

III.	PROGRAM PLANNING AND RESOURCES SECTION
400	Food Stamp Nutrition Education Activity Guidelines

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401 Food Stamp Nutrition Education (FSNE) Recipient Guidelines

All Food Stamp Nutrition Education (FSNE) activities must be targeted to FSNE eligible persons. These are defined as persons currently participating in or eligible for the United States Department of Agriculture (USDA) Food Stamp Program (FSP) potentially because their incomes are not higher than 130 percent of Federal Poverty Level (FPL). With a waiver, activities may also be delivered to target audiences where at least 50 percent do not have household incomes higher than 185 percent of the FPL. The state-side waiver to the USDA is completed by *Network for a Healthy California (Network)* state staff. Table 1 provides the current Federal Poverty Levels.

Table 1. 2008 Federal Poverty Level Guidelines

2008 HHS Poverty Guidelines 48 Contiguous States and District of Columbia			
Persons in Family Unit	Poverty Level	130% of Poverty Level	185% of Poverty Level
1	\$ 10,400.00	\$ 13,520.00	\$ 19,240.00
2	\$ 14,000.00	\$ 18,200.00	\$ 25,900.00
3	\$ 17,600.00	\$ 22,880.00	\$ 32,560.00
4	\$ 21,200.00	\$ 27,560.00	\$ 39,220.00
5	\$ 24,800.00	\$ 32,240.00	\$ 45,880.00
6	\$ 28,400.00	\$ 36,920.00	\$ 52,540.00
7	\$ 32,000.00	\$ 41,600.00	\$ 59,200.00
8	\$ 35,600.00	\$ 46,280.00	\$ 65,860.00
For each additional person, add	\$ 3,600.00	\$ 4,680.00	\$ 6,660.00

SOURCE: *Federal Register*, Vol. 73, No. 15, January 23, 2008, pp. 3971-3972.

The USDA has categorized potential recipients of State FSNE activities into three categories, which are provided in Table 2.

Table 2. Audiences for Food Stamp Nutrition Education

	Audience	Likelihood of Reaching Food Stamp Eligibles	Examples	State Waiver Needed
Category 1	<p>Certified Eligibles Includes persons currently participating in or applying for the FSP and/or persons residing in a FSP household. <i>This is the known FSP target audience.</i></p>	<p>FSNE activities delivered to this audience clearly benefit FSP eligibles.</p>	<ul style="list-style-type: none"> • Persons referred by the local FSP office. • Persons reached through direct marketing to FSP participants. • Persons participating in the Food Distribution Program on Indian Reservations (FDPIR; see Appendix C of FSNE Plan Guidance, Section A.3). • Ineligible parents who receive FSP benefits on behalf of their child. • FSP participants in a FSP Job Readiness 	No
	<p>Likely Eligibles as Established by Proxy Criteria One of the following proxy criteria must be met: A. By Income. Persons not falling into category 1 above that have gross incomes at or below 130% of poverty guidelines. This criterion does not include persons typically ineligible for the FSP (e.g., incarcerated persons, boarders, or college/university students. See Appendix C of FSNE Plan Guidance).</p>	<p>FSNE activities delivered to this audience are very likely to benefit FSP eligibles. For the income-based proxy, partnerships are needed with other programs that have formal means-tested certification processes or similar income participation criteria. These partnerships will involve the implementation of a referral procedure that is based on income eligibility criteria.</p>	<ul style="list-style-type: none"> • Income eligible persons (130% of poverty guidelines) referred by WIC, Medicaid, or Child Nutrition Programs. • Persons receiving Supplemental Security Income (SSI) or Temporary Assistance for Needy Families (TANF; see Appendix C of FSNE Plan Guidance, Section A.3 for more details on categorical eligibility). • Persons participating in TANF Job Readiness Training Programs. 	No
Category 2	<p>B. By Location. Persons receiving FSNE at: <ul style="list-style-type: none"> • FSP/TANF offices • public housing (See Appendix D of FSNE Plan Guidance: Definitions) • food banks, food pantries, and soup kitchens in conjunction with the distribution of foods to needy persons at these sites (see Appendix D of FSNE Plan Guidance: Definitions). Note: food distribution is not a </p>	<p>FSNE activities delivered to this audience are very likely to benefit FSP eligibles. For the income-based proxy, partnerships are needed with other programs that have formal means-tested certification processes or similar income participation criteria. These partnerships will involve the</p>	<ul style="list-style-type: none"> • Persons in a TANF office waiting area or conference room. • Persons at a public housing apartment community room or lobby. • Persons visiting a food pantry to obtain food. • Persons receiving a meal at a soup kitchen. 	No

	reimbursable FSNE expense (see Appendix C of FSNE Plan Guidance).	implementation of a referral procedure that is based on income eligibility criteria.		
Category 3	<p>Potentially Eligible by Site/Location</p> <p>A. Venues serving low-income populations based on income. Persons at venues when it can be documented that the location/venue serves generally low-income persons where at least 50% of persons have gross incomes at or below 185% of poverty guidelines/thresholds.</p> <p>B. Based on FSP redemptions. Persons at stores with average monthly FSP redemptions of \$50,000. Stores with lower redemptions that do not meet the \$50,000 threshold but do meet the 50 percent of 185 percent low income criterion may continue to be used as FSNE sites with an approved waiver.</p>	<p>FSNE activities delivered to this audience provide a fair likelihood of benefiting FSP eligibles by providing services in sites/locations primarily frequented by a low-income audience. This audience may be served when it is not possible or practical to separate out Program eligibles and/or identify Program eligibility (e.g., social marketing campaigns). FSNE delivered to this audience should still be designed to meet the needs of FSP eligibles.</p>	<ul style="list-style-type: none"> ▪ Persons residing or schools located in census tract areas where at least 50% of persons have gross incomes that are equal to or less than 185% of the poverty threshold. • Children in schools where at least 50% of children receive free and reduced priced meals. • Persons participating in the WIC program. • Persons shopping in grocery stores located in census tracts where at least 50% of persons have gross incomes that are equal to or less than 185% of the poverty threshold. • Persons shopping in grocery stores when the store has been documented to redeem average monthly FSP benefits of \$50,000 or more. 	Yes
				Yes
SOURCE: FFY 2008 USDA FSNE Plan Guidance				

The *Network* provides a list of all qualifying census tracts on the *Network* website, www.networkforahealthycalifornia.net. Additionally, the *Network* provides an online Geographical Information System (GIS) Map Viewer, www.cnngis.org, to assist contractors in identifying qualifying sites. Information about the GIS Map Viewer is provided in Section 900, Technical Assistance and Support. Qualifying school Free and Reduced Price Meal data is available on the California Department of Education (CDE) website at www.cde.ca.gov/ds/. For more information about FSNE participant guidelines, contractors are encouraged to read the current USDA FSNE Guidance, which is available at www.nal.usda.gov/foodstamp/National_FSNE.html, or contact their assigned Program Manager.

402 Educational/Promotional Materials Guidelines

A. Existing *Network*-Approved Materials

There are many excellent nutrition education and physical activity promotion materials that Local Incentive Awardee (LIA) contractors are encouraged to use. Many of these materials have been thoroughly pre-tested and evaluated. These include many USDA and *Network* produced educational and promotional materials. Examples include the *Network Children's Power Play! Campaign*, the *Network Latino Campaign*, the *Network Retail Program*, the

Network Worksite Program, Harvest of the Month, MyPyramid, Team Nutrition, and *Loving Your Family Feeding Their Future*. Examples of physical activity promotion materials that meet *Network* standards include Sports, Play, and Active Recreation for Kids (SPARK) and Coordinated Approach To Child Health (CATCH).

Additional materials are available at the USDA Food Stamp Nutrition Connection website at www.nal.usda.gov/foodstamp/index.html and the *Network* website at www.networkforahealthycalifornia.net. Section 700, Campaigns, Programs and Resources also provides information on *Network*-approved materials. Contractors working with children are encouraged to review Section 600, School-Based Programs and visit the California Healthy Kids Resource Center (CHKRC) website at www.californiahealthykids.org, to find appropriate materials.

For questions regarding *Network*-approved materials, contractors are encouraged to contact their assigned Program Manager. Contractors that are school-based or working with schools may also contact their assigned *Network* regional Nutrition Education Coordinator. For previously approved materials and/or materials developed by other local contractors that may be outdated, contractors should contact their assigned Program Manager.

B. Other Existing Materials

The *Network* requires contractors to research and identify existing *Network*-approved nutrition education and physical activity promotion materials for use in their programs before using other existing materials. This includes materials that are either purchased, available at no cost, or donated.

The *Network* understands that in some instances it is appropriate to use existing materials that have not yet been *Network*-approved. Contractors are not required to submit the existing materials for review to their Program Manager, but it is the responsibility of the contractor to make sure the material meets the following criteria.

Existing materials must:

- Address an Activity/Objective within the Scope of Work.
- Be based on accurate scientific information related to diet and physical activity, and be consistent with information found in USDA Dietary Guidelines for Americans 2005 and MyPyramid.
- Support the behavioral objectives of the *Network*, which is to increase:
 - Daily fruit and vegetable consumption;
 - Daily physical activity;
 - Food security; and
 - Chronic disease prevention starting with obesity.
- Comply with the most current *Network* Allowable/Unallowable Chart.
- Be reviewed by a Registered Dietitian or someone with a Master's in Nutrition.
- Not endorse or promote brand name products or retail stores, as well as not disparage specific foods, beverages, or commodities.
- Be written at a 5th grade literacy level, easy to read, targeted to the FSNE eligible population, family-friendly, age-appropriate, economical, and culturally appropriate (e.g., African American, Latino, etc.). Training materials for intermediaries do not need to meet the 5th grade literacy level.
- Align with the skills and behaviors in the: Health Education Content Standards for California Public Schools (CDE, 2008), *Health Framework for California Public*

Schools (CDE, 2003), Physical Education Model Content Standards for California Public Schools (CDE, 2005), and Standards for Evaluating Instructional Materials for Social Content (CDE, 2000) for those materials used in schools.

- If purchased:
 - Be budgeted for within the Budget Justification. It does not have to be listed specifically, but should be applicable within a line item expense (e.g., nutrition education materials within Other Costs).
 - Be cost-effective. For example, if a material is only going to be used once by one staff person it may not be cost-effective, compared to if the material were used multiple times and/or by multiple staff.

Copies of existing materials that contractors have determined to be allowable should be available onsite for *Network* staff review (e.g., during a site visit). For questions regarding existing materials, contractors are encouraged to contact their assigned Program Manager.

C. Developing New Materials

The *Network* requires contractors to research and identify existing nutrition education and physical activity promotion materials for use in their programs before developing new materials, which includes revising existing materials. Examples of such materials include, but are not limited to: curricula, lessons, newsletters, brochures, fact sheets, and posters. If existing educational/promotional materials are examined thoroughly and none are found to fit the program or target audience, contractors may use *Network* funds to develop new material, but only with **prior** approval from their assigned Program Manager.

Compilations of *Network* approved materials that have not been altered do not need prior approval for use (e.g., use of MyPyramid information with *Network Latino Campaign* recipes).

The *Network* understands that in some instances it is appropriate to create new materials for a local audience. The following guidelines, **must** be followed when developing nutrition education and physical activity promotion materials.

Newly developed materials must:

- Be accompanied by a completed Educational/Promotional Materials Review Form, which is available in the Appendix. If a contractor develops a series of materials on a regular basis (e.g., newsletters, newspaper articles, etc.) then only one form has to be submitted for the series each contract year.
- Be accompanied by the English text, if the new material is in a language other than English.
- Be submitted to the Program Manager at the *Network* prior to printing, filming (send video script) and disseminating the finished product.
- Be reviewed by a Registered Dietitian or someone with a Master's in Nutrition prior to submitting it to the Program Manager for review, if the material is used for educational/teaching purposes.
- Be based on accurate scientific information related to diet and physical activity, and be consistent with information found in USDA Dietary Guidelines for Americans 2005 and MyPyramid.
- Align with the skills and behaviors in the: Health Education Content Standards for California Public Schools (CDE, 2008), *Health Framework for California Public Schools* (CDE, 2003), Physical Education Model Content Standards for California

Public Schools (CDE, 2005), and Standards for Evaluating Instructional Materials for Social Content (CDE, 2000) for those materials used in schools. These are available on the CDE website: Health Education Content Standards and *Health Framework* (www.cde.ca.gov/ci/he/); Physical Education Content Standards (www.cde.ca.gov/be/st/ss/); and Standards for Evaluating Instructional Materials (<http://www.cde.ca.gov/ci/cr/cf/>). The CDE resource, *Nutrition Competencies for California's Children, Pre-Kindergarten through Grade 12*, integrates a more skills-based approach and aligns with the *Health Framework*. The 2008 draft may be downloaded from www.cde.ca.gov/ls/nu/he/ncccindex.asp.

- Support the behavioral objectives of the *Network*, which is to increase:
 - Daily fruit and vegetable consumption;
 - Daily physical activity;
 - Food security; and
 - Chronic disease prevention starting with obesity.
- Be written at a 5th grade literacy level, easy to read, targeted to the FSNE eligible population, family-friendly, age-appropriate, economical, and culturally appropriate (e.g., African American, Latino, etc.). Training materials for intermediaries do not need to meet the 5th grade literacy level.
- Meet the website/webpage requirements established by the *Network*, for those contractors developing a website or webpage. Section 407 provides information about the *Network's* LIA Website/Webpage Guidelines.
- Include the required *Network/USDA* acknowledgement statements as outlined in Section 403.
- Address an Activity/Objective within the Scope of Work (SOW).
- Comply with the most current *Network* Allowable/Unallowable Chart.
- Align with the *Network's Branding Guidelines Manual*.
- Not endorse or promote brand name products or retail stores, as well as not disparage specific foods, beverages, or commodities.
- Not reference specific benefits of different colors of fruit and vegetables, but instead recommend eating a variety of colored fruits and vegetables.

Contractors are required to list all materials they would like to develop on their Project Summary Form 6b, which is a Funding Application form updated or renewed annually. Effective Federal Fiscal Year (FFY) 2009, if contractors decide to develop materials not listed on their approved Project Summary, they will be required to submit an updated Form 6b to their Program Manager prior to developing the material. The updated form will be submitted to the USDA for approval. The contractor will be notified by their Program Manager on whether or not it was approved. If the revised form is approved, the contractor may then develop and submit the material to their Program Manager for approval.

If materials are developed without prior approval and do not comply with the above guidelines, the cost of development, production and printing of such materials may not be paid for by the *Network*.

In general, contractors should allow ten working days from receipt of the material for approval from their Program Manager. If the material is a curriculum with several components, additional review time may be required. Contractors may submit new materials and the Review Form to their Program Manager by e-mail, fax, regular mail and overnight mail.

Network fax number: (916) 449-5414

Network regular mail address:
(Assigned Program Manager's Name here)
Cancer Prevention and Nutrition Section
California Department of Public Health
P.O. Box 997377
Mail Station 7204
Sacramento, CA 95899-7377

Network overnight mail address:
(Assigned Program Manager's Name here)
Cancer Prevention and Nutrition Section
California Department of Public Health
1616 Capitol Avenue, Suite 74.516
Mail Station 7204
Sacramento, CA 95814

Contractors are invited to share their newly developed, *Network* approved materials with the USDA's Food Stamp Nutrition Connection (FSNC) website, <http://foodstamp.nal.usda.gov>. The FSNC website is an online resource provided by the USDA's Food and Nutrition Services and National Agriculture Library's Food and Nutrition Information Center. This website is designed to improve access to FSP nutrition resources, including curricula, lesson plans, research, training, tools and participant materials. The FSNC website provides information on how to submit materials for review and consideration for use on the FSNC website.

D. Locally-Produced Media Activities

All locally-produced media activities (local media activities, public relations activities, and those designed for mass public consumption) must go through the *Network's* media review process. All messaging conveyed through public channels, even through closed circuit channels like a school district's radio or TV station, qualify as media designed for mass public consumption.

Locally-produced media activities that must go through the media review process include, but are not limited to:

- PSA scripts prior to production, and the finished product
- radio scripts prior to production
- cooking demonstrations produced for TV
- outdoor advertising concepts prior to production, including transit
- press advisories and/or press releases prior to release

Contractors should follow the same guidelines for newly developed materials when developing and submitting their locally-produced media activities. Once submitted for approval, the Program Manager will advance it through the *Network's* media review process. Some materials may be submitted to the USDA, Western Regional Office (WRO) for approval. In general, contractors should allow ten working days from receipt of the material for *Network* approval, even if it is submitted to the USDA, WRO for approval.

403 USDA/Network Acknowledgement Guidelines

Contractors are required to use specific USDA/*Network* acknowledgments when developing all types of materials, including but not limited to: educational and promotional materials, Nutrition Education Reinforcement Items (NERIs) and websites.

According to the USDA FSNE Guidance, all newly developed and reprinted materials must have an acknowledgement that contains a:

1. Non-discrimination statement;
2. Funding acknowledgement of the USDA's Food Stamp Program; and

3. Brief Food Stamp Program outreach message.

Additional information about the USDA’s acknowledgement requirements is available in the current USDA FSNE Guidance, which can be accessed on the USDA website at www.nal.usda.gov/foodstamp/National_FSNE.html.

In addition to the USDA requirements, the *Network* requires newly developed materials to acknowledge the *Network* and include the *Network* logo (Champions for Change). Section 404 provides the recommended USDA/*Network* acknowledgement statements for different types of materials, and the required *Network* logo.

404 USDA/*Network* Acknowledgement Statements and Logo

Newly developed and reprinted materials must have the USDA/*Network* acknowledgement statement and the *Network* logo. Provided below are the different types of USDA/*Network* acknowledgement statements and the newly developed/reprinted materials that pertain to each. The *Network* logo is also provided. For materials not listed, contractors should contact their Program Manager to determine which statement is appropriate.

Complete USDA/ <i>Network</i> Statement	Required for longer and full length materials, including but not limited to:
<p>English: This material was funded by USDA’s Food Stamp Program through the California Department of Public Health’s <i>Network for a Healthy California</i>. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-888-328-3483 (or local food stamp office telephone number).</p> <p>Spanish: Este material fue financiado por el Programa de Cupones para Alimentos del Departamento de Agricultura de los Estados Unidos, a través de la <i>Red para una California Saludable</i> del Departamento de Salud Pública de California. Estas instituciones son proveedores y empleadores que ofrecen oportunidades equitativas. El Programa de Cupones para Alimentos ofrece asistencia nutricional para gente con bajos ingresos. Le puede ayudar a comprar comida nutritiva para una mejor alimentación. Para obtener más información llame al 1-888-328-3483.</p>	<ul style="list-style-type: none"> • Books • Brochures • Calendars • CD-ROMs • Compact Discs • Conference Binders • Cookbooks • Corporate Identity Items (e.g., letterhead, folders, etc.) • Curricula • Guidebooks • Murals (may be provided on a separate plaque located near the mural) • Newsletters • Newspaper Articles (including editorials) • Periodical Articles • Posters • Print Advertisements • Registration Materials (e.g., forms, etc.) • Videos/DVDs • Websites/Webpages • Workbooks • Workshop Manuals <p>Instructional materials should include the acknowledgement on the cover, table of contents, reference/citation pages, and any stand-alone components.</p>

Space-Limited USDA/Network Statement	May be used for shorter materials, including but not limited to:
<p>English: For information on obesity prevention or food stamps, call 1-888-328-3483. Funded by the USDA's Food Stamp Program, an equal opportunity provider and employer.</p> <p>Spanish: Para información sobre la prevención de obesidad ó sobre Cupones para Alimentos llame al 1-888-328-3483. Financiado por el Programa de Cupones para Alimentos del Departamento de Agricultura de los Estados Unidos, un proveedor y empleador que ofrece oportunidades equitativas.</p>	<ul style="list-style-type: none"> • Agendas • Brochures • CD-ROMs • Conference Binders • Curricula • Flyers • Guidebooks • Menu Slicks • Newsletters • Outdoor Boards • Paid Commercials • PowerPoint Presentations • Radio Public Service Announcements • Recipe Cards • Television Public Service Announcements • Videos/DVDs • Workshop Manuals <p>Instructional materials should include the acknowledgement on the cover, table of contents, reference/citation pages, and any stand-alone components.</p>
Shortest Version of the USDA/Network Statement	May be used for short materials, including but not limited to:
<p>English: Funded by the USDA's Food Stamp Program, an equal opportunity provider and employer.</p> <p>Spanish: Financiado por el Programa de Cupones para Alimentos del Departamento de Agricultura de los Estados Unidos, un proveedor y empleador que ofrece oportunidades equitativas.</p>	<ul style="list-style-type: none"> • Fact Sheets • Flyers • Formative Research or Evaluation Reports • Recipe Cards • Surveys • Video/DVD Labels
Additional USDA/Network Statements	Required for but not limited to:
<p>The <i>Network for a Healthy California (Network)</i> works with more than 300 different public, non-profit and business partners throughout the state to empower low-income Californians to consume the recommended amount of fruits and vegetables and enjoy physical activity every day. Principal funding is from the U.S. Department of Agriculture's Food Stamp Program. For more information, visit the</p>	<ul style="list-style-type: none"> • Media Alerts • Press Kits • Press Releases

<p>Network website at www.networkforahealthycalifornia.net.</p>	
<p>This research project (or study) was conducted with support from the <i>Network for a Healthy California</i> and funded (or partially funded) by the USDA Food Stamp Program.</p>	<ul style="list-style-type: none"> • Research Articles Published in Journals
<p>Network Logos</p>	<p>Required for but not limited to:</p>
<div style="text-align: center;">  <p>(English Version)</p> </div> <div style="text-align: center;">  <p>(Spanish Version)</p> </div> <p>Electronic versions of the <i>Network</i> logo, in English and Spanish, are available on the <i>Network</i> Website at www.networkforahealthycalifornia.net.</p> <p>Additional information about the <i>Network's</i> brand and logo style guidelines are provided in the <i>2007 Branding Guidelines Manual</i>, which is available on the <i>Network</i> website.</p>	<ul style="list-style-type: none"> • Agendas • Books • Brochures • Calendars • CD-ROMs • Compact Discs • Conference Binders • Cookbooks • Corporate Identity Items (e.g., letterhead, folders, etc.) • Curricula • Fact Sheets • Flyers • Guidebooks • Media Alerts • Menu Slicks • Murals (can be provided on a separate plaque located near the mural) • Newsletters • Newspaper Articles (including editorials) • NERIs (must also have nutrition education message*) • Outdoor Boards • Paid Commercials • Periodical Articles • Posters • PowerPoint Presentations • Press Kits • Press Releases • Print Advertisements • Radio Public Service Announcements • Recipe Cards • Registration Materials (e.g., forms, etc.) • Survey Instruments • Television Public Service Announcements • Videos/DVDs • Websites/Webpages

	<ul style="list-style-type: none"> • Workbooks • Workshop Manuals <p>*A <i>Network</i> approved message is “Eat Healthy, Be Active”</p>
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405 Non-*Network* Nutrition Education Reinforcement Items (NERIs)

Nutrition Education Reinforcement Items (NERIs) refer to a class of goods that are given to FSNE eligible persons and intermediaries containing or conveying good nutrition and physical activity messages for the purpose of reinforcing nutrition education and enabling behavior change. The *Network* has made a wide selection of NERIs available at no cost to LIA contractors through an online ordering system. Information about the *Network* online ordering system is provided in Section 900, Technical Assistance and Support.

Occasionally, a contractor may exhaust its allotted supply of *Network* NERIs or have a specific need for a NERI that the *Network* does not provide, and therefore may want to develop or purchase a non-*Network* NERI. If contractors want to develop or purchase non-*Network* NERIs, they must obtain *Network* approval prior to development or purchase.

Non-*Network* NERIs should meet the following criteria:

- Be targeted to FSP participants or FSNE eligible consumers;
- Have a clear relevance and useful connection to the *Network*'s nutrition and physical activity messages and objectives, contain an educational message, and have a use that is directly related to reinforce *Network* messages;
- Have value as useful nutrition education tools integrated within the local program's SOW;
- Be offered only after weighing and assessing other relative needs and cost effectiveness;
- Be of nominal value of \$4 or less per item, which does not include shipping and handling and tax;
- Be provided in conjunction with a relevant nutrition message, if for physical activity promotion; and
- Must comply with all state and federal safety requirements with respect to production including Proposition 65 requirements for lead content. Current guidelines for distribution of promotional items related to potential lead hazards are available on the California Department of Public Health (CDPH) website at www.cdph.ca.gov.

Cash awards or coupons and food are not permitted with the exception of food purchased for healthy recipe taste testing, food demonstrations, or cooking competitions. In addition, NERI should not endorse or promote brand-name products or retail stores or provide additional financial assistance such as manufacturer or store coupons. Donated coupons may be allowable if they do not favor one vendor over another, if they are made available to all customers and do not single out FSP recipients specifically, and do not prevent smaller grocers from being competitive.

Examples of ALLOWABLE Nutrition Education Reinforcement Items

- Calendars that contain nutrition and physical activity messages.
- Refrigerator magnets, shopping lists, white boards picturing MyPyramid or other *Network*-approved messaging.

- Physical activity equipment or games with a nutrition message and provided in conjunction with relevant nutrition and physical activity messages.
- Other items of nominal value which reinforce *Network* messages (< \$4) and conform to CDPH guidelines.
- “Green prescriptions” for healthy eating and physical activity.

Many of the above items are available from the *Network*.

Examples of UNALLOWABLE Nutrition Education Reinforcement Items

- Celebratory items and items designed primarily as staff morale boosters.
- Items (even of nominal value) which have no nutrition education message.
- Any item intended for persons who are not FSP participants, applicants, or FSNE eligible.
- Any item costing more than \$4.

For questions about non-*Network* NERIs, contractors should contact their Program Manager or refer to the current USDA FSNE Guidance, which can be accessed on the USDA website at www.nal.usda.gov/foodstamp/National_FSNE.html.

406 Newly Developed Recipes and Cookbooks

There are many reputable cookbooks and other resources available that provide hundreds of healthy recipes, including those developed by the *Network* and by the National Fruit and Vegetable Program (formerly 5 A Day). Additional reputable resources are provided in Section 700, Campaigns, Programs and Resources. Contractors are encouraged to review existing healthy recipes before considering developing new recipes or cookbooks. Prior to developing new recipes or cookbooks, contractors should contact their assigned Program Manager, who will help determine whether it is necessary and feasible.

If it is determined that developing new recipes or cookbooks is necessary and feasible, then the contractor is required to adhere to the guidelines provided in the *Network’s Recipe Guidelines Criteria Manual*. The manual provides important recipe criteria, nutrition terminology and nutrient claims, content and format requirements, nutritional analysis guidelines, approval forms and templates. The content of the manual should also apply to those recipes that are from non-*Network* approved resources. It is anticipated that the *Recipe Guidelines Criteria Manual* will be available in 2008 on the *Network* website at www.networkforahealthycalifornia.net.

407 Contractor-Developed Website/Webpage Guidelines

The *Network* has created a range of specialized websites, a general partner website, and a consumer website. Regional and local websites that are part of a contractor’s SOW should be developed to link with and complement these sites. It is important for contractors to build out their sites and link with partners because it provides a clear linkage among partners and makes it easier for consumers and partners to find out what is going on.

To assist contractors in building out their sites the *Network* developed website/webpage guidelines to provide guidance on design and usability, as well as requirements for content, “look and feel,” and USDA/*Network* attributions and acknowledgement. It is not the intent to prescribe a definitive template that will keep contractors from developing their own unique sites/pages. Rather it is the *Network’s* goal to have quality websites/webpages that are developed efficiently, generally consistent, and branded among *Network* funded partners.

Please note that contractors must get approval for developing a website/webpage from their Program Manager. It is strongly suggested that contractors keep in communication with their Program Manager during the development of a website/webpage. This communication will allow the contractor to discuss specific needs and concerns, for example, challenges in meeting the *Network* website/webpage guidelines. Upon the request of the contractor to their Program Manager, the website/page will be reviewed by the Program Manager and *Network* Information and Technology staff. Contractors will receive suggestions and approvals via email communication.

The “Local Incentive Awardee Website/Webpage Guidelines” are available on the *Network* website at www.networkforahealthycalifornia.net.

408 Physical Activity Promotion Guidelines

The USDA supports the 2005 Dietary Guidelines for Americans (DGA) inclusion of physical activity promotion in *Network* SOWs. Based on the DGA, *Network* contractors should be promoting at least 30 minutes of physical activity/60 minutes of physical activity a day for adults and children, respectively.

Physical activity promotion is an allowable cost when integrated into a nutrition education program. Allowable physical activity promotion costs are limited to activities that educate about and promote physical activity per the DGA guidelines, such as providing eligible participants with information and encouragement to “be active” or exercise.

Examples of ALLOWABLE Physical Activity (PA) Education and Promotion Costs

- **Development of PA Materials:** Contractors should research existing physical activity promotion materials before developing new materials. If no existing material suiting the needs of the agency is found, then the development of educational materials to teach physical activity concepts and to reinforce the health benefit of physical activity is an allowable cost. Contractors should consult with their *Network* Program Manager and/or *Regional Network* PA Specialist prior to developing new materials. The *Network* recommends the assessment of the target audience and its needs in the development of accurate physical activity statements and advice. A certified physical fitness professional should be consulted throughout the development phases of these materials. The cost of such consultation is allowable if it is reasonable.
- **Purchase of PA Materials:** Purchases of educational materials promoting physical activity for program participants are allowable costs. Examples of educational materials include brochures, newsletters, posters, public service announcements, and audiotapes. These materials may be purchased, or obtained free of charge, from reliable sources such as government organizations, physical activity associations, or other authorities on the subject.
- **PA Demonstrations:** Physical activity education and promotion as part of nutrition education sessions in the Food Stamp Program may include provision of advice, demonstrations (instructional in nature, on a one-time basis), and community resource information (such as a free local fitness event), in order to encourage program participants to engage in regular physical activities.
- **PA Resource/Referral Information:** In addition to promoting physical activity, contractors should provide referral information to clients regarding low-cost or free PA programs available at local sites.

Utilizing the 11 *Regional Networks for a Healthy California Physical Activity Specialists:*

For all of the above allowable activities, the *Regional Networks* PA Specialists should be consulted. The PA Specialists' main role is to assist with integrating physical activity into nutrition education efforts. Each region has a PA Specialist who is a primary contact and resource for physical activity promotion and integration. PA Specialists have created a regional resource directory that includes information on low-cost, free, and accessible community physical activities. In addition, they provide technical assistance on physical activity promotion and are able to offer trainings and consultation. The PA Specialist is up to date on current physical activity recommendations, requirements, programs, curriculum, statistics, literature, and events. Below is the contact information for local *Regional Networks* PA Specialist:

Region	PA Specialist	Phone	Email
CPNS - <i>Network</i>	Jennifer Abrams	(916) 650-6891	jennifer.abrams@cdph.ca.gov
Bay Area	Carmen Bogan	(510) 482-8827	carmenbo@pacbell.net
Central Coast	Maggie Barrera	(831) 755-4541	BarreraMR@co.monterey.ca.us
Central Valley	Nichole Mosqueda	(559)-456-7210	lnmosqueda@ucdavis.edu
Desert Sierra	Jeanne Silberstein	(951) 358-7854	jsilberstein@dph.sbcounty.gov
Gold Coast	Mary Arevalo	(805)-677-5255	Mary.Arevalo@ventura.org
Gold Country	Tiffany Richards	(916) 556-3344	trichards@healthedcouncil.org
Los Angeles	Ismael Aguila	(213)663-3603	isaguila@ph.lacounty.gov
North Coast	Dorina Espinoza	(707)441-5549	DEspinoza@co.humboldt.ca.us
Orange County	Hiba Shublak	(714) 834-8594	hshublak@yahoo.com
San Diego/Imperial	Larissa Johnson	(619) 681-0671	lrjohnso@ucsd.edu
Sierra Cascade	Michele Buran	(530) 898-4318	mlburan@gmail.com

Examples of UNALLOWABLE Physical Activity Promotion Costs

- Ongoing exercise or PA classes, (e.g., yoga classes, walking clubs, sports teams, running classes, gym classes).
- The implementation of PA environmental interventions (i.e., PA community assessments, walkability workshops, development of community plans to improve walkability, and the implementation of any environmental improvements to increase neighborhood walkability).
- Costs incurred for health club or gym memberships, dues, equipment, (e.g., bicycles, treadmills, stair steps, weights, etc.); facilities (rental or modifications); or exercise leaders for ongoing exercise classes.
- Personnel costs for conducting or maintaining exercise or PA classes. (exception: one-time PA demonstration).
- PA supplies for class participants are not allowable except for instructor demonstrations.
- PA promotional materials developed with FSNE funds without *Network* prior approval.

Section 700, Campaigns, Programs and Resources provides a list of PA resources. For questions regarding PA activities, contractors are encouraged to contact either their local *Regional Networks* PA Specialist or assigned Program Manager.

409 Food Stamp Program Promotion Guidelines

The State of California has one of the lowest Food Stamp Program (FSP) participation rates in the country, 50 percent compared to a national average of over 65 percent¹. Additionally, a mere 34 percent of the eligible working poor participate².

The FSP is the first line of defense against hunger and an important source of nutrition assistance. Partners can play a critical role by providing those who may be eligible, but are not participating, with a brief informational message about the FSP when delivering nutrition education. Please note that FSP promotion may only be done in conjunction with nutrition education.

Examples of ALLOWABLE FSP Promotion Activities

- **Providing a FSP Educational Message:** Including an educational message about the FSP in nutrition education activities and interventions. The message can be as simple as: *The Food Stamp Program provides nutrition assistance to people with low incomes. It can help you buy nutritious foods for a better diet. For more information, call 1-888-328-3483 [or insert a local phone number].* Or the message can be more interactive (e.g., leading participants through activities to identify food stamps as a way to supplement households' grocery budgets so that healthier foods can be purchased).
- **Distributing FSP Promotional Materials:** Distributing flyers, handouts, and brochures that provide information about the Food Stamp Program as part of nutrition education activities. Contractors are encouraged to use existing materials, such as those produced by the *Network* and USDA that are available to contractors at no cost. The USDA food stamp brochures may be ordered free at: www.ntis.gov/foodstamp/default.aspx, but cannot be duplicated or printed using FSNE funds. Local food stamp office locations and contact information may be added to these national brochures.
- **Encouraging FSNE Participants to Call for More Information:** Providing FSNE participants the *Network's* toll free number (1-888-328-3483), which contains both nutrition education and county-specific food stamp information.
- **Partnering with Organizations Conducting FSP Outreach:** Contractors are encouraged to partner with organizations (e.g., food stamp offices, food banks, clinics, social service agencies) conducting food stamp outreach. Organizations conducting food stamp outreach are able to provide additional information about the FSP, as well as help interested parties apply. For a list of these organizations, contractors should contact their *Network* Program Manager. Examples of how contractors can partner with organizations include inviting organization representatives to:
 - Sponsor a table/booth at health fairs, farmers' markets, back-to-school nights, and other community venues or events where LIAs are providing nutrition education.
 - Be guest speakers at nutrition education classes.
 - Present or display detailed information on applying for food stamps as part of nutrition education activities.

¹ Cunyningham KE, Castner LA, Schirm AL. Reaching those in need: State food stamp participation rates in 2005. USDA Food and Nutrition Service. October 2007.

www.fns.usda.gov/oane/MENU/Published/FSP/FILES/Participation/Reaching2005.pdf.

² Ibid.

- Include outreach information at radio, television or newspaper interviews.
- Sponsor an outreach event with nutrition education.

Examples of UNALLOWABLE FSP Promotion Activities

- FSP Promotion activities that stand alone and are not integrated into a larger nutrition education activity.
- Pre-screening or assisting individuals with completing FSP applications and obtaining verification.
- Accompanying individuals to the FSP office to assist with the application process.
- Convening meetings that focus exclusively or primarily on FSP outreach and increasing FSP participation.
- Producing print materials (e.g. brochures, posters) that are primarily FSP outreach in nature.
- Designing a FSP outreach program, including the development, publication, and distribution of materials to the community.

Section 700, Campaigns, Programs and Resources provides a list of FSP promotion resources. For questions regarding FSP Promotion activities, contractors are encouraged to contact their Program Manager.