associated with coordinating a minimum of two local medical activities that highlight NE and PA events										\$ 276
	Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings										\$ 468
	Travel associated with training County Health Agencies on Rethink Your Drink and NE materials										\$ 468
										SUBTOTAL:	\$5,160

FFY BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Contractor: Rural Cluster-Tri County
 (Del Norte Co-Siskiyou Co-Trinity Co)
 Contract #: 11-10763

										Federal Share Total Dollars				
F. SUBCONTRACTORS:														
Federal Share:														
	1)													
	2)													
										SUBTOTAL:	\$0			
G. OTHER COSTS:														
Federal Share:														
	Training Materials:													
	Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, as well as printing and production of relevant Rethink Your Drink Materials													
										SUBTOTAL:	\$7,292			
H. INDIRECT COSTS:														
Federal Share:														
	Indirect Cost: 20% of total personnel and fringe benefits									\$ 109,200	SUBTOTAL: \$ 21,840			
TOTAL										\$ 110,000.00	1.2000	0.0%	0.0%	\$ 150,000

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: County of San Diego Health and Human Services Agency,
Public Health Services

Program Area: Network Community Expansion Project: Local Health Department

Contract Number: 11-10769

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 40% Female 60%

Ethnicity:

- African American 15%
- Asian 5%
- Caucasian 30%
- Latino 50%
- Native American _____%
- Pacific Islander _____%
- Other (specify) _____: _____%

Languages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> English <u>50%</u> | <input type="checkbox"/> Khmer (Cambodian) _____% |
| <input checked="" type="checkbox"/> Spanish <u>50%</u> | <input type="checkbox"/> Korean _____% |
| <input type="checkbox"/> Arabic _____% | <input type="checkbox"/> Lao _____% |
| <input type="checkbox"/> Armenian _____% | <input type="checkbox"/> Tagalog _____% |
| <input type="checkbox"/> Russian _____% | <input type="checkbox"/> Vietnamese _____% |
| <input type="checkbox"/> Bosnian _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Cantonese _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Farsi _____% | <input type="checkbox"/> Mandarin _____% |
| <input type="checkbox"/> Hmong _____% | |

Ages:

- Under 5 years old _____%
- 5 to 8 10%
- 9 to 11 5%
- 12 to 17 5%
- 18 to 59 65%
- 60 years old and over 15%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

- See attached Census Tract data sheet
- See attached Free/Reduced Price Meal % data sheet

- Other (Specify): _____ (_____ % equal to or less than 185% FPL)
 Other (Specify): _____ (_____ % equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | | | |
|--|---------|--|---------|
| <input checked="" type="checkbox"/> CalFresh Offices | 40% | <input type="checkbox"/> Shelters/Temporary Housing | _____ % |
| <input type="checkbox"/> Food Banks | _____ % | <input type="checkbox"/> Soup Kitchens | _____ % |
| <input type="checkbox"/> Food Pantries | _____ % | <input checked="" type="checkbox"/> TANF Job Readiness Program | 30% |
| <input type="checkbox"/> Public Housing | _____ % | <input checked="" type="checkbox"/> WIC Offices | 10% |
| <input checked="" type="checkbox"/> HeadStart | 10% | | |

d. Project Description.

Key Methods:

- Advisory Council/Task Force (specify): Nutrition Security Task Force CNAP
 Internet/Web Sites-website address: _____
 Print Media
 Radio: _____
 TV: _____
 Nutrition Education Classes: (_____ occurrences at _____ hour(s) each)
 Community Education Events: (_____ occurrences at _____ hour(s) each)
 Training/Workshop/Conference: (_____ occurrences at _____ hour(s) each)
 Point of Purchase: (_____ occurrences at _____ hour(s) each)
 Other (specify) CalFresh Participant Newsletters: (_____ occurrences at _____ hour(s) each)

Key Educational Messages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input type="checkbox"/> Lean Meat and Beans |
| <input checked="" type="checkbox"/> Physical Activity | <input checked="" type="checkbox"/> Limit Added Sugars or Caloric Sweeteners |
| <input type="checkbox"/> Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources) | <input type="checkbox"/> MyPyramid – Healthy Eating Plan |
| <input type="checkbox"/> Fats and Oils | <input type="checkbox"/> Promote Healthy Weight |
| <input type="checkbox"/> Fiber-Rich Foods | <input type="checkbox"/> Sodium and Potassium |
| <input type="checkbox"/> Food Safety | <input type="checkbox"/> Whole Grains |
| <input type="checkbox"/> Food Shopping/Preparation | <input type="checkbox"/> Other (Specify): _____ |

SNAP-Ed Delivery Sites by Type of Setting:

Put numbers Adult Education & Job Training Sites

- _____ Adult Rehabilitation Centers
 CalFresh Offices
 _____ Churches
 Community Centers
 Elderly Service Centers
 Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens)
 _____ Extension Offices
 _____ Farmers Markets
 _____ Food Stores

Head Start Programs

- _____ Individual Homes
 Libraries
 _____ Other Youth Education Sites (includes Parks and Recreation)
 Public/Community Health Centers (includes Public Health Departments)
 _____ Public Housing
 Schools – students (Preschool)
 Schools – students (K-12)
 Schools – students (Afterschool Program)
 Schools – Parents
 _____ Shelters/Temporary Housing

WIC Programs

Other (specify): _____

_____ Worksites

Other (specify): _____

Other (specify): _____

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants:

1750

Narrative (max. 200 words)

The County of San Diego, Department of Public Health Services (LHD) will collaborate with Cal Fresh Social Services in order to achieve the overall goal of implementing a comprehensive public health nutrition program to increase fruit and vegetable consumption among the SNAP-ED eligible population.

The LHD aims to develop key relationships with our CalFresh director and staff to establish a County Nutrition Action Plan (C-NAP) group. Our County has a Board of Supervisors' approved Nutrition Security Plan directs HHSA staff to provide nutrition education and improve nutritious food access to our CalFresh population and will be used as a basis for forming a C-NAP group. Our CalFresh director has created a Nutrition Security Task Force which will be expanded to include other federal meal providers, WIC, and Headstart.

The NSTF will guide nutrition education messages and systematically implement sustainable nutrition education opportunities for CalFresh eligible population. Staff will work with current contractors that provide services to our target population that currently do not provide nutrition education. The taskforce will also provide support of "ReThink Your Drink" healthy beverage education efforts.

To engage community residents in improving food access and physical activity opportunities the LHD will conduct three (CX3) projects. CX3 trainings will instruct proper data collection.

e. Summary of Research.

See Section A, pages 2-5.

f. Modification of Project Methods/Strategies.

We have not modified our methods/strategies

Changing audience participation

Improving cultural relevancy

Adding new partners

Enhancing/updating existing strategies

Other (specify): _____

Utilizing research/program tool

Other (specify): _____

All modifications are approved by the Network.

g. Use of Existing Educational Materials.

See attached Existing Educational Materials/Curricula data sheet.

h. Development of New Educational Materials.

All new educational materials must be listed on the attached New Materials Development data sheet.

i. **Key Performance Measures/Indicators.** (*max. 100 words*)

- Organizational change
- Personal knowledge
- Changes in behavior
- Number of new partnerships

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities.

Contractors who receive Federal Share >\$350,000 must participate in impact evaluation.

Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Through the CNAP collaboration between multiple federal funded and non-federally funded food and meal assistance programs will ensure consistent nutrition messages for San Diego's CalFresh eligible population. Collaboration specifically between the Local Health Department, CalFresh department and our Health and Human Services Agency will provide for outlets through our Family Resource Centers (FRC's) for nutrition education classes.

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
WIC	Red Cross - Lemon Grove Office	7034 Broadway Ave.	Lemon Grove	91945	6073014400	All Races	51.4%	
WIC	SYHC WIC National City	1005 Plaza Blvd Suite A	National City	91950	6073011700	All Races	55.4%	
WIC	SDSU Foundation WIC	321 Van Houten Ave	El Cajon	92020	6073015802	All Races	57.7%	
WIC	SDSU Foundation WIC	335 East Valley Parkway	Escondido	92025	6073020212	All Races	65.4%	
WIC	SDSU Foundation WIC	1809 National Ave	San Diego	92113	6073005000	All Races	62.5%	
WIC	SDSU Foundation Southwest WIC	3177 Oceanview Blvd	San Diego	92113	6073003902	All Races	68.3%	
WIC	Red Cross - Euclid Health Center	292 Euclid Ave., Ste. 225	San Diego	92114	6073003302	All Races	56.6%	
WIC	SYHC WIC Maternal and Child Health Center	4050 Beyer Blvd,	San Ysidro	92173	6073010005	All Races	59.1%	
WIC	SYHC WIC San Ysidro	4494 Camino de la Plaza	San Ysidro	92173	6073010009	All Races	53.95%	
Senior Meals	Oxford Apartments	555 Oxford Street	Chula Vista	91910	6073013206	All Races	51.8%	
Senior Meals	St. Johns Plaza	8150 Broadway	Lemon Grove	91945	6073014400	All Races	51.4%	
Senior Meals	Terrace Gardens	3181 College Place	Lemon Grove	91945	6073014400	All Races	51.4%	
Senior Meals	Horizons	1415 East 8th Street	National City	91950	6073011802	All Races	66.7%	
Senior Meals	Highland Baptist Church	2605 Highland Ave	National City	91950	6073011602	All Races	54.0%	
Senior Meals	Summercrest	2721 E. Plaza Blvd.	National City	91950	6073012002	All Races	54.0%	

LOCAL PROJECT SYNOPSIS

Elderly Senior Centers (Senior Meals)	Highlander Adult Day Care	2525 Highland Ave	National City	91950	6073011602	All Races	54.0%	
Elderly Senior Centers (Senior Meals)	Open Arms Adult Day Care	540 N National City Blvd	National City	91950	6073011400	All Races	59.1%	
Senior Meals	Granger Wellnes Apartments	2700 E 8th Street	National City	91950	6073012002	All Races	54.0%	
Elderly Senior Centers (Senior Meals)	National City Senior Center	1221 D Ave	National City	91950	6073011700	All Races	55.4%	
Senior Meals	El Cajon Senior Tower	180 Ballantyne Street	El Cajon	92020	6073015801	All Races	62.0%	
Elderly Service Centers (Senior Meals)	Joslyn Senior Center	210 Park Ave	Escondido	92025	6073002708	All Races	73.2%	
Senior Meals	Grandon Village	1607 Grandon Ave	San Marcos	92078	6073020009	All Races	54.7%	
Community Center (Senior Meals)	Sherman Height Comm. Center	2258 Island ave	San Diego	92102	6073004700	All Races	67.1%	
Elderly Senior Centers (Senior Meals)	Samahan Senior Citizens Center *	2926 Market Street	San Diego	92102	6073004100	All Races	53.4%	
Senior Meals	Neighborhood House Assoc.	841 S 41st Street	San Diego	92113	6073003301	All Races	61.4%	
Elderly Senior Centers (Senior Meals)	Golden Age Senior Center	740 S 36th Street	San Diego	92113	6073003502	All Races	74.1%	
Senior Meals	Memorial Senior Center *	610 S 30th Street	San Diego	92113	6073003902	All Races	68.3%	
Elderly Senior Centers (Senior Meals)	Paradise Senior Center *	1880 Logan Avenue	San Diego	92113	6073005000	All Races	62.5%	
Elderly Senior Centers (Senior Meals)	Southcrest Senior Center *	4159 Newton Avenue	San Diego	92113	6073003602	All Races	72.0%	

LOCAL PROJECT SYNOPSIS

Meals)								
Elderly Senior Centers (Senior Meals)	Encanto Senior Center *	6555 Broadway	San Diego	92114	6073003004	All Races	55.7%	
Senior Meals	Villa Alta	4227 52nd St.	San Diego	92115	6073002708	All Races	73.2%	
Senior Meals	Cesar Chavez Park	455 Sycamore Rd	San Ysidro	92173	6073010009	All Races	53.9%	
Head Start	Otay Center	1601 Fourth Ave	Chula Vista	91911	6073013204	All Races	56.0%	
Head Start	Palomar Center	1320 4th Avenue	Chula Vista	91911	6073013206	All Races	51.8%	
Head Start	Family Child Care	7850 Golden Ave	Lemon Grove	91945	6073014400	All Races	51.4%	
Head Start	Plaza Center Center	1805 E. 17th Street	National City	91950	6073012001	All Races	60.3%	
Head Start	Farragut Circle	490 Farragut Circle	El Cajon	92020	6073015802	All Races	57.7%	
Head Start	Children of the Rainbow	3078 L Street	San Diego	92102	6073004000	All Races	70.9%	
Head Start	Inner City	2918 Imperial Avenue	San Diego	92102	6073004000	All Races	70.9%	
Head Start	Jackie Robinson	151 YMCA Way	San Diego	92102	6073003301	All Races	61.4%	
Head Start	Kimbrough Elementary	321 Hoitt St	San Diego	92102	6073004000	All Races	70.9%	
Head Start	New Life	766 28th St	San Diego	92102	6073004502	All Races	64.4%	
Head Start	Sherman	2258 Island Ave	San Diego	92102	6073004700	All Races	67.1%	
Head Start	Sherman Elementary	450 24th St	San Diego	92102	6073004700	All Races	67.1%	
Head Start	Cherokee Point	3735 38th Street	San Diego	92105	6073002401	All Races	65.5%	
Head Start	Euclid Elementary	4141 Menlo	San Diego	92105	6073002302	All Races	61.5%	
Head Start	Chavez Elementary	1403 40th Street	San Diego	92113	6073003602	All Races	72.0%	
Calfresh (CX3)	Oceanside South	1315 Union Plaza Ct	Oceanside	92054	6073018504	All Races	6.1%	
Library (CX3)	El Cajon Library	201 E. Douglas	El Cajon	92020	6073015802	All Races	57.7%	
Calfresh office (CX3)	Lemon Grove Community Center	3146 School Ln	Lemon Grove	91945	6073014400	All Races	51.4%	
Calfresh office (CX3)	Kimball Elementary	304 West 18th Street	National City	91950	<u>0607301150</u> <u>0</u>	All Races	185%	

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
Bancroft (S)	La Mesa Spring Valley	37681976038418	68.52%	14.81%	83.33%
Casa de Oro (S)		37681976038434	53.35%	17.16%	70.51%
Highlands (S)		37681976038459	51.82%	13.44%	65.26%
Kempton (S)		37681976038467	80.40%	12.73%	93.13%
Potrero Elementary (S)	Mountain Empire	37682136097190	82.79%	16.74%	99.53%
Clover Flat Elementary (S)		37682136085054	50.00%	7.41%	57.41%
Central School (S)	National	37682216038731	65.33%	19.89%	85.22%
Kimball Elementary (S)					
Olivewood School (S)		37682216038806	65.25%	19.92%	85.17%
Adams (S)	San Diego Unified	37683386039101	77.61%	3.28%	80.90%
Cherokee Pt (S)		37683381018282	93.43%	2.67%	96.10%
Chollas Mead (S)		37683386039382	89.52%	3.45%	92.97%
Kimbrough (S)		37683386114292	97.18%	1.76%	98.94%
Florence (S)		37683386039572	55.66%	19.50%	75.16%
Vista Grande (S)		37683386099089	36.50%	16.75%	53.25%
Toler (S)		37683386040224	46.37%	14.88%	61.25%
Carver (S)		37683386039358	87.50%	2.50%	90.00%
San Marcos Elementary (S)	San Marcos Unified	37737916039085	83.68%	7.36%	91.04%
Beyer (S)	San Ysidro	37683796040414	80.69%	10.93%	91.62%
La Miranda (S)		37683796089007	78.79%	12.40%	91.19%
PK/CDC					

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

Use of Existing Educational Materials/Curricula Data Sheet

Source	<i>Title</i>	<i>Description</i>	<i>Languages</i>
ChooseMyPlate.gov	10 Tips Nutrition Education Series	The Ten Tips Nutrition Education Series provides consumers and professionals with high quality, easy-to-follow tips in a convenient, printable format. These are perfect for posting on a refrigerator.	English
American Heart Association	About Cholesterol	Basic information about cholesterol for adults, Lesson plans	English
CA Department of Health	Be Active Your Way	Lesson Plan: learn about the advantages of physical activity and how to incorporate physical activity into your life	English/ Spanish
Rena Buss	bSafe bFit! Program for Kids: A Guide for Teaching PA and Nutrition to Kids	Manual with Lesson Plans, Posters, Activity Cards, CD, and Instructor DVD; focusing on physical and nutrition education	English
USDA	ChooseMyPlate.gov	Online resource that provides educational materials and information on the basics of a healthy diet. For consumers of all age groups and educators.	English/ Spanish
USDA materials	Comparing Food Labels	Lesson plan that provides instruction on reading a food label so comparisons between products can be done.	English
<i>Fresh Approach</i>	Cooking Matters	This curriculum is designed to teach low income parents how to cook. The series provides a series of lessons and was developed by Fresh Approach of the Bay Area. The curriculum also covers nutrition and healthy eating, food preparation, budgeting and shopping.	English
American Institute for Cancer Research	Facts About Fat	Lesson plan for adults that reviews fats.	English
American Heart Association	Fats 101	Lesson plan for adults that provides basic information about dietary fats and cholesterol downloadable from AHA website	English
SNAP-Ed Connection	Fruits Vegetables and whole grains too (Healthy Futures lesson plan)	Nutrition education activity lessons promoting healthy eating.	English/ Spanish
American Heart Association	Heart Health	Lesson plan for adults about cholesterol info and Lipoprotein A	English
USDA materials	How to Read Food Labels	Lesson plan that teaches how to read a food fact label.	English

Source	Title	Description	Languages
National Institute of Diabetes and Digestive and Kidney Disease	Just Enough for You About Food Portions	21 page booklet/ lesson plans about portion control. NIH Publication No. 09-5287 June 2009	English
ChooseMyPlate.gov	Let's eat for the health of it	Consumer brochure explaining the dietary guidelines using the ChooseMyPlate model	English
American Heart Association	Omega 3 Fatty Acids	For adults. Lesson plan that discusses Omega 3 FA.	English
Dairy Council of Washington	Think Your Drink	All Ages; Poster & worksheet on the nutritional value of various beverages.	English
Head Start Child Development Program	Food for Thought	Lessons that teach children healthy habits and healthy foods.	English
Centers for Disease Control and Prevention (CDC)	Rethink Your Drink	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
Regional Network	Rethink Your Drink	Core lessons on beverages for all grade levels. Focuses on reading the food label.	English
Network for a Healthy California	Re-Think Your Drink	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
California Project LEAN	Rethink Your Drink Poster	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English

New Materials Development Data Sheet

Title	Description	Justification

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

County of San Diego Health and Human Services Agency
contract # 11-10769

A PERSONNEL SALARIES:									
1. Name and Position Title			2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars		
FEDERAL SHARE POSITIONS									
1.	Name:	To be determined							
	Title:	Project Coordinator	\$ 80,000	1.0000				\$	80,000
2.	Name:	To be determined							
	Title:	Administrative Assistant	\$ 40,000	0.4000				\$	16,000
3.	Name:	To be determined							
	Title:	Nutritionist	\$ 65,000	0.5000				\$	32,500
SUBTOTAL			\$ 185,000	1.9000	0.0000	0.0000	\$	128,500	
Project Coordinator		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.							
Nutritionist		Provides nutrition education to the SNAP-ED eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reporting and tracking systems.							
Administrative Assistant		Provides administrative and office support for the project staff and is responsible for the reporting requirements.							
B. FRINGE BENEFITS:									
Federal Share:									
Includes payroll taxes and medical/dental benefits at 40% of personnel salaries					\$	128,500			
							SUBTOTAL:	\$	51,400
C. OPERATING EXPENSES:									
Federal Share:									
Office supplies for Nutritoin activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutriton Education and Promotion activities					475/mo				
							SUBTOTAL:	\$	5,700

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

County of San Diego Health and Human Services Agency
contract # 11-10769

D. EQUIPMENT EXPENSES:										
Federal Share:		Computer, printer and Network set-up for 2 FTE (prorated when necessary)								
									SUBTOTAL:	
									\$ 2,850	
E. TRAVEL AND PER DIEM:										
Travel is estimated as subcontractor has not yet been identified.										
Federal Share:										
Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total				
	Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM.									\$ 5,068
	Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities									\$ 1,000
	Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.									\$ 1,000
	Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events									\$ 600
	Travel associated with coordinating a minimum of two local medical activities that highlight NE and PA events									\$ 600
	Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings									\$ 1,000
	Travel associated with training County Health Agencies on Rethink Your Drink and NE materials									\$ 1,000
	Travel associated with CX ³									\$ 732.00
									SUBTOTAL:	
									\$11,000	

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

County of San Diego Health and Human Services Agency
 contract # 11-10769

											Federal Share Total Dollars			
F.	SUBCONTRACTORS:													
	Federal Share:													
	1)	TBD-Survey and Field Work for CX ³										\$ 50,000		
	2)													
										SUBTOTAL:	\$50,000			
G.	OTHER COSTS:													
	Federal Share:													
		Training Materials:												
		Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, CX ³ , as well as printing and production of relevant Rethink Your Drink Materials												
										SUBTOTAL:	\$64,570			
H.	INDIRECT COSTS:													
	Federal Share:													
		Indirect Cost: 20% of total personnel and fringe benefits								\$ 179,900	SUBTOTAL:	\$ 35,980		
TOTAL										\$ 185,000.00	1.9000	0.0%	0.0%	\$ 350,000

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: San Luis Obispo County Public Health Department
Program Area: Network Community Expansion Project: Local Health Department
Contract Number: 11-10762

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 34% Female 66%

Ethnicity:

<input checked="" type="checkbox"/> African American	<u>3%</u>	
<input checked="" type="checkbox"/> Asian	<u>1%</u>	
<input checked="" type="checkbox"/> Caucasian	<u>70%</u>	
<input checked="" type="checkbox"/> Latino	<u>25%</u>	
<input checked="" type="checkbox"/> Native American	<u>1%</u>	
<input type="checkbox"/> Pacific Islander		%
<input type="checkbox"/> Other (specify)	:	%

Languages:

<input checked="" type="checkbox"/> English	<u>85%</u>	<input type="checkbox"/> Korean	%
<input checked="" type="checkbox"/> Spanish	<u>15%</u>	<input type="checkbox"/> Lao	%
<input type="checkbox"/> Arabic	%	<input type="checkbox"/> Tagalog	%
<input type="checkbox"/> Armenian	%	<input type="checkbox"/> Vietnamese	%
<input type="checkbox"/> Russian	%	<input type="checkbox"/> Other (specify)	:
<input type="checkbox"/> Bosnian	%		%
<input type="checkbox"/> Cantonese	%	<input type="checkbox"/> Other (specify)	:
<input type="checkbox"/> Farsi	%		%
<input type="checkbox"/> Hmong	%	<input type="checkbox"/> Mandarin	%
<input type="checkbox"/> Khmer (Cambodian)	%		

Ages:

<input type="checkbox"/> Under 5 years old	_____	%
<input type="checkbox"/> 5 to 8		%
<input type="checkbox"/> 9 to 11		%
<input type="checkbox"/> 12 to 17		%
<input checked="" type="checkbox"/> 18 to 59	<u>90%</u>	
<input checked="" type="checkbox"/> 60 years old and over	<u>10%</u>	

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

See attached Census Tract data sheet

- See attached Free/Reduced Price Meal % data sheet
- Other (Specify): (% equal to or less than 185% FPL)
- Other (Specify): (% equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | | | |
|--|------------|---|------------|
| <input checked="" type="checkbox"/> CalFresh Offices | <u>20%</u> | <input type="checkbox"/> Shelters/Temporary Housing | % |
| <input checked="" type="checkbox"/> Food Banks | <u>10%</u> | <input type="checkbox"/> Soup Kitchens | % |
| <input type="checkbox"/> Food Pantries | % | <input type="checkbox"/> TANF Job Readiness Program | % |
| <input checked="" type="checkbox"/> Public Housing | <u>10%</u> | <input checked="" type="checkbox"/> WIC Offices | <u>20%</u> |
| <input checked="" type="checkbox"/> HeadStart | <u>20%</u> | | |

d. Project Description.

Key Methods:

- Advisory Council/Task Force (specify): A sub-committee will be formed under the current obesity coalition, consisting of partners in this effort: WIC Director, Cooperative Extension personnel who do SNAP ED education in local schools, the Department of Social Services and Public Health staff.
- Internet/Web Sites-website address:
- Print Media
- Radio:
- TV:
- Nutrition Education Classes: (52 occurrences at .5 hour(s) each)
- Community Education Events: (25 occurrences at .5 hour(s) each)
- Training/Workshop/Conference: (4 occurrences at 2 hour(s) each)
- Point of Purchase: (occurrences at hour(s) each)
- Other (specify) : (occurrences at hour(s) each)

Key Educational Messages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input checked="" type="checkbox"/> Limit Added Sugars or Caloric Sweeteners |
| <input checked="" type="checkbox"/> Physical Activity | <input type="checkbox"/> MyPyramid – Healthy Eating Plan |
| <input type="checkbox"/> Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources) | <input type="checkbox"/> Promote Healthy Weight |
| <input type="checkbox"/> Fats and Oils | <input type="checkbox"/> Sodium and Potassium |
| <input checked="" type="checkbox"/> Fiber-Rich Foods | <input type="checkbox"/> Whole Grains |
| <input checked="" type="checkbox"/> Food Safety | <input checked="" type="checkbox"/> Other (Specify): <u>My Plate, ReThink Your Drink</u> |
| <input checked="" type="checkbox"/> Food Shopping/Preparation | |
| <input checked="" type="checkbox"/> Lean Meat and Beans | |

SNAP-Ed Delivery Sites by Type of Setting:

- | | |
|--------------------------------------|--|
| Adult Education & Job Training Sites | <u>2</u> Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens) |
| Adult Rehabilitation Centers | Extension Offices |
| <u>5</u> CalFresh Offices | Farmers Markets |
| Churches | Food Stores |
| Community Centers | <u>8</u> Head Start Programs |
| Elderly Service Centers | Individual Homes |
| | Libraries |

Other Youth Education Sites (includes
Parks and Recreation)

Public/Community Health Centers
(includes Public Health Departments)

7 Public Housing

Schools – students (Preschool)

Schools – students (K-12)

Schools – students (Afterschool
Program)

Schools – Parents

Shelters/Temporary Housing

7 WIC Programs

Worksites

Other (specify):

Other (specify):

Other (specify):

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants: 1,250

Narrative (max. 200 words)

Our main objectives are to (1) establish a county-wide SNAP-Ed presence by delivering community nutrition education and (2) collaborate with local partners who also are funded to do SNAP ED work. Key activities will be to establish an infrastructure for conducting nutrition education activities that also are effective obesity prevention strategies. We will convene a County Nutrition Action Plan (CNAP) group of the local USDA Food Nutrition Service (FNS)-funded nutrition programs, and other critical stakeholders in the county. Since we have an active obesity prevention coalition already established, we will make the CNAP group a sub-committee of the coalition, and ask if other partners would like to participate. Our nutrition education will consist of: 1) a 5 class nutrition education series, which will include skill-based lessons and activities; 2) a single session nutrition education class, specifically focusing on cooking demonstrations and taste testing, and recruiting Champion Moms to assist in teaching the classes. We will also conduct CX3, the program planning framework for evaluating neighborhood nutrition factors that will guide strategic, intensive nutrition education efforts with the target population in those neighborhoods.

e. Summary of Research.

See Section A, pages 2-5.

f. Modification of Project Methods/Strategies.

We have not modified our methods/strategies

Improving cultural relevancy

Enhancing/updating existing strategies

Utilizing research/program tool

Changing audience participation

Adding new partners

Other (specify):

Other (specify):

All modifications are approved by the Network.

g. Use of Existing Educational Materials.

See attached Existing Educational Materials/Curricula data sheet.

h. Development of New Educational Materials.

All new educational materials must be listed on the attached New Materials Development data sheet.

i. Key Performance Measures/Indicators. (max. 100 words)

We will increase the percentage of the target population who receive key nutrition messages at community settings and will track attendance and participation at all events, we will administer a

pre and post test after the 5 series nutrition class to assess knowledge gained by participants, we will collect minutes of CNAP meetings and we will submit CX3 data reports.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities.

Contractors who receive Federal Share >\$350,000 must participate in impact evaluation.

Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

We will coordinate with other funded agencies who participate in SNAP ED including the Department of Social Services, the Cooperative Extension Program, and WIC.

Census Tract Data Sheet

*Intervention sites are not yet determined

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
TBD*					06079010901	All Races	88.1 %	Census Tract
TBD*					06079012800	All Races	78.9 %	Census Tract
TBD*					06079010902	All Races	78.3 %	Census Tract
TBD*					06079011101	All Races	54.6 %	Census Tract
TBD*					06079011200	All Races	50.6 %	Census Tract
TBD*					06079010100		72.0 %	Census Blocks
TBD*					06079010300		56.6 %	Census Blocks
TBD*					06079010800		50.9 %	Census Blocks
TBD*					06079010901		90.2 %	Census Blocks
TBD*					06079010901		82.0 %	Census Blocks
TBD*					06079010902		55.1 %	Census Blocks
TBD*					06079010902		78.0 %	Census Blocks
TBD*					06079010902		83.9 %	Census Blocks
TBD*					06079011000		70.0 %	Census Blocks
TBD*					06079011101		56.9%	Census Blocks
TBD*					06079011101		64.9%	Census Blocks
TBD*					06079011102		60.6%	Census Blocks
TBD*					06079011200		67.7%	Census Blocks
TBD*					06079011200		50.3%	Census Blocks
TBD*					06079011300		64.3%	Census Blocks
TBD*					06079012200		52.3%	Census Blocks
TBD*					06079012800		78.9%	Census Blocks
WIC	Atascadero Health Dept.	5575 Capistrano Way	Atascadero	93422				Proxy Site

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
WIC	Cambria Veteran's Building	1000 Main Street	Cambria	93428				Proxy Site
WIC	Grover Beach Health Dept.	286 South 16 th St.	Grover Beach	93433				Proxy Site
WIC	Morro Bay Health Department	760 Morro Bay Blvd.	Morro Bay	93442				Proxy Site
WIC	Nipomo Senior Citizen's Club	200 East Dana	Nipomo	93444				Proxy Site
WIC	Paso Health Department	723 Walnut St.	Paso Robles	93446				Proxy Site
WIC	San Luis Obispo Health Dept.	2191 Johnson Ave	San Luis Obispo	93401				Proxy Site
Head Start	Nipomo Head Start	130 E. Tefft	Nipomo	93444				Proxy Site-
Head Start	Five Cities Head Start	1800 Wilmar Avenue, Bldg. A	Oceano	93445				Proxy Site
Head Start	Children's Waiting Room	864 Santa Rosa St.	San Luis Obispo	93401				Proxy Site
Head Start	High Street Head Start	480 High Street, Apt. C & D	San Luis Obispo	93401				Proxy Site
Head Start	Sunnyside Head Start	880 Manzanita	Los Osos	93402				Proxy Site
Head Start	Atascadero Head Start	965 El Camino Real	Atascadero	93422				Proxy Site
Head Start	Paso Robles Head Start	304 19th Street	Paso Robles	93446				Proxy Site
Head Start	Cambria Head Start	2950 Santa Rosa Creek Rd.	Cambria	93428				Proxy Site

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Cal Fresh	DSS- San Luis Obispo	3433 South Higuera Street	San Luis Obispo	93401				Proxy Site
Cal Fresh	DSS- Paso Robles	530 12th St.	Paso Robles	93446				Proxy Site
Cal Fresh	DSS- Nipomo	681 W. Tefft Street, Suite 1	Nipomo	93444				Proxy Site
Cal Fresh	DSS- Arroyo Grande	1086 Grand Ave	Arroyo Grande	93420				Proxy Site
Cal Fresh	DSS- Atascadero	9415 El Camino Real	Atascadero	93422				Proxy Site
Food Bank	Food Bank	2212 Golden Hill Road	Paso Robles	93446				Proxy Site
Food Bank	Food Bank	1820 Railroad Rd.	Oceano	93445				Proxy Site
Public Housing	Brizzolara Apts.	611-633 Brizzolara St.	San Luis Obispo	93401				Proxy Site
Public Housing	Anderson Hotel	955 Monterey St.	San Luis Obispo	93401				Proxy Site
Public Housing	Del Rio Terrace	1325-1375 Ella St.	San Luis Obispo	93401				Proxy Site
Public Housing	Atascadero Senior Housing	9705 El Camino Real	Atascadero	93422				Proxy Site
Public Housing	Hidden Creek Village	87 South River Road	Paso Robles	93446				Proxy Site
Public Housing	High Street Apartments	478-490 High St.	San Luis Obispo	93401				Proxy Site
Public Housing	Leff Street Apartments	456-493 Leff St.	San Luis Obispo	93401				Proxy Site

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
N/A			%	%	%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

Use of Existing Educational Materials/Curricula Data Sheet

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Texas Department of Agriculture	10 Easy Ways to Improve Your Family's Eating Habits	Handout: 10 strategies suggested as a starting point to improve a family's eating habits	English/ Spanish
ChooseMyPlate.gov	10 Tips Nutrition Education Series	The Ten Tips Nutrition Education Series provides consumers and professionals with high quality, easy-to-follow tips in a convenient, printable format. These are perfect for posting on a refrigerator.	English
National Association of Sports & PA	101 Tips for Family Fitness Fun	Adult; Booklet with ideas to be active as a family.	English/ Spanish
NASCO	50 Ways/Physical activity tablet	Get motivated with tips and ideas that encourage eating healthier and increasing physical activity. This tablet offer 50 creative ways to help individuals lead healthier lives.	English
Nancy Maria Grande Tabor	A Taste of the Mexican Market	It is written in English and Spanish and describes the different foods in a typical Mexican Market with the main focus on F/V.	English/Spanish
American Heart Association	About Cholesterol	Basic information about cholesterol for adults, Lesson plans	English
Dairy Council of California	Activity & Eating (Adult) - Linking Together for Optimal Health & Fitness	This booklet helps adults understand the essential connection between being physically active, making healthful food choices and maintaining long-term good health.	English/ Spanish
American Dietetic Assoc.	ADA's Complete Food and Nutrition Guide	This guide provides nutrition and activity advice for every age and stage of life.	English
Learning Zone Express	Adventures in the Grocery Store DVD	Topics include: label reading, food quality, food safety, unit pricing and money management for grocery shopping	English
American Heart Association	An Eating Plan for Healthy Americans	Brochure describing healthy eating options. Adult	English
Communicating Food for Health	Are you Eating Right for Your Heart?	Discusses substitutions for eating more healthfully. Adult	English

Source	Title	Description	Languages
Dairy Council of California	Be a Healthy Eating Role Model	Handout that teaches parents how to model healthy eating that supports healthy development in children.	English
USDA	Be Active (Your Way: A Guide for Adults?)	Based on the 2008 Physical Activity Guidelines for Americans, this guide can help you fit physical activity into your life for your schedule.	English
CA Department of Health	Be Active Your Way	Lesson Plan: learn about the advantages of physical activity and how to incorporate physical activity into your life	English/ Spanish
Food Stamp Nutrition Connection	Be Active Your Way (It's So Easy?) (DHS)	Discusses the benefits and recommendations for physical activity. Provides general tips and a physical activity pyramid.	English/ Spanish
Alameda County Public Health Department	Be Sugar Savvy Curriculum	Curriculum: posters, handouts, lesson plan, etc. @ http://www.acphd.org/nutritionservices/resources.htm	English/ Spanish
Produce for Better Health	Benefits of Fruits and Vegetables	Brochure discusses benefits of consuming fruits and vegetables.	English
Dairy Council of California	Beverages: Make Every Sip Count	Adult; Goal oriented handout w/ info on choosing healthy beverages - developed in coord w/ HCA & local partners.	English/ Spanish/ Vietnamese
U.S. Dept. Health and Human Services/Office on Women's Health	BodyWorks Toolkit	BodyWorks is a program designed to help parents and caregivers of adolescents improve family eating and activity habits	English
Learning Zone Express	Breakfast Basics Tablet	Breakfast is the most important meal of the day! This tablet provides ideas for creating a healthy breakfast. Full-color back includes a checklist to record protein, whole grains, fruit & veggies, and healthy fats	English
Communicating Food for Health	Breakfast on the Run	Discusses easy ways to get a healthy breakfast. Adult	English
<i>Network for a Healthy California-Latino Campaign</i>	Brochures for Latinos	http://www.cdph.ca.gov/programs/cpns/Pages/LatinoCampaign.aspx	English/ Spanish
Centers for Disease Control and Prevention (CDC)	Brochures and posters	Need more detail or check website at: http://www.cdc.gov/ncbddd/bd/	English/ Spanish

Source	Title	Description	Languages
Supplemental Nutrition Assistance Program	Brochures and posters	http://snap.nal.usda.gov/nal_display/index.php?info_center=15&tax_level=1&tax_subject=247	English/ Spanish
NASCO	Budget Shopping WA27573HR	Power Point: tips on budget shopping: healthy foods do not cost more with insightful comparisons, preparation tips, healthy recipe and meal ideas, and 10 budget shopping tips. Please check with your PM prior to use of the recipes.	English
Dairy Council of California	Calcium Connection	Booklet: provides girls and women throughout the life cycle with age-specific information about the wide range of calcium's health benefits - from bone health to a likely role in weight management.	English/ Spanish
Regional Network- Bay Area	Calculating Sugar in Beverages	All Ages; Handout showing how to calculate # of tps of sugar in beverages.	English/ Spanish
California Project LEAN	California Chefs Cook Lean	Cookbook: over 15 low fat recipes created by chefs from around the California. Please check with your PM prior to use of the recipes.	English/ Spanish
American Cancer Society	California Home Grown, Cooking Smart; nutrition and Activity Quiz: Add Fruits and Veggies to Your Diet: Great American Eat Right Challenge	As title indicates, at http://www.cancer.org/index	English
WIC Materials	California WIC Education Materials	http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx	English/ Spanish
Communicating Food for Health	Calorie Density: Choose to Lose	Discusses foods that have high calories, low nutrients as opposed to lower calorie, high nutrients. Handout for adults.	English
California Project LEAN	Celebrate Health with a Lowfat Fiesta Brochure	Brochure: tips for eating lean Mexican cuisine at home or eating out	Spanish
California Project LEAN	Celebre con una Fiesta al Aire Libre	# 221 in Spanish: Brochure: tips for eating lean Mexican cuisine at home or eating out	Spanish
<i>Network for a Healthy California</i>	Champions for Change Materials	http://www.cachampionsforchange.net/en/index.php	English/ Spanish
<i>Network for a Healthy California</i>	Champions for Change Physical Activity Guide	Handout: tips for increasing physical activity, also includes rationale	English/ Spanish

Source	Title	Description	Languages
American Cancer Society	Choices for Good Health: Guidelines for Nutrition and Physical Activity for Cancer Prevention brochure	Recommendations for individual choices help a person focus on the importance of maintaining a healthy body weight, adopting a physically active lifestyle, and eating a healthy diet.	English
USDA	ChooseMyPlate.gov	Online resource that provides educational materials and information on the basics of a healthy diet. For consumers of all age groups and educators.	English/ Spanish
Contractor Developed – OCHCA (Adapted from CDPH)	Communities of Excellence in Nutr, Phys Act & Obesity Prevention	Adult; Power Point & handouts reviewing the CX ³ project & how to conduct the community surveys.	English
USDA materials	Comparing Food Labels	Lesson plan that provides instruction on reading a food label so comparisons between products can be done.	English
San Francisco Department of Public Health	Cook Well, Live Better Curriculum	<i>Network approved curriculum designed to support work in helping clients and staff to buy, prepare, and eat more fruits and vegetables.</i>	English/ Spanish
<i>Network for a Healthy California-Children's Power Play! Campaign</i>	Cookbook and brochures	As title indicates	English/ Spanish
Harvest of the Month	Cookbook, Harvest of the Month	<i>As title indicates, developed by the Network</i>	English/ Spanish
<i>Network for a Healthy California</i>	Cookbooks	As title indicates	English/ Spanish
<i>Network, Project Lean</i>	Cooking Healthy Curriculum	As title indicates	English/ Spanish
American Cancer Society	Cooking Smart	A program that teaches by making simple changes in the way people prepare foods, how they can have a positive impact on both health and pocketbook. Teaches quick and easy tips to help them meet daily nutritional guidelines and prepare meals in 30 minutes or less.	English
<i>Network for a Healthy California-Retail Program</i>	Cross Promotional Wobblers, Canned Fruit & Vegetable Cards, Frozen Fruit & Vegetable Cards	<i>Network developed & approved</i>	English/ Spanish

Source	Title	Description	Languages
USDA Team Nutrition	Curricula: Nutrition Essentials	This interactive curriculum CD addresses dietary quality, food safety, and the management of food resources. The 17 lessons include topics such as: the food guide pyramid, smart snacking, saving money on meals, keeping food safe to eat, feeding infants, and eating for a healthy pregnancy	English
National Institute of Health	Cut Down on Salt	Basic nutritional recommendations from NIH to help prevent or lower high blood pressure.	English/ Spanish
American Heart Association	Cut the Fat	Reviews and emphasizes that the most effective change to make in diet is to cut fat in preventing heart disease. Lists the fat content in popular fast foods, and then suggests healthier, lower-fat alternatives.	English/ Spanish
SNAP-Ed Connection	Cut the fat for better health (Healthy Futures lesson plan)	Contains important information on the role of dairy and dairy nutrients in promoting the benefits of the Dietary Approaches to Stop Hypertension (DASH) eating plan, which may reduce high blood pressure and other cardiovascular risk	English/ Spanish
<i>Network for a Healthy California</i>	Dance for Fun and Fitness	<i>Found in the Network toolbox. Handout with review of arm leg and body motions</i>	English/ Spanish
National Dairy Council	DASH Health Education Kit	Recommends the low-fat Dietary Approaches to Stop Hypertension (DASH) eating plan, which includes two to three servings of dairy foods and eight to ten servings of fruits and vegetables, may help manage blood pressure. In fact, a trio of minerals found in dairy foods – calcium, potassium and magnesium – may play an important role in maintaining healthy blood pressure.	English
Mayo Clinic	Dietary fiber: An essential part of a healthy diet	Discusses how a high-fiber diet offers many health benefits and how to increase fiber intake	English

Source	Title	Description	Languages
Channing Bete Company	Dining Tips For A Healthier Heart; A Pocket Minder(R) Card	Keep heart-healthy eating on the menu wherever people go! From Chinese to Italian to Mexican -- and more -- this handy credit-card-sized reminder provides specific guidelines for making healthful choices no matter what the cuisine, plus tips on controlling portions, avoiding common pitfalls, and handling cravings.	English/ Spanish
California Project LEAN	Easy Recipes Using Commodity Foods	This collection of tested recipes, "Easy Recipes Using Common Commodity Foods", has been developed for use in cooking classes and cooking demonstrations. The collection contains a wide array of recipes, many requiring 30 minutes or less from start to finish. The recipes are ideal for groups of people who need tips to enable them to use the foods distributed by food assistance programs. This instruction may eliminate waste due to lack of knowledge or lack of planning skills. Please check with your PM prior to use of the recipes.	English
Centers for Disease Control & Prevention (CDC)	Eat a Variety of Fruits and Vegetables Every Day	Discusses that fruits and vegetables are great sources of many vitamins, minerals and other natural substances that may help protect you from chronic diseases and to get a healthy variety, think color. Eating fruits and vegetables of different colors gives the body a wide range of valuable nutrients, like fiber, folate, potassium, and vitamins A and C.	English
USDA Food and Nutrition Svc	Eat Smart Live Strong	Promotes two key behaviors: increase fruit and vegetable consumption and participate in physical activity. Included are a leader's guide and four sessions designed to reinforce these behaviors.	English/ Spanish
Krames Communications	Eating for a Healthier Heart	Brochure: Explains how patients can develop new habits to eat healthfully and enjoy it.	English

Source	Title	Description	Languages
American Dietetic Association	Eating Right Tips for Older Adults	Topics covered: calories, variety, fats, physical activity, sample meal plan and special dietary needs.	English/ Spanish
Food and Drug Administration	Eating Well As We Age	Addresses financial barriers to eating well, chewing issues, cooking issues, shopping, loss of appetite, upset stomach, and the Nutrition Facts label.	English/ Spanish
American Dietetic Association	Eating Well the Vegetarian Way	Describes types of vegetarianism and explains how to get nutrients such as iron, calcium and protein from a vegetarian eating plan. Includes tips for meal planning, eating out and physical activity.	English
<i>Network for a Healthy California</i>	Eating Well, Living Well ESL Materials	Provides model lessons that enable educators to integrate nutrition education that focuses on the message of maintaining healthy eating behaviors or changing less healthy ones and encouraging physical activity.	English
USDA materials	Energize Your Body with Fruits and Vegetables poster	Colorful poster that displays the recommended serving size of various fruits and vegetables	English/ Spanish
<i>NIDDK, Weight Control Information Network</i>	Energize Yourself and Your Family	This booklet gives tips on how to get moving and eat well even when life is busy. Supplemental resource that may provide ideas for a series of classes.	English
<i>Network for a Healthy California</i>	Everyday Healthy Meals - Cookbook	USDA approved: Healthy Meals Cookbook	English/ Spanish
Communicating Food for Health	Exercise at Home More	Handout for adults that provides exercise tips.	English
American Institute for Cancer Research	Facts About Fat	Lesson plan for adults that reviews fats.	English
American Institute for Cancer Research	Facts About Fiber- LP/Handout	Explains the fiber controversy. Tells you how to get enough fiber rich foods to stay healthy and avoid chronic disease.	English
<i>Network for a Healthy California</i>	Fast Meals, Quick Snack Teens Cookbook	A cookbook of healthy, quick meals for teenagers.	English
American Heart Association	Fats 101	Lesson plan for adults that provides basic information about dietary fats and cholesterol downloadable fro AHA website	English

Source	Title	Description	Languages
USDA materials	Fight BAC!	Materials provided by the USDA for adults that emphasis 4 steps for food safety	English
USDA	Fight BAC! Recommended Safe Cooking Temperatures	Materials provided by the USDA that emphasis food safety. Adult	English
Partnership for Food Safety Education	Fightback.org	Website to access Fight! BAC resources and materials (#486)	English/ Spanish
www.foodstats.com	Food-Stats	Basic Nutrient information resource web site for common foods and info on healthy eating.	English
UC Berkeley - Ctr for Wt & Health	Frequently Asked Questions about Sports Drinks	Adult; Handout with info on the use & nutritional value of sports drinks.	English/ Spanish
CDC	Fruit and Veggies Matter: What Counts as a Cup?	Brochure through pictures shows how to determine cup portion sizes of fruits and vegetables for adults.	English
<i>Network Tool box for Community Educators</i>	Fruit, vegetable, and physical activity playing cards	Nut Ed playing cards support several Nut Ed lessons.	English/ Spanish
<i>Network for a Healthy California</i>	Fruits and Vegetables	Brochure to promote fruits and vegetables intake	English/ Spanish
<i>Network for a Healthy California</i>	Fruits and Vegetables for Your Health, Your Neighborhood and Your Life	Brochure to promote fruits and vegetables intake	English/ Spanish
CDC	Fruits and Veggies More Matters	A two-sided Low literacy brochure with tips and ideas to stretch your fruit and veggie budget.	English
CDC	Fruits and Veggies on the Go	Ideas for eating fruits and vegetables while on the go with recipes used with adults.	English
SNAP-Ed Connection	Fruits Vegetables and whole grains too (Healthy Futures lesson plan)	Nutrition education activity lessons promoting healthy eating.	English/ Spanish
Produce for Better Health	Get More...Because More Matters Guide	Accordion-fold guide for adults with information on how to fit all forms of fruits and vegetables in their diet, along with nutrition information and serving information.	English
CDC	Get Smart as You Shop	Smart shopping tips to save money and eat more fruits and vegetables used with adults.	English
CDC	Get Smart in Your Family Dinner	Tips to add fruits and vegetables to family dinners used with adults.	English

Source	Title	Description	Languages
NASCO	Glo Germ Kit	Kit: the preferred training medium by virtually anyone who teaches proper hand washing techniques or food safety compliance.	English
Food and Health Communications	Go for the Whole Grain	Poster & Handout: the benefits of whole grains with an educational poster and handout. Use with adults.	English
Bell Institute of Health and Nutrition	Go with the Whole Grain, Whole Grain more than fiber	General Mills Materials: several resources describing the benefits of whole grains	English
Kids Health	Go, Slow, Whoa Foods	Chart and Handout: anytime, sometime and once in a while foods, using the Pyramid	English
Dairy Council of California	Got Flavored Milk? Clearing up misconceptions (handout)	Handout that provides the common misconceptions of kids drinking flavored milk	English
Communicating Food for Health	Got Healthy Bones?	Handout for adults that discusses the needs to keep bones strong and sources.	English
USDA materials	Grab Quick and Easy Snacks	Information and materials that reinforces to kids and adults that healthy, tasty fruits, vegetables, and grains are easy to grab when they are on the go.	English
American Institute for Cancer Research	Guide to Healthy Dining Out - Brochure	A helpful brochure filled with tips for choosing healthful meal options away from home.	English
USDA materials	Handouts: Building a Healthy Body & Soul, Be Active, Eating at Work, Need Help Buying Food?	Information on fitness, good nutrition, and label reading to maximize your efforts to eat well every day.	English/ Spanish
<i>Network for a Healthy California</i>	Harvest of the Month Community Newsletters	The community newsletters are intended to complement the other monthly elements and extend HOTH activities from the school to community. These newsletters can be appropriately used in many setting, including retail outlets and by project of the Network's Campaigns and Programs (Latino Campaign, African American Campaign, Retail Program and Worksite Program)	English/Spanish
Harvest of the Month	Harvest of the Month Cycle I,II,III Cookbooks	<i>Network developed & approved</i>	English/ Spanish

Source	Title	Description	Languages
Harvest of the Month	Harvest of the Month Cycle I,II,III produce	<i>Network developed & approved</i>	English
Harvest of the Month	Harvest of the Month 35 Seasonal produce list	Network developed and approved list of selected seasonal produce items.	English
Harvest of the month	Harvest of the Month bookmarkers	Nutrition reinforcement items	English
Contractor Developed – from Los Angeles Collaborative Website	Harvest of the Month complementary educational materials	Contractors can share examples of presentations and nutrition education materials they have created or revised.	English/ Spanish
Monrovia Unified School District	Harvest of the Month Cooking and Nutrition Education Lessons	Contractors can share examples of presentations and nutrition education materials they have created or revised.	English
<i>Network for a Healthy California</i>	Harvest of the Month Educator Newsletter	Network developed and approved monthly educator newsletters are scientifically accurate and provide hands-on activities, tools and ideas for open-ended study by students, including taste testing and school gardening; sample physical activities to support developmental skills such as listening, reflexes and hand-eye coordination; and resources for further exploration tied to the California content standards.	English
Harvest of the Month	Harvest of the Month Fact Sheet	Network developed and approved. Two page fact sheet with information about HOTM and its elements.	English
<i>Network for a Healthy California</i>	Harvest of the Month Family Newsletter	Network developed and approved monthly newsletter reinforces what kids learn in the classroom and provides parents with nutrition information, healthy eating tips, recipes, ideas for being physically active and tips for selecting, storing and serving the featured produce. Other languages, translated by local partners, are available in the Educators' Corner on the web site.	English/ Spanish

Source	Title	Description	Languages
Network for a Healthy California	Harvest of the Month Posters	Each 12 month cycle, a 24" x 36" poster provides a visual display of HOTM and is available to order from the Network.	English
USDA materials	Health Benefits of Eating Fruits and Vegetables	materials about the health benefits of eating fruits and vegetables. People who eat more fruits and vegetables as part of an overall healthy diet are likely to have a reduced risk of some chronic diseases.	English/ Spanish
USDA materials	Health Benefits of Physical Activity	Provides information on the benefits of physical activity, the economic impact of good nutrition, guidelines, health benefits of physical activities.	English/ Spanish
The Children's Health Fund	Healthy Basics Hand-washing	Information on the importance of washing your hands.	English/ Spanish
USDA materials	Healthy Eating Index	USDA Nutrition Educational Materials	English/ Spanish
American Dietetic Association	Healthy Eating on the Run	30 tips for making healthy choices when eating out.	English/ Spanish
Krames Communications	Healthy Food Shopping	Brochure that encourage healthy behaviors and improve outcomes with a wide selection of wellness and prevention resources	English
Channing Bete Company	Healthy Grocery Shopping Tips; A Pocket Minder(R) Card	Healthy shopping is the key to healthy eating -- and this credit-card-sized guide will help people navigate the aisles with ease! Explains how to interpret nutrition information, as well as what to look for when shopping for healthy foods, and includes lots of quick, practical tips for healthy shopping. Encourages people to plan a healthy weekly menu, and offers a detailed overview of the Nutrition Facts label.	English
Krames Communications	Healthy Snacking	Brochure to provide information on and promote the eating of healthy snacks	English
Mary Turck	Healthy Snacks and Fast Food Choices	Discusses how to choose healthy snacks and fast foods	English

Source	Title	Description	Languages
Dairy Council of California	Healthy Snacks for Home and School (handout)	Nutrition education handout for parent with children of various ages. Provides information on preparing healthy snacks for home and school. Please check with your PM prior to use of the recipes.	English/ Spanish
Penny Warner	Healthy Snacks for Kids	Easy to follow recipes that has a variety of yogurt, fruits, and granolas as main staples of the recipes. Please check with your PM prior to use of the recipes.	English
American Heart Association	Heart Health	Lesson plan for adults about cholesterol info and Lipoprotein A	English
National Institutes of Health	Heart Healthy Home Cooking Af/Am Style	Recipes prepared in heart healthy manner. Please check with your PM prior to use of the recipes.	English/ Spanish
American Institute for Cancer Research	Homemade for Health	Brochures for adults to reduce your risk for cancers	English
<i>Network for a Healthy California</i>	How Many Cups of Fruits and Vegetables Do I Need?	Brochure that identifies how many cups of fruits and vegetables are recommended each day.	English/ Spanish
USDA	How Many cups?	Identifies how many cups of Fruits and veggies are recommended	English
Fruits and Veggies More Matters	How Many Fruits and Vegetables do you Need?	Identifies how many cups of Fruits and veggies are recommended	English/ Spanish
Centers for Disease Control and Prevention (CDC)	How many fruits and vegetables do you need? (brochure)	Identifies how many cups of Fruits and veggies are recommended	English/ Spanish
NASCO	How Much Fat? - Special Edition: Appetizers	This dramatic visual aid will help you demonstrate how much fat people are consuming in their daily lives. Displays the amount of fat, in grams, in the following foods: cheese fries, fried onions, fried mozzarella sticks, Jalapeño Bites, chicken Caesar salad, Chicken Quesadilla, stuffed potato skins, chicken strips, buffalo wings, nachos. Includes a leaflet that includes a special section on artery clogging fat and ideas for use.	English

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
NASCO	How Much Salt?	This dramatic visual aid will help you demonstrate how much salt people are consuming in their daily lives. Displays the amount of salt our body needs daily, the average amount Americans eat, the amount listed in the Dietary Goals, as well as the amount of salt, in milligrams, in the following foods: potato, potato chips or tortilla chips, canned chicken noodle soup, homemade soup, pork chop, ham, fast food deluxe quarter pound cheeseburger, a typical picnic meal, and canned chow mein. Because consumers are familiar with salt, sodium values have been converted to salt for display in the test tubes. Set comes with a short guide containing background information and ideas for use.	English
Nasco- Life/form	How Much Sugar/Fat?	This dramatic visual aid will help you demonstrate the amount of sugar and fat that people are consuming in their daily lives.	English
American Heart Association	How to have your cake and eat it too: A painless guide to low-fat, low-cholesterol eating.	Low fat low cholesterol eating tips	English
American Dietetic Association	How to read a food label	As indicated in title	English
USDA materials	How to Read Food Labels	Lesson plan that teaches how to read a food fact label.	English
American Heart Association	How to Read the New Food Label Brochure	As indicated in title	English/ Spanish
Centers for Disease Control and Prevention (CDC)	How to use Fruits and Vegetables to Manage Your Weight (brochure)	As indicated in title	English/ Spanish
American Heart Association	Jump Rope for Heart	Physical activities written by Am Heart Assoc.	English
National Institute of Diabetes and Digestive and Kidney Disease	Just Enough for You About Food Portions	21 page booklet/ lesson plans about portion control. NIH Publication No. 09-5287 June 2009	English
Contractor developed: City of Montclair	Keeping the Kitchen a "Safe Zone:	Kitchen safety and cleanliness Adult lesson plan.	English/ Spanish

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Wisconsin Nutrition Education	Keeping Your Food Safe	Adult	English/ Spanish
American Cancer Society	Living Smart - The ACS Guide to Eating Healthy and & Being Active	booklet from the ACS as title indicates.	English/ Spanish
USDA Materials	Loving Your Family Feeding Their Future	Provides educational and promotional materials and techniques to help nutrition educators in their work with SNAP (Supplemental Nutrition Assistance Program) participants and eligible.	English/ Spanish
Vegetarian Resource Group	Low Cost Vegan Meal Plan	Website with recipes and meal plans promoting fruits and vegetables. Please check with your PM prior to use of the recipes.	English
Krames Communications	Low-Fat Eating	Brochure that provides suggestions on ways to incorporate lower fat foods into the diet.	English
Krames Communications	Low-Salt Eating - Handout	As title indicates	English
USDA materials	Make Family Time an Active Time	Website tips for families to be active	English
WIC Materials	Make Half Your Grains Whole	Tipsheet from WIC	English
American Cancer Society	Meeting Well: A tool for Planning Healthy Meetings and Events	Brochure about including healthy foods and physical activity into meetings	English
American Dietetic Association	Men's Health	Tipsheet on men's nutrition	English/ Spanish
USDA	National Farm to School Handbook	Handbook focusing on procurement, farm-to-school distribution models, locally-grown food and farmers, menu planning considerations, and strategies for success.	English
American Institute for Cancer Research	New American Plate	Adult; Poster & handout demonstrating plate balance.	English
USDA Food and Nutrition Services	Nutrition Essentials and Power of Choice	There are six sequential lesson plans—each one is based on a poster or other visual image that serves as the focus for class discussions and activities.	English
American Dietetic Association	Nutrition Facts Sheet	Eat Right nutrition tip sheets provide practical food and nutrition guidance for healthy eating written by ADA staff registered dietitians for adults.	English
Dairy Council of California	Older Adult Tip Sheet	Older Adult; Handout with tips on making healthy food & activity choices.	English/ Spanish

Source	Title	Description	Languages
Contractor Developed: BUSD	Parent Nutrition Education Cooking Class	A five week series of nutrition topics that encourages parents and families to adopt healthier lifestyles through basic nutrition and cooking. Different topics are highlighted each week, including benefits of eating a variety of fruits and vegetables, label reading w/ a focus on sodium and sugar content, whole grains, and tips on nutritious cooking with kids.	English
<i>Network for a Healthy California</i>	Physical Activity	Brochure that provides suggestion on ways to incorporate PA into daily routine.	English/ Spanish
USDA materials	Physical Activity	USDA developed materials.	English
USDA materials	Physical Activity and Exercise Safety	USDA developed materials.	English/ Spanish
<i>Network for a Healthy California</i>	Physical Activity Empowerment	<i>Network approved and USDA developed.</i>	English/ Spanish
American Society on Aging Live Well, Live Long: Steps to Better Health Series, 2006	Physical Activity for Older Adults: Exercise for Life!	Provides information and tools to meet the challenge of promoting physical activity for older adults.	English
USDA materials	Physical Activity for Your Health	USDA developed materials.	English/ Spanish
<i>Network for a Healthy California-Latino Campaign</i>	Physical Activity for Your Health, Your Neighborhood and Your Life	<i>Network Developed USDA Approved</i>	English/ Spanish
USDA materials	Physical Activity Pyramid	USDA developed materials.	English/ Spanish
USDA materials	Physical Activity Scoreboard	USDA developed materials.	English/ Spanish
<i>Network for a Healthy California</i>	Physical Activity: For Your Health	<i>Network for a Healthy California and USDA developed.</i>	English/ Spanish
Friends of Food Safety Education	Produce Fact Sheet	As title indicates.	English
California Retail Program	Recipe Cards	<i>Network for a Healthy California Retail Program</i>	English
Centers for Disease Control	Recipes	Multiple healthy recipes to be distributed.	English
Produce for Better Health	Recipes	Multiple healthy recipes to be distributed.	English
SNAP-Ed Connection	Recipes	Multiple healthy recipes to be distributed.	English
California Project LEAN	Recipes for Common Commodity Foods	Multiple healthy recipes to be distributed. Please check with your PM prior to use of the recipes.	English
Produce for Better Health	Recitas Latinas Saluables	Multiple healthy recipes to be distributed.	English/ Spanish
<i>Network for a Healthy California</i>	Recommended Cups of Fruits and Vegetables	<i>A poster developed by the Network for a Healthy California</i>	English/ Spanish

Source	Title	Description	Languages
USDA	Recommended Cups of Fruits and Vegetables for Adults	USDA developed materials.	English/ Spanish
USDA	Recommended Minutes of Physical Activity for Adults	USDA developed materials.	English/ Spanish
Contractor Developed –OC HCA <i>(Adapted from HCA Env Health)</i>	Restaurant Menu Labeling	Adult; Power Point with an overview of current restaurant menu labeling laws.	English
Centers for Disease Control and Prevention (CDC)	Rethink Your Drink	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
Regional Network	Rethink Your Drink	Core lessons on beverages for all grade levels. Focuses on reading the food label.	English
Contractor Developed – OCHCA <i>(Adapted from CDC “Rethink your drink.” & BANPAC)</i>	Rethink Your Drink	Gr 9-12 & Adult; Lesson teaching how to make healthy beverage choices using food labels & portion sizes.	English
Contractor Developed – OCHCA <i>(Adapted from CDC “Rethink your drink.” & BANPAC)</i>	Rethink Your Drink	PreK-K & Gr 1-5; Lesson teaching how to make healthy beverage choices using food labels & portion sizes.	English
<i>Network for a Healthy California</i>	Re-Think Your Drink	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
<i>Regional Networks: Bay Area, Orange County, gold Coast, Sierra Cascade. (Contractor Developed)</i>	ReThink Your Drink Be Sugar Savvy Lesson & Instructor Resource	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English/ Spanish
<i>Regional Networks: Bay Area, Sierra Cascade, Northcoast (contractor developed)</i>	ReThink Your Drink Brochure	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English/ Spanish
<i>Regional Networks: Bay Area</i>	ReThink Your Drink Fact Sheet on Sugar Sweetened Beverages	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
Alameda County Public Health Nutrition Services	Rethink Your Drink materials	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English / Spanish

Source	Title	Description	Languages
Contractor Developed – OCHCA	Rethink Your Drink Nutrition Education Initiative Overview	Adult; Power Point providing on overview of the RN Rethink Your Drink Nutr Ed Initiative efforts in OC.	English
California Project LEAN	Rethink Your Drink Poster	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
<i>Regional Networks: Bay Area, Gold Coast (contractor developed)</i>	ReThink Your Drink Poster	Previously approved by USDA. Please check with your PM prior to use of this material.	English/ Spanish
<i>Regional Networks: NorthCoast (contractor developed)</i>	ReThink Your Drink Radio PSA & Script	Previously approved by USDA. Please check with your PM prior to use of this material.	English/ Spanish
<i>Regional Networks: Bay Area, Central Valley, Desert Sierra, Gold Coast, Gold Country, Los Angeles, Northcoast, Orange County, Sierra Cascade</i>	ReThink Your Drink: Frequently Asked Questions About Sugar Sweetened Beverages (Flyer)	As title indicates. Please check with your PM prior to use of this material.	English/ Spanish
American Heart Association	Savor the Flavors	Discusses eating out healthy options from various theme restaurants, italiana, chiense, etc. Adult	English
<i>Network for a Healthy California</i>	Secret to Healthy Living	This cookbook is full of delicious recipes and tips to help you make eating healthy.	English/ Spanish
National Health Video, Inc.	Smart Supermarket Shopping with Food Labels	A how-to title on shopping and label reading that translates theory into practice. Describes market layout and shelf placement.	English
National Health Video, Inc.	Spanish Smart Supermarket	DVD shows viewers how to use a shopping list, navigate the supermarket, and read the food label in support of following the 2005 Dietary Guidelines for Americans.	Spanish
American Dietetic Association	Step up to Nutrition and Health	Educational flyer on food, nutrition and health tips from the American Dietetic Association.	English/ Spanish
Alameda County Public Health Department	Sugar Savvy Curriculum	Educational curriculum in English and Spanish that addresses how to find and limit sugar intake, and replace it with healthy options.	English

Source	Title	Description	Languages
Contractor Developed – OCHCA (Adapted from USDA MyPyramid, WIC & Power Of Choice)	Supermarket Tour	Adult; Power Point showing how to make healthy choices when shopping for food.	English
Institute for Research and Education Healthsystem Minnesota	The Activity Pyramid	Brochure that promotes the benefits of regular physical activity and advice on how to add more.	English
NASCO	The Case for Breakfast	Slide presentation on why breakfast is important, what happens when you skip, and what are the best choices.	English
American Institute for Cancer Research	The Facts About Fiber	Brochure for adults that discusses fiber and its benefits.	English
Andrea Chesman	The Garden-Fresh Vegetable Cookbook	Informative tips on both growing & cooking with a variety of produce, as well as hundreds of interesting - though simple & homey - recipes. Please check with your PM prior to use of the recipes.	English
Judi Gillies and Jennifer Glossop	The Jumbo Vegetarian Cookbook	Introduces basic nutrition & how to achieve it with a vegetarian diet. Please check with your PM prior to use of the recipes.	English
American Institute for Cancer Research	The New American Plate Comfort Foods	Brochure shows how to add nutrition to meatloaf, macaroni & cheese & other favorite dishes without sacrificing their traditional flavors. Please check with your PM prior to use of the recipes.	English
American Institute for Cancer Research	The New American Plate Cooking Solo Homemade for Health	Cookbook for adults provides low fat eating information.	English
American Institute for Cancer Research	The New American Plate Veggies	Brochure for adults that offers exciting ideas for jazzing up your vegetables & recipes for preparing the ones you've never tried. Please check with your PM prior to use of the recipes.	English
Network for a Healthy California- Champion Moms	The Power is in Your Hands	Booklet gives participants tips on how to make changes for purchasing foods and saving money	English/ Spanish

Source	Title	Description	Languages
Dairy Council of Washington	Think Your Drink	All Ages; Poster & worksheet on the nutritional value of various beverages.	English
Centers for Disease Control and Prevention (CDC)	Three simple steps to eating more fruits and vegetables	Steps to increase the amount of fruits and vegetables in the diet as well as picture examples of what a cup and ½ cup serving looks like.	English/ Spanish
Contractor Developed – OCHCA (Adapted from USDA website)	Thrifty Meal Plan: Healthy Meals on a Budget	Adult; Power Point & worksheet reviewing resources related to the Thrifty Meal Plan & related sites.	English
WIC Materials	Tickle Your Appetite: Make Your Own, Sensational Faces, A Mystery Bag, Let's Vote: Taste, Touch Smell, Bread, Bread, Bread, Where Oh Where?, Food Gives us Energy to Move, Shopping Know-How, Supermarket Tour, Tips for Healthy Cooking, Food Safety: How Long Can I keep This?, Cooking at the WIC Cafe, Dairy-licious Recipes, Summer-Cool-n-Fruity Summer Treats (includes recipes), Children's Books About Food, Eating, and Health, Market to Meals	As titles indicate	English
NIDDK, Weight Control Information Network	Tips to Help You Get Active	Offers ideas to beat the roadblocks to getting active. Supplemental resource that may provide ideas for a series	English
American Cancer Society	Toolbox, Exercise Counts, Nutrition and Phys. Activity. ACS Guidelines, Recipes	As titles of items indicate	English
Harvest of the Month	Toolkit/Website: Educator Newsletter, Parent Newsletter and Community Newsletter	Newsletters and information encouraging the consumption of fruits and vegetables. Featuring one a month.	English/ Spanish
Produce for Better Health	Top 10 reasons to eat more fruits/veggies	As title indicates	English

Source	Title	Description	Languages
American Heart Association	Trans Fats	Lesson plan for adults with information taken from the AHA web page Trans Fats Q & A	English
Fruits and Veggies More Matters	Understanding Food Labels	Lesson plan taken from FVMM web site or other FVMM materials	English
Learning Zone Express	USDA MyPlate Poster	The bright and colorful USDA MyPlate Poster highlights how to build a healthy plate with tips for selecting the best choices within each food group. Additional tips include foods to cut back on, eating the right amount for you, and being physically active your way.	English
Learning Zone Express	USDA MyPlate Tablet	The bright and colorful USDA MyPlate Tablet highlights how to build a healthy plate with tips for selecting the best choices within each food group. Additional tips include foods to cut back on, eating the right amount for you, and being physically active your way. Tablet backside features a variety of tips to make a great plate.	English
Contractor Developed – OCHCA (Adapted from CDPH)	Using CX ³ Findings to Create Healthier Neighborhoods in OC	Adult; Power Point with an overview of CX ³ efforts in OC.	English
FNS	Walking, a Step in the Right Direction	Shares prep exercises for and benefits of walking	English/ Spanish
Purdue University	What You Need to Know about Sodium		English/ Spanish
California Department of Education	What's a Serving Size	Shows equivalents of 1/2 C and 1 C	English
Contractor Developed – OCHCA (Adapted from USDA <i>The Power of Choice "Are You Label Able?"</i>)	What's on a Label?	Adult; Lesson & Power Point reviewing food labels & how to use them to make healthy food choices.	English
Mayo Clinic	Whole Grains: Hearty Options for a healthy diet	Lesson plan that discusses whole grains and how they fit into a healthy diet.	English
American Cancer Society	Why Eat More Fruits and Vegetables	As title indicates	English
Produce for Better Health	Why Fruits & Veggies? 10 Reasons, Diet & Exercise: The Role of F/V	Brief on line statements or one pages providing information on a variety of tops listed under Title	English
WIC	WIC materials: handouts, posters	Materials to use in instructing CalFresh population	English/ Spanish

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Contractor Developed – OCHCA <i>(Adapted from USDA Power of Choice & Empowering Youth)</i>	Your Fast Food Order	All Ages; Power Point reviewing the nutrient content of fast food & how to make healthier fast food choices.	English
American Institute for Cancer Research	Your Vegetable and Fruit Diary	A log book to record vegetable & fruit consumption. Adult	English/ Spanish

New Materials Development Data Sheet

<i>Title</i>	<i>Description</i>	<i>Justification</i>
N/A		

BUDGET COVER SHEET
FFY 2012

Project Timeline: 10/1/11-09/30/12

Organization: County of San Luis Obispo			
Contract Number: 11-10762			
Federal Share Budget		FFY 2012	
Personnel Salaries		\$ 101,734	
Fringe Benefits		\$ 56,971	
Operating		\$ 8,670	
Equipment & Other Capital		\$ 2,627	
Travel		\$ 8,800	
Subcontractors		\$ -	
Other Costs		\$ 29,935	
Indirect Costs		\$ 41,263	
Total Federal Share		\$ 250,000	

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 2
(October 1, 2011-September 30, 2012)

Contractor: County of San Luis Obispo
 Contract #: 11-10762

A PERSONNEL SALARIES:							
1. Name and Position Title			2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS							
1.	Name:	Kathleen Karle					
	Title:	Project Coordinator	\$ 95,226	0.1500	15.00%		\$ 14,284
2.	Name:	Amber Hendry					
	Title:	Health Education Specialist	\$ 47,195	0.6000		60.00%	\$ 28,317
3.	Name:	To Be Determined					
	Title:	Health Education Specialist	\$ 37,306	1.0000		100.00%	\$ 37,306
4.	Name:	Dayna Ravalin, RD, CDE					
	Title:	Nutritionist	\$ 62,774	0.2500		25.00%	\$ 15,694
5.	Name:	Pam Ray					
	Title:	Administrative Assistant III	\$ 40,893	0.1500	15.00%		\$ 6,134
SUBTOTAL			\$ 242,501	2.1500	30.00%	185.00%	\$ 101,734
Project Coordinator		Coordinate program staff and nutrition education activities and is responsible for the reporting requirements. Overall program administration.					
Nutritionist		Develops nutrition education for the SNAP-ED eligible population using approved materials, actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials. Trains Health Education Specialists to deliver nutrition education, and leads Train the Trainer sessions with community partners. Oversees classes performing quality assurance functions.					
Health Education Specialists		Plan and follow through on outreach and educational events at health fairs and other promotional activities; work with community organizations in planning and promoting good health through dissemination of nutrition education materials. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reporting and tracking systems.					
Administrative Assistant III		Assist staff with phone calls in setting up classes, copying materials, data entry, ordering materials and supplies, putting together educational packets etc					
B. FRINGE BENEFITS:							
Federal Share:							
Includes payroll taxes and medical/dental benefits at 56% of personnel salaries					\$ 101,734		
						SUBTOTAL:	\$ 56,971
C. OPERATING EXPENSES:							
Federal Share:							

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 2
(October 1, 2011-September 30, 2012)

Contractor: County of San Luis Obispo
Contract #: 11-10762

	Office supplies for Nutrition activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutrition Education and Promotion activities	\$400/mo x 12		\$	4,800
	Telephone support for 5 employees - \$50/month/employee x 12 months = \$600/year/employee Project Coordinator = \$600 x .15 = \$90 Health Education Specialists = 1 @ .6 FTE and 1 @ 1.0 FTE = \$600 x 1.6 = \$960 Nutritionist = \$600 x .25 = \$150 Administrative Assistant = \$600 x .15 = \$90 Total for 5 employees = \$90 + \$960 + \$150 + \$90 = \$1,290			\$	1,290
	IT Network Support & Enterprise System support 5 employees - \$100/month/employee x 12 months = \$1,200/year/employee Project Coordinator = \$1,200 x .15 = \$180 Health Education Specialists = 1 @ .6 FTE and 1 @ 1.0 FTE = \$1,200 x 1.6 = \$1,920 Nutritionist = \$1,200 x .25 = \$300 Administrative Assistant III = \$1,200 x .15 = \$180 Total for 5 employees = \$180 + \$1,920 + \$300 + \$180 = \$2,580			\$	2,580
				SUBTOTAL:	\$ 8,670

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 2
(October 1, 2011-September 30, 2012)

Contractor: County of San Luis Obispo
 Contract #: 11-10762

D. EQUIPMENT EXPENSES:									
Federal Share:	Lap top computer, printer and network set-up for 1 new FTE								
	Lap top = \$1,800, Docking station = \$200, 19" Monitor = \$235, Monitor stand = \$82, Pointsec encryption = \$50, MS Office Standard = \$260								
									\$ 2,627
								SUBTOTAL:	\$ 2,627
E. TRAVEL AND PER DIEM:									
Federal Share:									
Staff: Total of Four Attendees									
	Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM. (4 staff)								
									\$ 5,000
	Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities (4 staff)								
									\$ 1,500
	Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security. (4 staff)								
									\$ 500
	Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events - (2 Health Education Specialists + Nutritionists)								
									\$ 400
	Travel associated with coordinating a minimum of two local media activities that highlight NE and PA events (2 Health Education Specialists)								
									\$ 300
	Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings (Health Education Specialists + Nutritionist)								
									\$ 300
	Travel associated with training County Health Agencies on Rethink Your Drink and NE materials (2 Health Education Specialists)								
									\$ 300
	Travel associated with CX ³ (4 staff)								
									\$ 500
								SUBTOTAL:	\$8,800

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 2
(October 1, 2011-September 30, 2012)

Contractor: County of San Luis Obispo
 Contract #: 11-10762

											Federal Share Total Dollars
F. SUBCONTRACTORS:											
Federal Share:											
											\$0
											SUBTOTAL:
											\$0
G. OTHER COSTS:											
Federal Share:											
Training Materials:											
Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site etc. Budget includes binders, fruits and vegetables for cooking classes and tastings, cooking materials for classes including paper products, large-scale duplication jobs, CX ³ materials as well as printing and production of relevant ReThink Your Drink Materials.											\$ 29,935
											SUBTOTAL:
											\$ 29,935
H. INDIRECT COSTS:											
Federal Share:											
Indirect Cost: 26% of total personnel and fringe benefits											\$ 41,263
											SUBTOTAL:
											\$ 41,263
TOTAL											\$ 250,000
											\$ 242,501.00
											2.1500
											30.00%
											185.00%
											\$ 250,000

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: Santa Cruz County Health Services Agency
Program Area: Network Community Expansion Project: Local Health Department
Contract Number: 11-10765

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 50% Female 50%

Ethnicity:

- African American
- Asian
- Caucasian 50%
- Latino 50%
- Native American
- Pacific Islander
- Other (specify) Multi-race:

Languages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> English <u>75%</u> | <input type="checkbox"/> Khmer (Cambodian) % |
| <input checked="" type="checkbox"/> Spanish <u>25%</u> | <input type="checkbox"/> Korean % |
| <input type="checkbox"/> Arabic _____ % | <input type="checkbox"/> Lao % |
| <input type="checkbox"/> Armenian % | <input type="checkbox"/> Tagalog % |
| <input type="checkbox"/> Russian % | <input type="checkbox"/> Vietnamese % |
| <input type="checkbox"/> Bosnian % | <input type="checkbox"/> Other (specify) % |
| <input type="checkbox"/> Cantonese % | <input type="checkbox"/> Other (specify):% |
| <input type="checkbox"/> Farsi % | <input type="checkbox"/> Other (specify) % |
| <input type="checkbox"/> Hmong % | <input type="checkbox"/> Mandarin % |

Ages:

- Under 5 years old 6%
- 5 to 8 5%
- 9 to 11 4%
- 12 to 17 7%
- 18 to 59 62%
- 60 years old and over 16%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

- See attached Census Tract data sheet
- See attached Free/Reduced Price Meal % data sheet

- Other (Specify): _____ (_____ % equal to or less than 185% FPL)
 Other (Specify): _____ (_____ % equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | | | |
|--|------------|--|------------|
| <input checked="" type="checkbox"/> CalFresh Offices | <u>5%</u> | <input checked="" type="checkbox"/> Shelters/Temporary Housing | % |
| <input checked="" type="checkbox"/> Food Banks | <u>15%</u> | <input checked="" type="checkbox"/> Soup Kitchens | <u>10%</u> |
| <input checked="" type="checkbox"/> Food Pantries | <u>10%</u> | <input checked="" type="checkbox"/> TANF Job Readiness Program | % |
| <input checked="" type="checkbox"/> Public Housing | <u>25%</u> | <input type="checkbox"/> WIC Offices | % |
| <input checked="" type="checkbox"/> HeadStart | <u>5%</u> | | |

d. Project Description.

Key Methods:

- Advisory Council/Task Force (specify): Has not yet been formed
 Internet/Web Sites-website address: www.santacruzhealth.org
 Print Media: Santa Cruz Sentinel
 Radio:
 TV:
 Nutrition Education Classes: (75 occurrences at 1hour(s) each)
 Community Education Events: (5 occurrences at 2hour(s) each)
 Training/Workshop/Conference: (_____ occurrences at _____ hour(s) each)
 Point of Purchase: (_____ occurrences at _____ hour(s) each)
 Other (specify) _____ : (_____ occurrences at _____ hour(s) each)

Key Educational Messages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input type="checkbox"/> Lean Meat and Beans |
| <input type="checkbox"/> Physical Activity | <input type="checkbox"/> Limit Added Sugars or Caloric Sweeteners |
| <input type="checkbox"/> Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources) | <input checked="" type="checkbox"/> MyPyramid – Healthy Eating Plan |
| <input type="checkbox"/> Fats and Oils | <input checked="" type="checkbox"/> Promote Healthy Weight |
| <input type="checkbox"/> Fiber-Rich Foods | <input type="checkbox"/> Sodium and Potassium |
| <input type="checkbox"/> Food Safety | <input type="checkbox"/> Whole Grains |
| <input checked="" type="checkbox"/> Food Shopping/Preparation | <input checked="" type="checkbox"/> Other (Specify): <u>Rethink Your Drink & MyPlate</u> |

SNAP-Ed Delivery Sites by Type of Setting:

- Adult Education & Job Training Sites
 - Adult Rehabilitation Centers
 - CalFresh Offices
 - Churches
 - Community Centers
 - Elderly Service Centers
- 22 Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens)
 - Extension Offices
 - Farmers Markets
 - Food Stores
- 6 Head Start Programs
 - Individual Homes
 - Libraries
- Other Youth Education Sites (includes Parks and Recreation)
- Public/Community Health Centers (includes Public Health Departments)
- Public Housing
- Schools – students (Preschool)
- 22 Schools – students (K-12)
 - Schools – students (Afterschool Program)
- 22 Schools – Parents
- Shelters/Temporary Housing
- WIC Programs
- Worksites
- Other (specify):
- Other (specify):
- Other (specify):

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants: 1250

Narrative (max. 200 words)

It is the goal of the Santa Cruz Health Services Agency to increase the partnership between the local health department (LHD) and social services (SS), to provide coordinated nutrition education messages across USDA nutrition assistance programs, to reach SNAP population at the local level and implement community nutrition interventions

Our local health department and partnerships will reach the target audience using a combination of strategies: Nutrition education classes and consumer empowerment; community education events; media publicity; advisory councils (County Nutrition Action Plan (CNAP) groups); promotion of healthy communities; and trainings/workshops (for intermediaries). Healthy Food Options strategies will be coordinated with *Regional Network* collaborative activities. Our key educational methods will emphasize childhood obesity prevention, chronic disease and obesity prevention, and dietary quality and healthier eating practices based on the 2010 Dietary Guidelines for Americans.

Our LHD/SS partnerships interventions sites may include but not limited to social services, faith/churches, community-based organizations, community events, community youth

organizations, parks and recreation centers, WIC sites, public/community health centers, food banks, and low-resource schools.

e. Summary of Research.

See Section A, pages 2-5.

f. Modification of Project Methods/Strategies.

- | | |
|--|--|
| <input type="checkbox"/> We have not modified our methods/strategies | <input type="checkbox"/> Changing audience participation |
| <input type="checkbox"/> Improving cultural relevancy | <input type="checkbox"/> Adding new partners |
| <input type="checkbox"/> Enhancing/updating existing strategies | <input type="checkbox"/> Other (specify): |
| <input type="checkbox"/> Utilizing research/program tool | <input type="checkbox"/> Other (specify): |

All modifications are approved by the Network.

g. Use of Existing Educational Materials.

See attached Existing Educational Materials/Curricula data sheet

h. Development of New Educational Materials.

All new educational materials must be listed on the attached New Materials Development data sheet.

i. Key Performance Measures/Indicators. (max. 100 words)

Key performance measures will include the number of outreach and educational events and activities implemented and the number of participants served under applicable SOW objectives, increases in nutrition knowledge and/or consumption of fruits and vegetables, results of surveys and post-tests for nutrition classes, completion of CX3 data surveys and dissemination of results, and the establishment of new partnerships and the C-NAP group. Related documentation will include CX3 communication tools, sign-in sheets, meeting agendas, logs of dates and recipients of program materials, photos, a list of meetings, media clippings, and other relevant records.

3. EVALUATION PLANS

Process measures will be collected via EARS tracking forms and semi-annual progress reports. Measures include number of classes/events conducted, number of contacts, and amount of media coverage generated. Evaluation Tools: EARS forms, Semi-Annual Progress Report forms and Annual Progress Report forms, CX3 tools.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

The County will coordinate with key Social Services partners. County Health Department staff plays an active leadership role in a local obesity prevention collaborative, Go For Health! (GFH!). GFH! is a broad based coalition with key partners including WIC and Second Harvest Food Bank. The County will rely on the expertise of the registered dieticians (RD) who also participate in this coalition for any programmatic needs. A goal of using consistent and repeated nutrition messages by these partners, such as Healthy Food Options or increased consumption of fruit and vegetable and physical activity, will increase the likelihood of behavior change.

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Emergency Food Assistance Sites	Mariposa Center	10 Carr	Watsonville	95076				Proxy Site
Emergency Food Assistance Sites	PVUSD Migrant Education	165 Blackburn	Watsonville	95076				Proxy Site
Emergency Food Assistance Sites	PVUSD Adult Education	165 Blackburn	Watsonville	95076				Proxy Site
Emergency Food Assistance Sites	YMCA	27 Sudden	Watsonville	95076				Proxy Site
Emergency Food Assistance Sites	Davenport Resource Center	100 Church	Davenport	95017				Proxy Site
Emergency Food Assistance Sites	Live Oak Resource Center	1438Capitola Road	Santa Cruz	95062				Proxy Site
Emergency Food Assistance Sites	Beach Flats Resource Center	133 Leibrandt	Santa Cruz	95060				Proxy Site
Emergency Food Assistance Sites	La Manzana Community Resource Center	521 Main Street	Watsonville	95067				Proxy Site
Emergency Food Assistance Sites	Casa Del Alfarero	111 E. Front Street	Watsonville	95076				Proxy Site
Emergency Food Assistance Sites	Despensa Don Bosco	2401 East Lake	Watsonville	95076				Proxy Site
Emergency Food Assistance Sites	Church of the Nazarene	710 Green Valley Road	Watsonville	95076				Proxy Site
Emergency Food Assistance Sites	Sunny Meadows Housing	220 Ross Ave	Freedom	95019				Proxy Site
Emergency Food Assistance Sites	Seacliff Highlands Housing	151 Canterbury Drive	Seacliff	95003				Proxy Site

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Emergency Food Assistance Sites	Corralitos Creek Housing	125 Pajaro Street	Freedom	95076				Proxy Site
Emergency Food Assistance Sites	Parkhurst Terrace Housing	100 Parkhurst Circle	Aptos	95003				Proxy Site
Emergency Food Assistance Sites	Vista Verde Housing	45 Stewart	Freedom	95019				Proxy Site
Emergency Food Assistance Sites	Villas del Paraiso Housing	340 Paraiso	Watsonville	95076				Proxy Site
Emergency Food Assistance Sites	Murphys Camp	75 Murphys crossing road	Watsonville	95076				Proxy Site
Emergency Food Assistance Sites	Emerald Bay Housing	2500 Soquel Drive	Santa Cruz	95062				Proxy Site
Emergency Food Assistance Sites	Lincoln Square Housing	115 E. Alvarado St.	Watsonville	95076				Proxy Site
Emergency Food Assistance Sites	Redwood Mountain Preschool	7103 Highway 9	Felton	95018				Proxy Site
Emergency Food Assistance Sites	2 nd Harvest Foodbank	800 Ohlone parkway	Watsonville	95076				Proxy Site
Food Bank	Cal Fresh	1020 Emeline Avenue	Santa Cruz	95060				Proxy Site
Head Start	Martinelli Head Start	441 Rogers Ave	Watsonville	95076				Proxy Site
Head Start	Terry Jiminez Head Start	201 Brewington	Watsonville	95076				Proxy Site
Head Start	La Casita Head Start	235 Hammer Drive	Watsonville	95076				Proxy Site
Head Start	Rolling Hills Head Start	140 Herman Ave	Watsonville	95076				Proxy Site

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Head Start	Branciforte Head Start	315 Poplar Ave	Santa Cruz	95062				Proxy Site
Head Start	Natural Bridges Head Start	255 Swift Street	Santa Cruz	95060				Proxy Site

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
Green Acres Elementary(S) (p)	Livo Oak Elementary	69765	45.21%	12.33%	57.53%
Live Oak Elementary(S) (p)	Livo Oak Elementary	69765	67.51%	11.48%	78.99%
Shoreline Middle School(S) (p)	Livo Oak Elementary	69765	48.32%	9.73%	58.05%
Del Mar Elementary(S) (p)	Livo Oak Elementary	69765	54.86%	12.22%	67.08%
Radcliff Elementary(S) (p)	Pajaro Valley Unified	69799	86.34%	7.93%	94.27%
Landmark Elementary(S) (p)	Pajaro Valley Unified	69799	73.17%	13.07%	86.25%
Cesar Chavez Middle(S) (p)	Pajaro Valley Unified	69799	74.25%	11.87%	86.12%
Amesti Elementary(S) (p)	Pajaro Valley Unified	69799	79.38%	12.93%	92.31%
Calabastas Elementary(S)	Pajaro Valley Unified	69799	81.23%	12.62%	93.85%
E. A. Hall Middle(S) (p)	Pajaro Valley Unified	69799	77.20%	11.32%	88.51%
Freedom Elementary(S) (p)	Pajaro Valley Unified	69799	78.91%	14.63%	93.54%
H.A. Hyde Elementary(S) (p)	Pajaro Valley Unified	69799	78.84%	9.80%	88.54%
Hall District Elementary(S) (p)	Pajaro Valley Unified	69799	81.00%	12.18%	93.17%
Mintie White Elementary(S) (p)	Pajaro Valley Unified	69799	79.58%	8.90%	88.48%
Pajaro Middle(s)(p)	Pajaro Valley Unified	69799	78.28%	15.84%	94.12%
Rolling Hills Middle(s)(p)	Pajaro Valley Unified	69799	72.39%	12.91%	85.29%

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
T. S. MacQuiddy Elementary(s)(p)	Pajaro Valley Unified	69799	79.54%	10.99%	90.53%
Alianza Charter(s)(p)	Pajaro Valley Unified	69799	70.93%	13.42%	84.35%
Ohlone Elementary(s)(p)	Pajaro Valley Unified	69799	82.17%	10.19%	92.36%
Starlight Elementary(s)(p)	Pajaro Valley Unified	69799	74.83%	15.92%	90.75%
Lakeview Middle(s)(p)	Pajaro Valley Unified	69799	68.88%	15.32%	84.20%
Ann Soldo Elementary(s)(p)	Pajaro Valley Unified	69799	75.61%	13.96%	89.57%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

Use of Existing Educational Materials/Curricula Data Sheet

Source	Title	Description	Languages
Texas Dept of Agriculture	10 Easy Ways to Improve your Family's Eating Habits	Handout: 10 Strategies to improve habits	English/Spanish
ChooseMyPlate.gov	10 Tips Nutrition Education Series	Easy to follow tips in a printable format.	English
Positive Promotions	50 Healthy Snacks/50 Active Breaks	Quick snack and exercise reference for children	English
USDA Eat Smart. Play Hard	Activity and Sticker Book	Book: teaches children, parents, caregivers to eat healthy and be active	English/Spanish
Food Stamp Nutrition Connection	Be Active Your Way (It's So Easy?) (DHS)	Discusses benefits and recommendations for physical activity.	English/Spanish
Alameda County Public Health Department	Be Sugar Savvy Curriculum	Posters, handouts, lesson plan, etc.	English/Spanish
Cooperative Extension (EFNEP, FSNEP)	Eating Smart Being Active Curriculum-Make Half Your Grains Whole	Handout encourages participants to eat at least half of their grains as whole grains.	English/Spanish

Source	Title	Description	Languages
Cooperative Extension (EFNEP,FSNEP)	Eating Smart Being Active Curriculum-Build Strong Bones	Handout encourages participants to eat enough calcium from low-fat or non-fat dairy foods or other foods high in calcium.	English/Spanish
Cooperative Extension (EFNEP,FSNEP)	Eating Smart Being Active Curriculum-Go Lean with Protein	Handout teaches participants to keep lean meats safe	English/Spanish
Cooperative Extension (EFNEP,FSNEP)	Eating Smart Being Active Curriculum-Make a Change	Handout teaches participants to limit foods that are high in fat,salt, and sugar	English/Spanish
UCCE (EFNEP,FSNEP)	Eating Smart Being Active-Get Moving	Handout to inform participants of how much physical activity they need each day and what types they can do.	English/Spanish
Cooperative Extension (EFNEP,FSNEP)	Eating Smart Being Active Curriculum-Vary Your Veggies..Focus on Fruit	Handout teaches families to increase the amount of vegetables and fruits they eat everyday.Encourages more than one kind of vegetable and fruit	English/Spanish
Food and Drug Administration	Eating Well As We Age	Addresses financial barriers to eating well,chewing issues,cooking issues,shopping,loss of appetite,upset stomach, Nutrition Facts Label	English/Spanish
San Francisco Department of Public Health	Feeling Good Project Train-the-Trainer Curriculum	Train Staff and agencies that serve low-income clients about the Feeling Good Nutrition education curriculum	English/Spanish
Cooperative Extension (EFNEP,FSNEP)	Fit Families	An innovative bilingual toolkit created for health professionals working with parents who have young children.	English/Spanish
Health Net	Fit Families for Life	A 5 week series of nutrition and physical activity topics that encourages families to adopt halthier lifestyles	English/Spanish

Source	Title	Description	Languages
California Endowment	Food and Fitness Matter	A DVD providing parents with information and support they need to make changes at home and in their schools.	English/Spanish
WIC Materials	Food and Fun for Families	Interactive website providing materials and lessons for teaching nutrition concepts to families	English
USDA Materials	Food Stamps Make America Stronger	USDA SNAP-Ed Promotion materials	English/Spanish/ Vietnamese
Mealsmatter.org	Get Packin' tips for a Healthy Lunch Box	Handout tips for including food groups in packed lunches	English/Spanish
Dairy Council of California	Healthy Snacks for Home and School (handout)	Nutrition Education Handout for parents with children of various ages	English/Spanish
Wisconsin Nutrition Education	Nutrition Facts in Spanish	Handout on food labels for Spanish speaking audience	English/Spanish
UCSD	Nutrition Link Classroom Curriculum	Curriculum follows the California Health Education standards and California Core Content Standards for 3-5 th graders.	English/Spanish
Centers for Disease Control and Prevention (CDC)	10 Ways to Help Kids Eat More Fruits and Veggies	Tips and fun recipes that encourage children to eat fruits and vegetables	English
Produce for Better Health	Eat More Fruits and Veggies posters	Each poster features fun nutrition facts and a variety of delicious fruits and veggies. 9"x26"	English/Spanish
American Dietetic Association	Eat Right-25 Healthy Snacks for Kids	For parents, the message is no matter how hard you try to make sure your child eats right, snack attacks can often undo all your hard work	English/Spanish

Source	Title	Description	Languages
USDA material	Eat Right When Money is Tight	Video: Community Hunger Champions	English/Spanish
Laurie Manahan	Eating Fruits and Vegetables (activity book)	Coloring Book	English
USDA material	Energize Your Body with Fruits and Vegetables	Colorful poster display recommended serving size of various fruits and vegetables	English/Spanish
NCES (National Center for Education Statistics)	Food Fun Nutrition Cards	Game to teach kids about healthy food choices	English
California Department of Education	Fresh Fruits and vegetables photo cards	Color photos of fruits and vegetables to be used in Nut. Ed lessons	English
NCES (National Center for Education Statistics)	Fruit and Vegetable Bingo	Game to teach kids about fruits and vegetables	English
Laurie Manahan and Katherine Furlan	Fruit and Vegetable Coloring book	Coloring Book	English
Network for a Healthy California	Fruit and Vegetable Empowerment Brochure	Basic nutrition info on and promotion of Fruits and Vegetables	English/Spanish
Arizona Nutrition Network	Fruit and Veggie Activity Book	Fruit and Vegetable Nut Ed activity worksheets	English/Spanish
Produce for Better Health	Fruits and Veggies—T.A.S.T.E Guide	Brochure for adults	English
SNAP-Ed Connection	Fruits ,Vegetables and whole grains too (Healthy Futures lesson plan)	Activity lessons promoting healthy eating	English/Spanish
	Learning About Fruits and Vegetables Curriculum grades K-6	As title indicates	English
Nicole Rubel	No More Vegetables!	Fiction: Book	English
Pam Abrams	Now I Eat My ABC's	Book	English

Source	Title	Description	Languages
California Project LEAN	California Chefs Cook Lean	Cookbook: over 15 low fat recipes created by chefs	English/Spanish
USDA materials	Comparing Food Labels	Lesson plan on reading food labels	English
National Health Video, Inc.	Compras eficientes en el super mercado con etiquetas	Cultural issues and dietary practices of Hispanic population	Spanish
San Francisco Department of Public Health	Cook Well, Live Better Curriculum	Network approved curriculum to help clients and staff buy, prepare, and eat more fruits and vegetables	English/Spanish
Harves of the month	Harvest of the Month 35 Seasonal produce list	Network developed and approved list	English
Contractor Developed-from Los Angeles Collaborative Website	Harvest of the Month complementary educational materials	Contractors can share examples of presentations and nutrition education materials they have created or revised	English/Spanish
Monrovia Unified School District	Harvest of the Month Cooking and Nutrition Educational Lessons	Contractors can share examples of presentations and nutrition education materials they have created or revised	English
Harvest of the month	Harvest of the Month Fact Sheet	Network developed and approved. Two page fact sheet	English
Network for a Healthy California	Harvest of the Month Family Newsletter	Reinforces what kids learn in the classroom and provides parents with nutrition information	English/Spanish
Harvest of the month	Harvest of the Month Cycle I,II,III cookbooks	Network developed and approved	English/Spanish
Network for a Healthy California	Harvest of the Month Posters	Each 12 month cycle, a 24'x36"poster	English
Harvest of the Month/Contractor developed (Downey and Hawthorne Unified School	Harvest of the Month student workbooks	Ready to use workbooks based around monthly produce item	English

Source	Title	Description	Languages
Districts)			
California Department of Education	Kids Cook Farm Fresh Food	245 page activities guide and recipes for students in grade 2-7th	English/Spanish
USDA Eat Smart. Play Hard	Let's Go on a Snack Hunt	Activity for kids ages 4-7	English/Spanish
LAUSD Developed	LAUSD-Parent Nutrition Education Workshop Materials	Website and Workshop materials from a six-week, parent nutrition education workshop series led by Registered Dieticians	English/Spanish
UC San Diego	Por La Vida-Mujeres Decididas Curricula	16 Session Curriculum for adults including a cooking demonstration, classes and farmers markets	English/Spanish
USDA materials	My Pyramid Plan	Food plans designed for ages 2 and over	English/Spanish
Oregon State University	My Pyramid	Healthy Lifestyle for you and your family	English/Spanish
Team Nutrition.USDA	My Pyramid, Eat Right, exercise	Educational Materials to elementary school children	English/Spanish
USDA materials	My Pyramid Coloring Sheet	Educational materials	English/Spanish
Learning Resources	My Pyramid Felt Chart	Educational materials	English
USDA	My Pyramid for Kids Worksheet	Designed for children 6 to 11	
USDA	My Pyramid Lessons Grade 1-6	Represents the first adaptation targeted to children 6 to 11	English
USDA	My Pyramid Materials	Educational materials	English/Spanish
USDA	My Pyramid Posters	Educational materials	English
Steps to a Healthier Santa Clara County (CDC)	Postcards,posters and brochures	Materials from BANPAC, Bay Area Nutrition and PA Collaborative.	English/Spanish
Dairy Council of California	Put Your Beverage to the Test	All Ages: Handout featuring nutrition info on various beverages	English

Source	Title	Description	Languages
Regional Networks: Bay Area, Orange County, Gold Coast, Sierra Cascade. (contractor developed)	ReThink Your Drink Be Sugar Savvy Lesson & Instructor Resource	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English/Spanish
Regional Networks: Bay Area, Sierra Cascade, Northcoast (contractor developed)	ReThink Your Drink Brochure	Offers practical advice to cutting calories by making healthier drink choices.	English/Spanish
Regional Networks: Bay Area	ReThink Your Drink Fact Sheet on Sugar Sweetened Beverages	Offers practical advice to cutting calories by making healthier drink choices.	English
Alameda County Public Health Nutrition Services	ReThink Your Drink materials	Offers practical advice to cutting calories by making healthier drink choices.	English/Spanish
California Project LEAN	ReThink Your Drink Poster	Offers practical advice to cutting calories by making healthier drink choices.	English
Regional Network: Bay Area, Gold Coast (contractor developed)	ReThink Your Drink Poster	Previously approved by USDA.	English/Spanish
Regional Network: North Coast (contractor developed)	ReThink Your Drink Radio PSA & Script	Previously approved by USDA.	English/Spanish

New Materials Development Data Sheet

<i>Title</i>	<i>Description</i>	<i>Justification</i>
N/A		

BUDGET COVER SHEET
FFY 2012

Project Timeline: 10/1/11-09/30/12

Organization: Santa Cruz County Health Services Agency			
Contract Number: 11-10765			
Federal Share Budget		FFY 2011	
Personnel Salaries		\$ 121,336	
Fringe Benefits		\$ 48,534	
Operating		\$ 3,600	
Equipment & Other Capital			
Travel		\$ 6,670	
Subcontractors		\$ 29,535	
Other Costs		\$ 6,351	
Indirect Costs		\$ 33,974	
Total Federal Share		\$ 250,000	

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 2
(October 1, 2011-September 30, 2012)

Santa Cruz County Health Services Agency
11-10765

A PERSONNEL SALARIES:													
1. Name and Position Title							2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars		
FEDERAL SHARE POSITIONS													
1.	Name:	Dena Loijos					\$ 105,102	0.2500	75.0%	25.0%	\$	26,276	
	Title:	Health Services Manager											
2	Name:	Laurie Lang					\$ 79,310	0.7500	80.0%	20.0%	\$	59,483	
	Title:	Program Coordintaor/Nutrition Educator											
3	Name:	Kithy Chavez					\$ 58,614	0.5000	100.0%	0.0%	\$	29,307	
	Title:	Health Program Specialist											
	Name:	Claudia Llamas-Padilla					\$ 62,712	0.1000	100.0%	0.0%	\$	6,271	
	Title:	Administrative Aide											
						\$ 243,026	1.5000	2.5500	0.4500	\$	121,336		
Project Coordinator		A combination of two people equivalent to 1.0 FTE to coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active											
Health Program Specialist		Provides nutrition education to the SNAP-ED eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reporting and tracking systems.											
Administrative Assistant		Provides administrative and office support for the project staff and is responsible for the reporting requirements.											
B. FRINGE BENEFITS:													
Federal Share:													
Includes payroll taxes and medical/dental benefits at 40% of personnel salaries									\$ 121,336				
										SUBTOTAL:	\$	48,534	
C. OPERATING EXPENSES:													
Federal Share:													
Office supplies for Nutritoin activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutriton Education and Promotion activities									300/mo				
										SUBTOTAL:	\$	3,600	
D. EQUIPMENT EXPENSES:													
Federal Share: Computer, printer and Network set-up for 2 FTE (prorated when necessary)													
										SUBTOTAL:			

FFY 12 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 2
(October 1, 2011-September 30, 2012)

Santa Cruz County Health Services Agency
11-10765

											Federal Share Total Dollars	
F. SUBCONTRACTORS:												
Federal Share:												
	1)	Subcontract with 2nd Harvest Food bank to conduct ten five class nutrition education series and 25 single session nutrition education classes to SANP-ED eligible individuals.										\$ 24,000
	2)											
										SUBTOTAL:	\$29,535	
G. OTHER COSTS:												
Federal Share:												
		Training Materials:										
		Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, CX ³ , as well as printing and production of relevant Rethink Your Drink Materials										
										SUBTOTAL:	\$6,351	
H. INDIRECT COSTS:												
Federal Share:												
		Indirect Cost: 20% of total personnel and fringe benefits										
										SUBTOTAL:	\$ 33,974	
										TOTAL	\$ 243,026.00	
										1.5000	255.0%	
										45.0%	\$ 250,001	

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: County of Sonoma Department of Health Services (DHS)

Program Area: Network Community Expansion Project:

Contract Number: 11-10767

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 30% Female 70%

Ethnicity:

- African American _____%
- Asian _____%
- Caucasian 25%
- Latino 75%
- Native American _____%
- Pacific Islander _____%
- Other (specify) _____: _____%

Languages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> English <u>35%</u> | <input type="checkbox"/> Khmer (Cambodian) _____% |
| <input checked="" type="checkbox"/> Spanish <u>65%</u> | <input type="checkbox"/> Korean _____% |
| <input type="checkbox"/> Arabic _____% | <input type="checkbox"/> Lao _____% |
| <input type="checkbox"/> Armenian _____% | <input type="checkbox"/> Tagalog _____% |
| <input type="checkbox"/> Russian _____% | <input type="checkbox"/> Vietnamese _____% |
| <input type="checkbox"/> Bosnian _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Cantonese _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Farsi _____% | <input type="checkbox"/> Mandarin _____% |
| <input type="checkbox"/> Hmong _____% | |

Ages:

- Under 5 years old _____%
- 5 to 8 _____%
- 9 to 11 _____%
- 12 to 17 _____%
- 18 to 59 90%
- 60 years old and over 10%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

- See attached Census Tract data sheet
- See attached Free/Reduced Price Meal % data sheet
- Other (Specify): _____ (_____ % equal to or less than 185% FPL)
- Other (Specify): _____ (_____ % equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | | | |
|--|---------|---|---------|
| <input type="checkbox"/> CalFresh Offices | _____ % | <input type="checkbox"/> Shelters/Temporary Housing | _____ % |
| <input type="checkbox"/> Food Banks | _____ % | <input type="checkbox"/> Soup Kitchens | _____ % |
| <input checked="" type="checkbox"/> Food Pantries | 39 % | <input type="checkbox"/> TANF Job Readiness Program | _____ % |
| <input checked="" type="checkbox"/> Public Housing | 15 % | <input type="checkbox"/> WIC Offices | _____ % |
| <input checked="" type="checkbox"/> HeadStart | 9 % | | |

d. **Project Description.**

Key Methods:

Advisory Council/Task Force (specify): Community Activity and Nutrition Coalition (CAN-C), CAN-C CX3 Subcommittee, CAN-C Policy Advocacy Subcommittee, C-NAP Workgroup

Internet/Web Sites-website address: _____

Print Media

Radio: _____

TV: _____

Nutrition Education Classes: (167 occurrences at 0.5 hour(s) each)

Community Education Events: (2 occurrences at 4 hour(s) each)

Training/Workshop/Conference: (3 occurrences at 2 hour(s) each)

Point of Purchase: (_____ occurrences at _____ hour(s) each)

Other (specify)

Key Educational Messages:

Fruits & Vegetables

Physical Activity

Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources)

Fats and Oils

Fiber-Rich Foods

Food Safety

Food Shopping/Preparation

Lean Meat and Beans

Limit Added Sugars or Caloric Sweeteners

MyPyramid – Healthy Eating Plan

Promote Healthy Weight

Sodium and Potassium

Whole Grains

Other (Specify): MyPlate

SNAP-Ed Delivery Sites by Type of Setting:

_____ Adult Education & Job

_____ Training Sites

_____ Adult Rehabilitation Centers

_____ CalFresh Offices

17 _____ Churches

_____ Community Centers

_____ Elderly Service Centers

18 _____ Emergency Food Assistance

Sites (includes Food Banks, Food Pantries, and Soup Kitchens)

_____ Extension Offices

1 _____ Farmers Markets

_____ Food Stores

4 _____ Head Start Programs

_____ Individual Homes

_____ Libraries

_____ Other Youth Education Sites (includes Parks and Recreation)

_____ Public/Community Health Centers (includes Public Health Departments)

7 _____ Public Housing

_____ Schools – students (Preschool)

_____ Schools – students (K-12)

_____ Schools – students (Afterschool Program)

5 _____ Schools – Parents

_____ Shelters/Temporary Housing

_____ WIC Programs

_____ Worksites
Other (specify):

Other (specify): _____
Other (specify): _____

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants: 1,250

Narrative (max. 200 words)

DHS seeks to create a “sphere of influence” within target communities that promotes and supports healthy eating and physical activity throughout life through behavior, environmental and policy change.

Interventions will focus primarily on parents with children ages 2-11. Research shows that eating and physical activity habits of children ages 2 to 11 are more easily influenced than adolescents. Because parents, as role models, play a significant role in promoting healthy eating and physical activity among their children, it was important to engage them directly. The secondary populations include seniors, parents of adolescents, and other adults.

The project strategies will focus on five communities: Cloverdale; Boyes Hot Springs; and Roseland, Kawan Springs/SouthPark, and Downtown neighborhoods in Santa Rosa. Nutrition education emphasizing Rethink Your Drink and Harvest of the Month messages will be provided to 1) parents at qualifying schools whose catchments fall within CX3 neighborhoods, 2) adults at proxy sites (food pantry, Head Start, public housing) located in school catchments and/or CX3 neighborhoods, and 3) adults at other delivery sites (churches, farmer's markets, community events) located in qualifying CX3 neighborhoods. CX3 efforts will focus on engaging residents to champion food environment changes that support potential behavior change resulting from nutrition education.

e. **Summary of Research.**

See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

- | | |
|---|--|
| <input checked="" type="checkbox"/> We have not modified our methods/strategies | <input type="checkbox"/> Changing audience participation |
| <input type="checkbox"/> Improving cultural relevancy | <input type="checkbox"/> Adding new partners |
| <input type="checkbox"/> Enhancing/updating existing strategies | <input type="checkbox"/> Other (specify): _____ |
| <input type="checkbox"/> Utilizing research/program tool | <input type="checkbox"/> Other (specify): _____ |

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**

See attached Existing Educational Materials/Curricula data sheet.

h. **Development of New Educational Materials.**

All new educational materials must be listed on the attached New Materials Development data sheet.

i. **Key Performance Measures/Indicators.** (*max. 100 words*)

Process evaluation measures will indicate the number of people reached, participation levels in all activities performed (as recorded in sign-in sheets and on the Activity Tracking Form), quality assurance of nutrition education sessions (collected through assessment surveys and session observations), and quality of partnership between HSD, DHS, and C-NAP group. Outcome evaluation measure will highlight policies initiated or other institutional changes, new partnerships, behavior shifts related to increased produce consumption and decreased sugar-sweetened beverage consumption, and improved knowledge of healthy eating practices.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities.

Contractors who receive Federal Share >\$350,000 must participate in impact evaluation.

Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

DHS, in partnership with the Human Services Department, will convene a County Nutrition Action Plan Workgroup to assess gaps, assets and develop a strategic approach to coordinating USDA FNS funded program interventions and efforts to increase food security among the target population. Partners will include FNS funded partners (e.g., food bank, WIC, CalFresh outreach and enrollment, SNAP-Ed programs, Regional *Network for a Healthy California*) and unfunded interested partners (e.g., Community Activity and Nutrition Coalition, local Food System Alliance, non-profits providing nutrition education). Additionally, DHS will participate in the *Network's* Region Collaborative and will secure MOUs from partner organizations and programs.

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract / Block Group</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Church	Church of Divine Man	516 Sonoma Avenue	Santa Rosa	95401	6097152000	All Races	85.4%	LIA checking address
Church	Church of the Incarnation	555 Mendocino Avenue	Santa Rosa	95401	6097152000	All Races	65.0%	
Church	Islamic Society of Santa Rosa	545 Mendocino Avenue	Santa Rosa	95401	6097152000	All Races	65.0%	
Church	St. Rose Catholic Church	398 Tenth Street	Santa Rosa	95401	6097152000	All Races	65.0%	
Church	Unitarian Universalist Congregation	547 Mendocino Avenue	Santa Rosa	95401	6097152000	All Races	65.0%	
Church	Church of Jesus Christ of Latter Day Saints	7 th Street	Santa Rosa	95401	6097152000	All Races	65.0%	
Church	Refuge Christian Fellowship	525 5 th Street	Santa Rosa	95401	6097152000	All Races	65.0%	
Food Pantry	A Street Clinic	465 A Street	Santa Rosa	95401				Proxy Site
Food Pantry	Roseburg Apartments	306 Mendocino Avenue	Santa Rosa	95401				Proxy Site
Food Pantry	Silvercrest Senior Apartments	1050 3 rd Street	Santa Rosa	95404				Proxy Site
Head Start	Burbank Head Start	203 South A Street	Santa Rosa	95401				Proxy Site
Head Start	Early Head Start Nueva Vista	2232 Lomitas Avenue	Santa Rosa	95404				Proxy Site

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract / Block Group</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Food Pantry	Head Start	1620 Sonoma Avenue	Santa Rosa	95405				Proxy Site
Food Pantry	Bethlehem Towers	801 Tupper Street	Santa Rosa	95404				Proxy Site
Food Pantry	Santa Rosa Farmer's Market – Vetrans Building	1351 Maple Avenue	Santa Rosa	95404				Proxy Site
Farmers Market	Santa Rosa Farmer's Market – Vetrans Building	1351 Maple Avenue	Santa Rosa	95404	60971519002	All Races	53.2%	Qualifying Census Block Group
Church	Vertical Call	920 Bennett Valley Road	Santa Rosa	95404	60971514012	All Races	62.0%	Qualifying Census Block Group
Church	Landmark Baptist Church	1128 Grant Avenue	Santa Rosa	95404	60971514012	All Races	62.0%	Qualifying Census Block Group
Church	Iglesia Christiana Ebenezer	1233 Rutledge Avenue	Santa Rosa	95404	60971514012	All Races	62.0%	Qualifying Census Block Group
Church	Church of the Holy Innocents	704 Bennett Valley Road 130A	Santa Rosa	95404	60971514012	All Races	62.0%	Qualifying Census Block Group
Public Housing	Cypress Ridge Apartments	2239 Meda Avenue	Santa Rosa	95404				Proxy Site
Public Housing	Handley Circle Apartments	1415 South Hendley Street	Santa Rosa	95404				Proxy Site
Food Pantry	Whitesgate Apartments	777 Aston Avenue	Santa Rosa	95404				Proxy Site
Food Pantry	Head Start	1330 Temple Avenue	Santa Rosa	95404				Proxy Site

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract / Block Group</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Public Housing	Grays Meadow Apartments	2354 Meadow Way	Santa Rosa	95404				
Church	Greater Power House Church	777 Hearn Avenue	Santa Rosa	95407	6097153102	All Races	72.5%	Qualifying Census Tract
Public Housing	West Avenue Apartments	1400 West Avenue	Santa Rosa	95407	6097153102	All Races	72.5%	Qualifying Census Tract
Food Pantry	Carpenter's Union	1706 Corby Avenue	Santa Rosa	95407				Proxy Site
Church	Calvary Assembly of God	1830 Stony Point Road	Santa Rosa	95407	60971531011	All Races	51.5%	Qualifying Census Block Group
Church	Holy Dormition Orthodox	1521 Rose Avenue	Santa Rosa	95407	60971531011	All Races	51.5%	Qualifying Census Block Group
Church	La Iglesia De Dios La Profecia	1589 Hampton Way	Santa Rosa	95407	60971531011	All Races	51.5%	Qualifying Census Block Group
Public Housing	Timothy Commons	419 Timothy Road	Santa Rosa	95407				Proxy Site
Food Pantry	Roseland Early Head Start	1931 Biwana Drive	Santa Rosa	95407				Proxy Site
Food Pantry	Roseland Children's Health Center	962 Sebastopol Road	Santa Rosa	95407				Proxy Site
Food Pantry	Chelsea Gardens Apartments	1220 McMinn	Santa Rosa	95407				Proxy Site
Church	United Church of Cloverdale	439 North Cloverdale Boulevard	Cloverdale	95425	60971514002	All Races	61.0%	Qualifying Census Block Group
Food Pantry	Citrus Fairgrounds	1 Citrus Fair Drive	Cloverdale	95425				Proxy Site

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract / Block Group</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Food Pantry	King's Valley Senior Apartments	100 Kings Circle	Cloverdale	95425				Proxy Site
Head Start	Cloverdale Head Start	322 Washington Street	Cloverdale	95425				Proxy Site
Public Housing	Sonoma Valley Apartments	30 West Agua Caliente Road	Sonoma	95476				Proxy Site
Public Housing	Springs Village	200 Fuente Lane	Sonoma	95476				Proxy Site
Food Pantry	St. Leo's Church	601 W. Agua Caliente Road	Sonoma	95476				Proxy Site
Food Pantry	Sonoma Vintage House	264 First Street East	Sonoma	95476				Proxy Site
Food Pantry	La Luz	17560 Greger Street	Sonoma	95476				Proxy Site
Food Pantry	Faith Lutheran Church	19355 Arnold Drive	Sonoma	95476				Proxy Site
Head Start	Sonoma Valley Head Start	17600 Sonoma Highway, Room 5.4	Sonoma	95476				Proxy Site

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
Brook Hill Elementary (P)	Santa Rosa Elementary	49709126052104	73.02%	16.10%	89.12%
Doyle Park Elementary (P)	Santa Rosa Elementary	49709126052120	60.76%	13.54%	74.30%
Steele Lane Elementary (P)	Santa Rosa Elementary	49709126052195	73.23%	15.71%	88.94%
Flowery Elementary (P)	Sonoma Valley Unified	49709536052278	62.50%	9.78%	72.28%
Washington Elementary (P)	Cloverdale Unified	49706566051650	45.25%	12.15%	57.40%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents

Use of Existing Educational Materials/Curricula Data Sheet

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
<i>Network for a Healthy California</i>	Champions for Change Materials	http://www.cachampionsforchange.net/en/index.php	English/ Spanish
<i>Network for a Healthy California</i>	Champions for Change Physical Activity Guide	Handout: tips for increasing physical activity, also includes rationale	English/ Spanish
Harvest of the Month	Cookbook, Harvest of the Month	As title indicates, developed by the <i>Network</i>	English/ Spanish
<i>Network for a Healthy California</i>	Everyday Healthy Meals - Cookbook	Healthy Meals Cookbook	English/ Spanish
<i>Network for a Healthy California</i>	Food Stamp Educational Brochures	Basic info on food stamp program and Nut Ed.	English/ Spanish
<i>Network Tool box for Community Educators</i>	Fruit, vegetable, and physical activity playing cards	Nut Ed playing cards support several Nut Ed lessons.	English/ Spanish
<i>Network for a Healthy California</i>	Harves of the Month Community Newsletters	The community newsletters are intended to complement the other monthly elements and extend HOTH activities from the school to community. These newsletters can be appropriately used in many setting, including retail outlets and by project of the Network's Campaigns and Programs (Latino Campaign, African American Campaign, Retail Program and Worksite Program)	English/Spanish

Source	Title	Description	Languages
Harvest of the Month	Harvest of the Month Cycle I,II,III Cookbooks	Network developed	English/ Spanish
Network for a Healthy California	Harvest of the Month Family Newsletter	Network developed and approved monthly newsletter reinforces what kids learn in the classroom and provides parents with nutrition information, healthy eating tips, recipes, ideas for being physically active and tips for selecting, storing and serving the featured produce. Other languages, translated by local partners, are available in the Educators' Corner on the web site.	English/ Spanish
Network for a Healthy California	Harvest of the Month Menu Slicks	Two-sided template allows district child nutrition staff to insert the monthly school menu. Skills and knowledge learned in the classroom are reinforced with activities that test memory and motor skills, provide information on the health benefits of fruits and vegetables, as encourage consumption of school meals.	English/Spanish
Network for a Healthy California-Latino Campaign	Healthy Latino Recipes Made with Love	Cookbook for adults that has recipes with zesty flavors and enticing aromas of healthy Latino cooking. Provides family favorites that use a variety of fruits and vegetables.	English/ Spanish
Network for a Healthy California	How Many Cups of Fruits and Vegetables Do I Need?	Brochure that identifies how many cups of fruits and vegetables are recommended each day.	English/ Spanish
USDA	Network approved recipes	As title indicates	English/ Spanish
Network for a Healthy California	Physical Activity	Brochure that provides suggestion on ways to incorporate PA into daily routine.	English/ Spanish
Network for a Healthy California	Physical Activity Empowerment	Network approved and USDA developed.	English/ Spanish
Network for a Healthy California-Latino Campaign	Physical Activity for Your Health, Your Neighborhood and Your Life	Network Developed USDA Approved	English/ Spanish
Network for a Healthy California	Physical Activity: For Your Health	Network for a Healthy California and USDA developed.	English/ Spanish
Harvest of the Month	Produce Lists	HOTM Network approved.	English/ Spanish

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
<i>Regional Networks: Bay Area, Orange County, Gold Coast, Sierra Cascade. (Contractor Developed)</i>	ReThink Your Drink Be Sugar Savvy Lesson & Instructor Resource	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English/ Spanish
<i>Regional Networks: Bay Area, Central Valley, Desert Sierra, Gold Coast, Gold Country, Los Angeles, Northcoast, Orange County, Sierra Cascade</i>	ReThink Your Drink: Frequently Asked Questions About Sugar Sweetened Beverages (Flyer)	As title indicates. Please check with your PM prior to use of this material.	English/ Spanish
<i>Network for a Healthy California-Champion Moms</i>	The Power is in Your Hands	Booklet gives participants tips on how to make changes for purchasing foods and saving money	English/ Spanish

New Materials Development Data Sheet

<i>Title</i>	<i>Description</i>	<i>Justification</i>
NONE		

Organization: County of Sonoma Department of Health Services			
Contract Number: 11-10767			
Federal Share Budget		FFY 2011	
Personnel Salaries		\$ 62,099.00	
Fringe Benefits		\$ 34,341.00	
Operating		\$ 17,325.00	
Equipment & Other Capital		\$ 3,163.00	
Travel		\$ 4,694.00	
Subcontractors		\$ 97,772.00	
Other Costs		\$ 11,250.00	
Indirect Costs		\$ 19,356.00	
Total Federal Share		\$ 250,000.00	

**FFY 12 BUDGET JUSTIFICATION
October 1, 2011 - September 30, 2012**

A PERSONNEL SALARIES:							
1. Name and Position Title		2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars	7. Total Dollars
FEDERAL SHARE POSITIONS							
1	Name: Anthony Taylor (In-Kind) Title: Health Program Manager	\$ 86,160	0.0250	2.50%	0%	\$ 2,154	\$ 2,154
2	Name: To Be Determined Title: Project Coordinator	\$ 66,606	0.9000	90.00%	0%	\$ 59,945	\$ 59,945
3	Name: Chris Bekins (In-Kind) Title: Registered Dietician	\$ -	0.0000	0.0%	0%	\$ -	\$ -
SUBTOTAL		\$ 152,766	0.92500	92.500%	0.0%	\$ 62,099	\$ 62,099
POSITION DESCRIPTIONS:							
Health Program Manager (In-Kind) (#1)		Manages the LHD Extentension Grant contract, including budgets, invoices, time studies, fiscal reporting and adherence to funding and evaluation requirements. Provide supervision to the Project Coordinator and Registered Dietician. Attends nutrition education and scope of work related meetings and trainings, as needed.					
Project Coordinator (#2)		<ul style="list-style-type: none"> Coordinates the nutrition education contract. Specific duties include: monitors and coordinates subcontracts; ensures all activities are allowable and appropriately documented, according to USDA SNAP-Ed guidelines; completes required reports (progress and activity) and forms (EARS, ATF) ; attends all required Network sponsored training, conferences and meetings; coordinates all Network evaluation efforts for the project, assessments of nutrition education needs of target population, and quality assurance efforts; trains subcontractors, community workers, and County Health Agency staff to conduct SNAP-Ed nutrition education; develops a County Nutrition Action Plan (C-NAP), in partnership with CAN-P Workgroup members; convenes and facilitate the CAN-P Workgroup; develops a CX3 strategic community focused action plan in partnership with CAN-C's CX3 Subcommittee; convene and facilitate the CX3 Subcommittee and coordinate CX3 activities; coordinates strategic media efforts, supporting Rethink Your Drink, Network signature promotions, and state or regional Network campaigns; attends CAN-C Policy Advocacy Subcommittee, providing model policies promoting healthy beverages and nutrition expertise to countywide wellness efforts; plans and follows through on community outreach and educational events; and coordinates purchasing of culturally and linguistically competent nutrition curriculum and educational materials. 					
Registered Dietician (In-Kind) (#3)		Provide nutrition expertise to county wellness efforts for the implementation nutrition related county policy and to guide the selection and/or development of skill-based lessons/activities for nutrition education.					
						Federal Share Total Dollars	Total Dollars
B. FRINGE BENEFITS:							
Federal Share:						\$ 34,341	\$ 34,341
Includes payroll taxes and medical/dental benefits at 55.3% of salaries							
SUBTOTAL:						\$ 34,341	\$ 34,341

FFY 12 BUDGET JUSTIFICATION
October 1, 2011 - September 30, 2012

CX3 Community Engagement Contractor (To Be Determined)										\$	19,328	\$	19,328					
Contractor will participate in monthly Network CX3 conference calls and CAN-C CX3 Subcommittee meetings. Contractor will be responsible for recruiting community leaders and community members from identified CX3 neighborhoods to participate as surveyors in CX3 neighborhood assessment as well as coordinate surveyors during the assessment effort. Contractor will also assist Project Coordinator and CX3 Community Assessment Contractor to organize and facilitate community forums/town halls, engage potential neighborhood Champions, provide CX3 findings to city/county officials, and develop a CX3 strategic community-focused action plan. Additionally, Contractor will engage and provide support to community members to engage City/County officials.																		
SUBTOTAL:										\$	97,772	\$	97,772					
											Federal Share		Total Dollars					
G. OTHER COSTS:																		
Federal Share:																		
1. Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California cost recovery sites. Budget also includes large-scale duplication jobs, production and printing of relevant materials, food and supplies for demonstrations/tasting (such as toothpicks, napkins, etc.), and food models for nutrition education. (1,250 direct contact x \$4 = \$5,000; 12,500 indirect contact x 0.50=\$6,250)																		
											\$	11,250	\$	11,250				
SUBTOTAL:										\$	11,250	\$	11,250					
DIRECT COSTS SUBTOTAL:										\$	230,645	\$	230,644					
H. INDIRECT COSTS:																		
Federal Share:																		
12.47-20.07% Total Direct Costs \$ 96,440 x 20.07%																		
Direct costs includes finance, administrative costs, IT support, etc.																		
SUBTOTAL:										\$	19,356	\$	19,356					
TOTAL										\$	152,766	0.9250	92.5%	0.0%	\$	250,000	\$	250,000

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: Stanislaus County Health Services Agency
Program Area: Network Community Expansion Project: Local Health Department
Contract Number: 11-10761

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 20% Female 80%

Ethnicity:

- African American 5%
- Asian 5%
- Caucasian 20%
- Latino 70%
- Native American _____%
- Pacific Islander _____%
- Other (specify) _____: _____%

Languages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> English <u>50%</u> | <input type="checkbox"/> Khmer (Cambodian) _____% |
| <input checked="" type="checkbox"/> Spanish <u>50%</u> | <input type="checkbox"/> Korean _____% |
| <input type="checkbox"/> Arabic _____% | <input type="checkbox"/> Lao _____% |
| <input type="checkbox"/> Armenian _____% | <input type="checkbox"/> Tagalog _____% |
| <input type="checkbox"/> Russian _____% | <input type="checkbox"/> Vietnamese _____% |
| <input type="checkbox"/> Bosnian _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Cantonese _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Farsi _____% | <input type="checkbox"/> Mandarin _____% |
| <input type="checkbox"/> Hmong _____% | |

Ages:

- Under 5 years old _____%
- 5 to 8 _____%
- 9 to 11 _____%
- 12 to 17 _____%
- 18 to 59 90%
- 60 years old and over 10%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

- See attached Census Tract data sheet (Proxy Sites)
- See attached Free/Reduced Price Meal % data sheet
- Other (Specify): _____ (_____ % equal to or less than 185% FPL)
- Other (Specify): _____ (_____ % equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | | | |
|--|--------|--|--------|
| <input checked="" type="checkbox"/> CalFresh Offices | 15% | <input type="checkbox"/> Shelters/Temporary Housing | _____% |
| <input type="checkbox"/> Food Banks | % | <input type="checkbox"/> Soup Kitchens | _____% |
| <input type="checkbox"/> Food Pantries | _____% | <input checked="" type="checkbox"/> TANF Job Readiness Program | |
| <input type="checkbox"/> Public Housing | _____% | | 70% |
| <input type="checkbox"/> HeadStart | % | <input checked="" type="checkbox"/> WIC Offices | 15% |

d. Project Description.

Key Methods:

- Advisory Council/Task Force (specify): CNAP, Breastfeeding Coalition, HEAL-CHI
- Internet/Web Sites-website address:
- Print Media
- Radio: _____
- TV: _____
- Nutrition Education Classes: (80 occurrences at 1hour(s) each)
- Community Education Events: (5 occurrences at 2hour(s) each)
- Training/Workshop/Conference: (6 occurrences at 2hour(s) each)
- Point of Purchase: (_____ occurrences at _____hour(s) each)
- Other (specify)_____: (_____ occurrences at _____hour(s) each)

Key Educational Messages:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input type="checkbox"/> Lean Meat and Beans |
| <input checked="" type="checkbox"/> Physical Activity | <input checked="" type="checkbox"/> Limit Added Sugars or Caloric Sweeteners |
| <input checked="" type="checkbox"/> Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources) | <input type="checkbox"/> MyPyramid – Healthy Eating Plan |
| <input type="checkbox"/> Fats and Oils | <input checked="" type="checkbox"/> Promote Healthy Weight |
| <input type="checkbox"/> Fiber-Rich Foods | <input type="checkbox"/> Sodium and Potassium |
| <input type="checkbox"/> Food Safety | <input checked="" type="checkbox"/> Whole Grains |
| <input checked="" type="checkbox"/> Food Shopping/Preparation | <input type="checkbox"/> Other (Specify): _____ |

SNAP-Ed Delivery Sites by Type of Setting:

- | | |
|---|--|
| 4 Adult Education & Job Training Sites | _____ Other Youth Education Sites (includes Parks and Recreation) |
| _____ Adult Rehabilitation Centers | Public/Community Health Centers (includes Public Health Departments) |
| 3 CalFresh Offices | _____ Public Housing |
| _____ Churches | _____ Schools – students (Preschool) |
| Community Centers | _____ Schools – students (K-12) |
| _____ Elderly Service Centers | _____ Schools – students (Afterschool Program) |
| Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens) | _____ Schools – Parents |
| _____ Extension Offices | _____ Shelters/Temporary Housing |
| _____ Farmers Markets | 3 WIC Programs |
| Food Stores | Worksites CalFresh/WIC site |
| Head Start Programs | Other (specify): _____ |
| _____ Individual Homes | Other (specify): _____ |
| _____ Libraries | Other (specify): _____ |

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants: 1750

Narrative (max. 200 words)

Activities include working with the CalWorks participants providing nutrition education during their re-training activities. Provide nutrition education to CalFresh eligibility workers so they can model behavior. Provide breastfeeding education expertise to increase basis knowledge in CalFresh staff. Other activities would be focused on enhancing nutrition education to the WIC participants and their families, above and beyond normal WIC education. Invite other key players to improve participation in CNAP which has been in existence for over 5 years.

e. **Summary of Research.**

See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

- | | |
|---|--|
| <input checked="" type="checkbox"/> We have not modified our methods/strategies | <input type="checkbox"/> Changing audience participation |
| <input type="checkbox"/> Improving cultural relevancy | <input type="checkbox"/> Adding new partners |
| <input type="checkbox"/> Enhancing/updating existing strategies | <input type="checkbox"/> Other (specify): _____ |
| <input type="checkbox"/> Utilizing research/program tool | <input type="checkbox"/> Other (specify): _____ |

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**

See attached Existing Educational Materials/Curricula data sheet.

h. **Development of New Educational Materials.**

All new educational materials must be listed on the attached New Materials Development data sheet.

i. **Key Performance Measures/Indicators.** (max. 100 words)

Conducting CX³ in community and compare with previous data collected. Focus on areas of need that stand out from results such as providing “re-think your drink” education for community partners. For nutrition education activities, provide simple pre-test and post test measuring basic knowledge, and any change in behavior.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >\$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

CalFresh staff already participating in CNAP. Working closely with CalFresh administrative staff to coordinate nutrition education to existing partners. Other activities include training CalFresh staff on basic nutrition and breastfeeding education and improve the working environment such as offering healthy options in the CalFresh cafeteria.

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
CalFresh Office	Community Services Agency	251 E. Hackett Road	Modesto	95358	N/A	----	----	Proxy
CalFresh Office	Community Services Agency	1405 West F. Street	Oakdale	95361	N/A	----	----	Proxy
CalFresh Office	Community Services Agency	66 El Circulo	Patterson	95363	N/A	----	----	Proxy
WIC Office	Modesto	251 E. Hackett Road	Modesto	95358	N/A	----	----	Proxy
WIC Office	Oakdale	1405 West F. Street	Oakdale	95361	N/A	----	----	Proxy
WIC Office	Patterson	66 El Circulo	Patterson	95363	N/A	----	----	Proxy
TANF Job Readiness	CSA	251 E. Hackett Road	Modesto	95358	N/A	----	----	Proxy
TANF Job Readiness	Oakdale	1405 West F. Street	Oakdale	95361	N/A	----	----	Proxy
TANF Job Readiness	Patterson	66 El Cirulo	Patterson	95363	N/A	----	----	Proxy
TANF Job Readiness	Turlock	101 Lander Ave	Turlock	95380	N/A	----	----	Proxy

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
N/A	N/A	N/A	%	%	%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

Use of Existing Educational Materials/Curricula Data Sheet

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Dairy Council of California	Be a Healthy Eating Role Model	Teaches parents how to model healthy eating	English
WIC Materials	California WIC Ed Material	WIC Nut Ed/Breastfeeding promotion	English/Spanish
Network for Healthy CA	Champions for Change Materials	http://www.cachampionsforchange.net/en/index.php	English/Spanish
USDA	ChooseMyPlate.gov and other materials from USDA	Online resource that provides educational materials and information on the basics of a healthy diet. For consumers of all age groups and educators	English/Spanish
California Department of Public Health CDPH	CX ³ in Nut/PA and obesity prevention	PP and HO reviewing CX3 and how to conduct survey	English
Fresh Approach	Cooking Matters	Teach low income parents how to cook This curriculum is designed to teach low income parents how to cook. The series provides a series of lessons and was developed by Fresh Approach of the Bay Area. The curriculum also covers nutrition and healthy eating, food preparation, budgeting and shopping.	English

Contractor Developed – OCHCA (Adapted from CDC “Rethink your drink.” & BANPAC)	Rethink Your Drink	Gr 9-12 & Adult; Lesson teaching how to make healthy beverage choices using food labels & portion sizes.	English
--	--------------------	--	---------

New Materials Development Data Sheet

<i>Title</i>	<i>Description</i>	<i>Justification</i>
N/A	N/A	N/A

BUDGET COVER SHEET
FFY 2012

Project Timeline: 10/1/11-09/30/12

Organization: Stanislaus County Health Services Agency			
Contract Number: 11-10761			
Federal Share Budget		FFY 2012	
Personnel Salaries		\$ 108,911.00	
Fringe Benefits		\$ 58,812.00	
Operating		\$ 6,000.00	
Equipment & Other Capital		\$ 5,000.00	
Travel		\$ 17,500.00	
Subcontractors		\$ 50,000.00	
Other Costs		\$ 70,232.00	
Indirect Costs		\$ 33,545.00	
Total Federal Share		\$ 350,000.00	

FFY 2012 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

Stanislaus County Health Services Agency
 Contract #: 11-10761

A PERSONNEL SALARIES:												
1. Name and Position Title							2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars	
FEDERAL SHARE POSITIONS												
1.	Name:	Stephanie Borba										
	Title:	Project Coordinator/Nutritionist					\$ 51,593	1.0000	80.00%	20.00%	\$	51,593
2	Name:	Ana Astorga (50%)/Joseph Wadley(50%)										
	Title:	Health Educator					\$ 52,719	1.0000	.	100.00%	\$	52,719
3	Name:	Elaine Emery										
	Title:	RD Consultant					\$ 91,983	0.0500	5.00%		\$	4,599
4	Name:											
SUBTOTAL							\$ 196,295	2.0500	85.00%	120.00%	\$ 108,911	
Project Coordinator /Nutritionist		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.										
Health Educator/Nutritionist		Provides nutrition education to the SNAP-ED eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reporting and tracking systems.										
RD Consultant		Ensures accuracy of nutrition education materials. Acts as consultant/advisor for Project Coordinator										
B. FRINGE BENEFITS:												
Federal Share:												
Includes payroll taxes and medical/dental benefits at 54% of personnel salaries									\$ 108,911	x 54%=\$58,812		
										SUBTOTAL:	\$	58,812
C. OPERATING EXPENSES:												
Federal Share:												
Office supplies for Nutrition activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutrition Education and Promotion activities									\$500/month x 12= \$6,000			
										SUBTOTAL:	\$	6,000

FFY 2012 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

Stanislaus County Health Services Agency
 Contract #: 11-10761

D. EQUIPMENT EXPENSES:										
Federal Share:		Computer, printer and Network set-up for 2 FTE (prorated when necessary)								
		1 computer, 1 printer and set up at \$2,500 x 2 FTE's= \$5,000								
									SUBTOTAL:	
									\$ 5,000	
E. TRAVEL AND PER DIEM:										
Federal Share:										
Staff: Total of four attendees										
Note: All travel identified below is using the current approved DPA rates of \$0.555 per mile, \$84 room rate and up to \$40 per day for per diem										
		Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM. (four attendees)								\$ 6,500
		Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities. (three attendees)								\$ 3,000
		Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.(four attendees)								\$ 1,000
		Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events. (three attendees)								\$ 1,000
		Travel associated with coordinating a minimum of two local medical activities that highlight NE and PA events. (three attendees)								\$ 1,000
		Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings. (three attendees)								\$ 1,500
		Travel associated with training County Health Agencies on Rethink Your Drink and NE materials. (three attendees)								\$ 1,000
		Travel associated with CX ³ . (two attendees)								\$ 2,500.00
		Note: Travel is estimated as subcontractor has not yet been identified.								
									SUBTOTAL:	
									\$17,500	

FFY 2012 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

Stanislaus County Health Services Agency
 Contract #: 11-10761

							Federal Share Total Dollars
F. SUBCONTRACTORS:							
Federal Share:							
1)	TBD-Survey and Field Work for CX ³						\$ 50,000
						SUBTOTAL:	\$50,000
G. OTHER COSTS:							
Federal Share:							
	Training Materials:						
	Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, CX ³ , as well as printing and production of relevant Rethink Your Drink						
						SUBTOTAL:	\$70,232
H. INDIRECT COSTS:							
Federal Share:							
	Indirect Cost: 20% of total personnel and fringe benefits					\$ 167,723	x 20% = \$33,545
						SUBTOTAL:	\$ 33,545
TOTAL						\$ 196,295.00	2.0500
						85.0%	120.0%
						\$	350,000

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: Sutter County Human Services – Health Division
Program Area: Network Community Expansion Project: Public Health
Contract Number: 11-10748

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 30% Female 70%

Ethnicity:

African American _____%
 Asian 10%
 Caucasian 50%
 Latino 40%
 Native American _____%
 Pacific Islander _____%
 Other (specify) _____: _____%

Languages:

English 70%
 Spanish 25%
 Arabic _____%
 Armenian _____%
 Russian _____%
 Bosnian _____%
 Cantonese _____%
 Farsi _____%
 Hmong _____%

Khmer (Cambodian) _____%
 Korean _____%
 Lao _____%
 Tagalog _____%
 Vietnamese _____%
 Other (specify) Punjabi: 5%
 Other (specify) _____: _____%
 Mandarin _____%

Ages:

Under 5 years old 5%
 5 to 8 5%
 9 to 11 10%
 12 to 17 10%
 18 to 59 70%
 60 years old and over _____%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

See attached Census Tract data sheet
 See attached Free/Reduced Price Meal % data sheet

- Other (Specify): _____ (_____ % equal to or less than 185% FPL)
- Other (Specify): _____ (_____ % equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | | | |
|--|------------|--|------------|
| X CalFresh Offices | <u>10%</u> | X Shelters/Temporary Housing | <u>5%</u> |
| X Food Banks | <u>5%</u> | <input type="checkbox"/> Soup Kitchens | _____ % |
| <input type="checkbox"/> Food Pantries | _____ % | X TANF Job Readiness Program | <u>10%</u> |
| X Public Housing | <u>20%</u> | X WIC Offices | <u>10%</u> |
| X HeadStart | <u>20%</u> | | |

d. Project Description.

Key Methods:

X Advisory Council/Task Force (specify): ACHIEVE Team, Head Start Health Advisory Board, Sutter County C-NAP Coalition

Internet/Web Sites-website address: _____

Print Media

Radio: _____

TV: _____

X Nutrition Education Classes: (40 occurrences at 1 hour(s) each)

X Community Education Events: (6 occurrences at 3 hour(s) each)

X Training/Workshop/Conference: (4 occurrences at 1 hour(s) each)

Point of Purchase: (_____ occurrences at _____ hour(s) each)

Other (specify) _____: (_____ occurrences at _____ hour(s) each)

Key Educational Messages:

Fruits & Vegetables

X Physical Activity

X Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources)

Fats and Oils

X Fiber-Rich Foods

Food Safety

X Food Shopping/Preparation

Lean Meat and Beans

X Limit Added Sugars or Caloric Sweeteners

X MyPyramid – Healthy Eating Plan

X Promote Healthy Weight

Sodium and Potassium

X Whole Grains

X Other (Specify): My Plate

SNAP-Ed Delivery Sites by Type of Setting:

1 Adult Education & Job Training Sites

1 Adult Rehabilitation Centers

1 CalFresh Offices

5 Churches

0 Community Centers

_____ Elderly Service Centers

2 Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens)

_____ Extension Offices

1 Farmers Markets

_____ Food Stores

3 Head Start Programs

_____ Individual Homes

1 Libraries

3 Other Youth Education Sites (includes Parks and Recreation)

1 Public/Community Health Centers (includes Public Health Departments)

2 Public Housing

_____ Schools – students (Preschool)

3 Schools – students (K-12)

3 Schools – students (Afterschool Program)

3 Schools – Parents

1 Shelters/Temporary Housing

2 WIC Programs

_____ Worksites

Other (specify): _____
Other (specify): _____

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants: 750

Narrative (max. 200 words)

Sutter County Health Division will implement a nutrition education program that will promote the 2010 Dietary Guidelines, increase consumption of fruits and vegetables and increase physical activity among the SNAP-Ed eligible population in Sutter County. This will be accomplished by establishing a collaborative group to begin to implement the California Obesity Prevention Plan to address obesity prevention strategies and food security issues. Initially the nutrition education needs of the target population will be identified through focus groups, surveys and interviews. Based upon assessment results innovative nutrition education classes and events for SNAP-Ed eligible community members will be conducted at qualifying locations such as Head Start preschools, selected elementary schools, public housing sites and selected churches. Additionally Sutter County Human Services programs which serve the target population such as Cal Works, Child Protective Services, WIC and Drug and Alcohol programs will also be utilized as venues for nutrition education classes and events. Classes will be conducted utilizing a facilitated group discussion format and will include cooking demonstrations and interactive educational opportunities. Classes will be conducted in the single session and multi-session formats. Participants who complete the five session nutrition education program will be given incentives for completing the program. Strategically planned interventions will be conducted at existing community events such as the Multi-National Health Fair and Public Health Week. These events will be used to promote the Re Think Your Drink campaign, other nutritional messages and opportunities to increase physical activity. In addition activities will include training Human Services staff on basic nutrition education and physical activity, the Re Think Your Drink curriculum and ways to refer their SNAP-Ed clients to classes.

e. Summary of Research.

See Section A, pages 2-5.

f. Modification of Project Methods/Strategies.

- We have not modified our methods/strategies
- Improving cultural relevancy
- Enhancing/updating existing strategies
- Utilizing research/program tool
- Changing audience participation
- Adding new partners
- Other (specify): _____
- Other (specify): _____

All modifications are approved by the Network.

g. Use of Existing Educational Materials.

See attached Existing Educational Materials/Curricula data sheet.

h. Development of New Educational Materials.

All new educational materials must be listed on the attached New Materials Development data sheet.

i. **Key Performance Measures/Indicators.** (*max. 100 words*)

Participants in the one session and multi-session educational classes will complete a short questionnaire at the conclusion of the program to assess knowledge gain and overall satisfaction with the presentation, additionally 20% of those completing the multi-session class will be interviewed approximately 60 days after the class to measure behavior change. Human Service staff attending training sessions will complete a survey to measure increase in knowledge and assess personal goal setting. Human Service staff referring clients to classes will be given incentives and acknowledged quarterly.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities.

Contractors who receive Federal Share >\$350,000 must participate in impact evaluation.

Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Sutter County Human Services-Health Division will coordinate efforts to improve consumption of fruits and vegetables and increase physical activity with the target population by working collaboratively with other Sutter County Divisions and other agencies such as UCD Cooperative Extension, Expanded Food & Nutrition Education Program and Sierra Cascade Nutrition Activity Consortium and Head Start. Another important and effective partner will be the City of Yuba City, which has recently been awarded a three year Center for Disease Control ACHIEVE grant. This funding has enabled local stakeholders to survey and identify community strengths and areas for improvement regarding policy, systems and environmental changes strategies to address chronic disease prevention.

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Farmers Market	Yuba City Farmers Market	Plumas St. Town Center Park	Yuba City	95991	06101050302	All Races	185%	
Job Readiness	One Stop Business Center	256 Wilber Ave.	Yuba City	95991	06101050302			Proxy Site
Cal Fresh Office	Sutter County Human Services-Welfare & Social Services	539 Holly Oak Square Garden Hwy.	Yuba City	95991	06101050302			Proxy Site
Public Housing	Sutter County Housing Authority-Richland Housing	448 Garden Hwy	Yuba City	95991	06101050302			Proxy Site
Public Housing	Sutter County Housing Authority-Mahal Plaza	1719 Franklin Rd	Yuba City	95993	06101050302			Proxy Site
Head Start	E-Center Head Start – Yuba City	442 Franklin Ave.	Yuba City	95991	06101050202			Proxy Site
Head Start	Migrant Head Start – Yuba City	200 Western Ave.	Yuba City	95991	06101050301			Proxy Site

Community Park	Southside Park	Wilber Ave.	Yuba City	95991	06101050302	Hispanic, White	185%	
WIC Office	Sutter County Health Division- WIC Program	1445 Veterans Memorial Circle	Yuba City	95993	06101050804			Proxy Site
Library	Sutter County Library	750 Forbese Ave	Yuba City	95991	06101050201	All Races		Proxy Site
Adult Rehabilitation	Bi-County Mental Health Division – Alcohol & Drug Programs	1965 Live Oak Blvd.	Yuba City	95991	06101050101	All Races		Proxy Site
Food Bank	Christian Assistance Network	P.O. Box 3133	Yuba City	95991	06101050501	All Races		Proxy Site
Homeless Shelter	Hands Of Hope	909 Spiva Avenue	Yuba City	95991	06101050201	All Races		Proxy Site
Chuch	St. Isidores	222 Clark Ave.	Yuba City	95991	06101050301	Hispanic, White	185%	
Chuch	Crossroads Church	445 B St.	Yuba City	95991	06101050202	Hispanic, White	185%	

Food Pantry	St. Andrews	1390 franklin Rd.	Yuba City	95993	06101050501	Hispanic, White	%	Proxy Site
Community Park	Hilcrest Park	Railroad Ave.	Yuba City	95991	06101050302	Hispanic, White	%	
Community Park	Gauche Aquatic Park	421 C St.	Yuba City	95991	06101050202	Hispanic, White	%	
WIC Office	Sutter County Health Division- WIC Program	2670 Myrtle St.	Live Oak	95993	06101050700	Hispanic, White		Proxy Site
Head Start	E- Center Head Start- Live Oak	2659 Apircot St.	Live Oak	95953	06101050700	Hispanic, White		Proxy Site
Church	Father's House	10720 Live Oak Boulevard	Live Oak	95953	06101050700	Hispanic, White	185%	
Church	Our Lady Of Guadalupe	9660 Broadway	Live Oak	95953	06101050700	Hispanic, White	185%	
Church	First Babtist Church	Pennington Rd.	Live Oak	95953	06101050700	Hispanic, White	185%	

Community Park	Memorial Park	Pennington Rd.	Live Oak	95953	06101050700	Hispanic, White	185%	

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
Feather River Academy	Sutter County Office of Education	0114207	65.17%	10.11%	75.28%
Meridian Elementary	Meridian Elementary	6053300	52.94%	8.24%	61.18%
Winship-Robbins	Winship-Robbins	6053433	64.90%	9.93%	74.83%
Albert Powel	Yuba City Uunified		%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

Use of Existing Educational Materials/Curricula Data Sheet

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
U.S. Dept. Health and Human Services/Office on Women’s Health	BodyWorks Toolkit	BodyWorks is a program designed to help parents and caregivers of adolescents improve family eating and activity habits	English
California Department of Health Care Services	California Food Guide (CFG)	CFG is for health professionals who primarily serve low-income, ethnically diverse populations and is designed to provide up-to-date nutrition and physical activity guidance that will assist consumers in shifting to healthy lifestyles.	English
California Endowment Children's Health Initiative/UC Berkeley	CANFit	CANFIT is a movement to improve healthy eating and physical activity environments for adolescents in low income communities and communities of color	English
USDA	ChooseMyPlate.gov	Online resource that provides educational materials and information on the basics of a healthy diet. For consumers of all age groups and educators.	English/Spanish
San Francisco Department of Public Health	Cook Well, Live Better Curriculum	Network approved curriculum designed to support work in helping clients and staff to buy, prepare, and eat more fruits and vegetables.	English/Spanish

Source	Title	Description	Languages
American Cancer Society	Cooking Smart	A program that teaches by making simple changes in the way people prepare foods, how they can have a positive impact on both health and pocketbook. Teaches quick and easy tips to help them meet daily nutritional guidelines and prepare meals in 30 minutes or less.	English
USDA Guidelines	Dietary Guidelines for Americans; MyPyramid for Kids; MyPyramid for Adults; MyPyramid for Preschoolers, Loving your Family, Feeding their Future, Nutrition Essentials, The Power of Choice, Eat Smart, Play Hard, Empowering Youth, Eat Right When Money’s Tight, Nibbles for Health, Ag in the Classroom	Assists health education experts in offering the latest science-based nutrition and physical activity recommendations	English/Spanish
American Dietetic Association	Eat Right -25 Healthy Snacks for Kids	For parents, the message is no matter how hard you try to make sure your child eats right, snack attacks can often undo all your hard work – but they don’t have to with these healthy snack ideas from the American Dietetic Association such as Peel a banana and dip it in yogurt. Roll it in crushed cereal and freeze.	English/ Spanish
Health Net	Fit Families for Life	A 5 week series of nutrition and physical activity topics that encourages families to adopt healthier lifestyles	English/ Spanish

Source	Title	Description	Languages
USDA	Loving Your Family Feeding Their Future	Provides educational and promotional materials and techniques to help nutrition educators in their work with SNAP (Supplemental Nutrition Assistance Program) participants and eligible.	English
Contractor Developed: BUSD	Parent Nutrition Education Cooking Class	A five week series of nutrition topics that encourages parents and families to adopt healthier lifestyles through basic nutrition and cooking. Different topics are highlighted each week, including benefits of eating a variety of fruits and vegetables, label reading w/ a focus on sodium and sugar content, whole grains, and tips on nutritious cooking with kids.	English
Contractor Developed – OCHCA (Adapted from CDC “Rethink your drink.” & BANPAC)	Rethink Your Drink	Core lessons on beverages for all grade levels. Focuses on reading the food label.	English
California WIC	California WIC Education Materials	http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx	English/Spanish
Network for a Healthy California	Champions for Change Materials	http://www.cachampionsforchange.net/en/index.php	English/Spanish
Network for a Healthy California	Harvest of the Month Monthly Elements	Educator’s Newsletter (Adults)	English/Spanish
Network for a Healthy California	Harvest of the Month Monthly Elements	Family Newsletter (Adults)	English/Spanish
Network for a Healthy California	Harvest of the Month Monthly Elements	Activity Sheets (Children 3-12 yrs)	English/Spanish
Network for a Healthy California	Power Play	Kids Get Cooking Cookbook (Children 3-12 yrs)	English/Spanish

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Network for a Healthy California	Healthy Latino Recipes Made a with Love	Cookbook (Adults)	English/Spanish
Produce for Better Health	Eat More Fruits and Veggies posters	Each poster features fun nutrition facts and a variety of delicious fruits and veggies. Printed on durable paper stock to last on bulletin boards. 9" x 26"	English/ Spanish
Network for a Healthy California	Everyday Healthy Meals - Cookbook	USDA approved: Healthy Meals Cookbook	English/ Spanish
CDC	Get Smart as You Shop	Smart shopping tips to save money and eat more fruits and vegetables used with adults.	English
CDC	Get Smart in Your Family Dinner	Tips to add fruits and vegetables to family dinners used with adults.	English
American Heart Association	Go Healthy Challenge	Campaign: comprehensive on-air, online and grassroots campaign that encourages kids to be healthy and active.	English
Georgiana Stewart	Good Morning Exercises for Kids (CD)	For ages 3-8. Simple movement exercises to fun songs which can be done early morning, or even through day.	English
NASCO	Nutrition Fact Ball	This 15" inflatable ball challenges players with 60 questions about general nutrition	English
SNAP-Ed Connection	Recipes	Multiple healthy recipes to be distributed.	English
Produce for Better Health	T.A.S.T.E.	All Ages; Poster & handout with tips for busy families to eat more F&V.	English

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Network for a Healthy California- Champion Moms	The Power is in Your Hands	Booklet gives participants tips on how to make changes for purchasing foods and saving money	English/ Spanish
Regional Networks: Bay Area, Gold Coast (contractor developed)	ReThink Your Drink Poster	Previously approved by USDA. Please check with your PM prior to use of this material.	English/Spanish

New Materials Development Data Sheet

<i>Title</i>	<i>Description</i>	<i>Justification</i>

Organization: Sutter County Human Services- Health Division			
Contract Number: 11-10748			
Federal Share Budget		FFY 2012	
Personnel Salaries		\$ 76,047.00	
Fringe Benefits		\$ 41,825.00	
Operating		\$ 3,400.00	
Equipment & Other Capital		\$ 2,000.00	
Travel		\$ 3,612.00	
Subcontractors		\$ 300.00	
Other Costs		\$ 11,030.00	
Indirect Costs		\$ 11,786.00	
Total Federal Share		\$ 150,000.00	

FFY 2012 BUDGET JUSTIFICATION

Local Health Department Expansion Project: Level 1
(October 1, 2011-September 30, 2012)

Sutter County Human Services- Health Division

11-10748

A PERSONNEL SALARIES:								
1. Name and Position Title				2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS								
1.	Name:	TBD		\$ 44,639	1.0000	20%	80%	\$ 44,639
	Title:	Project Coordinator/ Health Program Specialist						
2.	Name:	TBD		\$ 44,639	0.5000	10.0%	50.0%	\$ 22,317
	Title:	Health Program Specialist						
3.	Name:	Racheal Licea		\$ 36,366	0.2500	10.0%	25.0%	\$ 9,091
	Title:	Office Assistant 1/2 (Bilingual)						
SUBTOTAL				\$ 125,644	1.7500	0.4000	1.5500	\$ 76,047
Position Descriptions								
Project Coordinator / Health Program Specialist		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles. Responsible for all program reporting requirements and overall program oversight						
Health Program Specialist		Conduct nutrition education activities; and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.						
Office Assistant		Provides administrative and office support for the project staff and is responsible for the reporting requirements. Provide translation for nutrition education activities.						

FFY 2012 BUDGET JUSTIFICATION

Local Health Department Expansion Project: Level 1
(October 1, 2011-September 30, 2012)

Sutter County Human Services- Health Division

11-10748

B. FRINGE BENEFITS:									
Federal Share:									
Includes payroll taxes and medical/dental benefits at 55% of personnel salaries									
								SUBTOTAL:	\$ 41,825
C. OPERATING EXPENSES:									
Federal Share:									
COPY/PRINTING: copying of educational materials, training handouts, posters and other documents for program use								350 copies/mo @ .50 per copy	\$ 2,100
COMMUNICATIONS: Monthly costs of telephone system and fax service								25/mo X 12mo	\$ 300
OFFICE SUPPLIES: All general office supplies to maintain the program such as pens, pencils, postage, notepads, paper, ink, file folders as needed for Nutrition Education and Promotion activities								100/mo X 12mo	\$ 1,200
								SUBTOTAL:	\$ 3,400
								Federal Share Total Dollars	
D. EQUIPMENT EXPENSES:									
Federal Share:									
Industrial Office Printer/ Copier									\$ 2,000
								SUBTOTAL:	\$ 2,000
E. TRAVEL AND PER DIEM:									
Travel is estimated as subcontractor has not yet been identified.									
Federal Share:									
Staff	# Trips	# Days	Per Diem	Lodging	Round Trip	Total			
	6		27 per day		100 mi.	\$300.00			
Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM. = 6 trips at 100 miles per trip = \$300 , per Diem: 27 X 6 = \$162, Parking: \$25 X 6 = \$150, Registration @ \$400									\$ 1,012

FFY 2012 BUDGET JUSTIFICATION

Local Health Department Expansion Project: Level 1
(October 1, 2011-September 30, 2012)

Sutter County Human Services- Health Division

11-10748

	Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities		\$	400
	Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events		\$	200
	Travel associated with coordinating a minimum of two local medical activities that highlight NE and PA events		\$	200
	Travel associated with training County Health Agencies on Rethink Your Drink and NE materials		\$	200
	Travel to attend the annual WIC State Wide Conference in San Diego. 3 nights hotel, flight, per diem and registration.		\$	1,600

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: Tulare County Health and Human Service Agency
Program Area: Network Community Expansion Project: Social Services & Family Resource Centers (Public Health Department)
Contract Number: 11-10751

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 35% Female 65%

Ethnicity:

African American 1%
 Asian 4%
 Caucasian 36%
 Latino 58%
 Native American 1%
 Pacific Islander _____ %
 Other (specify): _____ %

Languages:

<input checked="" type="checkbox"/> English <u>60%</u>	<input type="checkbox"/> Khmer (Cambodian) _____ %
<input checked="" type="checkbox"/> Spanish <u>40%</u>	<input type="checkbox"/> Korean _____ %
<input type="checkbox"/> Arabic _____ %	<input type="checkbox"/> Lao _____ %
<input type="checkbox"/> Armenian _____ %	<input type="checkbox"/> Tagalog _____ %
<input type="checkbox"/> Russian _____ %	<input type="checkbox"/> Vietnamese _____ %
<input type="checkbox"/> Bosnian _____ %	<input type="checkbox"/> Other (specify): _____ %
<input type="checkbox"/> Cantonese _____ %	<input type="checkbox"/> Other (specify): _____ %
<input type="checkbox"/> Farsi _____ %	<input type="checkbox"/> Mandarin _____ %
<input type="checkbox"/> Hmong _____ %	

Ages:

Under 5 years old 11%
 5 to 8 8%
 9 to 11 5%
 12 to 17 11%
 18 to 59 54%
 60 years old and over 11%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

See attached Census Tract data sheet
 See attached Free/Reduced Price Meal % data sheet

- Other (Specify): _____ (_____ % equal to or less than 185% FPL)
- Other (Specify): _____ (_____ % equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | | | |
|--|---------|---|---------|
| <input checked="" type="checkbox"/> CalFresh Offices | 50% | <input type="checkbox"/> Shelters/Temporary Housing | _____ % |
| <input type="checkbox"/> Food Banks | _____ % | <input type="checkbox"/> Soup Kitchens | _____ % |
| <input type="checkbox"/> Food Pantries | _____ % | <input type="checkbox"/> TANF Job Readiness Program | _____ % |
| <input type="checkbox"/> Public Housing | _____ % | <input type="checkbox"/> WIC Offices | _____ % |
| <input type="checkbox"/> HeadStart | _____ % | | |

d. Project Description.

Key Methods:

- Advisory Council/Task Force (specify): Healthy for Life Coalition
- Internet/Web Sites-website address: _____
- Print Media
- Radio:
- TV: _____
- Nutrition Education Classes: (15 occurrences at 1.5 hour(s) each)
- Community Education Events: 6 occurrences at 2 hour(s) each
- Training/Workshop/Conference: (3 occurrences at 2 hour(s) each)
- Point of Purchase: (_____ occurrences at _____ hour(s) each)
- Other (specify) _____: (_____ occurrences at _____ hour(s) each)

Key Educational Messages:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input checked="" type="checkbox"/> Limit Added Sugars or Caloric Sweeteners |
| <input type="checkbox"/> Physical Activity | <input checked="" type="checkbox"/> MyPlate – Healthy Eating Plan |
| <input checked="" type="checkbox"/> Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources) | <input checked="" type="checkbox"/> Promote Healthy Weight |
| <input type="checkbox"/> Fats and Oils | <input type="checkbox"/> Sodium and Potassium |
| <input type="checkbox"/> Fiber-Rich Foods | <input type="checkbox"/> Whole Grains |
| <input type="checkbox"/> Food Safety | <input checked="" type="checkbox"/> Other (Specify): <u>CalFresh Nutrition Education and PA Promotion</u> |
| <input type="checkbox"/> Food Shopping/Preparation | <input checked="" type="checkbox"/> Other (Specify): <u>Rethink Your Drink</u> |
| <input type="checkbox"/> Lean Meat and Beans | |

SNAP-Ed Delivery Sites by Type of Setting:

- | | |
|---|--|
| _____ Adult Education & Job Training Sites | _____ Food Stores |
| _____ Adult Rehabilitation Centers | _____ Head Start Programs |
| 6 _____ CalFresh Offices | _____ Individual Homes |
| _____ Churches | _____ Libraries |
| _____ Community Centers | _____ Other Youth Education Sites (includes Parks and Recreation) |
| _____ Elderly Service Centers | _____ Public/Community Health Centers (includes Public Health Departments) |
| _____ Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens) | _____ Public Housing |
| _____ Extension Offices | _____ Schools – students (Preschool) |
| _____ Farmers Markets | _____ Schools – students (K-12) |

_____ Schools – students (Afterschool Program)

_____ Schools – Parents

_____ Shelters/Temporary Housing

_____ WIC Programs

_____ Worksites

Other (specify): 5 Family Resource Centers

Other (specify): _____

Other (specify): _____

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants: 1750

Narrative (max. 200 words)

Tulare County Health and Human Services (TCHHSA) plans to implement nutrition educational classes that target women, men and children. TCHHSA plans to implement the classes at 6 TulareWorks (CalFresh) locations and 5 Community Organizations located within the community. The interventions overall goal will be to promote better nutritional choices, and therefore increasing the health and well being of families. TCHHSA educational intervention will focus on the benefits of fruits and vegetables, identifying fat free and low-fat milk, identifying ways to limit or decrease sugar or sweeteners, and promote a healthy weight.

e. Summary of Research.

See Section A, pages 2-5.

f. Modification of Project Methods/Strategies.

We have not modified our methods/strategies

Improving cultural relevancy

Enhancing/updating existing strategies

Utilizing research/program tool

Changing audience participation

Adding new partners

Other (specify): _____

Other (specify): _____

All modifications are approved by the Network.

g. Use of Existing Educational Materials.

See attached Existing Educational Materials/Curricula data sheet.

h. Development of New Educational Materials.

All new educational materials must be listed on the attached New Materials Development data sheet.

i. Key Performance Measures/Indicators. (max. 100 words)

Tulare County Health and Human Services Agency will provide quarterly updates on the program implementation, number of attendees, pre and post surveys to determine knowledge, attitude change, and skill improvement. At the time of quarterly reports we will evaluate the venues, outreach efforts and participant survey data to understand if there is a need for additional staff training, or reevaluate outreach efforts to agency and community about the TCHHSA nutritional intervention.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities.

Contractors who receive Federal Share >\$350,000 must participate in impact evaluation.

Impact evaluation measures the effectiveness of an intervention by assessing behavior change

or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

The Healthy for Life Coalition is spearheaded by the Tulare County Health and Human Services Agency. This Coalition will be used as an umbrella organization to begin the collaboration efforts between TulareWorks and Network Grant collaborators, such as the CalFresh staff.

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Community Organization	Cutler-Orosi Family Educational Center	40802 Road 128	Orosi	93647	06107000201	All Races	67.3%	
Community Organization	Earlimart Family Resource Center	114 North Front Street	Earlimart	93219	061070004400	All Races	77.5%	
Community Organization	Lindsay Healthy Start	475 East Honolulu Street	Lindsay	93247	06107002800	All Races	67.7%	
Community Organization	Parenting Network	1900 Dinuba Boulevard	Visalia	93277	06107001004	All Races	66.3%	
Community Organization	Woodlake Family Resource Center	168 Valencia Street	Woodlake	93286	06107000702	All Races	64.0%	
Cal Fresh	Dinuba District Office	1066 North Alta Avenue	Dinuba	93618	----	----	--%	Proxy Site
Cal Fresh	Lindsay District Office	900 North Sequoia	Lindsay	93247	----	----	--%	Proxy Site
CalFresh	Porterville District Office	1055 West Henderson Ste. 1	Porterville	93257	----	----	--%	Proxy Site
CalFresh	Tulare District Office	458 East O'Neal	Tulare	93274	----	----	--%	Proxy Site
CalFresh	Visalia District Office	1845 North Dinuba Boulevard	Visalia	93291	----	----	--%	Proxy Site
Cal Fresh	In-Home Services Support Services	3500 West Mineral King Std A	Visalia	93291	----	----	--%	Proxy Site

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
N/A	N/A	N/A	%	%	%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

Use of Existing Educational Materials/Curricula Data Sheet

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Cooperative Extension	4-H Youth EFNEP Curriculum	Curriculum: 4-H Youth Expanded Food and Nutrition Education Program (EFNEP) is a federally funded project administered by the University of California Cooperative Extension to provide nutrition education for low-income youth	English
Network for Healthy California—Childrens’ Power Play! Campaign	All Star Team Training Guide	Guide for promoting physical activity to youth	English
CA Department of Health	Be Active Your Way	Lesson Plan: learn about the advantages of physical activity and how to incorporate physical activity into your life	English/Spanish
National Association of Sports & PA	101 Tips for Family Fitness Fun	Adult; Booklet with ideas to be active as a family.	English/ Spanish
Alameda County Public Health Department	Be Sugar Savvy Curriculum	Curriculum: posters, handouts, lesson plan, etc. @ http://www.acphd.org/nutritionservices/resources.htm	English/ Spanish
Dairy Council of California	Beverages: Make Every Sip Count	Adult; Goal oriented handout w/ info on choosing healthy beverages - developed in coord w/ HCA & local partners.	English/ Spanish/ Vietnamese
Greg & Steve	Big Fun (CD)	This CD contains a set of songs and activities for kids ages 3 to 9 years. The songs are high energy movement songs for the classroom and the living room.	English

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Ann Dixon	Blueberry Shoe	baby leaves his shoe at the blueberry patch and through a series of events a blueberry plant grows in his shoe	English
Learning Zone Express	Breakfast Basics Tablet	Breakfast is the most important meal of the day! This tablet provides ideas for creating a healthy breakfast. Full-color back includes a checklist to record protein, whole grains, fruit & veggies, and healthy fats	English
Bell Institute of Health and Nutrition	Breakfast is Important for You	Handout: Highlights the important health benefits of breakfast with this colorful handout	English/ Spanish
<i>Network for a Healthy California-Latino Campaign</i>	Brochures for Latinos	http://www.cdph.ca.gov/programs/cpns/Pages/LatinoCampaign.aspx	English/ Spanish
Centers for Disease Control and Prevention (CDC)	Brochures and posters	Need more detail or check website at: http://www.cdc.gov/ncbddd/bd/	English/ Spanish
Supplemental Nutrition Assistance Program	Brochures and posters	http://snap.nal.usda.gov/nal_display/index.php?info_center=15&tax_level=1&tax_subject=247	English/ Spanish
Dairy Council of California	Calcium Connection	Booklet: provides girls and women throughout the life cycle with age-specific information about the wide range of calcium's health benefits - from bone health to a likely role in weight management.	English/ Spanish
Regional Network- Bay Area	Calculating Sugar in Beverages	All Ages; Handout showing how to calculate # of tps of sugar in beverages.	English/ Spanish
Contractor Developed – OCHCA	CalFresh in OC Insert	Adult; Handout with OC SNAP office info to compliment outreach materials.	English/ Spanish/ Vietnamese

Source	Title	Description	Languages
UCCE - Alameda	Child and Youth Nutrition Education Training Academy (NETA)	Early childhood education nutrition curriculum that aims to improve child health and well- being through a comprehensive approach by supporting healthy food choices and an active lifestyle.	English
Contractor Developed – OCHCA (Adapted from CDPH)	Communities of Excellence in Nutr, Phys Act & Obesity Prevention	Adult; Power Point & handouts reviewing the CX ³ project & how to conduct the community surveys.	English
Laurent Linn	Comida (Comida!)	Spanish language version of Sesame Street’s “Food!” Elmo learns that food helps him to grow big and strong.	English
UC Cooperative Extension	Curricula: Farm to Fork	Eating Healthy From Farm to Fork is a nutrition education curriculum that makes the connection between local food systems, garden-based learning, school food service and the establishment of healthy habits in children.	English/ Spanish
USDA Team Nutrition	Curricula: Nutrition Essentials	This interactive curriculum CD addresses dietary quality, food safety, and the management of food resources. The 17 lessons include topics such as: the food guide pyramid, smart snacking, saving money on meals, keeping food safe to eat, feeding infants, and eating for a healthy pregnancy	English
Produce for Better Health	Discovering Fruits & Veggies: Puppets and Story Book	Color Champion hand puppets come to "life" as they go on a journey through distant lands that teaches kids nutrition information lessons such as trying new foods, MyPyramid, and the importance of choosing fruits and vegetables.	English

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Yori Takeda	Dr. Strong and Sweet Potatoes	A review from a mother: “All of my kids, 11, 5, and 1, were drawn to this book. It really made them consider how their eating habits could be affecting them, both physically and mentally.	English
Karrie Kalich, PhD, Dottie Bauer, EdD, Deirdre McPartlin, Med	Early Sprouts	A research-based early childhood curriculum with a seed-to-table approach to encourage young children to eat more vegetables by planting, harvesting, and preparing their own organically grown produce	English
Cooperative Extension (EFNEP, FSNEP)	Eating Smart Being Active - Plan, Shop, \$ave	Hand out teaches families to plan and shop for meals and snacks that are healthy and within their budgets.	English/ Spanish
Cooperative Extension (EFNEP, FSNEP)	Eating Smart Being Active Curriculum-Build Strong Bones	Hand out encourages participants to eat enough calcium from low-fat or non-fat dairy foods or other foods high in calcium	English/ Spanish
Cooperative Extension (EFNEP, FSNEP)	Eating Smart Being Active Curriculum-Make a Change	Handout teaches participants to limit foods that are high in fat, salt, and sugar	English/ Spanish

New Materials Development Data Sheet

<i>Title</i>	<i>Description</i>	<i>Justification</i>
N/A	N/A	N/A

BUDGET COVER SHEET
FFY 2012

Project Timeline: 10/1/11-09/30/12

Organization: County of Tulare Health & Human Services Agency					
Contract Number: 11-10751					
Federal Share Budget		FFY 2012			
Personnel Salaries		\$ 140,089.00			
Fringe Benefits		\$ 53,234.00			
Operating		\$ 5,700.00			
Equipment & Other Capital		\$ 4,500.00			
Travel		\$ 9,142.00			
Subcontractors		\$ 45,000.00			
Other Costs		\$ 53,670.00			
Indirect Costs		\$ 38,665.00			
Total Federal Share		\$ 350,000.00			

FFY 2012 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

County of Tulare Health Human Services Agency
 11-10751

*											
A PERSONNEL SALARIES:											
1. Name and Position Title							2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS											
1.	Name:	To be determined									
	Title:	Project Coordinator / Health Education Specialist					\$ 44,352	1.0000	75.0%	25.0%	\$ 44,352
2.	Name:	To be determined									
	Title:	Administrative Assistant / Nutrition Assistant I/II					\$ 31,051	1.0000	75.0%	25.0%	\$ 31,051
3.	Name:	To be determined									
	Title:	Nutritionist / Dietitian I					\$ 64,686	1.0000	10.0%	90.0%	\$ 64,686
SUBTOTAL							\$ 140,089	3.0000	1.6000	1.4000	\$ 140,089
Project Coordinator / Health Education Specialist		Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.									
Administrative Assistant / Nutrition Assistant I/II		Provides administrative and office support for the project staff and is responsible for the reporting requirements. Assist Project Coordinator and Nutritionist in conducting classes, activities, and outreach.									
Nutritionist / Dietitian I		Provides nutrition education to the SNAP-ED eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reporting and tracking systems.									
B. FRINGE BENEFITS:											
Federal Share:											
Includes payroll taxes and medical/dental benefits at 38% of personnel salaries									\$ 140,089		
SUBTOTAL:											
\$ 53,234											

FFY 2012 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 3
(October 1, 2011-September 30, 2012)

County of Tulare Health Human Services Agency
11-10751

C. OPERATING EXPENSES:									
Federal Share:									
	Office supplies for Nutritoin activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutriton Education and Promotion activities					475/mo			
								SUBTOTAL:	\$ 5,700
D. EQUIPMENT EXPENSES:									
Federal Share:	Computer, printer and Network set-up for 3 FTE (prorated when necessary)								
								SUBTOTAL:	\$ 4,500
E. TRAVEL AND PER DIEM:									
	Travel is estimated as subcontractor has not yet been identified.								
Federal Share:									
	Travel Required based on SOW Requirements to participate in ongoing community activities, attend a minimum of two RN related meetings, attend a minimum of three Network-sponsored Regional trainings, CCLHDN annual Conference, Harvest of the Month Trainings, GIS trainings, and other Non-Network sponsored trainings that have been pre-approved by the State CM/PM.								\$ 5,310
	Travel associated with coordinating with local Cal-Fresh Offices/agencies to collaborate on outreach and nutrition education activities.								\$ 500
	Travel associated with establishing and/or attending a CNAP group in the county to coordinate USDA FNS food program Interventions and efforts to increase food security.								\$ 200
	Travel associated with conducting a minimum of two Nutrition/Physical Activity Promotion special events.								\$ 200
	Travel associated with coordinating a minimum of two local media activities that highlight NE and PA events.								\$ 200
	Travel associated with attending 1-2 RN Rethink Your Drink NE Train the Trainer workshops and trainings.								\$ 1,000
	Travel associated with training County Health Agencies on Rethink Your Drink and NE materials								\$ 500
	Travel associated with CX ³								\$ 1,232
								SUBTOTAL:	\$9,142

FFY 2012 BUDGET JUSTIFICATION
 Local Health Department Expansion Project; Level 3
 (October 1, 2011-September 30, 2012)

County of Tulare Health Human Services Agency
 11-10751

											Federal Share Total Dollars		
F. SUBCONTRACTORS:													
Federal Share:													
1)	TBD-Survey and Field Work for CX ⁵										\$ 45,000		
2)													
											SUBTOTAL:	\$45,000	
G. OTHER COSTS:													
Federal Share:													
	Training Materials:												
	Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders, large-scale duplication jobs, CX ³ , as well as printing and production of relevant Rethink Your Drink Materials.										\$ 53,670		
											SUBTOTAL:	\$53,670	
H. INDIRECT COSTS:													
Federal Share:													
	Indirect Cost: 20% of total personnel and fringe benefits										\$ 193,323	SUBTOTAL:	\$ 38,665
TOTAL							\$ 140,089.00	3.0000	160.0%	140.0%	\$ 350,000		

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: Yuba County Public Health Division
Program Area: Community Extension Project- Public Health Division
Contract Number: 11-10753

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 25% Female 75%

Ethnicity:

- African American 3%
- Asian 7%
- Caucasian 61%
- Latino 26%
- Native American 2%
- Pacific Islander 1%
- Other (specify) 2 or more races listed=4.7%

Languages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> English <u>90%</u> | <input type="checkbox"/> Khmer (Cambodian) _____% |
| <input checked="" type="checkbox"/> Spanish <u>10%</u> | <input type="checkbox"/> Korean _____% |
| <input type="checkbox"/> Arabic _____% | <input type="checkbox"/> Lao _____% |
| <input type="checkbox"/> Armenian _____% | <input type="checkbox"/> Tagalog _____% |
| <input type="checkbox"/> Russian _____% | <input type="checkbox"/> Vietnamese _____% |
| <input type="checkbox"/> Bosnian _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Cantonese _____% | <input type="checkbox"/> Other (specify) _____: _____% |
| <input type="checkbox"/> Farsi _____% | <input type="checkbox"/> Mandarin _____% |
| <input type="checkbox"/> Hmong _____% | |

Ages:

- Under 5 years old 0%
- 5 to 8 0%
- 9 to 11 2%
- 12 to 17 3%
- 18 to 59 90%
- 60 years old and over 5%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

- See attached Census Tract data sheet
- See attached Free/Reduced Price Meal % data sheet
- Other (Specify): _____ (_____ % equal to or less than 185% FPL)

Other (Specify): _____ (_____% equal to or less than 185% FPL)

Location Based Proxy Sites:

Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

- | | |
|--|---|
| <input type="checkbox"/> CalFresh Offices _____% | <input checked="" type="checkbox"/> Shelters/Temporary Housing <u>5%</u> |
| <input checked="" type="checkbox"/> Food Banks <u>10%</u> | <input type="checkbox"/> Soup Kitchens _____% |
| <input type="checkbox"/> Food Pantries _____% | <input checked="" type="checkbox"/> TANF Job Readiness Program <u>65%</u> |
| <input checked="" type="checkbox"/> Public Housing <u>5%</u> | <input type="checkbox"/> WIC Offices _____% |
| <input checked="" type="checkbox"/> HeadStart <u>5%</u> | |

d. Project Description.

Key Methods:

- Advisory Council/Task Force (specify): _____
- Internet/Web Sites-website address: _____
- Print Media
- Radio: _____
- TV: _____
- Nutrition Education Classes: (100 occurrences at .25hour(s) each)
- Community Education Events: (10 occurrences at 2hour(s) each)
- Training/Workshop/Conference: (_____ occurrences at _____hour(s) each)
- Point of Purchase: (2 occurrences at 2hour(s) each)
- Other (specify) _____: (_____ occurrences at _____hour(s) each)

Key Educational Messages:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input type="checkbox"/> Lean Meat and Beans |
| <input checked="" type="checkbox"/> Physical Activity | <input checked="" type="checkbox"/> Limit Added Sugars or Caloric Sweeteners |
| <input type="checkbox"/> Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources) | <input type="checkbox"/> MyPyramid – Healthy Eating Plan |
| <input checked="" type="checkbox"/> Fats and Oils | <input type="checkbox"/> Promote Healthy Weight |
| <input type="checkbox"/> Fiber-Rich Foods | <input type="checkbox"/> Sodium and Potassium |
| <input type="checkbox"/> Food Safety | <input type="checkbox"/> Whole Grains |
| <input checked="" type="checkbox"/> Food Shopping/Preparation | <input checked="" type="checkbox"/> Other (Specify): <u>My Plate</u> |

SNAP-Ed Delivery Sites by Type of Setting:

- | | |
|--|---|
| <u>7</u> Adult Education & Job Training Sites | <u>1</u> Libraries |
| <u>2</u> Adult Rehabilitation Centers | <u>1</u> Other Youth Education Sites (includes Parks and Recreation) |
| _____ CalFresh Offices | <u>1</u> Public/Community Health Centers (includes Public Health Departments) |
| <u>4</u> Churches | _____ Public Housing |
| <u>1</u> Community Centers | _____ Schools – students (Preschool) |
| <u>1</u> Elderly Service Centers | _____ Schools – students (K-12) |
| <u>7</u> Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens) | _____ Schools – students (Afterschool Program) |
| _____ Extension Offices | _____ Schools – Parents |
| <u>1</u> Farmers Markets | <u>1</u> Shelters/Temporary Housing |
| _____ Food Stores | _____ WIC Programs |
| <u>1</u> Head Start Programs | _____ Worksites |
| _____ Individual Homes | Other (specify): 1 Pregnancy Support Center |

Other (specify): 2 Church sponsored low income housing apartments

Other (specify): _____

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Census Tract Data Sheet.**

Projected Number of Unduplicated Participants: 750

Narrative (max. 200 words)

We will use an assortment of approaches to SNAP-Ed eligibles. Fifteen-minute, single classes will be provided, up to three days a week, to groups of people prior to their CalWORKS eligibility appointments. Single classes will also be offered at other venues which may include Head Start Parent Groups, CalWORKS Education classes, Friday Night Live Youth Groups, Family Resource Centers, Adult Rehab Centers and senior venues. We will provide the required five-class series to residents at Mercy Housing, a low income housing unit and to women who reside in a six-month temporary shelter at the the Salvation Army Depot. We are still in the process of ensuring that we are not duplicating other USDA funded programs, so it is possible that some of these sites will not be available to us. Outreach events including Rethink Your Drink will be conducted at community events, the farmers market, and USDA Food Distribution Centers. Training for our Program Coordinator, Nursing Educator, and peer trainers will be provided by our consulting RD and/or via State and Regional trainings.

e. **Summary of Research.**

See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

- | | |
|---|--|
| <input checked="" type="checkbox"/> We have not modified our methods/strategies | <input type="checkbox"/> Changing audience participation |
| <input type="checkbox"/> Improving cultural relevancy | <input type="checkbox"/> Adding new partners |
| <input type="checkbox"/> Enhancing/updating existing strategies | <input type="checkbox"/> Other (specify): _____ |
| <input type="checkbox"/> Utilizing research/program tool | <input type="checkbox"/> Other (specify): _____ |

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**

See attached Existing Educational Materials/Curricula data sheet.

h. **Development of New Educational Materials.**

All new educational materials must be listed on the attached New Materials Development data sheet.

i. **Key Performance Measures/Indicators.** (max. 100 words)

Performance measures and indicators will be via documentation of reports, meeting agendas, and records of participation in training. We will also have a County Action Nutrition Plan developed, and other strategic reports as indicated. Samples of lesson plans and reports of site visits/observations by Project Coordinator and/or Project Administrator will be kept on file to demonstrate Quality Assurance. Sign in sheets and participant data collection cards will be kept on file to document direct education sessions. Photos, press releases and event flyers will be kept on file to document Rethink Your Drink Campaign and/or other community events.

3. EVALUATION PLANS

*All contractors participate in process evaluation per their Scope of Work activities.
Contractors who receive Federal Share >\$350,000 must participate in impact evaluation.
Impact evaluation measures the effectiveness of an intervention by assessing behavior change
or the factors that directly influence behavior change primarily focusing on consumption of
fruit and vegetables intake.*

4. COORDINATION EFFORTS (MAX. 100 WORDS)

CalWORKs, CalFresh and Public Health services are all offered at the same location by the Yuba County Health and Human Services Department. This facilitates the coordination of services as there is already a structure for regular meetings of the various Program Managers where collaboration takes place. Our Project Administrator, Project Coordinator and consulting RD will work together to ensure quarterly meetings are established with CalFresh staff and that a C-NAP group is developed within the county. We will coordinate with other USDA-funded programs through regular and/or ad hoc meetings and e-mails to ensure we are not duplicating efforts or sites.

LOCAL PROJECT SYNOPSIS

Census Tract Data Sheet

<i>Type*</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Census Tract (2010 Tracts)</i>	<i>Ethnicity</i>	<i>185% FPL</i>	<i>Notes</i>
Shelters/Temporary Housing Emergency Food Assistance Sites	Salvation Army Depot Family Crisis Center	408 J. St.,	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Public/Community Health Centers (includes Public Health Departments)	Yuba County Health and Human Services Department- Public Health Division	5730 Packard Ave., Suite 100	Marysville	95901	06115040300	--	--%	Proxy Site
Adult Education and Job Training Site	Cedar Lane Family Resource Center	841 Cedar Lane	Olivehurst		06115040500	All Races	58.5%%	ACS 2005-9
Community Centers	Allyn Scott Youth and Community Center	1830 B Street	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Pregnancy Support Center	A Woman's Friend	616 E. St	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Libraries	Yuba County Library	303 Second Street	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Adult Education & Job Training Sites	Yuba County One Stop	1114 Yuba St	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Other Youth Education Sites	Friday Night Live	301 4 th St	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9

LOCAL PROJECT SYNOPSIS

Adult Rehabilitation Centers	Pathways Treatment	2 9 th Street	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Churches	St. John's Episcopal Church	8 th and D St.	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Churches	St. Joseph Catholic Church	7 th and C St.	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Churches	First Methodist Church	115 5 th St.	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Churches	Faith Lutheran Church	1000 D St.	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Adult Rehabilitation Centers	Yuba County Probation	215 5 th St.	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Emergency Food Assistant Sites	USDA Food Distribution Center, Lake Francis Grange	10775 Texas Hill Rd	Dobbins, CA		06115041100	--	--	Proxy
Emergency Food Assistant Sites	USDA Food Distribution Center, Lions Club	5697 Fruitland Rd	Loma Rica		06115041000	--	--	Proxy
Emergency Food Assistant Sites	USDA Food Distribution Center, American Legion Hall	5477 Feather River Blvd	Marysville	95901	06115040400	All races	56.6%	ACS 2005-9
Emergency Food Assistant Sites	USDA Food Distribution Center, VFW Hall	4956 Powerline Rd	Olivehurst		06115040500	All races	55.8%	ACS 2005-9
Emergency Food Assistant Sites	USDA Food Distribution Center, Senior Center	705 3 rd St.	Wheatland	95692	06115040800	--	--	Proxy
Emergency Food Assistant Sites	USDA Food Distribution Center, Buttes Christian Manor	223 F St.	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Emergency Food Assistant	USDA Food Distribution Center, Brownsville	P.O. BOX 266	Challenge	95925	06115041100			

LOCAL PROJECT SYNOPSIS

Sites	Grange							
Adult Education and Job Training Site	Yuba County Health and Human Services Department- CalWorks	5730 Packard Ave., Suite 100	Marysville	95901	06115040300	--	--	Proxy
Adult Education and Job Training Site	Yuba College Foster Kinship Care Education Center	2088 North Beale Rd	Marysville	95901	06115040300	--	--	Proxy
Adult Education and Job Training Site	Head Start	2203 Ramirez St.	Marysville	95901		--	--	Proxy
Adult Education and Job Training Site	Head Start	1766 8 th Ave	Marysville	95901		--	--	Proxy
Adult Education and Job Training Site	Head Start	931 Ramirez St	Marysville	95901		--	--	Proxy
Head Start	E-Center Head Start Parent Meetings	1128 Yuba St.	Marysville	95901	06115040400	All races	56.6%	ACS 2005-9
Adult Education & Job Training Sites	Yuba County Family Resource Center	1104 Yuba St	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Church Sponsored Low Income Housing	Mercy Housing	5903 Lowe Ave	Marysville	95901	06115040300	--	--	Proxy
Church Sponsored Low Income Housing	Mercy Housing	Spruce St.	Wheatland	95692	06115040800	--	--	Proxy

LOCAL PROJECT SYNOPSIS

Elderly Service Center	Senior Center	4979 Olivehurst Ave	Olivehurst	95961	06115040500	All races	58.5%	ACS 2005-9
Farmer's Markets	Marysville Farmer's Market	200 D St.	Marysville	95901	06115040100	All races	60.9%	ACS 2005-9
Adult Education and Job Training Site	ABC Family Resource Center	4850 Olivehurst Ave.	Olivehurst	95961	06115040500	All races	58.5%	ACS 2005-9
Adult Education and Job Training Site	ABC Family Resource Center	841 Cedar Ln.	Olivehurst	95961	06115040400	All races	56.6%	ACS 2005-9

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

<i>School Name*</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

LOCAL PROJECT SYNOPSIS

Use of Existing Educational Materials/Curricula Data Sheet

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Network for a Healthy California http://www.network-toolbox.net/en/index.asp	Toolbox for Community Educators	Collection of curriculum and educational materials used for community education in the topics of nutrition and physical education.	English
196-USDA	Choosemyplate.gov	Online resource that provides educational materials and information on the basics of a healthy diet. For consumers of all age groups and educators.	English/Spanish
133-Communicating food for health	Breakfast on the run	Discusses easy ways to get a healthy breakfast. Adult	English
134-Communicating food for health	breaking down the food label	For children, helps to learn what the different parts of the food label indicate.	English
216-Fresh Approach-series of lessons for low income parents	Cooking Matters	This curriculum is designed to teach low income parents how to cook. The series provides a series of lessons and was developed by Fresh Approach of the Bay Area. The curriculum also covers nutrition and healthy eating, food preparation, budgeting and shopping.	English
283-American Dietetic Association	Eat right- 25 healthy snacks	For parents, the message is no matter how hard you try to make sure your child eats right, snack attacks can often undo all your hard work – but they don't have to with these healthy snack ideas from the American Dietetic Association such as Peel a banana and dip it in yogurt. Roll it in crushed cereal and freeze. Please check with your PM prior to use of the recipes.	English/Spanish
350-UC Berkeley	Fast food and soft drinks	Adult; Handout with tip on how to make healthier fast food choices.	English

LOCAL PROJECT SYNOPSIS

Source	Title	Description	Languages
406- SNAP-Ed Connection	Food stamps help put healthy food on your table	From SNAP-Ed tool Resource Kit with info on food security resources	English/Spanish
631- NASCO	How Much Fat? - Special Edition: Appetizers	This dramatic visual aid will help you demonstrate how much fat people are consuming in their daily lives. Displays the amount of fat, in grams, in the following foods: cheese fries, fried onions, fried mozzarella sticks, Jalapeño Bites, chicken Caesar salad, Chicken Quesadilla, stuffed potato skins, chicken strips, buffalo wings, nachos. Includes a leaflet that includes a special section on artery clogging fat and ideas for use.	English
632- NASCO	How much salt?	This dramatic visual aid will help you demonstrate how much salt people are consuming in their daily lives. Displays the amount of salt our body needs daily, the average amount Americans eat, the amount listed in the Dietary Goals, as well as the amount of salt, in milligrams, in the following foods: potato, potato chips or tortilla chips, canned chicken noodle soup, homemade soup, pork chop, ham, fast food deluxe quarter pound cheeseburger, a typical picnic meal, and canned chow mein. Because consumers are familiar with salt, sodium values have been converted to salt for display in the test tubes. Set comes with a short guide containing background information and ideas for use.	English
633- NASCO	How much sugar?	This dramatic visual aid will help you demonstrate the amount of sugar and fat that people are consuming in their daily lives.	English
848- USDA	<i>Network approved recipes</i>	As title indicates	English/Spanish

LOCAL PROJECT SYNOPSIS

Source	Title	Description	Languages
1025- Centers for Disease Control	Recipes	Multiple healthy recipes to be distributed.	English
1030- Produce for Better Health	Recitas Latinas Saluables	Multiple healthy recipes to be distributed.	English/Spanish
1041- Centers for Disease Control and Prevention (CDC)	Rethink Your Drink	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
1042- Regional Network	Rethink Your Drink	Core lessons on beverages for all grade levels. Focuses on reading the food label.	English
1043 Contractor Developed – OCHCA (Adapted from CDC “Rethink your drink.” & BANPAC)	Rethink Your Drink	Gr 9-12 & Adult; Lesson teaching how to make healthy beverage choices using food labels & portion sizes.	English
1044- Contractor Developed – OCHCA (Adapted from CDC “Rethink your drink.” & BANPAC)	Rethink Your Drink	PreK-K & Gr 1-5; Lesson teaching how to make healthy beverage choices using food labels & portion sizes.	English
1045- <i>Network for a Healthy California</i>	Rethink Your Drink	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
1046- <i>Regional Networks: Bay Area, Orange County, gold Coast, Sierra Cascade. (Contractor Developed)</i>	Rethink Your Drink	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English/Spanish

LOCAL PROJECT SYNOPSIS

Source	Title	Description	Languages
1047- <i>Regional Networks: Bay Area, Sierra Cascade, Northcoast (contractor developed)</i>	Rethink Your Drink	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English/Spanish
1048- <i>Regional Networks: Bay Area</i>	ReThink Your Drink Fact Sheet on Sugar Sweetened Beverages	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
1049- Alameda County Public Health Nutrition Services	Rethink Your Drink	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English/Spanish
1050- Contractor Developed – OCHCA	Rethink Your Drink Nutrition Education Initiative Overview	Adult; Power Point providing on overview of the RN Rethink Your Drink Nutr Ed Initiative efforts in OC.	English
1051- California Project LEAN	Rethink Your Drink poster	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
1052- <i>Regional Networks: Bay Area, Gold Coast (contractor developed)</i>	Rethink Your Drink poster	Previously approved by USDA. Please check with your PM prior to use of this material.	English-Spanish
1053- <i>Regional Networks: NorthCoast (contractor developed)</i>	ReThink Your Drink Radio PSA & Script	Previously approved by USDA. Please check with your PM prior to use of this material.	English/Spanish

LOCAL PROJECT SYNOPSIS

Source	Title	Description	Languages
1054- <i>Regional Networks: Bay Area, Central Valley, Desert Sierra, Gold Coast, Gold Country, Los Angeles, Northcoast, Orange County, Sierra Cascade</i>	ReThink Your Drink: Frequently Asked Questions About Sugar Sweetened Beverages (Flyer)	As title indicates. Please check with your PM prior to use of this material.	English/Spanish
527- Harvest of the Month	Harvest of the Month Cycle I,II,III Cookbooks	<i>Network developed & approved</i>	English/Spanish
528 Harvest of the Month	Harvest of the Month Cycle I,II,III produce	<i>Network developed & approved</i>	English
529 Harvest of the Month	Harvest of the Month 35 Seasonal produce list	Network developed and approved list of selected seasonal produce items.	English
530 Harvest of the Month	Harvest of the Month bookmarks	Nutrition reinforcement items	English
531 Contractor Developed – from Los Angeles Collaborative Website	Harvest of the Month complementary educational materials	Contractors can share examples of presentations and nutrition education materials they have created or revised.	English/Spanish
532 Monrovia Unified School District	Harvest of the Month Cooking and Nutrition Education Lessons	Contractors can share examples of presentations and nutrition education materials they have created or revised.	English

LOCAL PROJECT SYNOPSIS

Source	Title	Description	Languages
533 Merced County Office of Education	Harvest of the month curricula from LA Collaborative and Downey School District: calendars, worksheets	K-6 grade workbooks for HOTM	English
536 Harvest of the Month	Harvest of the Month Fact Sheet	Network developed and approved. Two page fact sheet with information about HOTM and its elements.	English
543- Network for a Healthy California	Harvest of the Month Posters	Each 12 month cycle, a 24" x 36" poster provides a visual display of HOTM and is available to order from the Network.	English
971- Learning Zone Express Catalogue	Portion Distortion	Tip sheet that identifies appropriate portion sizes for adults.	English
247- Contractor Developed: HBUHSD	Daily Nibbles	Instructor Guide Book – Snippets of nutrition information intended to be used daily over a period of time.	English
970- California Healthy Kids Resource Center materials	Portion Distortion	Students and a Dietitian present the importance of balancing energy intake an energy expenditure. Available in DVD and as poster for 4-6th grade. California Healthy Kids Resource Center Materials.	English/Spanish
1230- <i>Network for a Healthy California- Champion Moms</i>	The Power is in Your Hands	Booklet gives participants tips on how to make changes for purchasing foods and saving money	English/Spanish

LOCAL PROJECT SYNOPSIS

Source	Title	Description	Languages
156- California Department of Health Care Services	California Food Guide (CFG)	CFG is for health professionals who primarily serve low-income, ethnically diverse populations and is designed to provide up-to-date nutrition and physical activity guidance that will assist consumers in shifting to healthy lifestyles.	English
183 <i>Network for a Healthy California</i>	Champions for Change Materials	http://www.cachampionsforchange.net/en/index.php	English/Spanish
184 <i>Network for a Healthy California</i>	Champions for Change Physical Activity Guide	Handout: tips for increasing physical activity, also includes rationale	English/Spanish
977 USDA materials	Posters (Move It!, Activity Pyramid), brochures (MyPyramid Eat Smart, Play Campaign, How Much Do You Eat?, What is serving sizes?)	USDA developed materials.	English/Spanish
105 CA Department of Health	Be Active Your Way	Lesson Plan: learn about the advantages of physical activity and how to incorporate physical activity into your life	English/Spanish
1221 American Institute for Cancer Research	The New American Plate One-Pot Meals	Brochure for adults that explains how to reshape your diet & help prevent cancer & maintain a healthy weight.	English
1219 American Institute for Cancer Research	The New American Plate Cooking Solo Homemade for Health	Cookbook for adults provides low fat eating information.	English

LOCAL PROJECT SYNOPSIS

800 NYC Health	My Plate Planner	Handout shows participants of ways to incorporate food from all the food groups on their plates.	English
841- NASCO	Myth Busters: Fats Tablet Set	Get the truth about fats with information that is concise and easy to understand. These tablets dispel popular myths about the four types of fat: monounsaturated fat, polyunsaturated fat, saturated fat, and trans fat. Tablets cover what fats are good for you, cooking oils, meats, which fats affect cholesterol level, and how to avoid certain fats. One double-sided tablet features monounsaturated and polyunsaturated fats and the other double-sided tablet features trans and saturated fats.	English
1296 Learning Zone Express	USDA MyPlate Poster	The bright and colorful USDA MyPlate Poster highlights how to build a healthy plate with tips for selecting the best choices within each food group. Additional tips include foods to cut back on, eating the right amount for you, and being physically active your way.	English
1297 Learning Zone Express	USDA MyPlate Tablet	The bright and colorful USDA MyPlate Tablet highlights how to build a healthy plate with tips for selecting the best choices within each food group. Additional tips include foods to cut back on, eating the right amount for you, and being physically active your way. Tablet backside features a variety of tips to make a great plate.	English
349- CANfit/SBCDPH	Fast Food Survival Guide	All Ages; Booklet with tips on how to make healthier fast food choices.	English/Spanish
443- CDC	Fruit and Veggies Matter: What Counts as a Cup?	Brochure through pictures shows how to determine cup portion sizes of fruits and vegetables for adults.	English

LOCAL PROJECT SYNOPSIS

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
926 Contractor Developed: BUSD	Parent Nutrition Education Cooking Class	A five week series of nutrition topics that encourages parents and families to adopt healthier lifestyles through basic nutrition and cooking. Different topics are highlighted each week, including benefits of eating a variety of fruits and vegetables, label reading w/ a focus on sodium and sugar content, whole grains, and tips on nutritious cooking with kids.	English
927- WE CAN (Ways to Enhance Children's Activity & Nutrition)	Parent Tips: Making Healthier Food Choices, Saving Money	A tip sheet that presents simple ideas to help parents plan and prepare meals and snacks to help families get the most nutrition for their dollar.	English
www.fitdeck.com (800-226-6022)	FitDeck Exercise playing cards	Deck of cards with a different exercise on each card.	English
PBH Foundation	Fruit and Veggie Produce Wheel	Wheel spins to different fruits and vegetables and provides nutritional information	English
Health Edco www.healthedco.com	Fizzics of Soda Display	Display shows how drinking sode every day can lead to weight gain. Display contains bag of sugar and bottle of simulated fat to represent amount of weight a person could gain	English
Health Edco www.healthedco.com	Mass of Muscle (5lb)	Weighted soft model duplicates the look, texture, and density of 5 lbs of muscle	English
Health Edco www.healthedco.com	Fat Chunk Model (5lb)	Model feels like actual fat and shows viewers what fat looks like inside the body. A great tool to remind people of the importance of a healthy diet.	English
Network for a Healthy California (http://www.network-toolbox.net/en/Lessons.asp)	Champions for Change Nutrition Curriculum	Includes several lessons on meal portions, physical activity, recipe demonstrations, healthy options, etc	English
Champions for Change- Orange County	Build a healthy plate	A 60minute lesson on using myplate to make healthy food choices. Includes activity ideas	English

LOCAL PROJECT SYNOPSIS

<i>Source</i>	<i>Title</i>	<i>Description</i>	<i>Languages</i>
Champions for Change-Orange County	Planning Healthy Meals	30-45 minute class teaching the basics of meal planning and how to provide healthy meals for families.	English
Champions for Change-Orange County	Shopping and cooking on a budget	30-45 minute class providing tips on how to buy quality healthy foods while on a budget	English
Champions for Change-Orange County	What's on a Label?	45 minute class providing education on reading food labels and determining which choices are the most healthy	English
Champions for Change-Orange County	ReThink your Drink	45 minute class providing education regarding healthy beverage choices, taste tests, and portion size.	English

BUDGET COVER SHEET
FFY 2012

Project Timeline: 10/1/11-09/30/12

Organization: Yuba County public Health Division			
Contract Number: 11-10753			
Federal Share Budget		FFY 2012	
Personnel Salaries		\$ 53,941.00	
Fringe Benefits		\$ 18,865.00	
Operating		\$ 5,078.00	
Equipment & Other Capital		\$ -	
Travel		\$ 2,838.00	
Subcontractors		\$ 44,100.00	
Other Costs		\$ 10,617.00	
Indirect Costs		\$ 14,561.00	
Total Federal Share		\$ 150,000.00	

FFY 2012 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Yuba County Public Health Division
11-10753

A PERSONNEL SALARIES:								
1. Name and Position Title				2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS								
1.	Name:	Marge Troester, SPHN		\$ 82,584	0.1100	100.0%	0.0%	\$ 9,084
	Title:	Project Administrator						
3	Name:	Elise Zink, PHN I		\$ 58,059	0.5000	60.0%	40.0%	\$ 29,030
	Title:	Project Coordinator						
3	Name:	Carla Mills, PHN I		\$ 58,059	0.2000	10.0%	90.0%	\$ 11,612
	Title:	Project Nursing Educator						
3	Name:	Carmen Betts		\$ 38,676	0.0500	100.0%	0.0%	\$ 1,934
	Title:	Project Administrative Support						
3	Name:	Cynthia Sartell		\$ 45,636	0.0500	100.0%	0.0%	\$ 2,282
	Title:	Project Fiscal Support						
SUBTOTAL				\$ 283,014	0.9100	3.7000	1.3000	\$ 53,941
Project Administrator		Complete and submit all required project contract documents; oversee the coordination of project staff and activities; Ensure that quarterly meetings are established with CalFresh county director to develop the best plan of action to provide nutrition education and other resources to CalFresh recipients and that Coordinator is connecting with at least one CalFresh outreach/community worker quarterly to collaborate and coordinate outreach and nutrition education activities throughout the county; and attend and/or establish a C-NAP group in the county to coordinate USDA food program interventions and efforts to increase food security in the target population.						

FFY 2012 BUDGET JUSTIFICATION
Local Health Department Expansion Project; Level 1
(October 1, 2011-September 30, 2012)

Yuba County Public Health Division
11-10753

Project Coordinator	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with various entities such as schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles; connect with at least one CalFresh outreach/community worker quarterly to collaborate and coordinate outreach and nutrition education activities throughout the county; attend a C-NAP group in the county to coordinate USDA food program interventions and efforts to increase food security in the target population; participate in statewide initiatives including collaboration with existing University of California Cooperative Extension Food Stamp Nutrition Education agencies and organizations conducting food stamp outreach when appropriate; and attend Regional Network related meetings to provide input into planning Network regional activities, educational initiative efforts, and statewide initiatives.										
Project Nursing Educator	Assist the Project Coordinator in all of the above duties; provide nursing outreach and educational events at health fairs, schools, and other promotional activities; work with various entities such as schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and assist in expanding our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.										
Project Administrative Support	Provides administrative and office support for the project staff and is responsible for the reporting requirements.										
Project Fiscal Support	Provides fiscal support for the project including accounting duties and some additional project reporting.										
B. FRINGE BENEFITS:											
Federal Share:											
	Includes Medicare, Unemployment, Workers Compensation, PERS retirement, health benefits & life insurance							\$	18,865		
									SUBTOTAL:	\$ 18,865	
C. OPERATING EXPENSES:											
Federal Share:											
	Office supplies: Supplies such as pens, pencils, postage, notepads, print cartridges, copier cartridges, paper, etc. Anticipated postage: 200 items @ \$0.44 = \$ 88.00. All other office supplies = \$ 800.00							\$	888.00		
	Space rental and communications for project staff based on cost per FTE (including phone use, internet, facsimile, janitorial and security services). Rent is based on 150 Sq Ft per FTE x \$2.44 per Sq Ft. x .91 FTE's x 12 months = \$ 3,997.00 Communication is based on \$17.64 per FTE x .91 total FTE's x 12 months = \$ 193.00							\$	4,190.00		
									SUBTOTAL:	\$ 5,078	
										Federal Share Total Dollars	
D. EQUIPMENT EXPENSES:											

