

REQUEST FOR APPLICATIONS (RFA) #RN-2008

Regional Network for a Healthy California

Released April 10, 2008

Proposals due on June 3, 2008 by 4:00 p.m.

Cancer Prevention and Nutrition Section
California Department of Public Health
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RFA TIMELINE

DATE	ACTIVITY
April 10, 2008	RFA released on website
April 17, 2008	RSVP Deadline for the Informational Teleconference; 12:00 p.m.
April 29, 2008	Written RFA questions <u>due by 4:00 p.m.</u>
May 13, 2008	Informational Teleconference; 1:00 p.m.—3:00 p.m.
May 20, 2008	Mandatory Letter of Intent to <u>due by 4:00 p.m.</u>
June 3, 2008	Applications <u>due by 4:00 p.m.</u>
June 23, 2008	Intent to Award posted & formal notification to all applicants
July 8, 2008	<u>Appeal deadline 4:00 p.m.</u>
October 1, 2008	Contract begins
September 30, 2011	Contract ends

See the General Application Information section of this RFA for details on responding to the above timeline, activities, and deadlines.

Note: Applicants are responsible for checking the website frequently for any RFA addenda, additional RFA information such as answers to RFA questions, and other helpful information: <http://www.networkforahealthycalifornia.net/funding/>.

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I. INTRODUCTION

The Cancer Prevention and Nutrition Section (CPNS) of the California Department of Public Health (CDPH) is soliciting applications from eligible organizations to implement *Regional Networks for a Healthy California (Regional Networks)* as part of the infrastructure of the *Network for a Healthy California (Network)*. *Regional Networks* are instrumental in the statewide *Network's* efforts to support and to integrate research-based, culturally-appropriate nutrition education, physical activity promotion, and community engagement and empowerment efforts statewide. To this end, the *Regional Networks* conduct activities in three major areas of *Network* operations: 1) maximizing impact through regional coordination, collaboration, communications support, and training to all *Network*-funded projects and other partners serving the *Network's* intended audience; 2) empowering community action through Regional Collaboratives; and 3) implementing the *Network's* targeted Fruit, Vegetable, and Physical Activity (FVPA) campaigns and programs on a regional level.

A. Problem Statement

The obesity epidemic in California and the nation is linked to increased risks for many serious diseases, including type 2 diabetes, heart disease, and some cancers. The toll from these diseases on individuals and their families is devastating. Further, the associated costs in health care, workers compensation, and lost worker productivity are projected to be over \$28 billion each year in California).¹

People with low-incomes, including those in households eligible for food stamps, are at highest risk for chronic disease resulting from poor diets and physical activity (e.g., too few healthy foods and too many that are high-calorie, low-nutrient and increasingly sedentary behavior). Food stamps can help low-income families afford more healthy food, yet California has one of the lowest food stamp participation rates in the nation. Further, many food stamp recipients live in the most disadvantaged communities, environments where making healthy choices can be challenging, if not impossible, due to lack of safe, well-equipped and well-maintained places to walk and play, lack of quality retail food stores and other services within walking or biking distance, inadequate access to supermarkets and reliance on local corner stores, and a higher concentration of fast-food outlets with limited menu choices.² (A summary of the latest research related to California's intended low-income audience can be found in Section A of the 2008 California State Plan for Food Stamp Nutrition Education (FSNE). <http://www.networkforahealthycalifornia.net/2008Plan>)

Education to support low-income people as they strive to make healthier choices around eating and physical activity is essential. The *Network* embraces this goal by implementing a statewide social marketing initiative designed to provide direct health education to reach food stamp-eligible and other low-income consumers (persons with incomes below 185 percent of

¹ California Department of Health Services. (April 2005). Topline report: *The economic costs of physical inactivity, obesity, and overweight in California adults: Health care, worker's compensation, and lost productivity*. Sacramento, CA.

² Prevention Institute and California Association of Nutrition and Activity Providers (June 2007). *Updating Nutrition Education in the Food Stamp Program: A Farm Bill Opportunity*. Oakland, CA.

the federal poverty level (FPL), as well as the intermediaries who serve them.

B. Funding, Mission, and Goals of the *Network for a Healthy California*

CPNS operates the *Network*, a social marketing initiative principally funded through the United States Department of Agriculture (USDA) Food Stamp Program (FSP). CPNS operates in coordination with the California Department of Social Services (CDSS) (see <http://www.cdss.ca.gov/foodstamps/>) and in cooperation with the University of California, Davis—Food Stamp Nutrition Education Program (UCD-FSNEP; see <http://fsnep.ucdavis.edu/index/introduction.cfm>) to implement FSNE, an optional administrative activity that targets FSNE-eligible households. Funding is made possible by in-kind contributions from governmental and non-profit entities that qualify for federal financial participation (FFP) reimbursement funding from USDA/FSP.

The mission of the *Network* is to create innovative partnerships that empower FSNE-eligible Californians to increase fruit and vegetable consumption, physical activity and food security with the ultimate goal of preventing obesity and other diet- and physical activity- related chronic diseases.

The *Network* accomplishes this mission by implementing programming and social marketing efforts that address its key program goal areas (also known as its four pillars) as follows:

- 1) Increase daily consumption of fruits and vegetables to recommendations found in the 2005 *Dietary Guidelines for Americans* (for more information on the recommended dietary and activity guidelines visit www.mypyramid.gov),
- 2) Increase daily physical activity to a minimum of 30 minutes for adults and a minimum of 60 minutes for children,
- 3) Increase food security, including full participation in Federal nutrition assistance programs by eligible persons, especially food stamps, and
- 4) Work with the USDA and other partners toward preventing obesity and other diet- and physical activity-related chronic diseases.

As depicted in the following graphic, three overarching characteristics are central to the implementation of the *Network's* pillars statewide:

Empowerment – Help FSNE-eligible Californians by providing the tools, resources, messages, and inspiration for them to help themselves.

Champions – Work tirelessly on their behalf to make sure their voices are heard and needs are addressed.

Agents for Change – Seek innovative means to create more desirable ends for the people we serve, the environment they live in and the systems that support them.

Figure 1. Network Brand Architecture



C. Intended Audience of the *Network for a Healthy California*

The combined audience of certified and likely-eligible FSP participants (with incomes at or below 130 percent FPL) and potentially-eligible participants (with incomes at or below 185 percent FPL) makes up the estimated 10 million persons who are FSNE-eligible in California. Of these, the **priority audience segments for the *Network* are California’s seven million FSNE-eligible, low-income parents and children (especially school-aged children)** (see Attachment 1). USDA requires *Network*-funded projects to document that over 50 percent of their audience meets these income criteria. Audience income eligibility is confirmed through the use of census tract data identifying their demographic (income and ethnicity) make-up (See <http://www.cnnqis.org/>). School meal eligibility criteria may also be utilized to meet this requirement for school sites if at least 50 percent of the student population qualifies for free or reduced price meals (FRPM) (see <http://www.cde.ca.gov/ds/sh/cw/filesafdc.asp>). Other eligibility may include the service populations of other programs and community sites serving low-income Californians, such as Head Start and Women, Infants, and Children Supplemental Nutrition Program (WIC), as well as food banks/pantries and public housing, as identified by USDA (see Attachment 2)

Further priority is placed on low-income African American, Latino, and Caucasian Californians due to the disproportionate impact of diet and physical activity related chronic diseases experienced by these groups.

D. Reaching the Intended Audience

To effectively serve and to work in partnership with FSNE-eligible Californians, the *Network* has identified the Social-Ecological Model as its scientific underpinning (Figure 2). Based on the FSNE white paper published in the *Journal of Nutrition Education (Supplement, Sept. 2001)*, *Network* programs promote positive change for healthy eating and physical activity in five spheres of behavioral influence that impact dietary and physical activity behaviors: individual, interpersonal, institutional/organizational, community, and social/policy/systems.

Figure 2. California's Social-Ecological Model for Nutrition, Physical Activity and Obesity Prevention Program Design and Evaluation



Using both direct service and targeted, large-scale approaches to organize integrated, complementary interventions that facilitate healthier eating and physical activity, the *Network* reaches eligible Californians in five ways: (1) in the 1,300+ low-income census tracts where about a third of FSNE-eligible persons live; (2) in California's 5,100+ low-resource schools; (3) in service sites that serve low-income populations (e.g., Food Stamp offices, shelters, food banks, job training centers, and qualifying supermarkets); (4) through "earned media" events and public relations that secure free or public service media coverage; and (5) through paid advertising time in English- and Spanish- language media outlets where over half the impressions reach FSNE-eligible adults. To extend its reach, the *Network* continuously works with community partners and USDA to find new ways, especially through mass communications, to reach FSNE-eligible people where they live, work, go to school, socialize, worship, buy food, and get physical activity.

E. Request for Application Funding, Purpose, and Objectives

CPNS is conducting an open, competitive Request for Application (RFA) process to fund 11 agencies/entities to implement *Regional Networks* statewide, for the period of October 1, 2008 – September 30, 2011.

The 11 Regions are:

Bay Area	Gold Coast	Northcoast
Central Coast	Gold Country	Orange County
Central Valley	Los Angeles County	San Diego and Imperial
Desert Sierra	Sierra Cascade	

Successful applicants must serve the regions as they are configured in this RFA, with no substitution of alternative boundaries. Under this RFA, only one contract will be awarded per region, though subcontracting for necessary expertise or service delivery, as needed, is acceptable.

Note: In the event that subcontractors are secured, the awarded agencies/entities remain responsible for all contracted work and outcomes, including components subcontracted to local partners. Subcontractor budgets must be reflective of the proportion of the Scope of Work (SOW) for which they are responsible.

For more background on the configuration and demographics of the regions, please review the following RFA resources:

- Map of the 11 regions (see Attachment 3).
- County breakdown of the *Regional Networks* (see the General Application Information section of this RFA).
- Table listing the estimated total number of FSNE-eligible people (below 185 percent of FPL) and households with children in each region (see Attachment 4).
- Table listing eligible census tracts per region by county (see Attachment 5).

As described in Figure 3 (page 6) the 11 *Regional Networks* are a critical part of the *Network's* infrastructure in delivering services and creating a movement for healthy change with and for FSNE-eligible Californians.

Figure 3. How California FSNE Puts It All Together

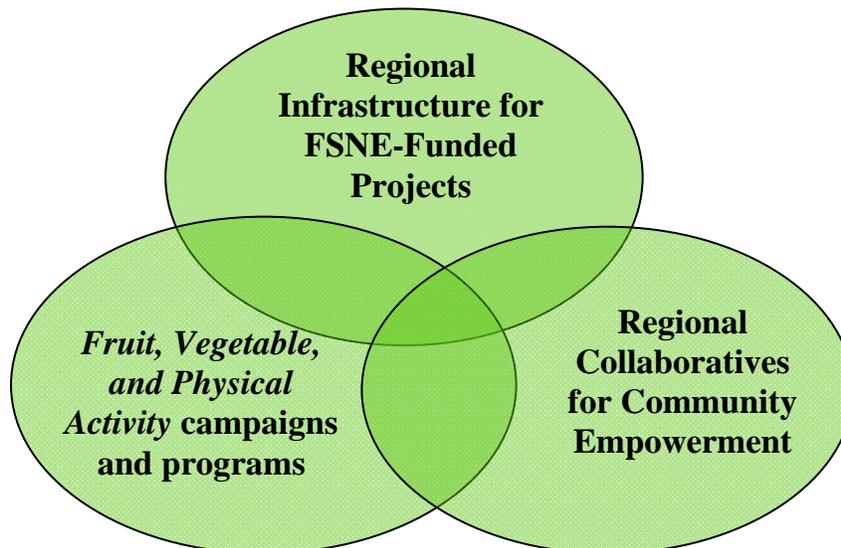
The three primary objectives or key components of the funding for the *Regional Networks* are as follows:

1. Maintain a Strong Infrastructure (Regional Infrastructure for FSNE-funded projects)—Among *Network*-funded projects, provide coordination and support in the areas of communications, technical assistance, and training to maximize the impact and work of Local Incentive Awardee (LIA) contractors and other *Network*-funded projects in the region who actively work in nutrition education, physical activity promotion, healthy food access, obesity prevention, and other diet- and physical activity-related chronic disease prevention efforts aimed at FSNE-eligible families. This includes identifying and disseminating information on promising practices and potential resources to assist in project sustainability.
2. Empower Communities through Collaboration (Regional Collaboratives for Community Empowerment)—Convene Regional Collaboratives that bring local FSNE intermediaries, partners, and stakeholders together to leverage FSNE activities, create synergy by working across sectors, and build the capacity of regional partners to address the issues and challenges facing the FSNE population in their geographic area. This includes developing region-wide nutrition education messages/activities/initiatives that help empower FSNE-eligible Californians to improve access to healthier foods and physical activity opportunities in low-income communities. The region-wide initiatives are implemented in concert with regional campaigns, LIAs and other *Network*-funded partners, through community events, public relations activities, and promotions with retailers, farmers' markets, other initiatives, businesses, and FSNE intermediaries.

3. Engage and Empower FSNE-eligible Consumers (FVPA Campaigns and Programs)—Implement regional FVPA campaigns and programs that are designed to reach FSNE-eligible consumers where they shop, learn, work, worship, and live, empowering them to eat the recommended amounts of fruits and vegetables and enjoy recommended levels of physical activity every day. These campaigns and programs include Physical Activity Integration and Promotion (11 regions), the *Power Play! Campaign* (11 regions), *Latino Campaign* (9 of 11 regions), *African American Campaign* (6 of 11 regions), *Worksite Program* (7 of 11 regions) and *Retail Program* (11 regions). (See Attachment 6) for more details.

It is also important to note that an overarching priority of all *Regional Networks* is to help local organizations and intended stakeholders, including non-traditional partners, coordinate initiatives that cut across traditional political, geographic, and organizational jurisdictions and engage relevant, non-traditional partners in healthy change for FSNE-eligible Californians. For the *Regional Networks* to be most effective, all three of the aforementioned components must build upon one another, gaining greater synergy and fully integrating regional operations across *Regional Network* staff and activities, as well as in collaboration with *Network*-funded and other partners.

Figure 4. Regional Network Components



II. NETWORK FOR A HEALTHY CALIFORNIA BACKGROUND

A. History and Brand

In 1986, a technical capacity grant, funded by the National Cancer Institute (NCI), laid the groundwork for the *California 5 a Day for Better Health! Campaign* (5 servings of fruits and vegetables a day). In partnership with California's fruit and vegetable industry, a statewide mass media public service communications campaign was undertaken in 1988 with the goal of increasing fruit and vegetable consumption. The media and the State's largest 18 supermarkets eagerly embraced the *5 a Day Campaign*. Interest spread across the country and around the globe. In 1991 California's *5 a Day* prototype was licensed to and adopted by NCI and the Produce for Better Health Foundation, a new industry group with which government entities could work. With the newly established *National 5 A Day Program*, NCI committed \$16 million to related research, funding nine intervention trials. NCI also licensed State health departments to lead their own voluntary *5 a Day Program* efforts. An external evaluation concluded that, although funded modestly, the *5 a Day Program* had been successful and should be expanded. By the mid-1990s, the California Department of Health Services (CDHS, now the California Department of Public Health or CDPH) began extending the *5 a Day Campaign* to reach specific low-income population segments and channels, resulting in campaigns targeting 9 to 11 year-old children, Latino adults, and African American adults, as well as programs aimed at the retail and worksite channels.

In 1998, CDHS also launched the *California Nutrition Network for Healthy, Active Families (Network)*, principally funded by USDA's FSP, which uses social marketing approaches to increase healthy eating and physical activity among low-income families with school-age children. The *Network* grew from just four agencies in 1996 to over 150 public and nonprofit agencies in 2008—identifying just under \$3 million to more than \$100 million in local and State resources, thereby earning an equal amount of Federal reimbursement dollars to support additional activities. This expansion allowed the *Network* to model itself after California's successful Tobacco Control Program, using a multilevel, comprehensive approach that stresses the changing of social norms to influence individual behavior through education, marketing, systems, policy, and environmental changes. In total, more than a dozen different intervention channels are being used to reach low-income families including mass media, local health departments, school districts, festivals and flea markets, retail grocers, churches, community colleges, and low-wage worksites. In 2003, evaluation of these efforts showed an increase in the proportion of the population believing that at least 5 daily servings of fruits and vegetables are needed for good health (California Dietary Practices Data Tables, CPNS, unpublished).

In May 2007, the *Network* launched a new brand, Champions for Change, and a new organizational name, the *Network for a Healthy California (Network)*, the culmination of a year-long review of the organization's strategic purpose in light of the release of the 2005 *Dietary Guidelines for Americans* (which nearly doubled the recommended amount of fruits and vegetables) and the need to continue effectively engaging families potentially eligible for food stamps and intermediaries serving them beyond the traditional approach of nutrition education. In doing so, the *Network* also brought the former *5 a Day*

Campaign and the *California Nutrition Network for Healthy, Active Families* together under one brand. The *Network* is focused on creating change and helping our fellow Californians, especially those FSNE-eligible persons served by this program, live better, healthier, more fulfilling lives. The new brand design captures all that the *Network* represents – personal empowerment, agents for change, and champions (see <http://networkforahealthycalifornia.net/Library/docs/BrandingGuidelinesManual.pdf>).

Figure 5. The transition to the *Network for a Healthy California*



III. STATE LEVEL FUNCTIONS

Within the context of California's State Plan to USDA, the *Network* functions on a statewide basis, effecting healthy individual change and shifts in community norms through the following major areas:

1. **Communications**—Houses a statewide, multi-media campaign reaching millions of low-income Californians annually; sustains and advances the *Network's* Champions for Change brand through a wide variety of venues, including television, radio, and outdoor advertising, a direct mail campaign reaching FSNE-eligible families in their homes, a toll-free consumer line, and a consumer website (www.cachampionsforchange.net); and employs broad-based public relations strategies to further extend *Network* messages statewide.
2. **Research & Evaluation**—Operates the State's largest surveillance system focused exclusively on healthy eating and physical activity with a focus on low-income Californians; develops and maintains data collection systems (including a Geographic Information System) for State and Federal uses; collects and analyzes program data to assess impact; implements program evaluations; and provides evaluation consultation to State staff, *Network*-funded projects, and

partners statewide.

3. Community Development—Supports and monitors the program activities of approximately 100 LIA contractors conducting nutrition education, physical activity promotion, and food stamp promotion for low-income communities statewide; provides ongoing technical assistance and training; identifies and disseminates effective models for community organizations and coalitions to deliver nutrition education and physical activity promotion; coordinates with *Network*-funded campaigns and programs and other partners statewide; and coordinates and oversees the work of locally funded projects (includes communicating USDA/*Network* expectations and assuring the allowability of project activities) in 11 specific channels, of which schools/school districts and local health departments comprise the two largest groups.
4. Partnerships, Training & Special Projects—Implements annual trainings/workshops/conferences for new and continuing *Network*-funded partners on administrative and programmatic subjects to assist in the full and effective implementation of the *Network's* key goal areas (e.g., fiscal policies and procedures, sustainability, nutrition education foundations, community engagement, best and promising nutrition education and physical activity promotion practices, partnership development, etc.); convenes the *Network* Steering Committee (which includes Action Teams and an Operations Subcommittee) to maximize the planning and coordination of the *Network's* activities and partnerships statewide; and supports and monitors statewide leadership and special projects designed to enhance the delivery of nutrition education services to FSNE-eligible Californians through work with physicians, farm-to-school partners, food stamp promotion and food security programs, early childhood education/care providers (working with First 5, the Child Care Resource and Referral Network, etc.), after-school/community youth organizations (including youth empowerment efforts), and other influential intermediaries.
5. Materials & Distribution—Develops, produces, and distributes a wide variety of educational materials e.g., (brochures, and toolkits such as *Harvest of the Month*; www.harvestofthemonth.com), posters, educational or research briefs) for use by *Network*-funded projects in their work with FSNE-eligible Californians; extends the *Network's* messages and provides tangible tools and information to empower and engage FSNE-eligible Californians to pursue healthy changes for their families, schools, and communities; and operates an on-line ordering system to make the materials readily available to *Network*-funded projects (at no additional cost to the projects) and to other partners (at production cost), thereby unifying *Network* messaging and increasing the potential reach and impact of these valuable educational resources.
6. *Regional Networks*—see below.
7. Targeted FVPA Campaigns and Programs—see below.

In addition, the Food Stamp Access Improvement Plan started in 2004 with the goal of significantly increasing participation in the USDA FSP. It is now operative through two organizational partners in 20 counties and functions as a parallel initiative with the *Network*.

Further descriptive information on each of the above mentioned areas can be found in the 2008 California State Plan for FSNE, located at: <http://www.networkforahealthycalifornia.net/2008Plan>.

IV. REGIONAL NETWORK INFRASTRUCTURE

In January 2005, the 11 *Regional Networks* were established, competitively for the first time, as part of the *Network's* larger statewide partnership infrastructure. The purpose was to effect the full integration of a variety of State-level functions on the regional level, bringing services and support closer to *Network*-funded projects and partners serving the FSNE-eligible audience.

These 11 *Regional Networks* were a combination of local health departments, non-profit organizations, and university partners that became instrumental in fusing important healthy eating and physical activity promotion efforts and elements that had previously been handled through multiple, separate contracts. Over the past three and one-half years of regionalized work, the *Regional Networks* have:

- Coordinated local efforts and resources on behalf of the *Network* and its partners; this included providing well over 70 regionalized trainings, communications support, approximately 200 mini-grants, and a wide variety of regionalized technical assistance and consultation.
- Delivered quality, multi-pronged social marketing activities directly to thousands of FSNE-eligible consumers, through the targeted FVPA campaigns and programs.
- Made great inroads in promoting physical activity as an essential part of the *Network's* nutrition education efforts and programs.
- Engaged FSNE-eligible families and the intermediaries that serve them, in meaningful, regionalized nutrition education empowerment initiatives and consumer empowerment efforts designed to help them effect healthy environmental, systems and policy change on their own behalf.
- Partnered with State-level players to strategically engage the local media around the release of major reports (e.g., Cost of Obesity Report), to publicize the launch of the *Network's* new Champions for Change brand, and to extend brand-related *Network* messaging by recruiting and partnering with FSNE-eligible Champion Moms in all 11 regions (see <http://www.cachampionsforchange.net/en/Champions.php>).
- Developed and maintained partnerships with food security and anti-hunger partners (e.g., food stamp offices, food banks/pantries, non-profit organization) to extend the *Network* messages and services, integrating nutrition education with food stamp promotion and outreach efforts, included supporting the release of the Food Stamp Office Resource Kit (see www.goodfoodtv.org) in food stamp offices across the State.

- Sustained Regional Collaboratives that advance regional priorities through strategic, active partnerships.
- Convened and engaged *Network*-funded partners, non-traditional organizations, and others to bring attention to and develop coordinated efforts to address the importance of improving fruit and vegetable consumption among FSNE-eligible Californians.

A. *Network for a Healthy California*—Regional Collaboratives

With administrative support from the 11 *Regional Network* lead agencies, there are now 11 established *Network* Regional Collaboratives operating in the State. Over 850 diverse individuals and organizations from around the State, half of which do not receive *Network* funding but serve the FSNE population and have similar priorities, are now part of the Regional Collaboratives. In addition to linking LIAs and other *Network*-funded projects, the Regional Collaboratives forge numerous non-traditional partnerships with other leaders and community activists who volunteer their time advancing the Collaborative agendas on behalf of FSNE-eligible Californians statewide. This collective base of people significantly expands the resources, influence, and ability of each region to implement comprehensive strategic plans and communications plans that organize and guide their work region-wide.

Comprehensive media, public relations, facilitation, and collaborative technical support, as well as meeting planning assistance, is provided to each Region so each Regional Collaborative has the highest potential for success. Additionally, each Collaborative engages in strategic planning processes to design plans to address regional priorities that are consistent with the *Network's* four pillars.

Regional Collaboratives are expected to:

- Build action-oriented, non-traditional partnerships and expand working relationships among government, agriculture, business, retail, philanthropic, and non-profit stakeholders who are concerned with nutrition, physical activity, food security, obesity and other chronic disease prevention issues.
- Enact regional nutrition education empowerment initiatives and community empowerment efforts that mobilize communities to advance, on their own behalf, nutrition, physical activity, food security, obesity and other chronic disease prevention issues and policies aimed at permanent/sustainable environmental and systems changes.
- Develop regionalized communication strategies that create media attention and keep nutrition, physical activity and food security issues and solutions before the public, community leaders and policymakers as a means of creating new, healthy social norms among low-income audiences and relevant services providers.

B. *Network for a Healthy California*—Physical Activity (PA) Integration and Promotion

The *Network* promotes physical activity (PA) as a core function of the *Network's* nutrition education efforts and programs that work with the *Regional Networks*, FVPA campaigns and programs, LIA projects, Faith programs, Local Food and Nutrition Education (LFNE) projects, and other Special projects. The primary goal of the PA program is to lead *Network*-funded campaigns, programs, and projects with education

on physical activity integration and provide resources to help maximize the impact of the *Network*.

Regional PA Specialists lead the efforts of PA integration by providing resources, education, and training to enhance programs and to infuse PA into all nutrition education programming. PA is an integral component of *Network* activities, and PA Specialists provide ongoing expertise and support so that structured activity with all interventions becomes the norm.

C. *Network for a Healthy California—Children’s Power Play! Campaign*

The *Network for a Healthy California—Children’s Power Play! Campaign* (*Children’s Power Play! Campaign*) motivates and empowers California’s low-income 9- to 11-year-old children to eat three to five cups of fruits and vegetables and engage in at least 60 minutes of physical activity every day. The *Children’s Power Play! Campaign* reaches children and their families in all 11 *Regional Networks* through a variety of community channels, with an emphasis on schools, community youth organizations, and the media. In concert with other FVPA campaigns and programs, the *Children’s Power Play! Campaign* also works to connect schools and youth organizations with the surrounding community, including grocery stores, farmers’ markets/farmers, restaurants, and worksites. The *Children’s Power Play! Campaign’s* interventions include classroom- and youth organization-based lessons from the *Campaign’s Idea & Resource Kits* and the *Harvest of the Month* educator and family newsletters; promotional events; public relations activities; and posters, signs, and promotional messages in schools, youth organizations, retail environments, and other community venues. The *Children’s Power Play! Campaign* and its partners also promote environmental changes that support fruit and vegetable consumption and physical activity, so that children who are educated and motivated to make healthy choices have the opportunity to do so. A large-scale evaluation study of the *Children’s Power Play! Campaign* showed a 14 percent increase in children’s fruit and vegetable consumption using the multi-channel model that the *Campaign* employs (see <http://www.networkforahealthycalifornia.net/powerplay/research.htm>). More recently, results from the statewide *California Children’s Eating and Exercise Practices Survey* (CalCHEEPS) showed significant gains in *Campaign* behavioral goals among the primary target audience, 9- to 11-year-old children from households receiving food stamps. Reported fruit and vegetable consumption increased from 3.5 to 4.3 servings ($p < .05$), and the proportion eating the recommended 5 or more daily servings doubled (25 to 49 percent; $p < .01$) from 1999 to 2003 (unpublished CalCHEEPS data, CDPH).

D. *Network for a Healthy California—Latino Campaign*

The *Network for a Healthy California — Latino Campaign* (*Latino Campaign*) targets Spanish-language dominant and English-speaking FSNE-eligible Latino adults, aged 18 to 54 years, with school-aged children. The *Latino Campaign* operates in 9 of the 11 *Regional Networks* where the highest proportions of FSNE-eligible Latinos live (see Attachment 6). Culturally relevant and linguistically appropriate community interventions are conducted in several channels, including farmers’/flea markets, supermarkets and neighborhood grocery stores, direct health service providers and community-based organizations, and large Latino festivals and other community gatherings. Spanish- and

English-language television, radio, outdoor advertising, and media advocacy reinforce these activities. The *Latino Campaign* also has a community empowerment platform to educate FSNE-eligible Latinos about the importance of eating more fruits and vegetables, being more physically active and improving the availability of fruits and vegetables and safe physical activity opportunities in their communities. A large-scale evaluation study of the *Latino Campaign's* model showed a 37 percent increase in fruit and vegetable consumption among Spanish-speaking Latino adults.

E. *Network for a Healthy California—African American Campaign*

The *Network for a Healthy California—African American Campaign (African American Campaign)* targets FSNE-eligible African American adults, aged 18 to 54 years, with school-aged children. The *African American Campaign* operates in the 6 regions where the highest proportions of FSNE-eligible African Americans live. The *Regional Networks* reach African Americans through several community channels, including faith organizations, supermarkets and neighborhood grocery stores, direct health service providers, and community-based organizations. Public relations activities, consumer empowerment initiatives, and public and private partnerships support the interventions to make it easier for African Americans to eat the recommended amount of fruits and vegetables and enjoy daily physical activity. In addition to the *Regional Network* activities, the *African American Campaign* funds faith community projects (see Attachment 7) <http://www.networkforahealthycalifornia.net/aa/regional-contacts.htm> that use NCI/American Cancer Society's (ACS) *Body & Soul* program which provides a framework for successfully influencing nutrition and physical activity behaviors among African Americans in church settings. The faith community projects also promote the *Network's* fruit, vegetable and physical activity messages and norm changes through community health and fitness fairs, nutrition classes, supermarkets, and media.

F. *Network for a Healthy California—Retail Program*

The *Network for a Healthy California—Retail Program (Retail Program)* works with qualifying supermarkets, small chain grocery stores, and neighborhood markets statewide in an effort to influence the purchase and consumption of fruits and vegetables among FSNE-eligible shoppers. The *Retail Program* offers retailers multiple partnership opportunities, including a merchandising partnership, a corporate social responsibility partnership, and a retailer education partnership. Through the merchandising partnership, the *Retail Program* offers qualifying retailers a variety of in-store signage, recipe cards, and in-store radio announcements that encourage shoppers to increase the purchase of fruits and vegetables. Through the corporate social responsibility partnership, the *Retail Program* connects the retailer with a local organization (e.g., school, youth organization, community clinic, church, worksite) to enhance their *Network* activities through food donations from the retailer for food demonstrations that influence the buying behavior of participants. Through the retailer education partnership, the *Retail Program* educates small store retailers about purchasing, storing, displaying, and promoting fruits and vegetables to help increase the availability of fruits and vegetables in low-income communities. In the future, the *Retail Program* will help roll out the national *Fruits & Veggies—More Matters™* brand and the new WIC food package in qualifying food stores. With each type of partnership, the *Retail Program* and other *Regional Network* campaign and program staff provide the

retailer with added opportunities to connect with the community it serves through promotional activities like food demonstrations, store tours, or retail-sponsored community events.

G. *Network for a Healthy California—Worksite Program*

The *Network for a Healthy California—Worksite Program (Worksite Program)* empowers employers in seven *Regional Networks* to be Champions for Change by improving fruit and vegetable consumption and levels of physical activity among their FSNE-eligible employees. The *Worksite Program* offers qualifying employers and their employee's ten low-cost worksite wellness tools through the California Fit Business Kit. These tools include *Check for Health Workplace Environmental Assessment, Establishing a Wellness Team, Healthy Meeting Policies, Vending Machine Food and Beverage Standards, Healthy Dining Menu Guidelines, Simple Steps to Ordering Farm Fresh Produce for the Worksite, A Guide to Establishing a Worksite Farmers' Market, Healthy Stairwells Tool, A Guide to Creating Worksite Walking Clubs, and the Take Action! Employee Wellness Program*. The elements of the California Fit Business Kit (see <http://www.networkforahealthycalifornia.net/fitbusinesskit>) have been proven effective through formal evaluation studies.

V. REGIONAL NETWORK EXPECTATIONS AND REQUIREMENTS

With a focus on integrating *Network* and other partners' efforts at the regional level and engaging FSNE-eligible Californians to make and effect change for their families and communities, *Regional Networks* are to serve as a "hub" in each region, helping to maximize the effectiveness of targeted FVPA campaigns and programs, LIAs, and other *Network*-funded projects within the regions, and creating synergy across campaigns, programs, non-funded partners and within other regional efforts. To create a more efficient State and local *Network* infrastructure, it is critical that the *Network*-funded projects receive training, coordination, communications and public relations support and services that maximize their effectiveness in delivering interventions. Engaging and empowering low-income communities and the intermediaries that serve them, they bring coordinated services and messaging. The goal is to greatly enhance the Region's collective resources and potential impact. It is important to extend and activate the *Network's* Champions for Change message in every facet of *Regional Network* operations.

To further emphasize the importance of implementing a fully integrated *Regional Network* that effectively operates across and between components, campaigns, and programs, the various aforementioned components of the *Regional Network* infrastructure (see Figure 4, page 7) will be addressed here and in the *Regional Network* SOW template (see Attachment 8) as a single regional effort, implemented through a variety of cross-cutting, interdependent channels or areas, all of which must be completely and effectively addressed to result in a successful *Regional Network*. They are designed to work synergistically; therefore, they must be coordinated and integrated to maximize the potential impact in the region. To ensure that physical activity is truly an integrated entity and key component for the entire *Regional Network*, all physical activity promotion-related elements are integrated throughout the entire SOW template, in all channels and areas.

Note: Attachment 8 is comprised of 11 SOW templates, containing region-specific targets consistent with the campaigns and programs operating within each region. See also, Attachment 6 for detailed information regarding which campaigns and programs are operating within each region.

- Planning and Evaluation— *Regional Networks* will develop, implement, and refresh strategic plans to guide their overall regional operations; document the barriers, successes, and the lessons learned while implementing the contracted *Regional Network* activities; complete and submit case studies documenting Nutrition Education Empowerment Initiatives and Community Empowerment efforts; prepare presentations, journal articles, and special reports as appropriate; participate in evaluation of the overall functioning of the Regional Collaborative; and participate in special statewide or regional evaluations, such as pilot testing new interventions.
- Regional Coordination and Training— *Regional Networks* will host, publicize, and assist in recruiting participants for selected State-sponsored trainings; prioritizing LIA and other *Network*-funded project needs *Regional Networks* will develop, implement, and evaluate regional trainings that address local priorities and needs not already addressed by State-sponsored trainings; and assess and address regional technical assistance needs on an on-going basis. Priority for regional training and/or technical assistance should be on topics that help increase the capacity for community norm and environmental change (e.g., consumer empowerment, skills-based nutrition education, strategies for reaching specific populations such as the parents/providers of children ages 0-5, youth or adults, resource development, evaluation, and program implementation or administration). *Regional Networks* will provide a “one-stop shop” for expertise and information about nutrition, physical activity, and food security resources.
- Community Collaboration and Empowerment— *Regional Networks* will bring together and mobilize diverse interests including LIAs and other *Network*-funded projects, low-income consumers, early childhood provider organizations (e.g., First 5, Child Care Resource and Referral Network, etc.), government agencies, youth serving organizations/youth, non-profit and philanthropic organizations, advocates, community leaders, businesses, social services offices, non-traditional partners, and others with expertise in nutrition, physical activity, and nutrition assistance programs in underserved communities to form a dynamic, proactive Regional Collaborative. Each *Regional Network* is to provide services related to the functioning and maintenance of the Collaborative for the primary purposes of planning and implementing community-selected education initiatives, maintaining a mini-grant program distributing funds based on regional priorities, and engaging FSNE-eligible communities and intermediaries serving them. *Regional Networks* will engage the FSNE-eligible population through the development and implementation of consumer empowerment activities (including forums), which identify and promote solutions to increase the availability of healthy foods and opportunities for physical activity in FSNE-eligible communities (see Appendix 13).
- Media and Public Relations— *Regional Networks* will develop and maintain strong media and partner relations that position the *Regional Network* as a regional resource on healthy, active living through the promotion of the *Network’s* four pillars; effectively and consistently promote the *Network’s* messages and efforts through a variety of outlets or

channels region-wide (e.g., print, television, and radio media outlets, partnership with key regional players such as local governments, community-based organizations, professional societies, and associations). *Regional Networks* will assist LIAs and other *Network*-funded projects in highlighting local events and will work to promote the Champions for Change message region-wide.

- Retail— *Regional Networks* will engage FSNE-eligible adults, through the collaborative efforts of multiple targeted FVPA campaigns and programs and qualified supermarkets, grocery stores, and independent/corner stores, employing a combination of partnership development, merchandising, food demonstration, and local sourcing activities, to advance the *Network's* retail efforts. They will assist the *Network* with introducing the National *Fruits and Veggies—More Matters* brand and with introducing the WIC Food Package.
- Worksite— *Regional Networks* will engage FSNE-eligible workers through the implementation of the California Fit Business Kit in qualifying worksites, employing a variety of research-based tools designed to help employees make healthier choices in the workplace environment.
- Schools— *Regional Networks* will engage FSNE-eligible 9 to 11 year-old children by partnering with schools/school districts in the implementation of the *Children's Power Play! Campaign*.
- Community Youth Organizations (CYOs)— *Regional Networks* will engage FSNE-eligible 9 to 11 year-old children by partnering with CYOs in the implementation of the *Children's Power Play! Campaign*. CYOs include afterschool programs, summer programs, clubs, scouts, faith youth programs, youth programs at low-income housing units, parks & recreation programs, and other organized out-of-school programs designed for children.
- Festivals— *Regional Networks* will engage FSNE-eligible Latino and African American adults by partnering with festival organizers, civic, service and leadership organizations in the implementation of selected *Latino Campaign* and *African American Campaign* activities.
- Flea and Farmers' Markets— *Regional Networks* will engage FSNE-eligible Latino adults by partnering with flea and farmers' markets, civic, service and leadership organizations in the implementation of selected *Latino Campaign* activities.
- Community-Based Organizations and Direct Health Service Providers— *Regional Networks* will engage FSNE-eligible Latino and African American adults by partnering with community-based organizations and direct health service providers to conduct nutrition education efforts.
- Faith— *Regional Networks* will engage FSNE-eligible African Americans through the promotion and support of the ACS' *Body & Soul Program* in churches.
- Administration— *Regional Networks* will act as the main coordinator and facilitator of *Network*-related activities occurring in the Region, coordinate the overall *Regional*

Network program, maintain effective partnerships with LIAs, other *Network*-funded projects, other USDA-funded programs, and regional partners, and participate on behalf of the Region at local and State-level meetings and conferences. Within their respective agencies, *Regional Networks* will oversee program operations, ensure contractual compliance internally and with all subcontractors, maintain and submit fiscal documentation and invoices, submit progress reports and other information requested by USDA and/or CPNS staff (e.g., semi-annual activity reports and data for USDA's Education and Administrative Reporting System (EARS); ensure appropriate staffing necessary to implement *Regional Network* activities; and provide staff development opportunities, facilitate networking among funded projects and other stakeholders in the region.

The RFA Application Packet can be obtained on the CPNS website (<http://www.networkforahealthycalifornia.net/funding>) or by requesting hard copies (see below the General Application Information section of this RFA, Provision O, "CDPH Program Contact Information").

VI. GENERAL APPLICATION INFORMATION

A. Eligible Applicants

Eligible applicants are limited to:

1. Units of local government agencies including, but not limited to, cities, counties, and other government bodies or special districts (e.g., public health departments, health and human services agencies, public school districts, county offices of education).
2. State/public colleges or universities also known as institutions of higher education, California foundations or auxiliary organizations that support the universities and colleges and Joint Powers Agencies.
3. California public and/or private nonprofit organizations classified as 501(c) (3) tax exempt under the Internal Revenue Code.

B. Ineligible Applicants

The following applicants are ineligible:

1. Commercial businesses operating on a for-profit basis.
2. Organizations that have been deemed ineligible for California contracts or grants by the Department of Fair Employment and Housing due to a failure to comply with California's nondiscrimination laws and reporting requirements.
3. Organizations that have been debarred or decertified from contracting by the Federal government.
4. State of California agencies, other than State universities and colleges.

C. Applicant Capability and Expectations

Funding preference will be given to those applicants possessing the following

qualifications:

1. At least two years of previous experience in the following areas:
 - implementing social marketing and media campaigns;
 - providing health promotion, nutrition education, and physical activity promotion services;
 - designing, conducting, and evaluating trainings;
 - facilitating community or regional planning involving diverse constituents;
 - involving nonprofit, private, and public sector partners in the development and implementation of health education and policy initiatives
 - developing health, nutrition and/or physical activity related policies;
 - creating communications, marketing, and public relations plans; and
 - maintaining business to business relations with retail establishments and worksites.
2. At least two years of administrative and fiscal experience managing State government contract funds, subcontracting, and complying with all Federal and State contract terms described as services in the RFA requirements.
3. Previous successful contract/grant performance with CDHS or CDPH health promotion programs and demonstration of the ability to implement regional activities as described in this RFA.
4. Ability to attract new resources and partners region-wide.
5. Ability and willingness to work cooperatively and in partnership with CDPH/CPNS. This includes working on statewide initiatives and other issues of emerging and immediate importance that may require flexibility and creativity, including shifting resources and priorities on short notice.
6. Ability to facilitate and support the multi-county Regional Collaborative in productive, effective, timely, and responsive community engagement activities.
7. Capability and history of internally monitoring the quality and timeliness of services delivered, products produced, and steps taken to implement quality assurance measures.
8. An understanding of basic evaluation concepts and applications and the capacity to regularly and accurately complete/submit activity reports, case studies, and other evaluation tools in a timely manner.
9. Capacity to provide region-wide services, resources and technical assistance to all *Network*-funded LIAs and Special Projects. See Attachment 3 for a map of the counties encompassed by these regions. A list of the current CPNS projects is provided in Attachments 10a and 10b.
10. Ability to work with CPNS target audiences, specifically low-income (185 percent FPL or less) children and adults and low-income Latino, African American, and Caucasian families, as well as ability to engage groups that work with schools, businesses, and other organizations that serve the *Network's* target audience.
11. Ability to acquire and implement complex programs and associated responsibilities in a timely, effective manner.
12. Established, effective systems and financial resources to meet all financial obligations for project start up costs and ongoing operations during the term of this contract.

When determining qualification and other application requirements, CPNS will consider the combined experience, efforts, and resources of the agency submitting the application as well as any proposed subcontractors. Collaboration between agencies that will implement the

various components of the project is highly encouraged.

D. Breakdown of *Regional Networks*

CPNS has configured the *Regional Networks* so that they align with the regional configurations of other governmental agencies and with existing media markets, as much as possible (See Table 1, below). A map of the geographic regions is provided in Attachment 3. Each applicant must designate in their application which of the following regions they propose to serve.

Table 1: *Regional Network Configuration*

Region	Counties
Bay Area	Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara
Central Coast	Monterey, San Benito, Santa Cruz
Central Valley	Fresno, Kern, Kings, Madera, Mariposa, Merced, Tulare
Desert Sierra	Inyo, Riverside, San Bernardino
Gold Coast	San Luis Obispo, Santa Barbara, Ventura
Gold Country	Alpine, Amador, Calaveras, El Dorado, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, Yuba
Los Angeles County	Los Angeles
North Coast	Del Norte, Humboldt, Lake, Mendocino, Napa, Sonoma
Orange County	Orange
San Diego and Imperial	Imperial, San Diego
Sierra Cascade	Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity

E. Contract Period, Funding, Terms, and Conditions

CPNS anticipates the availability of approximately \$33,258,379 to fund and support the 11 *Regional Networks* for the term **October 1, 2008 – September 30, 2011**. However, funding is not guaranteed on a year-to-year basis dependent on Federal and State funding levels; since funds are projected based on annual funding from USDA and program projections. Funding may increase or decrease from the stated amounts and may be extended beyond or cancelled early from the stated period of time, depending upon future resources, program needs, and contractor performance.

The agreements resulting from this RFA will be of no force or effect until they are fully executed. Organizations that are awarded contracts are advised not to commence any work until all approvals have been obtained. Should work commence before all approvals are obtained, said services are considered to have been volunteered.

Total contract awards will vary depending on the region's characteristics (e.g., population density, regional geography, Network-funded projects, demographics) and the number of tailored FVPA campaigns and programs (see Attachment 6).

Funding for these services are limited to the following maximum amounts for each region:

Regional Network				
Maximum Regional Funding Limits				
Region	Year 1 Oct 2008-Sept 2008	Year 2 Oct 2009-Sept 2010	Year 3 Oct 2010-Sept 2011	Overall Oct 2008-Sept 2011
Bay Area	\$1,327,500	\$1,340,775	\$1,354,183	\$4,022,458
Central Coast	\$665,000	\$671,650	\$678,367	\$2,015,017
Central Valley	\$1,258,500	\$1,271,085	\$1,283,796	\$3,813,381
Desert Sierra	\$1,257,500	\$1,270,075	\$1,282,776	\$3,810,351
Gold Coast	\$660,000	\$666,600	\$673,266	\$1,999,866
Gold Country	\$1,190,000	\$1,201,900	\$1,213,919	\$3,605,819
Los Angeles County	\$1,712,500	\$1,729,625	\$1,746,921	\$5,189,046
North Coast	\$480,000	\$484,800	\$489,648	\$1,454,448
Orange County	\$900,000	\$909,000	\$918,090	\$2,727,090
San Diego and Imperial	\$1,065,000	\$1,075,650	\$1,086,407	\$3,227,057
Sierra Cascade	\$460,000	\$464,600	\$469,246	\$1,393,846

Contractual terms and conditions for the resulting awards can be viewed on the CPNS web site at <http://www.networkforahealthycalifornia.net/funding>.

F. Staffing Expectations

The following provides summary information on the minimum staffing requirements for the *Regional Networks*. Please refer to Attachment 6 to review Region-specific staffing and budget requirements, and to determine which targeted FVPA campaigns and programs are applicable to your region. Note: It is anticipated that additional *Regional Network* staff will be hired to fulfill the contractual obligations of this project; see Attachment 6 for information on other recommended staff and expertise.

1. Regional Project Director— must be a full-time staff person who dedicates 100 percent time to this position and this project. This position will have overall responsibility for the management of the contract, as well as serve as the liaison with CPNS. The responsibilities of this position will include, but will not be limited to, coordination of all components of the contract, supervision of all program staff, fiscal/administrative oversight, contractual oversight, reporting, and representation at all CPNS meetings, conferences, and teleconferences. The Regional Project Director must provide leadership and support to coordinate all components of the *Regional Network* SOW and should have

a Master's Degree in Public Health or a related field and at least five years of experience in a leadership role with supervisory experience strongly encouraged, as well as an understanding of basic evaluation concepts and applications. If the desired candidate does not meet these qualification requirements, a description of the candidate's related experiences and abilities qualifying them for the position is required.

Note: It is desirable for the Regional Project Director, or another staff member to possess experience with food security/hunger issues and related key partners.

2. Regional Collaborative Coordinator— this position is required on a part-time basis (.30) for several regions and will facilitate and support all of the Regional Collaborative's efforts, including collaborative operations, communications, coordination, and initiatives.
3. Regional Media Coordinator— this position is required at a minimum part-time bases (.25) for several regions, and will facilitate all of the *Regional Network's* media efforts, including creating and maintaining a regional media plan, serving as the primary media contact with State and *regional Network*-funded partners, and providing leadership for regional public relations and media events.
4. Children's Power Play! Campaign Coordinator— must be a full-time staff person who dedicates 100 percent time to this position. This position will lead all of the *Children's Power Play Campaign* activities for the Region and should be skilled in partnership development, relationship management, conducting small- and large-group presentations, and working with child-serving organizations, such as schools and youth organizations.
5. Latino Campaign Coordinator and Community Health Leaders— in regions with a *Latino Campaign*, the Campaign Coordinator must be a full-time, culturally competent, bilingual (English/Spanish) staff person who dedicates 100 percent time to this position. This position will lead all of the *Latino Campaign* activities for the Region. In addition, culturally competent, bilingual Community Health Leaders must be obtained to conduct interventions for festivals, grocery stores, community-based organizations, and direct health service providers.
6. African American Campaign Coordinator and Community Health Leaders— in regions with an *African American Campaign*, the Campaign Coordinator must be a full-time, culturally competent staff person who dedicates 100 percent time to this position. This position will lead all of the *African American Campaign* activities. In addition, culturally competent Community Health Leaders must be obtained to conduct interventions at festivals, grocery stores, community-based organizations, and direct health service providers.
7. Retail Program Specialist— depending on the region, this must be a half-time to full-time staff person. This position will lead all of the *Retail Program's* activities across all key *Regional Network* efforts and ideally should have a background in business and/or sales.
8. Worksite Program Coordinator— in regions with a *Worksite Program*, there must be a full-time staff person that dedicates 100 percent time to this position. This position will
Note: If a *Regional Network* elects to in lead all of the *Worksite Program* activities for the Region and, in some regions, will be supported by a Worksite Program Specialist.
9. Physical Activity (PA) Specialist— depending on the Region, this must be a half-time to full-time staff person dedicated to this position. This position will be responsible for physical activity integration, providing technical assistance and capacity building support to Network funded partners and other stakeholders region-wide. PA Specialist will ideally

have a background in kinesiology, physical education, and/or public health.

10. Registered Dietitian (RD) — applicant staff must include a RD with background in public health, community health promotion, and/or chronic disease prevention. Expertise must be consistently available; however, this does not need to be a separate position and may be addressed by a staff person in one of the positions listed above.

Note: If a *Regional Network* elects to include a Principal Investigator or equivalent in the project budget, this position may not exceed 30 percent FTE and must meet USDA's "reasonable and necessary" cost requirements (see Attachment 2, 2009 USDA FSNE Plan Guidance).

G. Information Teleconference

CPNS staff will hold one information teleconference regarding this RFA on: **Tuesday, May 13, 2008, 1:00 pm – 3:00 pm.**

Please contact Debra Moore at Debra.Moore@cdph.ca.gov to RSVP **no later than 12:00 p.m. (noon) on Thursday, April 17, 2008.**

You may participate in this teleconference by calling **(888) 709-9420**. When asked, say the pass code: **NETWORK**. Please call a few minutes prior to the designated start time.

All questions for the information teleconference discussion must be received at CPNS by **4:00 p.m. on Tuesday, April 29, 2008**. E-mail all questions to 2008RNRFAQQuestions@cdph.ca.gov. Question submissions must include agency name, contact person, phone number, and fax number. Answers to the RFA questions will be posted on the CPNS web site at <http://www.networkforahealthycalifornia.net/funding> shortly after the teleconference call.

Note: Applicants are responsible for checking the website frequently for any RFA addenda, additional RFA information such as answers to RFA questions, and other helpful information: <http://www.networkforahealthycalifornia.net/funding>.

H. Letter of Intent (Mandatory)

Applicants must submit a mandatory letter of intent indicating their intent to submit an application. Please note that this letter of intent is not binding, and those submitting a letter may elect not to submit an application. Applications received from anyone who does not submit a letter of intent will not be reviewed. The letter of intent should be submitted on the applicant's letterhead and state the following: the name and number of the RFA, the estimated budget request, and the region to be served.

Please mail or fax the letter of intent by **4:00 p.m. on Tuesday, May 20, 2008**, to Ms. Kristy Tuttle as identified in Provision O, "CDPH Program Contact Information". Clearly indicate "**Regional Networks** RFA #RN 2008" on the outside of the mailing envelope or FAX transmittal sheet.

I. RFA Information, Addenda, or Changes

If any clarifications or modifications to this RFA are necessary, all questions and answers, addenda or changes will be posted on the CPNS web site at

<http://www.networkforahealthycalifornia.net/funding>. It is the responsibility of potential applicants to check the website frequently to keep updated regarding clarifications or changes to this RFA.

J. Application Deadline

All applications must be received at the CPNS office by **4:00 p.m. on Tuesday, June 3, 2008**. Applications will be date and time stamped upon receipt. Applications received after the deadline will be returned without review. Faxes, electronic submissions, or postmarks will not be accepted in lieu of these requirements.

Please be advised that CDPH's internal processing of United States mail will add 48 to 72 hours or more to the delivery time. If you mail your application, consider using certified or registered mail and request a receipt upon delivery. If you choose hand delivery, allow sufficient time to locate on-street metered parking and to sign-in at the security desk.

It is CPNS policy to make every effort to ensure that all applications have been received and properly time-and date-stamped. However, applicants are ultimately responsible for ensuring timely receipt of their application at the address identified in Provision O, "CDPH Program Contact Information".

K. RFA Application Forms and Instructions

Applications will be comprised of the following components:

Form 1	Request for Application Coversheet/Checklist
Form 2	Applicant Information Form
Form 3a-e	<i>Regional Network</i> Strategic Plan
Form 4	Applicant Capability Organizational Chart Work Products (3)
Form 5	Scope of Work
Form 6	Biographical Sketch
Form 7	Letters of Support
Form 8a-c	Budget Coversheets (Year 1-3)
Form 9a	Budget Justification – Year 1
Form 9b	Budget Justification – Year 2
Form 9c	Budget Justification – Year 3
Form 10a-c	Subcontractor Budget Justification (Year 1-3)

All required forms are available in downloadable electronic format on the CPNS website at <http://www.networkforahealthycalifornia.net/funding>. This link takes you to the web page where you can download the RFA application forms and instructions. Otherwise, the electronic forms may be requested via email from Ms. Kristy Tuttle as identified in Provision O, "CDPH Program Contact Information". Use Form 1, Request for Application Coversheet/Checklist to ensure that you have completed all required forms.

If your agency does not have the ability to download these electronic forms, hard copies may be requested (see Provision O, "CDPH Program Contact Information").

L. Preparation

- Applications must be completed using CDPH and CPNS forms, available electronically.
- Original application pages must be printed on one side only.
- Subsequent copies of applications should be double-sided. (ten copies)
- The name of the applicant organization must be placed in the area designated for “organization” in the upper right hand corner of each form and subsequent pages.
- The name of the Region to be served must be placed in the area designated for “Region” in the upper right hand corner of each form and subsequent pages.
- Do not place application materials in covers or binders. Use only clips or staples to bind each copy.

****PLEASE NOTE** – If the organization submitting this application currently receives any *Network* funds, those funds may not be utilized to prepare and submit this application.

M. Format Specifications

Unless otherwise stated, observe type size specifications throughout the application or the application will be returned without review.

- Applications must be typewritten at no more than six lines printed per vertical inch (i.e., single-spaced); with 1-inch margins.
- Use standard Arial, 12 pt. font type, no more than 15 characters per inch, 114 characters per line.
- All pages must be on 8 ½ x 11-inch white paper and numbered.
- Figures, charts, tables, figure legends, and footnotes must be labeled and may be smaller in size but must be readily legible. The type size used throughout the application must conform to all requirements.

N. Application Submission Requirements

To be considered complete, application submissions must include ALL of the following:

- Original application (single sided) plus ten copies (double sided)
- Supporting documents – three work products that best reflect the organization’s ability to carry out the work of this contract (see RFA Application Form 4 for specific instructions).

O. CDPH Program Contact Information

Direct all administrative and/or contractual inquiries in writing via email, fax or mail (verbal inquiries are not allowed) to: Kristy Tuttle, Contract Manager, Cancer Prevention and Nutrition Section:

Email: 2008RNRFAQuestions@cdph.ca.gov **Fax:** (916) 449-5414

Overnight Courier/Hand Delivery

Kristy Tuttle
Contract Manager
Cancer Prevention and Nutrition Section
California Department of Public Health

General U.S. Postal Services

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Health

1616 Capitol Avenue, Suite 74.516
Sacramento, CA 95814-5052
(916) 449-5449

P.O. Box 997377, MS 7204
Sacramento, CA 95899-7377
(916) 449-5449

P. Contractual Terms and Conditions

Contractual terms and conditions for the resulting awards can be viewed on CPNS' web site at <http://www.networkforahealthycalifornia.net/funding>.

Q. Application Review Process

1. Stage 1 - Review for Compliance with Mandatory RFA Requirements

Each application received by **4:00 p.m., Tuesday, June 3, 2008**, will be reviewed to determine responsiveness to and compliance with the requirements described in this RFA. Applications that do not conform to the requirements will be considered non-compliant and will be excluded from further review. Omission of any required document or form, failure to use required formats for response, or failure to respond to any requirement may lead to rejection of the application prior to the review. In addition, CPNS reserves the right to waive any immaterial deviation in any application at its own discretion.

2. Stage 2 - Application Review and Scoring

Each application that complies with the mandatory requirements will be evaluated and scored by a review committee. The maximum possible point value for each element is as follows:

Strategic Plan	30	points
Applicant Capability	36	points
Personnel/ Biographical Sketch	9	points
Letters of Support	6	points
Budget and Budget Justification	27	points
Total Possible Score	108	points

A minimum score of 72 will be required for an application to be considered for funding.

CPNS reserves the right, at its sole discretion, to conduct oral interviews with all or some of the applicants to establish the capability of the applicant. If CPNS decides to conduct oral interviews, criteria and instructions will be sent under separate cover.

R. Intent to Award

Applicants will be notified in writing of the Intent to Award by **Monday, June 23, 2008**.

Appeals must be received by **4:00 p.m. Wednesday, July 8, 2008**.

S. Contract Negotiations

Following the award notification, contract negotiations will begin with the potential contractors in a timely manner. Awards may be contingent on changes in SOW, budgets, or other recommendations made by the review committee. CPNS reserves the right to terminate contract negotiations that are not completed within 45 days from the first negotiation meeting. CPNS reserves the right to reject any proposed project or project component. The Contractor is required to submit the final, negotiated and approved SOW, Budgets, Budget Justifications, and any other necessary documents in accordance with CPNS requirements,

which will become part of the formal contract. Upon completion and approval of the contract through the State approval process, the contract will be fully executed and work should commence by **October 1, 2008**.

T. CDPH Rights

In addition to the rights discussed elsewhere in this RFA, CDPH reserves the following rights:

1. Modify any date or deadline appearing in this RFA.
2. Issue clarification notices, addenda, alternate RFA instructions, forms, etc.
3. Waive any RFA requirement or instruction for all applicants if CDPH determines that a requirement or instruction was unnecessary, erroneous, or unreasonable. If deemed necessary by CDPH, CDPH may also waive any RFA requirement or instruction after the application submission deadline in writing.

The issuance of this RFA does not constitute a commitment by CDPH to make one or more awards. CDPH reserves the right to reject all applications and to cancel this RFA if it is in the best interests of CDPH to do so.

U. Appeals Procedure

Only those applications that advance to “stage 2” and are not awarded may appeal. Grounds for appeals shall be limited to assertions that CPNS failed to correctly apply the standards for reviewing and evaluating applications as specified in this RFA. Disagreements with the content of the review committee evaluation are not grounds for appeals. Applicants may not appeal their funding level.

The applicant must file a full and complete written appeal, including the issue(s) in dispute, the legal authority or other basis for the protester’s position and the remedy sought. Appeals must be received by **4:00 p.m. on Wednesday July 8, 2008**. Faxes will not be accepted. These appeals must be sent: Re: RFA #RN-2008

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Donald O. Lyman, M.D., Chief Chronic Disease and Injury Control Division c/o Cancer Prevention and Nutrition Section California Department of Public Health 1616 Capitol Avenue, Suite 74.660 Sacramento, CA 95814-5052 Re: <i>Regional Network</i> RFA #RN 2008 (916) 449-5700	Donald O. Lyman, M.D., Chief Chronic Disease and Injury Control Division c/o Cancer Prevention and Nutrition Section California Department of Public Health P.O. Box 997377, MS 7200 Sacramento, CA 95899-7377 Re: <i>Regional Network</i> RFA #RN 2008 (916) 449-5700

At the sole discretion of the Chronic Disease and Injury Control (CDIC) Division Chief, hearings may be held with the appellants to discuss the appeals, or make a decision based on the written appeal, or both. The decision of the CDIC Chief shall be the final administrative remedy. Within ten (10) working days of receipt of the written appeals, CPNS staff will contact the appellant regarding whether or not the appellant desires an in-house hearing or only a written response. Within ten (10) working days of either a hearing or notification by the appellant that a hearing is not desired, the appellant will receive final

written decision from the Division Chief.

V. Disposition of Applications

1. All materials submitted in response to this RFA will become the property of CDPH and, as such, are subject to the Public Records Act (GC Section 6250, et seq.). CDPH will disregard any language purporting to render all or portions of any application confidential.
2. Applications are public records upon the receipt at CDPH. However, the contents of all applications, correspondence, or any other medium, which discloses any aspect of an application, shall be held in the strictest confidence until awards are made. CDPH shall hold the content of all working papers and discussions relating to an application confidential indefinitely, unless the public's interest is best served by disclosure because of its pertinence to a decision, agreement, or the evaluation of an application. An applicant's disclosure of this information is a basis for rejecting an application and ruling the Applicant ineligible to participate further in the procurement process.

VII. ATTACHMENTS*

- Attachment 1 2008 U.S. Health and Human Services Poverty Guidelines (U.S. Poverty Guidelines by Household)
- Attachment 2 *2009 USDA FSNE Plan Guidance
http://www.nal.usda.gov/foodstamp/guidance08/Final_2008_Guidance.pdf
- Attachment 3 *Regional Networks for a Healthy California* (map and lead agencies; established January 2005)
- Attachment 4 Census Tracts, Ratio of Income, Families, by *Regional Network*
- Attachment 5 List of Census Tracts, Less Than 185% FPL, All Races, African American, and Latino by Region
- Attachment 6 *Regional Networks At a Glance*
- Attachment 7 *2007 Faith Based Community Projects
<http://www.dhs.ca.gov/ps/cdic/cpns/aa/regional-contacts.htm>
- Attachment 8 *Regional Network SOW Templates by Region*
- Attachment 9 Summary of Objectives
- Attachment 10a *Network for a Healthy California—2006-2007 Project Directory*
http://www.dhs.ca.gov/ps/cdic/cpns/network/download/Project_Directory/Project_Directory-2006-2007.pdf
- Attachment 10b 2008 Network-funded Projects by Region
- Attachment 11 2004 to 2008 Regional Collaborative Nutrition Education Initiative Summary
- Attachment 12i SOW Quick Reference Guide for Targeted FVPA Campaigns/Programs *Regional Networks for a Healthy California*, Physical Activity Specialist, Key Responsibilities and Requirements
- Attachment 12ii SOW Quick Reference Guide for Targeted FVPA Campaigns/Programs *Regional Networks for a Healthy California, Children's Power Play! Campaign*, Key Responsibilities and Requirements
- Attachment 12iii SOW Quick Reference Guide for Targeted FVPA Campaigns/Programs *Regional Networks for a Healthy California, Latino Campaign*, Key Responsibilities and Requirements
- Attachment 12iv SOW Quick Reference Guide for Targeted FVPA Campaigns/Programs *Regional Networks for a Healthy California, African American Campaign*,

Key Responsibilities and Requirements

- Attachment 12v SOW Quick Reference Guide for Targeted FVPA Campaigns/Programs
Regional Networks for a Healthy California, Retail Program, Key Responsibilities and Requirements
- Attachment 12vi SOW Quick Reference Guide for Targeted FVPA Campaigns/Programs
Regional Networks for a Healthy California, Worksite Program, Key Responsibilities and Requirements

*Selected attachments are available via the internet and therefore have not been included here, please access and download these documents via the websites provided.

VIII. APPENDICES*

1. *Network Steering Committee Fact Sheet
<http://www.networkforahealthycalifornia.net/NSC>
2. *California Obesity Prevention Plan
<http://www.cdph.ca.gov/programs/Documents/COPP.pdf>
3. *Principles of Social Marketing
<http://socialmarketing-nutrition.ucdavis.edu/somark.htm>
4. *Network for a Healthy California—Children’s Power Play! Campaign (formerly California Children’s 5 a Day Power Play Campaign) Evaluation of Activities in the School Channel—Key Findings
<http://www.networkforahealthycalifornia.net/powerplay/research.htm>
5. *Network for a Healthy California—Latino Campaign Evaluation
<http://www.networkforahealthycalifornia.net/latino/research.htm>
6. Network for a Healthy California—Worksite Program Formative Research
7. Network for a Healthy California—Physical Activity Integration and Promotion Formative Research
8. County Level Poverty, Food Insecurity, and Food Stamp Program Participation Data
9. Fruit, Vegetable and Physical Activity Toolbox Study—Key Findings
10. *Cancer Prevention and Nutrition Section Web Site
<http://www.networkforahealthycalifornia.net/>
11. *USDA-Food and Nutrition Services Web Site
<http://www.fns.usda.gov/fns/default.htm>
12. *Regional Network Websites

<http://www.networkforahealthycalifornia.net/aa/regional-contacts.htm>

13. *Models of Healthy Communities—Case Studies

<http://www.cachampionsforchange.net/en/Resources.php>

14. Collaborative Models of Planning

15. Food Stamp Outreach and Promotion Background Information

- a. Food Stamp Promotion
- b. Food Stamp Outreach Tools

16. Eligible Census Tracts by County

*Selected appendices are available via the internet and therefore have not been included here, please access and download these documents via the websites provided.