



Membership Agreement

I, _____ representing the _____
 (the undersigned individual) (name of organization)

support the mission as stated in Section 3 of the NSC Handbook and objectives of *Network for a Healthy California (Network)* as a member of the *Network Steering Committee (NSC)*.

Member type
 (select one):

Member At-Large
 (see section 8 of the handbook for roles and responsibilities)

Program Representative
 (see section 9 of the handbook for roles and responsibilities)

As a member of the NSC I support the goals of the *Network* as follows:

- **Empowerment** - Give help to Californians by providing the tools, resources, messages, and inspiration to help themselves.
- **Champions** - Work tirelessly on their behalf to make sure their voices are heard and needs are addressed.
- **Agents for Change** - Always seek innovative means to create more desirable ends for the people we serve, the environment they live in and the systems that support them.

Furthermore, I will work to support the *Four Pillars* of the *Network*:

- Increasing Fruit & Vegetable Consumption
- Increasing Physical Activity Levels
- Increasing Food Security
- Increasing Chronic Disease Prevention

We anticipate that the *Network for a Healthy California* programs will be funded in future years, and on behalf of my organization/agency, we will remain a committed partner for a period of at least two years.

I agree to participate in one or more of the following Action Teams:
 (Please check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Adult Action Team | <input type="checkbox"/> Fruit & Vegetable Promotion Action Team |
| <input type="checkbox"/> Children & Youth Action Team | <input type="checkbox"/> Health Disparities Action Team |
| <input type="checkbox"/> Communications & Media Action Team | <input type="checkbox"/> Physical Activity Integration Action Team |
| <input type="checkbox"/> Food & Nutrition Resources Action Team | |

Additionally, I can commit the following resources of my group or organization:

Representative Information

Representative Name: _____

Title: _____ Credentials/Degrees: _____

Organization/Agency: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

Other Phone: _____ Email Address: _____

Organization/Agency Information

Region (See Appendix I for *Network* Regional Map)

<input type="checkbox"/> Bay Area	<input type="checkbox"/> Desert Sierra	<input type="checkbox"/> Los Angeles	<input type="checkbox"/> San Diego and Imperial
<input type="checkbox"/> Central Coast	<input type="checkbox"/> Gold Coast	<input type="checkbox"/> North Coast	<input type="checkbox"/> Sierra Cascade
<input type="checkbox"/> Central Valley	<input type="checkbox"/> Gold County	<input type="checkbox"/> Orange County	

Counties Served:

Type of Organization/Agency (Choose All That Apply):

<input type="checkbox"/> Individual	<input type="checkbox"/> Community Based Organization	<input type="checkbox"/> Colleges / University
<input type="checkbox"/> Federal Government	<input type="checkbox"/> Indian Tribal Organizations	<input type="checkbox"/> Food Pantries /Food Banks
<input type="checkbox"/> State Government	<input type="checkbox"/> Faith-Based Organization	<input type="checkbox"/> Farmers' Markets
<input type="checkbox"/> County Government	<input type="checkbox"/> Commission / Board	<input type="checkbox"/> Retail
<input type="checkbox"/> City Government	<input type="checkbox"/> Schools / After School Programs	

Target Audience

Gender:	Age:	Ethnicity:
<input type="checkbox"/> Both	<input type="checkbox"/> All ages	<input type="checkbox"/> All Ethnicities
<input type="checkbox"/> Female	<input type="checkbox"/> 12 to 17	<input type="checkbox"/> Latino
<input type="checkbox"/> Male	<input type="checkbox"/> Under 5	<input type="checkbox"/> African American
	<input type="checkbox"/> 5 to 8	<input type="checkbox"/> Asian
	<input type="checkbox"/> 9 to 11	<input type="checkbox"/> Caucasian
	<input type="checkbox"/> 25 to 54	<input type="checkbox"/> Native American
	<input type="checkbox"/> 55 to 64	<input type="checkbox"/> Pacific Islander
	<input type="checkbox"/> 65+	<input type="checkbox"/> Other (Please write in): _____

Intervention Channel (Specific) Choose All That Apply:

<input type="checkbox"/> After School Programs	<input type="checkbox"/> Festivals	<input type="checkbox"/> Parks and Recreation Centers
<input type="checkbox"/> Community Based Organizations	<input type="checkbox"/> Food Stamp	<input type="checkbox"/> Policy-Informing Representatives
<input type="checkbox"/> Community Youth Organizations	<input type="checkbox"/> Food Banks/Pantry/Soup Kitchens	<input type="checkbox"/> Public Health Departments
<input type="checkbox"/> Community Clinics	<input type="checkbox"/> Grocery Stores	<input type="checkbox"/> Schools (K-12)
<input type="checkbox"/> Day Cares / Pre-Schools	<input type="checkbox"/> Health Care Facilities	<input type="checkbox"/> Senior Center
<input type="checkbox"/> Farmers Markets	<input type="checkbox"/> Indian Tribal Organization	<input type="checkbox"/> WIC Sites
<input type="checkbox"/> Faith/Churches	<input type="checkbox"/> Job Readiness Centers	<input type="checkbox"/> Other (Please write in): _____
	<input type="checkbox"/> Private Homes	

I have read and understand my role and responsibilities as stated in Appendix C as a *Network* Steering Committee Member:

Representative Signatur

Date



The Network for a Healthy California
Steering Committee

ORGANIZATION
AND
OPERATIONS
HANDBOOK

Pastor Glovioell Rowland, PhD, Co-Chair
Laura Brainin-Rodriguez, MPH, MS, RD, Co-Chair

April 2008

TABLE OF CONTENTS

	<u>Page</u>
1. Introduction	3
2. Purpose of the <i>Network</i> Steering Committee (NSC).....	3
3. <i>Network</i> Mission	4
4. NSC Membership Agreement	4
5. New Member Orientation.....	5
6. Background: NSC Program Administration and Leadership.....	5
7. <i>Network</i> Steering Committee Executive Committee.....	6
8. <i>Network</i> Steering Committee Membership: Members At-Large	6
9. NSC Membership: Program Representatives	7
10. <i>Network</i> Campaign and Program Advisory Groups, NSC Action Teams, <i>Network</i> Subcommittees.....	8
11. <i>Network</i> Campaign and Program Advisory Groups	9
12. NSC Action Teams	9
13. <i>Network</i> Operations Subcommittee	10
14. <i>Network</i> Steering Committee Meetings	11

APPENDIX

- Appendix A: *Network* Steering Committee Organization Chart
- Appendix B: *Network* Steering Committee Membership Agreement
- Appendix C: *Network* Steering Committee Member Roles & Responsibilities
- Appendix D: NSC Executive Committee Roster
- Appendix E: NSC Executive Committee Appointments (To be included at a later date)
- Appendix F: *Network* Campaign and Program Advisory Groups (To be included at a later date)
- Appendix G: NSC Action Teams (To be included at a later date)
- Appendix H: *Network* Operations Subcommittee (To be included at a later date)
- Appendix I: *Network for a Healthy California* Brand Architecture
- Appendix J: Map of Regional *Networks for a Healthy California*
- Appendix K: Outline for New Member Orientation Module

1. INTRODUCTION

- 1.1 The Steering Committee of the *Network for a Healthy California* (Network Steering Committee or NSC) was established by the Cancer Prevention and Nutrition Section (CPNS) of the California Department of Health Services, now the California Department of Public Health (CDPH), to support the effective, well-organized delivery of Food Stamp Nutrition Education (FSNE).
- 1.2 This handbook provides guidance for the organization and operation of the NSC as an advisory body to the *Network for a Healthy California* (Network).

2. PURPOSE OF THE NETWORK STEERING COMMITTEE (NSC)

- 2.1 The purpose of the NSC, as recommended by the United States Department of Agriculture, is to provide necessary ongoing support, program coordination and collaboration, and best practice sharing for FSNE-funded projects throughout the state. The NSC works to create and strengthen partnerships that underpin a crosscutting integrated approach to confront the epidemic of obesity and chronic disease caused by poor diet and physical inactivity for food stamp eligible individuals.
- 2.2 NSC members reflect diverse partnerships, including representatives from the *Regional Networks* and Collaboratives, school districts, county health departments, faith-based organizations, agriculture and the retail food industry, community organizations, researchers, and state and federal agencies.
- 2.3 The NSC is part of the *Network's* larger Partnership Development Infrastructure that also comprises the NSC Executive Committee, NSC Action Teams and *Network* Campaign and Program Advisory Groups, CPNS Staff, *Network* Partners, and eleven *Regional Networks* and Collaboratives. By strategically connecting the activities of the funded programs with non-funded partners, the NSC can provide leadership, advice, and support for influencing and promoting improved nutrition and increased physical activity of Food Stamp eligible Californians and present an excellent opportunity to strengthen the linkages and collaboration with the eleven Regional Collaboratives.
- 2.4 The role of the NSC is to bring together FSNE programs and partners to actively promote the goals of the *Network* by:
 - Coordinating FSNE activities across the state;
 - Helping shape the identity of the *Network*;
 - Facilitating decision-making and cohesiveness;
 - Inspiring and improving communication and sharing;
 - Providing leadership development;
 - Providing mutual support through cross-disciplinary knowledge and skill building.

- Encouraging cross-pollination and collaboration between funded programs and external stakeholders; and
- Recommending program measures and priorities that advance the healthy eating and physical activity goals of FSNE.

3. *Network* Mission

- 3.1 The Mission of the *Network for a Healthy California (Network)* is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other diet-related chronic diseases.
- 3.2 The *Network's* mission is depicted by the brand characteristics of Empowerment, Champions, and Agents for Change. The Four Pillars (increasing: fruit and vegetable consumption, physical activity levels, food security, and chronic disease prevention) act as the foundation for the messages delivered by the *Network*. (See Appendix G for more information on the *Network* Brand Architecture).

4. NSC Membership Agreement

- 4.1 The NSC Membership Agreement (ratified on 01/22/08) provides an opportunity for members of the NSC to clearly understand their roles and responsibilities, and make a commitment to serve on the NSC either as a Member At-Large or as a Program Representative.
- 4.2 By signing the Membership Agreement, the NSC member pledges to attend, or arrange for a representative to attend, at least two meetings a year and participate in specialty areas of the NSC, such as Action Teams and *Network* Campaign and Program Advisory Groups, as appropriate.
- 4.3 As an individual or as a representative of an organization, the *Network* member also agrees to remain a committed member for a period of two years and - if unable to complete that term - will notify the lead staff assigned to the NSC, as soon as possible, but at least 30 days prior to the next scheduled NSC meeting. In part, the purpose of this notification is to allow sufficient time to make contact with the proposed replacement or find another member to fill the vacated slot, to acquaint the new member with the purpose of the NSC, and provide a new member orientation prior to the next meeting.¹

¹ See Appendix B for a copy of the CPNS Membership Agreement.

5. New Member Orientation

- 5.1 The NSC will convene a New Member Orientation Workshop using an approved New Member Orientation Module as part of the *Network* Annual Conference². This special workshop will provide new *Network* partners and members of the NSC with an opportunity to learn about the *Network* mission and current activities; meet other new and ongoing NSC members as well as CPNS staff, consultants and contractors; and obtain information about current and innovative nutrition education and social marketing resources, activities and projects in California and nationally.
- 5.2 As new members join the NSC throughout the year, the lead CPNS staff person and/or the Co-Chairs of the NSC will provide the New Member Orientation Program Module to the new member, and to members who did not receive training previously, at least 30 days before the NSC meetings held in the fall or spring of that year.³

6. Background: NSC Program Administration and Leadership

- 6.1 CPNS has provided leadership, administration, and staff support for the *California 5 a Day for Better Health! Campaign* since 1988 and for the *California Nutrition Network for Healthy, Active Families* since 1997. CPNS will continue in this role with the *Network's* new brand identity and the *Network for a Healthy California*.
- 6.2 CPNS Lead Staff will convene and staff meetings of the *Network* Steering Committee; elicit consumer and partner input during the design, implementation and evaluation of the *Network* Food Stamp Nutrition Education Annual Plan (*Network* Annual Plan); serve as fiscal agent and administrator for the implementation of the *Network* Annual Plan; conduct evaluation, oversight and coordination of all funded programs; provide training and technical assistance to our partners; and provide funding to our partners where possible.
- 6.3 A key element to the success of the mission of the *Network* is the diversity, experience, skills, and commitment of the members of the *Network* Steering Committee.
- 6.4 The Chief of CPNS is the Director of the *Network*.
- 6.5 The NSC has two Co-Chairs who represent *Network*-funded projects and non-funded partners of the *Network*. Co-Chairs are elected or appointed according to established procedures and automatically assume the Co-Chair position for the NSC. At the Chairs' discretion, or by plan, when the *Network* Steering Committee meets either Co-Chair may open the meeting and guide the agenda.

² See Appendix I for an outline for New Member Orientation Module

³ See Appendix I for an outline for New Member Orientation Module

6.6 Additional duties of the NSC Co-Chairs include reviewing agendas for NSC meetings, reviewing NSC membership requests, calling for votes of NSC members, establishing subcommittees and appointing members to serve on subcommittees, reviewing meeting procedures, and representing the NSC to external groups and organizations.

7. NSC Executive Committee

7.1 The NSC has an Executive Committee consisting of both Co-Chairs of the NSC, and one Co-Chair of each of the Action Teams, and other individuals appointed or recommended by Executive Committee Members or lead CPNS staff whose work captures the goals of the *Network*. The purpose of the Executive Committee is to provide leadership functions on behalf of the NSC between the scheduled meetings of the NSC.

7.2 NSC Co-Chairs may call a meeting or conference call of the Executive Committee in concert with the NSC lead (CPNS) staff person who will schedule the meeting/conference call, issue the approved agenda to attendees, coordinate the logistics, keep notes of salient issues and action items, and provide follow-up staff services as instructed.

8. ***Network* Steering Committee Membership: Members At-Large**

8.1 A Member At-Large is a representative of a public or private agency or organization that has agreed to participate as a member of the *Network*. The Member At-Large will have reviewed and signed the NSC Membership Agreement; will have participated in the annual NSC new member orientation or a specially provided orientation session using the New Member Orientation Module; and will have attended NSC meetings regularly.⁴

8.2 The Member At-Large is a representative of a public or private agency or organization whose mission is consistent with that of the *Network*.

8.3 The Member At-Large is a full voting member of the NSC and will:

- Support *Network* activities and efforts to help carry out the goals and objectives of the program and its projects, including incorporating campaign messages and activities where appropriate in their own organization.
- Contribute knowledge and feedback to the planning, research, implementation, and evaluation of the statewide social marketing campaign.
- Represent and promote the *Network* with industry/agency/colleagues to help achieve the overall mission, implement the annual plan, and enlist additional partners
- As appropriate, identify resources to support and sustain *Network* activities.

⁴ See sec 8.3 and 8.4 – Member to attend, or arrange for a representative to attend, all NSC meetings

- Attend scheduled NSC-related meetings; be well-prepared and well-informed about issues and agenda items.
 - If necessary, send a designated representative of the parent organization to attend meetings as a substitute; provide that individual with the meeting agenda and the necessary background information to be knowledgeable and effective; and arrange for obtaining input about the results of the meeting from the substitute.
- 8.4 The Member At-Large is expected to attend or arrange for a representative to attend all scheduled meetings of the NSC. The Member At-Large may be asked to make his/her seat available to another representative if two consecutive NSC meetings are missed and/or if work group or subcommittee activities and assignments are consistently neglected. (see 8.3)
- 8.5 If the Member At-Large is no longer able to serve as a member of the NSC he/she will provide the Director of the *Network* with written notification indicating a change of member status and/or organizational representation as soon as possible, but at least 30 days prior to the next scheduled NSC meeting.

9. *Network* Steering Committee Membership: Program Representatives

- 9.1 A Program Representative is an individual who directly represents a *Regional Network for a Healthy California*, Regional Collaborative, *Network* Campaign and Program Advisory Group, or a category of projects funded by FSNE and associated with the *Network*. The representative may be elected or appointed by the originating body, or the individual may volunteer to fill this position.
- 9.2 Funded Project Categories
- *Regional Networks for a Healthy California*
 - *Network* Regional Collaboratives
 - Local Incentive Award Projects
 - *Fruit and Vegetable and Physical Activity Campaigns*
 - Statewide Leadership Projects
 - Local Food and Nutrition Education Projects
 - Faith Outreach Demonstration Projects
 - Food Stamp Outreach Projects
- 9.3 *Network* Campaign and Program Advisory Groups
- African American Advisory Council
 - Food and Nutrition Education Action Committee
 - Others as identified
- 9.4 NSC Program Representatives will have reviewed and signed the NSC Membership Agreement; will have participated in the annual NSC new member orientation program or a specially provided orientation session using the New Member Orientation Module; and will have attended NSC meetings regularly.

- 9.5 The Program Representative is a full voting member of the NSC and will:
- Support *Network* activities and efforts to help carry out the goals and objectives of the program and advance the mission beyond the scope of funded projects.
 - Contribute knowledge and feedback to the planning, research, implementation, and evaluation of the statewide social marketing campaign.
 - Represent and promote the *Network* with industry/agency/colleagues to help achieve the overall mission, implement the annual plan, and enlist additional partners.
 - As appropriate, identify resources to support and sustain *Network* activities.
 - Attend scheduled NSC-related meetings and be well-prepared and well-informed about program issues and agenda items.
 - If necessary, send a designated representative of the advisory group or funded action project category to attend meetings as a substitute; provide that individual with a meeting agenda package and the necessary background information to be knowledgeable and effective; and arrange for obtaining input about the results of the meeting from the substitute.
- 9.6 The Program Representative is expected to attend or arrange for a representative to attend all scheduled meetings of the NSC. The Program Representative may be asked to make his/her seat available to another representative if two consecutive NSC meetings are missed and/or if work group or subcommittee activities and assignments are consistently neglected.
- 9.7 If the Program Representative is no longer able to serve as a member of the NSC he/she should notify the advisory group or funded project category in writing as soon as possible, but at least 30 days prior to the next scheduled NSC meeting. If a new Program Representative is being proposed, a new Partner Agreement should accompany a cover letter from the new member referencing the name of the advisory group or funded project category as the source of the new appointment and when the appointment takes effect.

10. *Network* Campaign and Program Advisory Groups, NSC Action Teams, and Subcommittees

- 10.1 NSC members are provided with an opportunity to assist lead staff in the process of planning, implementation and evaluation of projects funded by FSNE, and are able to become involved in specialized activities that are necessary to carry out the overall *Network* mission. There are three major ways for NSC members to be involved with the day-to-day work of the *Network* in addition to attending meetings: *Network* Campaign and Program Advisory Groups, Action Teams, and the *Network* Operations Subcommittee.

11. *Network* Campaign and Program Advisory Groups (*Network* Advisory Groups)

- 11.1 The first option for additional involvement is through participation with one or more of the *Network* Advisory Groups, such as the African American Advisory Council or the Food and Nutrition Education Action Committee, which operate within the larger CPNS infrastructure or peripheral to it (see Appendix D).
- 11.2 The NSC organizational approach allows for representation of the Advisory Groups on the NSC which significantly improve communication and coordination of plans and activities between partners and programs.

12. NSC Action Teams

- 12.1 NSC members can also become involved through the NSC Action Teams. The Action Team concept is an expansion of the work group approach. The Action Teams are charged with assisting in the planning or accomplishment of specific activities aligned with the *Network's* annual plan. Work groups were typically convened by lead staff to help achieve specific, and often specialized, results sometimes within certain timelines or by certain target dates.
- 12.2 Convened by the NSC, the Action Teams bring together members of the NSC by teleconference to coordinate FSNE activities across the state, encourage collaboration between programs, and recommend program measures that would advance the healthy eating and physical activity goals of FSNE. The Action Teams focus on specific issues relevant to the delivery of nutrition education for food stamp-eligible populations. These may include:
 - Adults
 - Children and Youth
 - Communications and Media
 - Food and Nutrition Resources
 - Fruit and Vegetable Promotion
 - Health Disparities
 - Physical Activity Integration
- 12.3 By strategically connecting the activities of the funded programs with community organizations, and with state and federal partners, the NSC and its Subcommittees can provide leadership, advice, and support for influencing and promoting improved nutrition and increased physical activity of Food Stamp-eligible Californians. In addition, both the NSC and Action Teams present an excellent opportunity to strengthen the linkages and coordination with the eleven Regional Collaboratives.
- 12.4 The Co-Chairs of the NSC may recommend the formation of an action team with the approval of NSC membership and appoint members or solicit volunteers to serve on an action team.

- 12.5 Representatives of action teams may be requested by the NSC Co-Chairs to provide reports on their activities at NSC meetings and may be directed to carry out certain assignments keyed to the interests and directions of the NSC.

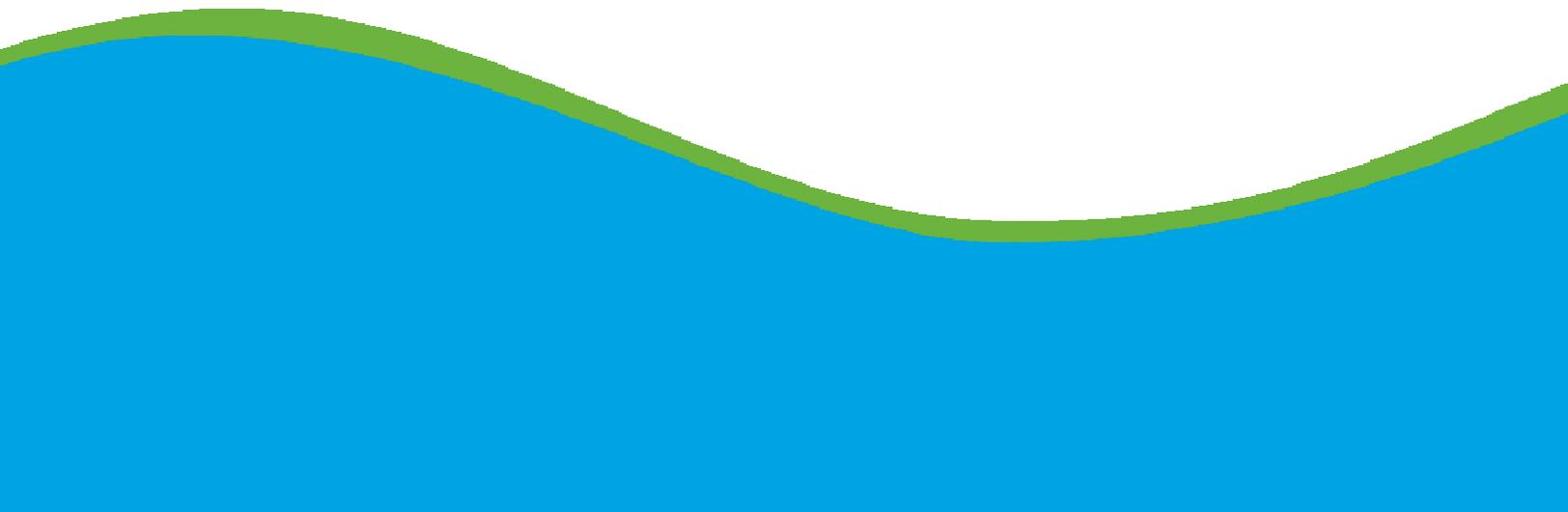
13. *Network* Operations Subcommittee

- 13.1 The purpose of the *Network* Operations Subcommittee of the NSC is to make recommendations to the *Network* regarding *Network* operations, particularly those that directly affect local contract management. While final decision-making authority will rest with the *Network*, the quality of those decisions and the strength of state-local partnerships and collaboration will be enhanced with input from the *Network's* key stakeholders.
- 13.2 To ensure equitable representation among all contractor types, members will be appointed based in part on the proportion of the various types of organizations that contract with the *Network* and in part to maintain equal geographic representation.
- 13.3 At least two CPNS staff will be dedicated to staffing the *Network* Operations Subcommittee, and at least one of these should be senior staff; additional CPNS staff should attend meetings as dictated by the meeting agenda.
- 13.4 Agendas will be developed with input from *Network* Operations Subcommittee membership, and pre-meeting materials should be provided a week in advance of the meetings with an expectation that members come prepared to address the agenda topics.
- 13.5 Meetings will be held two to three times annually: one in conjunction with *Network* Steering Committee/Executive Committee meeting in Sacramento; one in Southern California; and one additional meeting either in conjunction with *Network* Steering Committee/Executive Committee Meeting in Fresno or the Bay Area. Additional teleconferences between in-person meetings will be scheduled as needed.
- 13.6 Operations Subcommittee recommendations will be communicated to all contractors

14. *Network Steering Committee Meetings*

- 14.1 This section of the NSC Organization and Operations Handbook provides basic guidelines for planning and conducting NSC meetings.
- 14.2 Approximately 60 to 90 days prior to the next scheduled NSC meeting, the CPNS lead staff person for NSC operations will convene a staff meeting and draft the initial meeting agenda. This draft will be based on standing agenda items, action items from previous NSC meetings, training requests, or activities of interest and importance to the *Network* campaigns. Agenda items also may be proposed by any NSC member in-writing or by e-mail to either or both of the NSC co-chairs or the CPNS lead staff no fewer than 6 weeks before the next scheduled meeting.
- 14.3 Approximately 5 weeks prior to the scheduled NSC meeting, CPNS lead staff will draft the agenda and consult with the Co-Chairs to secure approval.
- 14.4 NSC meetings will be convened and conducted by the Co-Chairs or their designates at least twice a year, once in the fall and once in the spring.
- 14.5 Meeting dates for the coming year will be established by the NSC Co-Chairs in coordination with CPNS lead staff.
- 14.6 A tentative meeting agenda, noting meeting date, start and end times, and city, will be available online 4 weeks prior to the next scheduled NSC meeting. In addition, an on-site agenda package will be provided on the day of the meeting. The on-site agenda package will contain any late-breaking agenda materials along with additional documents and/or supplemental information.
- 14.7 Occasionally, the NSC may need to vote on a particular issue or proposed action. A simple majority vote (51% or more) of those NSC members present will result in the passage or defeat of a motion duly recognized by the Co-Chairs.
- 14.8 The NSC Co-Chairs may appoint subcommittees to carry out special assignments directly related to the interests or activities of the NSC. The Co-Chairs should clearly state the nature of the assignment, appoint a subcommittee chair from among the membership of the NSC, assign a CPNS staff person to provide assistance, establish a target date or timeframe for completion of the assignment, and summarize the expected results or product of the subcommittee assignment. In addition, the subcommittee chairperson may be requested to provide updates or progress reports at subsequent NSC meetings or between meetings directly to the Co-Chairs.
- 14.9 Attendees at each NSC meeting will be provided with a meeting evaluation form in their on-site agenda package to be completed and returned after each meeting.

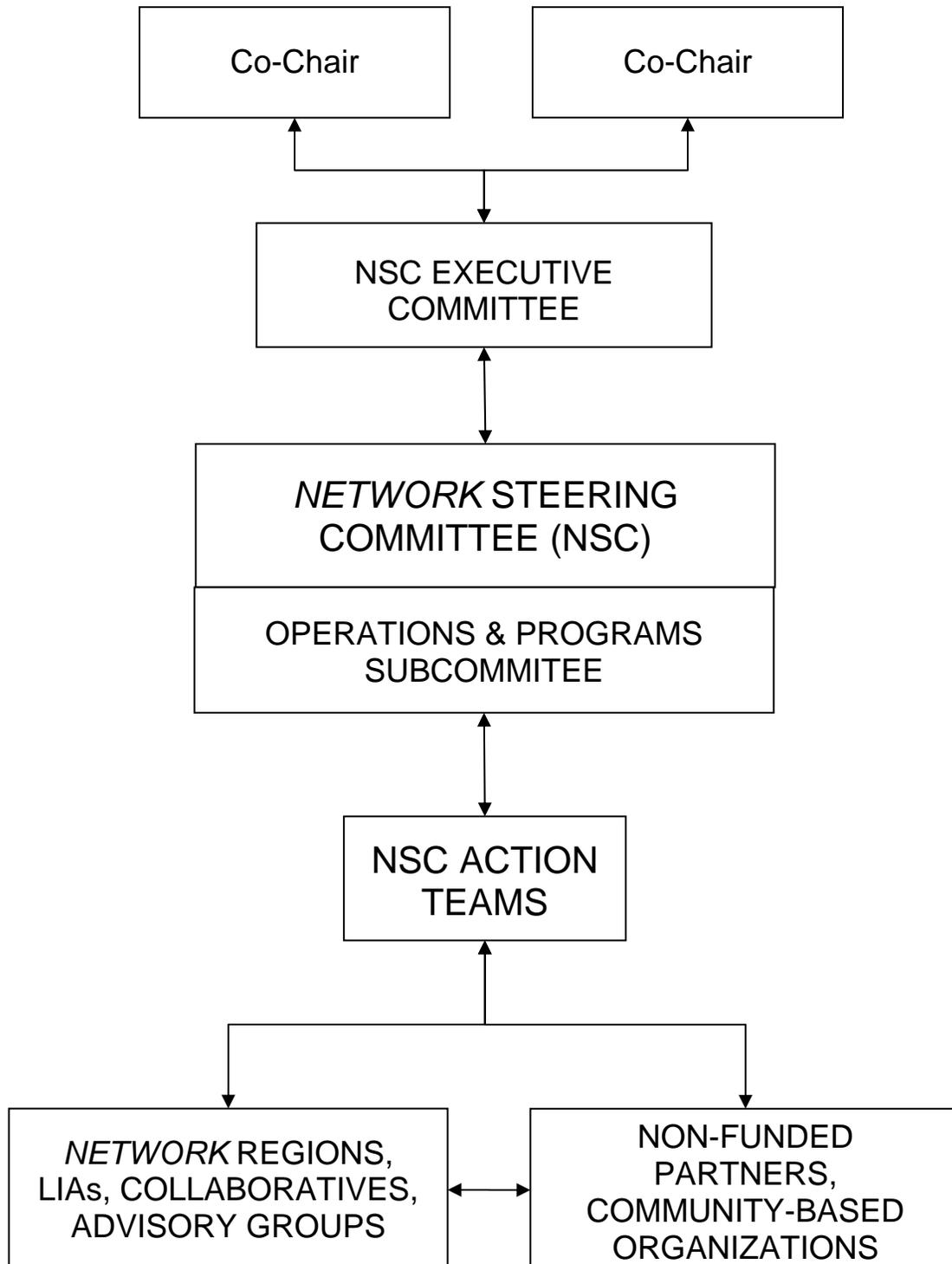
APPENDICES





Network for a Healthy California

**Network Steering Committee
Partnership Development
Infrastructure**





Network Steering Committee

Membership Agreement

I, _____ (the undersigned individual) representing the _____ (name of organization) support the mission as stated in Section 3 of the NSC Handbook and objectives of Network for a Healthy California (Network) as a member of the Network Steering Committee (NSC).

- Member type (select one):
[] Member At-Large (see section 8 of the handbook for roles and responsibilities)
[] Program Representative (see section 9 of the handbook for roles and responsibilities)

As a member of the NSC I support the goals of the Network as follows:

- Empowerment - Give help to Californians by providing the tools, resources, messages, and inspiration to help themselves.
Champions - Work tirelessly on their behalf to make sure their voices are heard and needs are addressed.
Agents for Change - Always seek innovative means to create more desirable ends for the people we serve, the environment they live in and the systems that support them.

Furthermore, I will work to support the Four Pillars of the Network:

- Increasing Fruit & Vegetable Consumption
Increasing Physical Activity Levels
Increasing Food Security
Increasing Chronic Disease Prevention

We anticipate that the Network for a Healthy California programs will be funded in future years, and on behalf of my organization/agency, we will remain a committed partner for a period of at least two years.

I agree to participate in one or more of the following Action Teams:
(Please check all that apply)

- Adult Action Team
Children & Youth Action Team
Communications & Media Action Team
Food & Nutrition Resources Action Team
Fruit & Vegetable Promotion Action Team
Health Disparities Action Team
Physical Activity Integration Action Team

Additionally, I can commit the following resources of my group or organization:



Network Steering Committee Members **Roles and Responsibilities**

- Support *Network* activities and efforts to help carry out the goals and objectives of the program and its projects, including incorporating campaign messages and activities where appropriate in their own organization.
- Contribute knowledge and feedback to the planning, research, implementation, and evaluation of the statewide social marketing campaign.
- Represent and promote the *Network* with industry/agency/colleagues to help achieve the overall mission, implement the annual plan, and enlist additional partners.
- As appropriate, identify resources to support and sustain *Network* activities.
- Attend scheduled NSC-related meetings, be well-prepared and well-informed about issues and agenda items.
- If necessary, send a designated representative of the parent organization, advisory group, or funded action project category to attend meetings as a substitute; provide that individual with the meeting agenda package and the necessary background information to be knowledgeable and effective; and arrange for obtaining input about the results of the meeting from the substitute.
- The NSC members are expected to attend or arrange for a representative to attend all scheduled meetings of the NSC and may be asked to relinquish his/her seat as a representative of the authorized agency or organization if two consecutive NSC meetings are missed and/or if work group or subcommittee activities and assignments are consistently neglected. (see 8.3)
- If the Member At-Large is no longer able to serve as a member of the NSC he/she will provide the Director of the *Network for a Healthy California* with written notification indicating a change of member status and/or organizational representation as soon as possible, but at least 30 days prior to the next scheduled NSC meeting.
- If the Program Representative is no longer able to serve as a member of the NSC he/she should notify the advisory group or funded project category in writing as soon as possible, but at least 30 days prior to the next scheduled NSC meeting. If a new Program Representative is being proposed, a new Partner Agreement should accompany a cover letter from the new member referencing the name of the advisory group or funded project category as the source of the new appointment and when the appointment takes effect.



Network for a Healthy California

Network Steering Committee

2008 Executive Committee Members

Pastor Glovioell Rowland, Ph.D
Co-Chair, Executive Committee
Co-Chair, Health Disparities Action Team (AT)
Assistant Pastor/Pastor of Health
Pasadena Church of God
Phone: (626) 794-2951
E-mail: growland@usc.edu

Laura Brainin-Rodriguez MPH, MS, RD
Co-Chair, Executive Committee
Co-Chair, Health Disparities AT
Coordinator, Feeling Good Project
San Francisco Department of Public Health,
Nutrition Services
Phone: (415) 575-5687
E-mail: Laura.Brainin-Rodriguez@sfdph.org

Marvin Espinoza, M. Ed.
Regional Lead, WSA, PMA, SCA,
California Relationship Manager
Alliance for a Healthier Generation
Phone: (626) 744-1359
E-mail: marvin.espinoza@healthiergeneration.org

Erin Field
Co-Chair, Fruit & Vegetable Promotion AT
Government Affairs Manager
Western Growers
Phone: (916) 446-1435 x225
E-mail: efield@wga.com

Gayle Hoxter, MPH, RD
Co-Chair, Adults AT
Public Health Program Chief
County of Riverside Department of Public Health
Community Health Agency
Phone: (951) 358-5306
E-mail: ghoxter@co.riverside.ca.us

Edith Jessup
Co-Chair, Food & Nutrition Resources AT
Project Director Hunger Project
Fresno Metro Ministry
Phone: (559) 485-1416
E-mail: edie@fresnometmin.org

Carol A. Lee, Esq.
President and CEO
California Medical Association Foundation
Phone: (916) 551-2562
E-mail: clee@cmanet.org

Jamie Morgan
Legislative Director
American Heart Association, Western States
Affiliate
Phone: (916) 446-6505
E-mail: jamie.morgan@heart.org

Mae Swoboda
Co-Chair, Children & Youth AT
Cancer Control Manager
American Cancer Society, California Division
Nutrition and Physical Activities
Phone: (213) 386-7660
E-mail: mng@cancer.org

Katryn Soltanmorad, RD
Coordinator, Network for Healthy California
Orange Unified School District Center for Nutrition
& Physical Activity
Phone: (714) 628-4459
E-mail: ksoltanmorad@orangeusd.org

Melody Steeples
Association Director
California Association of Nutrition and Activity
Programs (CAN-Act)
Phone: (925) 323-1932
E-mail: msteeples@yahoo.com

Antronette Yancey, MPH, MD
Co-Chair, Physical Activity Integration AT
Associate Professor
DrPH Program Director
University of California Los Angeles School of
Public Health
Phone: (310) 794-9284
E-mail: ayancey@ucla.edu

Network for a Healthy California



Brand Architecture

The Brand Architecture shown above depicts the *Network* brand characteristics as well as the foundation of the *Network*, the Four Pillars. The brand characteristics consist of the following:

- **Empowerment** – We embrace the process of increasing the capacity of individuals, organizations, and communities to make choices and then transforming those choices into assets that make increased fruit and vegetable consumption and increased physical activity easy choices.
- **Champions** – We work tirelessly on behalf of Californians, particularly those with low incomes, to make sure their voices are heard and needs are addressed. And, importantly, we are reciprocated by uncounted numbers of Champion Moms, Champion Dads, Champion Teachers, Champion Doctors, etc. joining the call for healthier lifestyles.
- **Agents for Change** – We will always seek innovative means to create more desirable ends for the people we serve, the environment they live in and the systems that support them.

The Four Pillars act as the foundation for the messages delivered by the *Network*:

- Increasing Fruit & Vegetable Consumption
- Increasing Physical Activity Levels
- Increasing Food Security
- Increasing Chronic Disease Prevention

Together, the brand characteristics and foundation form a structure which captures the *Network* message for a Healthy California.

Regional Networks for a Healthy California

Established January 2005



OUTLINE FOR NEW MEMBER ORIENTATION MODULE

- I. Introduction
 - II. The Fields of Nutrition Education, Physical Activity, and Food Security: National, State, and Local Perspectives
 - III. The *Network for a Healthy California*: Purpose, Plans, and Programs
 - IV. State, Regional and Local Action Projects and Activities
 - V. The *Network* Steering Committee: Organization, Operation and Activities
 - VI. Maximizing Your Contribution
 - VII. Continuing Education and Major Sources of Information and Material
 - VIII. Conclusion
 - IX. Appendix
- 