

**STATE LEVEL PROJECT SUMMARY
FFY 2015**

**1. Project Title: Information and Communications - Champions for Change
Social Marketing Campaign**

Budget: \$11,000,000

a. Related State objectives:

The Champions for Change Social Marketing Campaign supports 1, 2, 3 and 4 of the State Level Objectives.

b. Audience:

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American, Latino and Asian communities.

Ages: Adults 18+, primarily women with children, and children ages 5 – 17 years with concentrated efforts aimed at young adolescent's ages 9-11 years.

SNAP-Ed Target: Interventions target individuals and families at or below 185% FPL.

c. Food and Activity Environments:

Champions for Change Media and public relations activities will increase the SNAP-Ed audiences' awareness of healthy foods and beverages and places to be physically active from community events, TV, radio, outdoor and digital advertisements. These advertisements are in support of localized interventions that improve access through a variety of policies, systems and environmental change strategies.

d. Project Description and Educational Strategies:

1. Implement a statewide mass advertising campaign April through September 2015 using existing English and Spanish television, radio, outdoor and digital advertising that effectively reaches SNAP-Ed eligibles, and that will achieve U.S. Department of Agriculture's (USDA) requirement to deliver over 50 percent of purchased media impressions to individuals living in <130% FPL households delivering 1.6 billion indirect impressions. Media plans will be based on the approved strategic plan targeting California's low-income populations at or below 130% of the FPL, specifically multicultural English or Spanish dominant women with school-aged children. The media plan will conform to USDA Guidance specifying

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that over half of total impressions be received by California's low-income populations. Evaluation measure: The statewide Network Annual Tracking Survey (Benchmark) conducted via phone interviews and shopping mall intercept interviews to monitor consumer recall of Network advertising as well as beliefs, attitudes, and behavior related to nutrition and physical activity among eligible and SNAP-Ed recipients. (See PHI Research section)

2. The campaign will feature ads in English and Spanish, targeting low-income African American, Asian, Caucasian, and Latina moms. All advertising materials will include the USDA SNAP-Ed acknowledgement and promotion of CalFresh. A total of 20 weeks of TV will be "flighted" in order to extend advertising over a six-month period – April through September. All California media markets will receive advertising, representing coverage of around 95 percent of California's SNAP-Ed population.
3. Utilize statewide public relations activities to promote Champions for Change messaging and extend the new Champion ads in collaboration with LHDs. This will include but not limited to supporting community events around the following: Fruit and Veggie Fests in May, African American-targeted events in February and June, Power-Up Your Summer! activities in June through August, and Latino Health Awareness Month events in September. The Champions for Change Program will participate in other events directed to low-income audiences and co-sponsored by partners such as National Public Health Week. . Events will be designed to provide low-income Californians with nutrition education and will be held in qualifying low-income census tracts.
4. Provide public relations and media relations technical assistance to NEOPB-funded programs and partners on an as-needed basis and in support for promotional events held by LHD's throughout the state.
5. Build on the Champions for Change brand and Champion Program by identifying and instructing Champion for Change spokespeople and providing ongoing message point and media training assistance to LHD's. Media trainings will be conducted throughout the year to train both English and Spanish-language spokespeople.
6. Take advantage of Social Media opportunities on Twitter, Facebook, Pinterest including providing approved Champions for Change, MyPlate

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SNAP-Ed tips to Department of Health Care Services' Welltopia site (targeting MediCal recipients), CDPH consumer site.

e. Evidence Base:

The Benchmark Survey will be a mechanism for evaluating association between levels of exposure to NEOPB Champion for Change Media, Advertising and Public Relations Campaign messages and self-reported behavioral outcomes. The current questionnaire will be revised to include unaided recall questions related to television, radio, and billboard exposure specific to the images and messages of 2015 Campaign.

f. Environmental Supports:

The social marketing advertisements developed provide media support to funded partners/ LHD interventions and provide a direct education message and in many cases indirectly promote a policy, systems and/or environmental change message.

g. Use of Existing Educational Materials:

"A Mis Hijos No/ Not My Kids" is designed to reach low-income Latino families in California. The campaign encourages families to protect their children from chronic disease (like type 2 diabetes) that result from childhood obesity.

"Legacy of Health" is targeted to the African American (AA) community. The campaign was designed to increase self-efficacy and family change behaviors for AA families and bring them to levels observed in the general population. The ads encourage AA families to start new, healthier traditions.

"Join the Movement" is designed to reach low-income families in California. The ads show Moms, Dads, Kids, and Grandparents of many different cultures and generations who are making healthy changes in their lives, in their family's lives, and in their communities. The ads features real people, not actors (and several Champion Moms!), who are holding up signs that talk about the healthy changes they are making to fight childhood obesity. The cards encourage community members to *Join the Movement* for healthy changes.

Type of media: 60-second English-language TV commercial, 60-second Spanish-language TV commercial, 60-second Spanish-language radio spots, English-language and Spanish Language billboards, and English and Spanish-Language digital advertising.

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h. Developing New Materials

Plan, create, focus test and produce a comprehensive social marketing campaign promoting physical activity as primary message with nutrition education secondary message. The campaign will produce and deliver four TV commercial executions (English, Spanish, Asian and Multicultural), four radio commercials, six Out of Home executions, and 3 digital executions of the same creative theme.

Messaging will include PA recommendations (2.5 hours a week for adults and 60 minutes of active play a day for youth), the concept that physical activity does not have to be expensive, e.g. gym membership and free resources are available, Champions for Change (intergenerational) and active communities; bicycling, safe routes, safe parks, walking clubs, etc..

i. Key Performance Measures/Indicators

35% percent of SNAP-Ed eligible/participants when aided can recall the nutrition and physical activity messaging found in the Champions for Change social marketing campaign. The Champions for Change campaign will deliver over 1.6 billion indirect impressions, reaching 95% of SNAP-Ed audience

Self- efficacy regarding family change behaviors improves by 10% post Benchmark survey.

2. Evaluation Plans

- a. **Name:** Champions for Change Benchmark Survey and Media Post Buy Analysis
- b. **Type: Formative** - Annual Benchmark survey (Please see REU State Project Summary for details).
- c. **Questions:** Moderators Guide developed by REU and Communications staff.
- d. **Evaluation** : A Benchmark Survey is conducted annually to assess campaign awareness, self-efficacy, knowledge levels, family change behaviors, behavioral intentions, social normative beliefs, and other important measures

Post Buy Analysis to report the details of the buy and impressions each medium was able to obtain.

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3. Coordination Efforts:

All materials produced for use in FFY14 will be shared and made available to all LHDs, Network contractors, sister agencies in California, partners and all SNAP-Ed programs in California and other states. The Network will continue to coordinate with USDA on the promotion of new and updated materials including MyPlate icon, www.ChooseMyPlate.gov website and supporting materials and resources.

The Network will continue efforts to infuse the Champions for Change brand into all Network materials produced at the state and local levels. Such coordination accelerates brand equity and saliency of Network messaging.

Budget Coversheet

Contractor Name: Runyon Saltzman Einhorn, Inc. (RSE)
 Contract Number: 14-10014

Budget Categories	FFY 14 Total	FFY 15 Total	Difference	% Difference
1 Salaries	\$0.00	\$744,415.00	\$744,415.00	\$0.00
2 Benefits	\$0.00	\$0.00	\$0.00	\$0.00
3 Operating	\$0.00	\$0.00	\$0.00	\$0.00
4 Equipment	\$0.00	\$0.00	\$0.00	\$0.00
5 Travel & Per Diem	\$0.00	\$44,500.00	\$44,500.00	\$0.00
6 Subcontractors	\$0.00	\$3,542,992.00	\$3,542,992.00	\$0.00
7 Other Costs	\$0.00	\$6,668,093.00	\$6,668,093.00	\$0.00
8 Indirect Costs	\$0.00	\$0.00	\$0.00	\$0.00
Totals:	\$0.00	\$11,000,000.00	\$11,000,000.00	\$0.00

Budget Categories	Reason for difference greater than 5%
1 Salaries	new contract
2 Benefits	new contract
3 Operating	new contract
4 Equipment	new contract
5 Travel & Per Diem	new contract
6 Subcontractors	new contract
7 Other Costs	new contract
8 Indirect Costs	new contract

Prime Staffing

Contractor Name:

Runyon Saltzman Einhorn, Inc. (RSE)

Contract Number:

14-10014

Strategic Planning

Budget Adjustment		Position Title	Position Names	Description of Job Duties		Number of Hours	Hourly Billing Rate	Total SNAP-Ed Salary	Benefit Rate	Benefits *Total SNAP-Ed Salary X Benefit Rate	SNAP-Ed Salary, Benefits and Wages, Federal Dollars only	Budget Adjustment Justification
Action	Last Amt Approved			% of SNAP-Ed Time spent on Mgmt/Admin Duties	% of SNAP-Ed Time spent on Direct SNAP-Ed Delivery							
1		Principal-in-charge (In kind \$250/hr)	Chris Holben		100.00%	30	\$0.00	\$0.00		\$0.00	\$0.00	
2		Social Marketing Director, Campaign Director (In kind \$200/hr)	Norma Rivera		100.00%	60	\$0.00	\$0.00		\$0.00	\$0.00	
3		Associate Social Marketing Director, Research Director (In kind \$200/hr)	Mehera May		100.00%	60	\$0.00	\$0.00		\$0.00	\$0.00	
4		Strategic Counsel (In kind \$250/hr)	Estelle Saltzman		100.00%	10	\$0.00	\$0.00		\$0.00	\$0.00	
5		Managing Director, Southern California (In kind \$200/hr)	Victoria Lelash		100.00%	60	\$0.00	\$0.00		\$0.00	\$0.00	
6		Account Supervisor (In kind \$165/hr)	Alicia Leupp Hanley		100.00%	60	\$0.00	\$0.00		\$0.00	\$0.00	
7		Account Supervisor (In kind \$165/hr)	Julia Gilbert		100.00%	60	\$0.00	\$0.00		\$0.00	\$0.00	
8		Account Assistant (In kind \$100/hr)	Carlo Ammatuna		100.00%	30	\$0.00	\$0.00		\$0.00	\$0.00	
9		Account Assistant (In kind \$100/hr)	TBD		100.00%	30	\$0.00	\$0.00		\$0.00	\$0.00	
10		Public Relations Supervisor (In kind \$165/hr)	Susan Bringas		100.00%	60	\$0.00	\$0.00		\$0.00	\$0.00	

Prime Staffing

11		Public Relations Supervisor (In kind \$165/hr)	Marina Baserga		100.00%	60	\$0.00	\$0.00		\$0.00	\$0.00	
12		Social Media Manager (In kind \$165/hr)	Karla Fung		100.00%	20	\$0.00	\$0.00		\$0.00	\$0.00	
13		Media Director (In-Kind, \$200 per hour)	Kelley Kent		100.00%	30	\$0.00	\$0.00		\$0.00	\$0.00	
14		Senior Media Planner (In kind \$150/hr)	Beth Shaini		100.00%	20	\$0.00	\$0.00		\$0.00	\$0.00	
15		Creative Director (In kind \$215/hr)	Steve Fong		100.00%	30	\$0.00	\$0.00		\$0.00	\$0.00	
16		Interactive Media Manager, Producer (In-Kind, \$150 per hour)	TBD		100.00%	20	\$0.00	\$0.00		\$0.00	\$0.00	
Totals:				0.00%	2400.00%	640	\$0.00	\$0.00		\$0.00	\$0.00	

Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect cost and profit. Personnel services provided under titles/classifications with no hourly rate will be covered a flat retainer fee of approximately \$12,500/month, covering all personnel costs for those titles/classification.

Definition and basis for calculations of benefit rate(s):

Prime Staffing

Contractor Name:
Contract Number:
Production

Runyon Saltzman Einhorn, Inc. (RSE)
 14-10014

Budget Adjustment		Position Title	Position Names	Description of Job Duties		Number of Hours	Hourly Billing Rate	Total SNAP-Ed Salary	Benefit Rate	Benefits *Total SNAP-Ed Salary X Benefit Rate	SNAP-Ed Salary, Benefits and Wages, Federal Dollars only	Budget Adjustment Justification
Action	Last Amt Approved			% of SNAP-Ed Time spent on Mgmt/Admin Duties	% of SNAP-Ed Time spent on Direct SNAP-Ed Delivery							
1		Social Marketing Director, Campaign Director (In kind \$200/hr)	Norma Rivera		100.00%	556	\$0.00	\$0.00		\$0.00	\$0.00	
2		Associate Social Marketing Director, Research Director (In kind \$200/hr)	Mehara May		100.00%	486	\$0.00	\$0.00		\$0.00	\$0.00	
3		Strategic Counsel (In kind \$250)	Estelle Saltzman		100.00%	55	\$0.00	\$0.00		\$0.00	\$0.00	
4		Managing Director, Southern California (In kind \$200/hour)	Victoria Lelash		100.00%	50	\$0.00	\$0.00		\$0.00	\$0.00	
5		Account Supervisor (In kind \$165/hour)	Alicia Leupp Hanley		100.00%	952	\$0.00	\$0.00		\$0.00	\$0.00	
6		Account Supervisor (In kind \$165/hour)	Julia Gilbert		100.00%	952	\$0.00	\$0.00		\$0.00	\$0.00	
7		Account Manager (In kind \$150/hr)	Jeanine Gaines		100.00%	1511	\$0.00	\$0.00		\$0.00	\$0.00	
8		Accountant Assistant (In kind \$100/hour)	Carlo Ammatuna		100.00%	1409.5	\$0.00	\$0.00		\$0.00	\$0.00	
9		Accountant Assistant (In kind \$100/hour)	TBD		100.00%	1409.5	\$0.00	\$0.00		\$0.00	\$0.00	
10		Social Media Manager	Karla Fung		100.00%	30	\$150.00	\$4,500.00		\$0.00	\$4,500.00	

Prime Staffing

11		Creative Director (90 additional hours @ \$215/hour is In kind = \$19,350)	Steve Fong		100.00%	143	\$215.00	\$30,745.00	\$0.00	\$30,745.00
12		Senior Art Director (150 additional hours @	Greg Reis		100.00%	30	\$150.00	\$4,500.00	\$0.00	\$4,500.00
13		Senior Designer	Sandy Nelson		100.00%	100	\$150.00	\$15,000.00	\$0.00	\$15,000.00
14		Art Director	Vikki McDonald		100.00%	107	\$150.00	\$16,050.00	\$0.00	\$16,050.00
15		Art Director	Laura Buerruezo		100.00%	107	\$150.00	\$16,050.00	\$0.00	\$16,050.00
16		Video Production Crew	Blake Green		100.00%	52	\$100.00	\$5,200.00	\$0.00	\$5,200.00
17		Video Production Crew	Andrew Johnston		100.00%	52	\$100.00	\$5,200.00	\$0.00	\$5,200.00
18		Production Artist	Tiffany Valdez		100.00%	161	\$100.00	\$16,100.00	\$0.00	\$16,100.00
19		Copywriter	Emily Frei		100.00%	131	\$125.00	\$16,375.00	\$0.00	\$16,375.00
20		Copywriter	Carlton Curl		100.00%	131	\$125.00	\$16,375.00	\$0.00	\$16,375.00
		Copywriter	Digna Roque		100.00%	132	\$125.00	\$16,500.00	\$0.00	\$16,500.00
		Production Director	Tina Tafoya		100.00%	72	\$165.00	\$11,880.00	\$0.00	\$11,880.00
		Production Manager, Traffic Manager	Brianna Redmond		100.00%	101	\$75.00	\$7,575.00	\$0.00	\$7,575.00
21		Interactive Media Manager, Producer	TBD		100.00%	162	\$150.00	\$24,300.00	\$0.00	\$24,300.00
Totals:				0.00%	2400.00%	8892	\$2,030.00	\$206,350.00	\$0.00	\$206,350.00

Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect cost and profit. Personnel services provided under titles/classifications with no hourly rate will be covered a flat retainer fee of approximately \$12,500/month, covering all personnel costs for those titles/classification.

Definition and basis for calculations of benefit rate(s):

Prime Staffing

Contractor Name:

Runyon Saltzman Einhorn, Inc. (RSE)

Contract Number:

14-10014

Media Plan & Placement

Budget Adjustment		Position Title	Position Names	Description of Job Duties		Number of Hours	Hourly Billing Rate	Total SNAP-Ed Salary	Benefit Rate	Benefits *Total SNAP-Ed Salary X Benefit Rate	SNAP-Ed Salary, Benefits and Wages, Federal Dollars only	Budget Adjustment Justification
Action	Last Amt Approved			% of SNAP-Ed Time spent on Mgmt/Admin Duties	% of SNAP-Ed Time spent on Direct SNAP-Ed Delivery							
1		Social Marketing Director, Campaign Director (In kind \$200/hour)	Norma Rivera		100.00%	30	\$0.00	\$0.00		\$0.00	\$0.00	
2		Associate Social Marketing Director, Research Director (In kind \$200/hour)	Mehara May		100.00%	10	\$0.00	\$0.00		\$0.00	\$0.00	
3		Account Supervisor (In kind \$165/hour)	Alicia Leupp Hanley		100.00%	25	\$0.00	\$0.00		\$0.00	\$0.00	
4		Account Supervisor (In kind \$165/hour)	Julia Gilbert		100.00%	25	\$0.00	\$0.00		\$0.00	\$0.00	
5		Account Manager (In kind \$150/hour)	Jeanine Gaines		100.00%	20	\$0.00	\$0.00		\$0.00	\$0.00	
6		Account Assistant (In kind \$100/hour)	Carlo Ammatuna		100.00%	25	\$0.00	\$0.00		\$0.00	\$0.00	
7		Account Assistant (In kind \$100/hour)	TBD		100.00%	25	\$0.00	\$0.00		\$0.00	\$0.00	
8		Media Director (In kind \$200/hour)	Kelley Kent		100.00%	485	\$0.00	\$0.00		\$0.00	\$0.00	
9		Senior Media Buyer (In kind \$150/hour)	Vicki Mattocks		100.00%	300	\$0.00	\$0.00		\$0.00	\$0.00	
10		Senior Media Buyer (In kind \$150/hour)	Kathy Brady		100.00%	300	\$0.00	\$0.00		\$0.00	\$0.00	

Prime Staffing

11		Senior Media Planner (In kind \$150/hour)	Beth Shaini		100.00%	200	\$0.00	\$0.00		\$0.00	\$0.00		
12		Media Buyer (In kind \$150/hour)	Stephanie Holzman		100.00%	200	\$0.00	\$0.00		\$0.00	\$0.00		
13		Production Director	Tina Tafoya		100.00%	19	\$165.00	\$3,135.00		\$0.00	\$3,135.00		
14		Production Manager, Traffic Manager	Brianna Redmond		100.00%	24	\$75.00	\$1,800.00		\$0.00	\$1,800.00		
Totals:					0.00%	1400.00%	1688	\$240.00	\$4,935.00		\$0.00	\$4,935.00	

Definition and basis for calculations of benefit rate(s):

Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect cost and profit. Personnel services provided under titles/classifications with no hourly rate will be covered a flat retainer fee of approximately \$12,500/month, covering all personnel costs for those titles/classification.

Prime Staffing

Contractor Name:
Contract Number:
Public Relations

Runyon Saltzman Einhorn, Inc. (RSE)
 14-10014

Budget Adjustment		Position Title	Position Names	Description of Job Duties		Number of Hours	Hourly Billing Rate	Total SNAP-Ed Salary	Benefit Rate	Benefits *Total SNAP-Ed Salary X Benefit Rate	SNAP-Ed Salary, Benefits and Wages, Federal Dollars only	Budget Adjustment Justification
Action	Last Amt Approved			% of SNAP-Ed Time spent on Mgmt/Admin Duties	% of SNAP-Ed Time spent on Direct SNAP-Ed Delivery							
1		Principal-in-charge, Public Relations Director (In kind \$250/hour)	Chris Holben		100.00%	80	\$0.00	\$0.00		\$0.00	\$0.00	
2		Social Marketing Director, Campaign Director (In kind \$200/hour)	Norma Rivera		100.00%	68	\$0.00	\$0.00		\$0.00	\$0.00	
3		Associate Social Marketing Director, Research Director (In kind \$200/hour)	Mehara May		100.00%	32	\$0.00	\$0.00		\$0.00	\$0.00	
4		Strategic Counsel (In kind \$250/hour)	Estelle Saltzman		100.00%	5	\$0.00	\$0.00		\$0.00	\$0.00	
5		Managing Director, Southern California	Victoria Lelash		100.00%	198	\$200.00	\$39,600.00		\$0.00	\$39,600.00	
6		Account Supervisor (In kind \$165/hour)	Alicia Leupp Hanley		100.00%	16	\$0.00	\$0.00		\$0.00	\$0.00	
7		Account Supervisor (In kind \$165/hour)	Julia Gilbert		100.00%	16	\$0.00	\$0.00		\$0.00	\$0.00	
8		Account Manager (In kind \$150/hour)	Jeanine Gaines		100.00%	25	\$0.00	\$0.00		\$0.00	\$0.00	
9		Account Assistant (in kind \$100/hour)	Carlo Ammatuna		100.00%	12.5	\$0.00	\$0.00		\$0.00	\$0.00	
10		Account Assistant (in kind \$100/hour)	TBD		100.00%	12.5	\$0.00	\$0.00		\$0.00	\$0.00	

Prime Staffing

11		Public Relations Supervisor	Susan Bringas		100.00%	561	\$165.00	\$92,565.00		\$0.00	\$92,565.00
12		Public Relations Supervisor	Mariana Baserga		100.00%	561	\$165.00	\$92,565.00		\$0.00	\$92,565.00
13		Public Relations Manager	Will Holbert		100.00%	192	\$150.00	\$28,800.00		\$0.00	\$28,800.00
14		Public Relations Manager	Koula Gianulias		100.00%	192	\$150.00	\$28,800.00		\$0.00	\$28,800.00
15		Public Relations Manager	Matt Z'berb		100.00%	192	\$150.00	\$28,800.00		\$0.00	\$28,800.00
16		Public Relations Account Assistant	Jasmin Sosa		100.00%	576	\$100.00	\$57,600.00		\$0.00	\$57,600.00
17		Social Media Manager	Karla Fung		100.00%	96	\$150.00	\$14,400.00		\$0.00	\$14,400.00
Totals:				0.00%	1700.00%	2835	\$1,230.00	\$383,130.00		\$0.00	\$383,130.00

Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect cost and profit. Personnel services provided under titles/classifications with no hourly rate will be covered a flat retainer fee of approximately \$12,500/month, covering all personnel costs for those titles/classification.

Definition and basis for calculations of benefit rate(s):

Prime Staffing

Contractor Name:

Runyon Saltzman Einhorn, Inc. (RSE)

Contract Number:

14-10014

Evaluation

Budget Adjustment		Position Title	Position Names	Description of Job Duties		Number of Hours	Hourly Billing Rate	Total SNAP-Ed Salary	Benefit Rate	Benefits *Total SNAP-Ed Salary X Benefit Rate	SNAP-Ed Salary, Benefits and Wages, Federal Dollars only	Budget Adjustment Justification
Action	Last Amt Approved			% of SNAP-Ed Time spent on Mgmt/Admin Duties	% of SNAP-Ed Time spent on Direct SNAP-Ed Delivery							
1		Principal-in-charge, Public Relations Director (In kind \$250/hour)	Chris Holben		100.00%	15	\$0.00	\$0.00		\$0.00	\$0.00	
2		Social Marketing Director, Campaign Director (In kind \$200/hour)	Norma Rivera		100.00%	30	\$0.00	\$0.00		\$0.00	\$0.00	
3		Associate Social Marketing Director, Research Director (In kind \$200/hour)	Mehara May		100.00%	208	\$0.00	\$0.00		\$0.00	\$0.00	
4		Strategic Counsel (In kind \$250/hour)	Estelle Saltzman		100.00%	10	\$0.00	\$0.00		\$0.00	\$0.00	
5		Managing Director, Southern California (In kind \$200/hour)	Victoria Lelash		100.00%	30	\$0.00	\$0.00		\$0.00	\$0.00	
6		Account Supervisor (In kind \$165/hour)	Alicia Leupp Hanley		100.00%	15	\$0.00	\$0.00		\$0.00	\$0.00	
7		Account Supervisor (In kind \$165/hour)	Julia Gilbert		100.00%	15	\$0.00	\$0.00		\$0.00	\$0.00	
8		Account Manager (In kind \$150/hour)	Jeanine Gaines		100.00%	36	\$0.00	\$0.00		\$0.00	\$0.00	
9		Account Assistant (in kind \$100/hour)	Carlo Ammatuna		100.00%	156	\$0.00	\$0.00		\$0.00	\$0.00	
10		Account Assistant (in kind \$100/hour)	TBD		100.00%	156	\$0.00	\$0.00		\$0.00	\$0.00	
		Totals:		0.00%	1000.00%	671	\$0.00	\$0.00		\$0.00	\$0.00	

Prime Staffing

Definition and basis for calculations of benefit rate(s):

Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect cost and profit. Personnel services provided under titles/classifications with no hourly rate will be covered a flat retainer fee of approximately \$12,500/month, covering all personnel costs for those titles/classification.

Prime Staffing

Contractor Name:

Runyon Saltzman Einhorn, Inc. (RSE)

Contract Number:

14-10014

Account Management

Budget Adjustment		Position Title	Position Names	Description of Job Duties		Number of Hours	Hourly Billing Rate	Total SNAP-Ed Salary	Benefit Rate	Benefits *Total SNAP-Ed Salary X Benefit Rate	SNAP-Ed Salary, Benefits and Wages, Federal Dollars only	Budget Adjustment Justification
Action	Last Amt Approved			% of SNAP-Ed Time spent on Mgmt/Admin Duties	% of SNAP-Ed Time spent on Direct SNAP-Ed Delivery							
1		Principal-in-charge, Public Relations Director (In kind \$250/hour)	Chris Holben		100.00%	55	\$0.00	\$0.00		\$0.00	\$0.00	
2		Social Marketing Director, Campaign Director (In kind \$200/hour)	Norma Rivera		100.00%	156	\$0.00	\$0.00		\$0.00	\$0.00	
3		Associate Social Marketing Director, Research Director (In kind \$200/hour)	Mehera May		100.00%	104	\$0.00	\$0.00		\$0.00	\$0.00	
4		Strategic Counsel (In kind \$250/hour)	Estelle Saltzman		100.00%	10	\$0.00	\$0.00		\$0.00	\$0.00	
5		Managing Director, Southern California (in kind \$200/hour)	Victoria Lelash		100.00%	156	\$0.00	\$0.00		\$0.00	\$0.00	
6		Account Supervisor (In kind \$165/hour)	Alicia Leupp Hanley		100.00%	312	\$0.00	\$0.00		\$0.00	\$0.00	
7		Account Supervisor (In kind \$165/hour)	Julia Gilbert		100.00%	312	\$0.00	\$0.00		\$0.00	\$0.00	
8		Account Manager (In kind \$150/hour)	Jeanine Gaines		100.00%	208	\$0.00	\$0.00		\$0.00	\$0.00	
9		Account Assistant (In kind \$100/hour)	Carlo Ammatuna		100.00%	260	\$0.00	\$0.00		\$0.00	\$0.00	
10		Account Assistant (In kind \$100/hour)	TBD		100.00%	260	\$0.00	\$0.00		\$0.00	\$0.00	

Prime Staffing

11		Public Relations Supervisor (In kind \$165/hour)	Susan Bringas		100.00%	104	\$0.00	\$0.00	\$0.00	\$0.00
12		Public Relations Supervisor (In kind \$165/hour)	Mariana Baserga		100.00%	104	\$0.00	\$0.00	\$0.00	\$0.00
13		Public Relations Manager (In kind \$150/hour)	Will Holbert		100.00%	26	\$0.00	\$0.00	\$0.00	\$0.00
14		Public Relations Manager (In kind \$150/hour)	Koula Gianulias		100.00%	26	\$0.00	\$0.00	\$0.00	\$0.00
15		Public Relations Manager (In kind \$150/hour)	Matt Z'berg		100.00%	26	\$0.00	\$0.00	\$0.00	\$0.00
16		Public Relations Account Assistant (In kind \$100/hour)	Jasmin Sosa		100.00%	104	\$0.00	\$0.00	\$0.00	\$0.00
17		Budget Manager (In kind \$75/hour)	Lauren Moragan		100.00%	280	\$0.00	\$0.00	\$0.00	\$0.00
18		Contract Administrator (In kind \$160/hour)	Harriet Saks		100.00%	50	\$0.00	\$0.00	\$0.00	\$0.00
19		Retainer Fee (\$12,500/month x 12 months)			100.00%	1	\$150,000.00	\$150,000.00	\$0.00	\$150,000.00
Totals:				0.00%	1900.00%	2554	\$150,000.00	\$150,000.00	\$0.00	\$150,000.00

Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect cost and profit. Personnel services provided under titles/classifications with no hourly rate will be covered a flat retainer fee of approximately \$12,500/month, covering all personnel costs for those titles/classification.

Definition and basis for calculations of benefit rate(s):

Prime Budget Justification

Contractor Name: Runyon Saltzman Einhorn (RSE)
 Contract Number: 14-10014

Budget Adjustment		Operating Expenses								
Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	Months	Total	Budget Adjustment Justification		
						1.00	0.00			
Total Operating Expenses:							0.00			

Budget Adjustment		Equipment Expenses								
Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	FTE	Total	Budget Adjustment Justification		
						1.00	0.00			
Total Equipment Expenses:							0.00			

Budget Adjustment		Travel and Per Diem														
Action	Last Amt Approved	Travel/Position Title	Location	Trips	FTE	Days	Nights	Per Diem	Lodging	Air	Miles	Reg. Fee	Other	Total	Budget Adjustment Justification	
		Focus group testing (RSE Sacramento staff)	Fresno	1	8	3	2	\$46.00	\$84.00		350.00		\$35.00	2924.00	Other includes parking, cab	
		Focus group testing (RSE Sacramento staff)	Los Angeles	1	8	3	2	\$46.00	\$110.00	\$250.00	30.00		\$100.00	5680.80	Other includes parking, cab	
		Meetings with NEOPB (RSE Sacramento staff)	Sacramento	6	1	0	0	\$0.00	\$0.00	\$0.00	3.45		\$5.00	41.59	Other includes parking	
		Meetings with NEOPB (RSE Southern California staff)	Sacramento	11	3	2	1	\$46.00	\$84.00	\$250.00	30.00		\$80.00	16882.80	Other includes parking, cab	
		Meetings with TRCs (RSE Sacramento and Southern California staffs)	Sacramento/Los Angeles region	5	4	1	0				263.01		\$20.00	1136.43	Other includes parking	
		Meetings with TRCs (RSE Sacramento and Southern California staffs)	Statewide	7	5	2	1	\$46.00	\$84.00	\$250.00	31.73		\$80.00	17834.38	Other includes parking, cab	
Total Travel and Per Diem:														44500.00		

* Lodging costs include taxes. Reimbursement at CalHR rates.

Prime Budget Justification

Budget Adjustment		Sub Contractor(s)			
Action	Approved	Name	Description/Justification	Total	Budget Adjustment Justification
		A Hill & Company	African American campaign	111333.00	
		B MSC	Latino Campaign	97933.00	
		C Solsken	Asian Campaign	113434.00	
		D Atwell	Media Placement	2764670.00	
		E NORC	Research and Evaluation	455622.00	
Total Sub Grant(s):				3542992.00	

Budget Adjustment		Other Costs						
Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	Misc.	Total	Budget Adjustment Justification
		Strategic Media & Communication Plan	Facilitator for strategic planning sessions (5 sessions x \$2,000 = \$10,000) This includes a 15% mark-up on vendor direct costs (total of \$1,202)	\$10,000.00	1.00	1.00	10000.00	
		Production	Creative concepting hard costs such as printing (2,000 pieces x \$0.50 = \$1,000) and photos (100 photos x \$40 = \$4,000) This includes a 15% mark-up on vendor direct costs (total of \$601)	\$5,000.00	1.00	1.00	5000.00	
		Production	Focus group testing hard costs such as printing (2,000 pieces x \$0.50 = \$1,000) and studio (2 sessions x \$1,250 = \$2,500) This includes a 15% mark-up on vendor direct costs (total of \$301)	\$2,500.00	1.00	1.00	2500.00	
		Production	TV production company (1 company x \$444,593 = \$444,578) This includes a 15% mark-up on vendor direct costs (total of \$53,446)	\$444,578.00	1.00	1.00	444578.00	
		Production	Local health department support trafficking hard costs (50 spots trafficked x \$100 = \$5,000) This includes a 15% mark-up on vendor direct costs (total of \$601)	\$5,000.00	1.00	1.00	5000.00	
		Production	Microsite and interactive materials production hard costs such as video equipment (2 rental sessions x \$1,000 = \$2,000), social media asset development (6 ads animates x \$2,000 = \$12,000), web developer (1 set of sites developed x \$57,000), translation services (10 pieces translated x 2,000 = \$20,000) This includes a 15% mark-up on vendor direct costs (total of \$10,940)	\$91,000.00	1.00	1.00	91000.00	
		Production	Retagging existing creative hard costs such as talent (12 spots x \$2,000 = \$24,000), banner ad animation (12 banners x \$50 = \$600), studio (5 sessions x 1,040 = 5,200) and editing (6 sessions x \$1,200 = \$7,200) This includes a 15% mark-up on vendor direct costs (total of \$4,448)	\$37,000.00	1.00	1.00	37000.00	

Prime Budget Justification

		Production	Mid and end of year report printing costs (5 reports printed x \$560 = \$2,800)	\$2,800.00	1.00	1.00	2800.00	
		Production	Award entry hard costs (5 award entries x \$110 = \$550)	\$550.00	1.00	1.00	550.00	
		Production	General charges such as phone (12 months x \$150 = \$1,800), conference call lines (12 months x \$50 = \$600), courier (12 months x \$10 = \$120), copies (12 months x \$2,040 = \$24,480)	\$27,000.00	1.00	1.00	27000.00	
		Media Planing and Placement	Media placement hard costs This includes a 8% mark-up (total of \$435,209)	\$5,875,330.00	1.00	1.00	5875330.00	
		Media Planing and Placement	Trafficking hard costs (6 spots x \$100 per spot x 41.775 stations = \$25,065) This includes a 15% mark-up on vendor direct costs (\$3,013)	\$25,065.00	1.00	1.00	25065.00	
		Media Planing and Placement	Out of home printing hard costs (\$130,000) This includes a 15% mark-up on vendor direct costs (\$15,628)	\$130,000.00	1.00	1.00	130000.00	
		Public Relations	Public relations hard costs such as printing for Champions Summits (2,200 pieces x \$0.50 = \$1,100) and (10 signs x \$110 = \$1,100), room and equipment rentals for Champions Summits (5 events x \$1,200 = \$6,000), media monitoring service and clip cost (30 digital clips x \$100 = \$3,000), webinar services (12 month subscription = \$600), copying materials for distribution at alliance meetings (940 copies x \$0.50 = \$470)	\$12,270.00	1.00	1.00	12270.00	
Total Other Costs:							6668093.00	

Budget Adjustment		Indirect Costs				
Action	Last Amt Approved	Calculation Method	%	\$ of Method	Total	Budget Adjustment Justification
					0.00	
Total Indirect Costs:					0.00	

Total Budget:					11000000.00	
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Sub Staffing A

Contractor Name: Runyon Saltzman Einhorn, Inc.
Contract Number: 14-10014
Sub Contractor A Name: Hill & Company

Budget Adjustment		Position Title	Position Names	Description of Job Duties		Number of Hours	Hourly Billing Rate	Total SNAP-Ed Salary	Benefit Rate	Benefits *Total SNAP-Ed Salary X Benefit Rate	SNAP-Ed Salary, Benefits and Wages, Federal Dollars only	Budget Adjustment Justification
Action	Last Amt Approved			% of SNAP-Ed Time spent on Mgmt/Admin Duties	% of SNAP-Ed Time spent on Direct SNAP-Ed Delivery							
1		President	Jim Hill		100.00%	231	\$200.00	\$46,200.00		\$0.00	\$46,200.00	
1		Account Manager	Nina Greenwood		100.00%	302.25	\$175.00	\$52,893.75		\$0.00	\$52,893.75	
1		Assistant Account Manager	Tonia Webb		100.00%	72.3925	\$100.00	\$7,239.25		\$0.00	\$7,239.25	
Totals:				0.00%	100.00%	605.6425		\$106,333.00		\$0.00	\$106,333.00	

Definition and basis for calculations of benefit rate(s): _____

Sub Budget Justification A

Contractor Name: Runyon Saltzman Einhorn, Inc.
Contract Number: 14-10014
Sub Contractor A Name: Hill & Company

Budget Adjustment		Operating Expenses								
Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	FTE	Total	Budget Adjustment Justification		
						1.00	\$0.00			
Total Operating Expenses:							\$0.00			

Budget Adjustment		Travel and Per Diem														
Action	Last Amt Approved	Travel/Position Title	Location	Trips	FTE	Days	Nights	Per Diem	Lodging	Air	Miles	Reg. Fee	Other	Total	Budget Adjustment Justification	
		Focus group testing in Fresno	Fresno	1	1	3	2	\$46.00	\$84.00		350.00		\$0.00	\$502.00		
		Focus Group testing in Los Angeles	Los Angeles	1	1	3	2	\$46.00	\$110.00	\$250.00	30.00		\$30.00	\$654.80	Other includes parking, cab	
		Focus group testing in Sacramento	Sacramento	1	1	3	2	\$46.00	\$84.00		175.00		\$0.00	\$404.00		
		Meetings with NEOPB	Sacramento	9	2	1	0	\$0.00	\$0.00	\$0.00	175.00		\$10.00	\$1,062.00	Other includes parking	
		CAP partnership meetings	Bay Area region	3	1	1	0	\$0.00	\$0.00	\$0.00	162.62		\$0.00	\$273.20		
		CAP partnership meetings	Statewide	2	1	1	0	\$46.00	\$0.00	\$250.00	30.00		\$30.00	\$685.60	Other includes parking, cab	
		Meetings with TRCs	Statewide	3	1	2	1	\$46.00	\$84.00	\$250.00	30.00		\$30.00	\$1,418.40	Other includes parking, cab	
Total Travel and Per Diem:														\$5,000.00		

Budget Adjustment		Sub Contractor(s)								
Action	Last Amt Approved	Name	Description/Justification	Unit Cost	Quantity	FTE	Total	Budget Adjustment Justification		
		A								
Total Sub Grant(s):							\$0.00			

Sub Budget Justification A

Budget Adjustment		Other Costs						
Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	Misc.	Total	Budget Adjustment Justification
						1.00	\$0.00	
						1.00	\$0.00	
						1.00	\$0.00	
Total Other Costs:							\$0.00	

Budget Adjustment		Indirect Costs				
Action	Last Amt Approved	Calculation Method	%	\$ of Method	Total	Budget Adjustment Justification
					\$0.00	
Total Indirect Costs:					\$0.00	

Total Budget:					\$111,333.00	
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Sub Staffing B

Contractor Name: Runyon Saltzman Einhorn, Inc.(RSE)
Contract Number: 14-10014
Sub Contractor B Name: MSC

Budget Adjustment		Position Title	Position Names	Description of Job Duties		Number of Hours	Hourly Billing Rate	Total SNAP-Ed Salary	Benefit Rate	Benefits *Total SNAP-Ed Salary X Benefit Rate	SNAP-Ed Salary, Benefits and Wages, Federal Dollars only	Budget Adjustment Justification
Action	Last Amt Approved			% of SNAP-Ed Time spent on Mgmt/Admin Duties	% of SNAP-Ed Time spent on Direct SNAP-Ed Delivery							
1		Prinicpal-in-charge	Marguerite Cueto		100.00%	464.665	\$200.00	\$92,933.00		\$0.00	\$92,933.00	
Totals:				0.00%	100.00%	464.665	\$200.00	\$92,933.00		\$0.00	\$92,933.00	

Definition and basis for calculations of benefit rate(s): _____

Sub Budget Justification B

Contractor Name: Runyon Saltzman Einhorn, Inc. (RSE)
Contract Number: 14-10014
Sub Contractor B Name: MSC

Budget Adjustment		Operating Expenses								
Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	FTE	Total	Budget Adjustment Justification		
						1.00	\$0.00			
Total Operating Expenses:							\$0.00			

Budget Adjustment		Travel and Per Diem													
Action	Last Amt Approved	Travel/Position Title	Location	Trips	FTE	Days	Nights	Per Diem	Lodging	Air	Miles	Reg. Fee	Other	Total	Budget Adjustment Justification
		Focus group testing in Fresno	Fresno	1	1	3	2	\$46.00	\$84.00		350.00		\$0.00	\$502.00	
		Focus Group testing in Los	Los Angeles	1	1	3	2	\$46.00	\$110.00	\$250.00	30.00		\$30.00	\$654.80	Other includes parking, cab
		Focus group testing in	Sacramento	1	1	3	2	\$46.00	\$95.00		175.00		\$0.00	\$426.00	
		Meetings with NEOPB	Sacramento	9	1	1	0	\$0.00	\$0.00	\$0.00	175.00		\$10.00	\$972.00	Other includes parking
		CAP partnership meetings	Bay Area region	4	1	1	0	\$0.00	\$0.00	\$0.00	152.32		\$0.00	\$341.20	
		CAP partnership meetings	Statewide	2	1	1	0	\$46.00	\$0.00	\$250.00	30.00		\$30.00	\$685.60	Other includes parking, cab
		Meetings with TRCs	Statewide	3	1	2	1	\$46.00	\$84.00	\$250.00	30.00		\$30.00	\$1,418.40	Other includes parking, cab
Total Travel and Per Diem:														\$5,000.00	

Budget Adjustment		Sub Contractor(s)								
Action	Last Amt Approved	Name	Description/Justification	Unit Cost	Quantity	FTE	Total	Budget Adjustment Justification		
		A								
Total Sub Grant(s):							\$0.00			

Budget Adjustment		Other Costs								
Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	Misc.	Total	Budget Adjustment Justification		

Sub Staffing C

Contractor Name: Runyon Saltzman Einhorn, Inc. (RSE)
Contract Number: 14-10014
Sub Contractor C Name: Solsken

Budget Adjustment		Position Title	Position Names	Description of Job Duties		Number of Hours	Hourly Billing Rate	Total SNAP-Ed Salary	Benefit Rate	Benefits *Total SNAP-Ed Salary X Benefit Rate	SNAP-Ed Salary, Benefits and Wages, Federal Dollars only	Budget Adjustment Justification
Action	Last Amt Approved			% of SNAP-Ed Time spent on Mgmt/Admin Duties	% of SNAP-Ed Time spent on Direct SNAP-Ed Delivery							
1		Principal-in-charge	Anna Vu		100.00%	476.5	\$120.00	\$57,180.00		\$0.00	\$57,180.00	
1		Account Manager	Cindy Cha		100.00%	620.6353	\$85.00	\$52,754.00		\$0.00	\$52,754.00	
Totals:				0.00%	100.00%	476.5	\$120.00	\$109,934.00		\$0.00	\$109,934.00	

Definition and basis for calculations of benefit rate(s): _____

Sub Budget Justification C

Contractor Name: Runyon Saltzman Einhorn, Inc. (RSE)
Contract Number: 14-10014
Sub Contractor C Name: Solsken

Budget Adjustment		Operating Expenses									
Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	FTE	Total	Budget Adjustment Justification			
						1.00	\$0.00				
Total Operating Expenses:							\$0.00				

Budget Adjustment		Travel and Per Diem													
Action	Last Amt Approved	Travel/Position Title	Location	Trips	FTE	Days	Nights	Per Diem	Lodging	Air	Miles	Reg. Fee	Other	Total	Budget Adjustment Justification
		Focus group testing in Fresno	Fresno	1	1	3	2	\$46.00	\$84.00		350.00			\$502.00	
		Focus Group testing in Los	Los Angeles	1	1	3	2	\$46.00	\$110.00	\$250.00	30.00		\$30.00	\$654.80	Other includes parking, cab
		Focus group testing in	Sacramento	0	1	0	0	\$0.00	\$0.00		0.00			\$0.00	
		Meetings with NEOPB	Sacramento	9	2	0	0	\$0.00	\$0.00	\$0.00	20.00		\$0.00	\$100.80	
		CAP partnership meetings	Sacramento region	4	1	1	0	\$0.00	\$0.00	\$0.00	61.7870		\$0.00	\$138.40	
		CAP partnership meetings	Statewide	2	1	1	0	\$46.00	\$0.00	\$250.00	30.00		\$30.00	\$685.60	Other includes parking, cab
		Meetings with TRCs	Statewide	3	1	2	1	\$46.00	\$84.00	\$250.00	30.00		\$30.00	\$1,418.40	Other includes parking, cab
Total Travel and Per Diem:														\$3,500.00	

Budget Adjustment		Sub Contractor(s)									
Action	Last Amt Approved	Name	Description/Justification	Total			Budget Adjustment Justification				
		A									
Total Sub Grant(s):							\$0.00				

Budget Adjustment		Other Costs									
Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	Misc.	Total	Budget Adjustment Justification			
						1.00	\$0.00				
Total Other Costs:							\$0.00				

Sub Budget Justification C

Budget Adjustment		Indirect Costs				
Action	Last Amt Approved	Calculation Method	%	\$ of Method	Total	Budget Adjustment Justification
					\$0.00	
Total Indirect Costs:					\$0.00	
Total Budget:					\$113,434.00	

Sub Staffing D

Contractor Name: Runyon Saltman Einhorn, Inc. (RSE)
Contract Number: 14-10014
Sub Contractor D Name: Atwell Media Services

Budget Adjustment		Position Title	Position Names	Description of Job Duties		Number of Hours	Hourly Billing Rate	Total SNAP-Ed Salary	Benefit Rate	Benefits *Total SNAP-Ed Salary X Benefit Rate	SNAP-Ed Salary, Benefits and Wages, Federal Dollars only	Budget Adjustment Justification
Action	Last Amt Approved			% of SNAP-Ed Time spent on Mgmt/Admin Duties	% of SNAP-Ed Time spent on Direct SNAP-Ed Delivery							
1								\$0.00		\$0.00	\$0.00	
20								\$0.00		\$0.00	\$0.00	
21								\$0.00		\$0.00	\$0.00	
Totals:				0.00%	0.00%	0	\$0.00	\$0.00		\$0.00	\$0.00	

Definition and basis for calculations of benefit rate(s): _____

Sub Budget Justification D

Contractor Name: Runyon Saltzman Einhorn, Inc (RSE)
Contract Number: 14-10014
Sub Contractor D Name: Atwell Media Services

Budget Adjustment		Operating Expenses									
Action	Last Amt Approved	Budget Item	Description/Justification				Unit Cost	Quantity	FTE	Total	Budget Adjustment Justification
								1.00	\$0.00		
Total Operating Expenses:									\$0.00		

Budget Adjustment		Travel and Per Diem													
Action	Last Amt Approved	Travel/Position Title	Location	Trips	FTE	Days	Nights	Per Diem	Lodging	Air	Miles	Reg. Fee	Other	Total	Budget Adjustment Justification
														\$0.00	
														\$0.00	
Total Travel and Per Diem:														\$0.00	

Budget Adjustment		Sub Contractor(s)					
Action	Last Amt Approved	Name	Description/Justification			Total	Budget Adjustment Justification
		A					
Total Sub Grant(s):						\$0.00	

Budget Adjustment		Other Costs							
Action	Last Amt Approved	Budget Item	Description/Justification		Unit Cost	Quantity	Misc.	Total	Budget Adjustment Justification
		Media placement	TV ads, OOH, Digital		\$2,764,670.00	1.00	1.00	\$2,764,670.00	
Total Other Costs:								\$2,764,670.00	

Budget Adjustment		Indirect Costs				
Action	Last Amt Approved	Calculation Method	%	\$ of Method	Total	Budget Adjustment Justification
					\$0.00	
Total Indirect Costs:					\$0.00	

Total Budget:								\$2,764,670.00	
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Sub Staffing E

Contractor Name:
Contract Number:
Sub Contractor E Name:

Runyon Saltzman Einhorn, Inc. (RSE)
 14-10014
 NORC

Budget Adjustment		Position Title	Position Names	Description of Job Duties		Number of Hours	Hourly Billing Rate	Total SNAP-Ed Salary	Benefit Rate	Benefits *Total SNAP-Ed Salary X Benefit Rate	SNAP-Ed Salary, Benefits and Wages, Federal Dollars only	Budget Adjustment Just
Action	Last Amt Approved			% of SNAP-Ed Time spent on Mgmt/Admin Duties	% of SNAP-Ed Time spent on Direct SNAP-Ed Delivery							
1		Senior Fellow	Larry Bye		100.00%	110	\$98.33	\$10,816.30	40.0000000%	\$4,326.52	\$15,142.82	
2		Research Scientist	Alyssa Ghirardelli		100.00%	400	\$46.88	\$18,752.00	40.0000000%	\$7,500.80	\$26,252.80	
3		Survey Director	Sari Schy		100.00%	200	\$27.58	\$5,516.00	40.0000000%	\$2,206.40	\$7,722.40	
4		Research Analyst	Terra Gore		100.00%	340.3	\$25.20	\$8,575.56	40.0000000%	\$3,430.22	\$12,005.78	
5		Financial Analyst	Ryan Toopes		100.00%	31	\$40.92	\$1,268.52	40.0000000%	\$507.41	\$1,775.93	
6		Director CATI Proj & Tech	Pat Cangney		100.00%	26	\$80.04	\$2,081.04	40.0000000%	\$832.42	\$2,913.46	
7		Production Manager	Eric Lopez		100.00%	100	\$33.47	\$3,347.00	40.0000000%	\$1,338.80	\$4,685.80	
8		Assistant Production	Paul W Fouchey		100.00%	100	\$30.04	\$3,004.00	40.0000000%	\$1,201.60	\$4,205.60	
9		Senor Research Scientist	Martin Barron		100.00%	60	\$56.23	\$3,373.80	40.0000000%	\$1,349.52	\$4,723.32	
10		Supervisor, IT II	Mark Boutchia		100.00%	40	\$56.35	\$2,254.00	40.0000000%	\$901.60	\$3,155.60	
11		Senior Programmer Analyst	Adish M Jain		100.00%	8	\$50.30	\$402.40	40.0000000%	\$160.96	\$563.36	
12		Senior Programmer Analyst	Elizabeth D Johnson		100.00%	5	\$41.50	\$207.50	40.0000000%	\$83.00	\$290.50	
13		Sr Tech Questionnaire Analyst	Valerie J Cooke		100.00%	94	\$46.73	\$4,392.62	40.0000000%	\$1,757.05	\$6,149.67	
14		Programmer II	Steven Ross		100.00%	5	\$34.94	\$174.70	40.0000000%	\$69.88	\$244.58	
15		Senior Statistician I	Amy E Ormson		100.00%	40	\$56.65	\$2,266.00	40.0000000%	\$906.40	\$3,172.40	
16		Survey Statistician II	Jie Zhao		100.00%	72	\$37.79	\$2,720.88	40.0000000%	\$1,088.35	\$3,809.23	
17		Survey Director I	Andrea N Mayfield		100.00%	80	\$29.54	\$2,363.20	40.0000000%	\$945.28	\$3,308.48	
18		Survey Operations Analyst	David Kordus		100.00%	32	\$25.71	\$822.72	40.0000000%	\$329.09	\$1,151.81	
19		Survey Operations Analyst	Viet Nguyen		100.00%	26.23	\$23.29	\$610.90	40.0000000%	\$244.36	\$855.26	

Sub Staffing E

20		Production Center Supervision	TBD		100.00%	124	\$44.27	\$5,489.48	40.0000000%	\$2,195.79	\$7,685.27
21		Quality Assurance Assoc	TBD		100.00%	103	\$25.40	\$2,616.20	19.0000000%	\$497.08	\$3,113.28
21		Production Clerk	TBD		100.00%	5	\$10.50	\$52.50	19.0000000%	\$9.98	\$62.48
21		Telephone Interviewer	TBD		100.00%	2170	\$19.69	\$42,727.30	19.0000000%	\$8,118.19	\$50,845.49
Totals:				0.00%	100.00%	4171.53	\$941.35	\$123,834.62		\$40,000.70	\$163,835.32

Regular staff fringe is applied to all full-time and part-time staff and contains elements that are associated with required insurances and other benefits that NORC is required to provide by State and Federal regulations. Specific elements in the regular staff fringe are : FICA, Workers Compensation, Unemployment Compensation, Paid Absences, Pension, Medical Benefits, Life Insurance, Tuition Reimbursement and Severance Allowance. The staff fringe is paid to all full time NORC staff. The current regular staff fringe rate for 2014 is 40%. Intermittent Staff fringe is the required benefit, which NORC pays to Temp I and Temp II staff members who work on an hourly basis. These staff members are part-time employees of NORC. Typically these staff members are hired as new projects start and are terminated at the end of a project. The number of these staff members are part-time employees, they receive the following benefits: FICA, Workers Compensation, Unemployment Compensation, Pension and State Employee Tax. The current temporary/field fringe rate for 2014 is 19%.

Definition and basis for calculations of benefit rate(s):

Sub Staffing E

Sub Budget Justification E

Contractor Name: Runyon Saltzman Einhorn, Inc. (RSE)
Contract Number: 14-10014
Sub Contractor E Name: NORC

Budget Adjustment		Operating Expenses							
Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	FTE	Total	Budget Adjustment Justification	
		Information Services charge	NORC cost for internal information exchange-based on staff hours	\$17,831.00	1.00		\$17,831.00		
		Long distance telephone	Required for Interviewing respondents	\$3,200.00	1.00		\$3,200.00		
		photocopying	Costs for photocopying and printing	\$815.00	1.00		\$815.00		
		postage and delivery	Mailing of incentives	\$873.00	1.00		\$873.00		
		handling charges for	Internal charges for management of subcontracts, purchase orders, etc	\$3,645.00	1.00		\$3,645.00		
		Adjustment for inflation	Direct cost to estimate for budgeting purposes. It is only realized when it becomes billable, as inflation is reflected in the increases in direct labor and direct costs over time (such as increases in employees' salaries). NORC utilizes a weighted methodology to calculate the Provision for Annual Adjustments to Pay (PAAP), which takes into consideration the timing effects of when future costs will be incurred. Currently, NORC uses a 4.0% PAAP factor on labot and a 3.0% on other direct costs.	\$267.00	1.00		\$267.00		
		Fixed fee	NORC is a 501©(3) nonprofit research and educational organization as defined under IRS tax code. This fee covers costs of operations (such as interes on working capital) that are legitimate, but not government reimbursable within the indirect costs. In addition NORC uses its fee to fund research to promote the advancement in survey science as well as maintaining and upgrading our infrastructure. Furthermore, FAR 31.702 sets forth that nonprofits are to adhere to OMB A-122 "Cost Principles for Nonprofit Organizations." OMB A-122 does not prohibita nonprofit organization from recovering a fee.	\$41,510.00	1.00		\$41,510.00		
Total Operating Expenses:							\$68,141.00		

Budget Adjustment		Travel and Per Diem													
Action	Last Amt Approved	Travel/Position Title	Location	Trips	FTE	Days	Nights	Per Diem	Lodging	Air	Miles	Reg. Fee	Other	Total	Budget Adjustment Justification
		Focus group testing (RSE Sacramento staff)	Fresno	1	2	3	2	\$46.00	\$84.00		350.00		\$35.00	878.00	Other includes parking, cab

Sub Budget Justification E

		Focus group testing (RSE Sacramento staff)	Los Angeles	1	2	3	2	\$46.00	\$110.00	\$250.00	30.00		\$100.00	1432.80	Other includes parking, cab
		Focus group testing (RSE Sacramento staff)	Sacramento	1	2	1	0	\$0.00	\$0.00	\$0.00	32.00		\$10.00	37.92	Other includes parking, cab
		Meetings with NEOPB	Sacramento	8	1	1					34.66		\$10.00	235.28	Other includes parking
Total Travel and Per Diem:													\$2,584.00		

Budget Adjustment Sub Contractor(s)

Action	Last Amt Approved	Name	Description/Justification	Total	Budget Adjustment Justification
		A Atkins Research	Focus group facilities	\$12,541.00	
		B Nichols Research	Focus group facilities	\$16,616.00	
		C Multicultural Solutions Recruitment	Focus group respondent recruitment	\$14,910.00	
		D Inez Posa	In language focus group moderation	\$14,310.00	
		E Other Asian Moderators	In language focus group moderation	\$14,310.00	
		F Translation services	Survey instrument translation	\$1,400.00	
		G MSG	Sample cleaning for phone numbers prior to interviewing	\$2,400.00	
		H Institutional Review Board	Human subjects protection required for interviewing	\$500.00	
		I QSA Analytics - Rebecca Quarles	Consultation on advanced segmentation analysis	\$30,000.00	
Total Sub Grant(s):				\$106,987.00	

Budget Adjustment Other Costs

Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	Misc.	Total	Budget Adjustment Justification
		Respondent fees (Enhanced)	Reimbursement for time, child care, etc. (800 respondents x \$10 = \$8,000)	\$8,000.00	1.00	1.00	\$8,000.00	
		Respondent fees (Ad Concept)	Reimbursement for time, child care, etc. (144 respondents x \$75 = \$10,800)	\$10,800.00	1.00	1.00	\$10,800.00	
Total Other Costs:							\$18,800.00	

Budget Adjustment Indirect Costs

Action	Last Amt Approved	Calculation Method	%	\$ of Method	Total	Budget Adjustment Justification
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Sub Budget Justification E

		Indirect rates quoted are based on NORC's current Negotiated Non Profit Indirect Agreement with its cognizant auditing agency, Department of Health and Human Services. The Rate Agreement is dated May 10, 2013 and is effective until ammended. G&A for all costs excluding subcontracts, equipment & respondent fees is 17.3 %, overhead for on-site labor is 51.0%, for off-site and itermittent labor is 21.5%.			
			Total Indirect Costs:	\$95,274.00	
			Total Budget:	\$455,621.32	

Contractor Name: TBD - PR and MediaContract Number: 14-10014

Budget Categories		FFY 15 Total	Subcontractor Costs	Total Cost
1	Strategic Planning	\$50,000.00	\$ 70,000.00	\$120,000.00
2	Production	\$866,278.00	\$ 199,841.00	\$1,066,119.00
3	Media Plan and Placement,	\$6,035,330.00	\$ 2,764,670.00	\$8,800,000.00
4	Public Relations	\$395,400.00	\$ 188,600.00	\$584,000.00
5	Evaluation		\$ 319,881.00	\$319,881.00
8	Account Management	\$110,000.00		\$110,000.00
Totals:		\$7,457,008.00	\$3,542,992.00	\$11,000,000.00

Subcontractor		
	Subcontractor A	\$111,333
	Subcontractor B	\$97,933
	Subcontractor C	\$113,434
	Subcontractor D	\$455,622
	Subcontractor E	\$2,764,670
	Total Subcontractor Costs	\$3,542,992

* Budget set up by deliverable, not by traditional line items

* NEOPB workbook award and carry-in equal contract total. 15 Award not enough funds for contract total. Balance placed in carry-in.

Budget Coversheet

Subcontractor A

Expense Category	Footnote		Strategic Planning	Production	Public Relations	Total
Personnel	(1)		\$ 23,333.00	\$ 6,000.00	\$ 77,000.00	\$ 106,333.00
Fringe	(2)					\$ -
Operating	(2)					\$ -
Travel				\$ 5,000.00		\$ 5,000.00
Subcontracts						\$ -
Other Costs						\$ -
Indirect	(2)					\$ -
Total			\$ 23,333.00	\$ 11,000.00	\$ 77,000.00	\$ 111,333.00

Footnote Explanation

(1) Personnel costs are calculated using hourly billing rates. Hourly billing rates include employee salary, fringe benefits, operating expenses indirect costs and profit.

(2) Fringe benefits, operating expenses and indirect costs are included in hourly billing rates as referenced above. Therefore, fringe benefits, operating expenses and indirect costs are reflected with no cost. Indirect cost allocations do not exceed 26% of total direct costs less rent, subcontractors and equipment.

Budget Coversheet

Subcontractor B

Expense Category	Footnote		Strategic Planning	Production	Public Relations	Total
Personnel	(1)		\$ 23,333.00	\$ 41,000.00	\$ 28,600.00	\$ 92,933.00
Fringe	(2)					\$ -
Operating	(2)					\$ -
Travel				\$ 5,000.00		\$ 5,000.00
Subcontracts						\$ -
Other Costs						\$ -
Indirect	(2)					\$ -

Total \$ 23,333.00 \$ 46,000.00 \$ 28,600.00 \$ 97,933.00

Footnote Explanation

(1) Personnel costs are calculated using hourly billing rates. Hourly billing rates include employee salary, fringe benefits, operating expenses, indirect costs and profit.

(2) Fringe benefits, operating expenses and indirect costs are included in hourly billing rates as referenced above. Therefore, fringe benefits, operating expenses and indirect costs are reflected with no cost. Indirect cost allocations do not exceed 26% of total direct costs less rent, subcontractors and equipment.

Budget Coversheet

Subcontractor C

Expense Category	Footnote		Strategic Planning	Production	Public Relations	Total
Personnel	(1)		\$ 23,334.00	\$ 3,600.00	\$ 83,000.00	\$ 109,934.00
Fringe	(2)					\$ -
Operating	(2)					\$ -
Travel				\$ 3,500.00		\$ 3,500.00
Subcontracts						\$ -
Other Costs						\$ -
Indirect	(2)					\$ -
Total			\$ 23,334.00	\$ 7,100.00	\$ 83,000.00	\$ 113,434.00

Footnote Explanation

(1) Personnel costs are calculated using hourly billing rates. Hourly billing rates include employee salary, fringe benefits, operating expenses, indirect costs and profit.

(2) Fringe benefits, operating expenses and indirect costs are included in hourly billing rates as referenced above. Therefore, fringe benefits, operating expenses and indirect costs are reflected with no cost. Indirect cost allocations do not exceed 26% of total direct costs less rent, subcontractors and equipment.

Budget Coversheet

Subcontractor D

Expense Category	Footnote		Production	Evaluation	Total
Personnel	(1)		\$ 12,771.00	\$ 111,065.00	\$ 123,836.00
Fringe	(2)		\$ 5,108.00	\$ 34,892.00	\$ 40,000.00
Operating	(3)		\$ 16,785.00	\$ 51,356.00	\$ 68,141.00
Travel			\$ 2,584.00		\$ 2,584.00
Subcontracts			\$ 72,687.00	\$ 34,300.00	\$ 106,987.00
Other Costs			\$ 10,800.00	\$ 8,000.00	\$ 18,800.00
Indirect	(4)		\$ 15,006.00	\$ 80,268.00	\$ 95,274.00
Total			\$ 135,741.00	\$ 319,881.00	\$ 455,622.00

Footnote Explanation

(1) Personnel costs are calculated using hourly billing rates. Hourly billing rates include employee salary, fringe benefits, operating expenses indirect costs and profit.

(2) Fringe benefits, operating expenses and indirect costs are included in hourly billing rates as referenced above. Therefore, fringe benefits, operating expenses and indirect costs are reflected with no cost. Indirect cost allocations do not exceed 26% of total direct costs less rent, subcontractors and equipment.

(3) Operating expenses are calculated to include information services charges, long distance telephone, photocopying, postage and delivery, handling charges for subcontractors, and a fixed contract fee.

(4) Indirect rates are based on non profit indirect rate agreement dated May 10, 2013.

Budget Coversheet

Subcontractor E

Expense Category	Footnote		Media Plan and Placement	Total
Personnel				\$ -
Fringe				
Operating				\$ -
Travel				\$ -
Subcontracts				\$ -
Other Costs			\$ 2,764,670.00	\$ 2,764,670.00
Indirect				\$ -
Total			\$ 2,764,670.00	\$ - 2,764,670.00

Sample Media Buy Flowchart*
FFY15
October 1, 2014-September 30, 2015

 RUNYON SALTZMAN & EINHORN, INC	Apr-14							May-14							Jun-14							Jul-14							Aug-14							Sep-14							Total Market Costs	Adult Imps (000)	TA Imps (000)																	
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22																																				
Week Beginning Monday:	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22																																				
Latino Spanish-Language Campaign, continued																																																														
Palm Springs DMA (1.89% of CA HW18-49)																													\$	130,916.25																																
Television :30 (HW18-49 TRP)	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105			3,187	2,486																												
Radio :60 (HW18-34 TRP)	75	70	70	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50			2,052	1,170																												
Outdoor 30-Sheet Posters (Coachella Valley)								3														3									829	580																														
Sacramento DMA (7.40% of CA HW18-49)																													\$	268,490.20																																
Television :30 (HW18-49 TRP)	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110			15,644	12,046																												
Radio :60 (Sacramento metro) (HW18-34 TRP)	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75			3,663	2,198																												
Radio :60 (Stockton metro) (HW18-34 TRP)	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75			2,696	1,617																											
Radio :60 (Modesto metro) (HW18-34 TRP)	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75			2,857	1,714																											
Outdoor 30-Sheet Posters	6														6							6									1,430	958																														
Outdoor 8-Sheet Posters (San Joaquin County)	20														20							20									2,080	1,394																														
San Diego DMA (7.02% of CA HW18-49)																													\$	378,899.05																																
Television :30 (HW18-49 TRP)	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105			20,577	16,050																												
Radio :60 (HW18-34 TRP)	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75			10,727	6,115																											
Outdoor 30-sheet Posters (DMA)	5														5							5									1,568	894																														
Santa Barbara DMA (1.61% of CA HW18-49)																													\$	73,312.50																																
Radio :60 (Santa Barbara metro) (HW18-34 TRP)	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75			821	468																												
Radio :60 (Santa Maria metro) (HW18-34 TRP)	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75			1,178	672																											
Radio :60 (San Luis Obispo metro) (HW18-34 TRP)	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75			596	339																											
Statewide (100% of CA)																													\$	29,471.63																																
Digital Campaign: :30 video, :30/:15 audio, 300 x 250 728 x 90, 160 x 600																															2,250,000 geodemographically targeted impressions per month																														9,000	1,440
PHI Augmentation - Statewide (100% of CA) W18-49 with school age children, HHI <-\$29K																													\$	74,074.00																																
Digital Campaign: Pre-roll :30 video, in banner :30 video, 300 x 250 728 x 90, 468 x 90																															8,556,000 geodemographically targeted impressions																														8,556	1,369
Television daypart mix: 10% Morning/50% Daytime/40% Afternoon Fringe																																																														

* For sample purposes only. Media buy budget allocation with specific weights per medium and target audience will be negotiated once the new media contract is approved and executed.

Sample Media Buy Flowchart*
 FFY15
 October 1, 2014-September 30, 2015

 RUNYON SALTZMAN & EINHORN, INC.	Apr-14			May-14			Jun-14			Jul-14			Aug-14			Sep-14			Total Market Costs	Adult Imps (000)	TA Imps (000)					
	Week Beginning Monday:	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21				28	4	11	18	25

* For sample purposes only. Media buy budget allocation with specific weights per medium and target audience will be negotiated once the new media contract is approved and executed.

**STATE LEVEL PROJECT SUMMARY
FFY 2015**

1. GOALS & OBJECTIVES

See NEOPB state-level goals and objectives.

2. Project Title: Information and Communications - Warehouse, Web-based Ordering, Fulfillment, Development, Evaluating and Print Materials Services

Budget: \$1,500,000

a. **Related State objectives:** The Warehouse, Web-based Ordering, Fulfillment, Development, Evaluating and Print Materials Services supports 1,2,3, 4 and 5 of the State Level Objectives

b. Audience

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American, Latino and Asian communities.

Ages: Adults 18+, primarily women with children, and children ages 5 – 17 years with concentrated efforts aimed at young adolescent's ages 9-11 years.

c. Food and Activity Environments:

Materials developed and reprinted are used by intermediaries targeting SNAP-Ed audience in the following settings: Local Health Departments Offices of Education, Preschools, Schools, Afterschool Programs, Retail, Farmer's Markets, Parks, Community-based Organizations, Health Clinics, Work sites and Media. The materials enhance LHD interventions and provide a direct education message and in many cases promote a policy, systems and/or environmental change message.

d. Project Description and Educational Strategies:

Management of materials for NEOPB is provided by program and administrative staff who support the process of development, testing, production, warehousing, and fulfillment for all nutrition education and obesity prevention materials. Materials are produced and made available to all NEOPB-funded projects through the web-based online ordering system. Materials are also made available to non-NEOPB funded projects working with SNAP-Ed audience.

Efforts for FFY 15 are intended to increase the reach, frequency and use of appropriate, evidence-based materials for all projects including LHDs, LHD subcontractors, Special Projects, Training Resource Centers, implementing agencies and other interested stakeholders and consumers.

STATE LEVEL PROJECT SUMMARY FFY 2015

The NEOPB will work with the Office of State Printing (OSP) to provide the following services:

- **Warehouse and Fulfillment Services**

During Federal Fiscal Year 2015 (FFY15) provide comprehensive warehouse, fulfillment and web-based online ordering services for materials and resources for up to 120 clients conducting SNAP-Ed interventions.

Store the NEOPB materials and resources for Local Health Departments, Implementing Agencies', funded and non-funded partner's working with SNAP-Ed target audience. Minimize storage costs by using new technology from OSP that allows print on demand technology with centralized batching to lower printing and storage costs.

- **Online Ordering System (Web Store Front)**

Ongoing through September 30, 2015 maintain the OSP Web Store Front (online catalog) customized for NEOPB containing materials and resources. This Web Store Front has approximately 120 users and allows users to order their allocation of the materials, such as: cookbooks, tool kits, brochures, Nutrition Education Reinforcement Items (NERI) and other resources available through California Department of Public Health and have them shipped directly to the ordering agency.

- **Printing**

By September 30, 2015, NEOPB print up to 2.5 million pieces from the NEOPB's materials list for up to 120 clients/local agencies doing SNAP-Ed interventions.

Communications Section will print materials from the approved NEOPB materials list as requested by LHDs through the online ordering system to support their interventions. NEOPB will minimize storage costs by using new technology from Office of State Publishing (OSP) that allows print on demand technology with centralized batching to lower costs and storage fees.

To the extent possible, develop and offer more downloadable materials and resources via NEOPB websites and Facebook, reducing materials publication costs.

- **Cultural Competency**

All materials are reviewed for cultural competency including creative concepts, setting, photography, written cultural translation and literacy level by subject matter experts.

OSP will work with an external translation contractor to translate and provide cultural adaptations for a variety of adult-targeted campaign and program materials. Languages will include Spanish, Chinese, Vietnamese, Hmong, Korean and Tagalog.

STATE LEVEL PROJECT SUMMARY FFY 2015

- **Consumer and Intermediary Materials Testing**

By September 30, 2015, pilot test up to five curriculums and up to ten consumer pieces developed in FFY 14 to increase evidence based materials to use during SNAP-Ed interventions.

Test the materials/resources with consumer audience or intermediary audience as appropriate. The following materials/resources developed in 2014 will be tested in FFY 2015:

Intermediary Pieces:

Work closely with REU to identify settings and LHDs to pilot test the following resources:

- NEOPB Physical Activity Tool Kit (Ten Modules) –
 - i. Nut Ed/PA Community Health Leaders Training Module
 - ii. Nut & PA Interventions in the Workplace Training Module
 - iii. Afterschool Physical Activity Programming and Resources Training Module
 - iv. Promoting Physical Activity Among Special Populations Training Module
 - v. The Basics of PA Safety Training Module
 - vi. PA Integration Early Childhood Training Module
 - vii. Establishing Joint Use Agreements for Improved Access to Nut & PA Training Module
 - viii. School Wellness-Improving School Nut Ed & PA Module
 - ix. Working Towards a Deeper Understanding of the Benefits of PA Module
 - x. PA Integration Active Transportation Training Module
- Latino Body and Soul (English version) – Developed and pilot tested in FFY 14, produced in FFY 15. Need to test bilingual English dominant Latinos.
- **Asian Campaign Toolbox** – Fruit, Vegetables and Physical Activity Toolbox for Community Educators was culturally adapted and translated into Cantonese, Hmong and Vietnamese languages in FFY 14. This will be pilot tested by LHD and CBOs in FFY 15.
- **Champion Recruitment Toolkit**- Developed and red flag tested by Training Resource Centers in FFY 14, Champion Recruitment Kit will be tested by LHD using Champions in their community engagement activities.

Consumer Pieces

Work with an evaluation consultant to test consumer pieces with target audience and revise pieces as necessary.

STATE LEVEL PROJECT SUMMARY FFY 2015

1. Walking Brochure
2. Stretching & Strength Poster
3. HOTM Posters
4. Physical Activity for Young Children, Birth to 5 Years Old
5. Asian, Vietnamese, Potter the Otter First 5
6. Kid Store Activity Booklet –
7. Cookbooks and Recipes for Retail, African American and Asian populations

e. New Materials

- By September 30, 2015, based on needs assessment for materials and resources, develop up to five new material/ resources to include a) Rethink Your Drink expanded translations, b) Community engagement tool kit, c) Champions for Change Policy Systems and Environment (PSE) “how to”, d) Free and low-cost PA resources guide, and e) Harvest of the Month online interactive workbook to provide LHD with evidence-based tools and consumer materials to address high risk populations (Asian, AA, and Latino) and new areas for SNAP-Ed.

- f. **Key Educational Messages:** Primary messages focus on chronic disease and obesity prevention through increased access and consumption of healthy foods, especially fruits and vegetables; decreasing consumption of unhealthy foods and beverages, and encouraging physical activity: including messages from 2010 Dietary Guidelines for American, MyPlate promotional messages and Rethink Your Drink for reducing sugary drinks. Secondary messages include increasing self-efficacy through Champions for Change Program; family targeted behaviors, healthier eating, eating on a budget, healthy weight management and cooking skills.

g. Evidence Based:

Most of the materials on the current NEOPB materials list are practice based Tier 2 or newly developed, Tier 3 and in the process of consumer or intermediary testing. Several Power Play! Materials are Tier 1 and are indicated on the materials list. Please see the list of materials for evidence-base designation.

h. Environmental Supports:

The materials and other resources enhance LHD interventions and provide a direct education message and in many cases promote a policy, systems and/or environmental change message.

STATE LEVEL PROJECT SUMMARY FFY 2015

**i. Use of Existing Educational Materials:
See NEOPB Materials List**

Provide annual materials and resource allocations at beginning of the year for each local agency. Quarterly, review allocations and reprint materials based on usage data from warehouse and fulfillment centers.

j. Key Performance Measures/Indicators

Use of well-developed, consumer tested, and effective materials intended to support achievement of NEOPBs objectives. Key performance measures will include improvements in knowledge and self-efficacy and increases in the key SNAP-Ed recommended behavioral outcomes; consumption of healthy foods, especially fruits and vegetables, consumption of healthy beverages, increases in physical activity and reduce time spent in sedentary behaviors and maintaining appropriate calorie balance during each stage of life.

Additional performance measures will include target audience impressions.

3. Evaluation Plan

Information and Communications Section staff will continue to review and oversee the materials that are produced at the local and state levels. In addition, NEOPB will evaluate the appropriateness of all materials and adherence to SNAP-Ed Guidance, WRO Evaluation Framework, and NEOPB print and graphics standards. Distribution and quantities of materials will be tracked through the online ordering system. Monthly usage data from online ordering system will be reviewed and used to determine future material needs. Annual survey of local agencies and other stakeholders will also assist Section in projecting future materials/resources needs and justification for development.

- a. **Name:** Survey of LHD and Implementing Agencies - Materials and Resource Needs Assessment for FFY 2015.
- b. **Type:** Survey monkey
- c. **Questions:** Questions will be developed by REU and Communications Section staff and include justification for any new materials development.
- d. **Evaluation – i)** Literature search, **ii)** search for other material to fit the need identified from the survey including USDA, other SNAP-Ed states, CDC, etc...**iii)** cultural adaptation of existing materials/resource.

4. Coordination Efforts:

- a. Work with all California SNAP-Ed Implementing Agencies to offer, store, and distribute approved materials produced by NEOPB and/or non-funded programs including United

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States Department of Agriculture (USDA), Produce for Better Health Foundation, and other appropriate entities to reduce duplication and redundancy in materials development.

- b. Coordinate efforts for use and sharing of education materials between all California SNAP-Ed Implementing Agencies to identify new materials to develop and coordinate pilot testing with appropriate SNAP-Ed target at intervention sites.
- c. Continue to submit materials to USDA National Agriculture Library, SNAP-Ed Connection, National Fruits and Veggies-More Matters Program at the Centers for Disease Control and Prevention and the Produce for Better Health Foundation.
- d. Coordinate with First 5 and WIC Program to review existing California materials and pilot test with SNAP-Ed target/families to avoid duplication.

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STATE-LEVEL

Network State-Level Existing Educational Materials/Curricula

Source	Title	Description	Language	Evidence Based
<i>Power Play!</i>	<i>HELP YOUR KIDS POWER UP WITH FRUITS, VEGETABLES, AND PHYSICAL ACTIVITY, ENG/SPN</i>	Provides parents with easy ideas for helping their kids eat more fruits and vegetables and get more physical activity.	English/Spanish	Tier 2
<i>Power Play!</i>	<i>SOMETHING NEW STICKER BOOKLET, ENG</i>	Originally created to support TV Turnoff Week, this booklet encourages healthy and active alternatives to watching TV and other forms of screen time.	English	Tier 2
<i>Power Play!</i>	<i>POWER UP YOUR SUMMER PLAY TRACKER!, ENG</i>	Activity tracking booklet encourages healthy and active play during summer months with areas to track progress and includes play and healthy snack tips.	English	Tier 2
<i>Media</i>	<i>THE POWER IS IN YOUR HANDS MONEY- AND TIME- SAVING TIPS THAT HELP YOU FIGHT FOR YOUR FAMILY'S HEALTH, ENG/SPN</i>	This brochure was designed to encourage moms to make healthy changes in their households and provides success cards from 14 real moms offering tips and suggestions for making those healthy changes.	English/Spanish	Tier 2
<i>Rethink Your Drink</i>	<i>RETHINK YOUR DRINK/BE SUGAR SAVVY, ENG/SPN</i> brochure/poster/tip sheet/fact sheet/activity sheet/wallet tri-fold/lesson plan/Potter the Otter	Materials are designed to educate SNAP-Ed eligible adults and youths on healthy beverage choices.	English/Spanish	Tier 2

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Source	Title	Description	Language	Evidence Based
<i>Youth Empowerment</i>	<i>INSPIRING YOUTH AS PARTNERS, ENG</i>	In partnership with Youth in Focus, the <i>Network</i> supported six youth teams to find out why young people are overweight. It describes the various sites and key lessons learned as a result of these pilot projects.	English	Tier 2
<i>Youth Empowerment</i>	<i>INSPIRING YOUTH AS PARTNERS, ENG</i>	In partnership with Youth in Focus, the <i>Network</i> has now expanded our Youth Engagement Initiative to 19 sites. This resource describes the various local sites and key “over-arching” lessons learned, as a result of these innovative youth-led projects.	English	Tier 2
<i>Fruit, Vegetable & Physical Activity Campaign</i>	<i>FRUIT, VEGETABLE, AND PHYSICAL ACTIVITY TOOLBOX FOR COMMUNITY EDUCATORS</i>	To make some of recipes and physical activities within the Toolbox for Community Educators more culturally relevant for low-income African American consumers; and to combine culturally appropriate music with physical activities resulting in more culturally relevant tracks for low-income Latino consumers. To enable educators to easily teach SNAP-Ed-eligible African American adults about how to increase fruit and vegetable consumption and physical activity; and to easily teach SNAP-Ed-eligible Latino adults how to increase fruit and vegetable consumption and stay physical activity through dance.	English/Spanish	Tier 2
<i>Power Play!</i>	<i>PLAYING FOR HEALTHIER CHOICES ACTIVITY CARDS, ENG/SPN</i>	56 customized cards and Activity Booklet with PA and nutrition messages. The cards have silhouettes of people that represent the cultural diversity, limited mobility and age groups of the target audience.	English/Spanish	Tier 2

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Source	Title	Description	Language	Evidence Based
<i>Power Play!</i>	POWER CARDS	Power Cards give elementary school-aged children a fun and easy physical activity resource to play with to stay active while indoors, alone, or to share with their family at home.	English	Tier 2
<i>PA Integration</i>	<i>POWER UP IN 10, STRENGTH TRAINING BOOKLET, ENG/SPN</i>	A physical activity and nutrition education resource for adult users to perform (10) basic movements to increase strength and flexibility without equipment. Includes nutrition tips on every page. Created in partnership with the Los Angeles Regional Network California State Northridge.	English/Spanish	Tier 2
<i>Latino Campaign</i>	<i>THE FLAVORS OF MY KITCHEN</i>	Developed in FY2011. This English and Spanish version provides healthy and traditional Latino recipes with an abundance of fruits and vegetables.	English/Spanish	Tier 2
<i>Power Play!</i>	<i>KIDS...GET COOKIN'!</i>	Kid-oriented bilingual cookbook features fun graphics, 20 new, tasty, low-cost, and easy to make recipes for kids.	English/Spanish	Tier 2
<i>Retail Campaign</i>	<i>EVERYDAY HEALTHY MEALS COOKBOOK, ENG/SPN</i>	Healthy and easy to cook recipes created for distribution through supermarkets, festivals, health care organizations, farmers' markets, and flea markets.	English/Spanish	Tier 2
<i>African American Campaign</i>	<i>SOULFUL RECIPES: BUILDING HEALTHY TRADITIONS</i>	Cookbook featuring healthy recipe versions of African American family-favorite meals and snacks. Provides, preparation tips, photos of easy-to-prepare recipes, including a variety of culturally appropriate fruits/vegetables.	English	Tier 2

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Source	Title	Description	Language	Evidence Based
<i>CHINESE Project</i>	EAT FRUITS & VEGETABLES EVERY DAY, STAY HEALTHY ALL THE WAY!	Adapted from the San Francisco-Chinese Project, this bilingual cookbook (English/Cantonese) features 10 healthy and traditional Chinese meals. The cookbook includes a meal planning guide, PA suggestions, and many other food preparation tips.	English/Chinese	Tier 2
<i>Retail Campaign</i>	RECIPE CARDS, ENG/SPN	4"x6" recipe cards containing healthy and easy to cook recipes created for SNAP-Ed-eligible adults and their families. These cards are distributed through supermarkets, festivals, health care organizations, farmers' markets, and flea markets.	English/Spanish	Tier 2
<i>African American Campaign</i>	AFRICAN AMERICAN RECIPE CARDS, ENG/SPN AA MY PLATE RECIPE CARDS	Provides families with quick and easy to prepare recipes that meet the products promotable recommendations. These recipes feature fruits and vegetables that are culturally appropriate and relevant to the African American population.	English/Spanish	Tier 2
<i>Power Play!</i>	POWER PLAY RECIPE CARDS, ENG/SPN	4"x6" recipe cards containing healthy and easy to cook recipes for kids. These cards provide reinforcement of nutrition education activities.	English/Spanish	Tier 2
<i>African American Campaign</i>	<i>A DAY IN THE LIFE – ONE AFRICAN AMERICAN FAMILY'S TRANSITION TO A HEALTHY LIFESTYLE VIDEO AND DISCUSSION GUIDE</i>	Designed to help community educators offer fun and effective educational lessons on ways to eat the recommended amount of fruits and vegetables and get the recommended levels of physical activity every day where they live, work, worship, play, and shop.	English	Tier 2

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Source	Title	Description	Language	Evidence Based
<i>Worksite Program</i>	<i>WORKPLACE NUTRITION AND PHYSICAL ACTIVITY – AN OVERVIEW OF THE FACTS, CASE STUDIES, AND INFORMATION RESOURCES</i>	Provides practical solutions on what employers, employees, and community organizations can do to improve worksite wellness through fruit and vegetable consumption and physical activity.	English	Tier 2
<i>Worksite Program</i>	(California Fit Business Kit – Farm Worker Project)	A portfolio that houses a suite of no-cost tools and resources used to help employers within the Agricultural Industry in qualifying locations develop and implement workplace cultures and environments that support healthy eating and physical activity for their low-wage workers.	English/Spanish	Tier 2
<i>Worksite Program</i>	<i>HOW MY EMPLOYER CHANGED MY LIFE!</i>	Intermediaries use this piece to engage employers and build interest and participation in the Worksite program. The piece explains the benefits of developing a worksite wellness program and how the <i>Fit Business Kit</i> can engage their employees.	English	Tier 2
<i>Worksite Program</i>	WORKSITE PROMOTION POSTERS – three versions: <i>-Eat Healthy</i> <i>-Be Active</i> <i>-Create a Healthy Worksite</i>	These posters were created to increase participation and interest in the Worksite wellness programs.	English	Tier 2
<i>Latino Campaign</i>	<i>A HEALTHY TRADITION FOR A HEALTHY LIFE</i>	The artwork is a replication of a mural created in 2010 to celebrate the contribution and culture of the Latino community in California and help encourage Latinos to eat healthier and be physically active.	English/Spanish	Tier 2

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Source	Title	Description	Language	Evidence Based
<i>African American Campaign</i>	<i>AFTERNOON IN THE PARK</i>	A positive depiction of an African American family playing together and eating healthfully. The <i>Campaign</i> uses the artwork to inspire and build upon the African American culture's overall appreciation of the arts to establish healthful eating and increased physical activity.	English	Tier 2
<i>Harvest of the Month</i>	<i>HARVEST OF THE MONTH POSTERS</i>	Three posters produced that feature California's bounty of fruits and vegetables and promote physical activity. Motivational taglines and messages are an integral part of each poster.	English	Tier 2
<i>Fruit, Vegetable & Physical Activity Campaign</i>	<i>ENERGIZE YOUR BODY WITH FRUITS AND VEGETABLES!</i>	Uses adult hands to demonstrate different amounts of fruits & veggies, allowing consumers to gauge their progress towards www.choosemyplate.gov recommendations.	English/Spanish	Tier 2
<i>Power Play!</i>	<i>POWER UP WITH FRUITS AND VEGETABLES!</i>	This bilingual poster uses children's hands to demonstrate different amounts of fruits and vegetables, thus enabling them to gauge their progress toward the www.choosemyplate.gov recommendations.	English/Spanish	Tier 2

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Source	Title	Description	Language	Evidence Based
<i>Harvest of the Month</i>	HARVEST OF THE MONTH MATERIALS Including: -Tip Sheets -Educator Newsletter -Family Newsletter -Menu Slicks -Fact Sheet - <i>Power Play!</i> “How much do I need? and How much is a serving?” -Family Introductory Letter - Quick Start Guide - Educator Newsletter Training Guide - <i>HOTM</i> DVD	<i>Harvest of the Month</i> materials feature ready-to-go tools and resources that can be used in diverse application within the school environment and extend into the broader community.	English	Tier 2
<i>African American Campaign</i>	BUILDING A HEALTHY BODY & SOUL: FAITH-BASED NUTRITION AND PHYSICAL ACTIVITY HEALTH MINISTRY MANUAL	The purpose of this manual is to help churches and other faith-based organizations start health ministries and/or expand their existing ministries to address fruit and vegetable consumption and physical activity promotion. This manual was started in FFY06 and has been through several rounds of edits and review. The development of this manual will be carried through and completed in FFY13.	English	Tier 2

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Source	Title	Description	Language	Evidence Based
<i>Retail Program</i>	<p>RETAIL POINT OF PURCHASE (POP) MERCHANDISING AND FOOD DEMONSTRATION MATERIAL, ENG/SPN</p> <p>-Wobblers -Window Clings -Shelf Magnets -Floor Stands -Shelf Talkers -Other Retail -Posters Merchandising Materials as identified by Retail Specialist</p>	The merchandising materials are an integrated POP program that provides retailers with a variety of signage options that allow more customized promotion of fruits/vegetables at the point-of-sale.	English/Spanish	Tier 2
<i>Harvest of the Month</i>	<i>HARVEST OF THE MONTH COMMUNITY NEWSLETTERS</i>	Provides families with quick and easy tips to prepare <i>HOTM</i> highlighted produce and adds to a retailer's ability to influence buying behavior at the point-of-sale.	English	Tier 2
<i>Fruit, Vegetable & Physical Activity Campaign</i>	<i>CONDUCTING SUCCESSFUL NUTRITION EDUCATION AND PHYSICAL ACTIVITY PROMOTIONS AT COMMUNITY EVENTS MANUAL</i>	Provides tools to reach adult members of the community through various community events. Provides easy to implement activities to improve fruit and vegetable consumption and physical activity.	English	Tier 2

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Source	Title	Description	Language	Evidence Based
<i>Media and Communciations</i>	<i>CALFRESH OFFICE RESOURCE KIT (CFORK)</i>	CFORK brings nutrition education into CalFresh offices providing clients with demonstrations, tips and recipes to help them purchase and prepare low-cost nutritious meals and snacks. The kit includes a DVD and a kiosk housing a poster, bilingual recipe cards, and brochures in English and Spanish.	English/Spanish	Tier 2
<i>Retail Program</i>	<i>PRODUCE QUICK TIPS, ENG/SPN</i>	4"x6" flash cards are used as a nutrition education tool for store tours, food demos, and other skill-development opportunities at festivals, churches, schools, and other places where fruits and vegetables are sold. Each card features select fruits and vegetables; seasonality information; nutritional information; selections tips; and preparation and storage information. The cards correspond with the Prize Wheel and <i>Harvest of the Month</i> school resource program.	English/Spanish	Tier 2
<i>Retail Program</i>	<i>PRODUCE QUICK TIPS/RECIPE CARD COMBO, ENG/SPN</i>	8½"x5¾" double-sided flash cards. One side has the standard PQT information and the other side has a recipe that uses the produce highlighted on the PQT side. These cards are used as a nutrition education tool for store tours, food demos, and other skill-development opportunities at festivals, churches, schools, and other places where fruits and vegetables are sold.	English/Spanish	Tier 2

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Source	Title	Description	Language	Evidence Based
<i>Power Play!</i>	<i>POWER PLAY!, LATINO AND AFRICAN AMERICAN CAMPAIGN CASE STUDIES, ENG Only</i>	Campaigns present SNAP-Ed-eligible families and communities with positive strategies for building healthier communities during nutrition education and PA promotion interventions. Case studies feature information on the positive strategies implemented by empowered community residents and partners to increase the availability of fruits/vegetables and provide opportunities for physical activity in their neighborhoods and at schools.	English	Tier 2
<i>Retail Program</i>	<i>RETAIL FOOD DEMONSTRATION TRAINING KIT</i>	Offers a step-by-step process for conducting fruit and vegetable food demos at neighborhood grocery stores and supermarkets. The tool includes resources, templates, and checklists for food preparation and effective food demo execution.	English	Tier 2
<i>Retail Program</i>	<i>RETAIL STORE TOUR GUIDE, ENG Only</i>	This English-language resource offers a step-by-step process for conducting fruit and vegetable store tours for youth or adult groups at grocery stores and supermarkets. The tool includes resources, activities, templates, and checklists for conducting interactive store tours.	English	Tier 2

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Source	Title	Description	Language	Evidence Based
<i>Retail Program</i>	<i>RETAIL FRUIT AND VEGETABLE MARKETING GUIDE</i>	This guide serves as a resource for independent retailers in low-income neighborhoods seeking information on how to educate SNAP-Ed-eligible consumers on selecting, storing, and preparing fresh produce. The kit includes materials such as the <i>Produce Quick Tips</i> and <i>Produce Handling Guide</i> which may also improve the quality and or variety of the retailer's selection of fresh produce. It will provide the retailer with information about produce vendor merchandising material options, produce storage and display.	English	Tier 2
<i>Physical Activity Integration</i>	<i>SHAPE OF YOGA BOOKLET, ENG/SPN</i>	This bilingual booklet gives basic yoga moves that promote physical activity – building strength, while incorporating nutrition education messages.	English/Spanish	Tier 2
<i>Physical Activity Integration</i>	<i>SHAPE OF YOGA & PU IN 10 DVD</i>	This DVD provides visual instruction on basic yoga and strength and flexibility moves that promote safe physical activity while incorporating nutrition education messages.	English	Tier 2
<i>Physical Activity Integration</i>	<i>INSTANT RECESS DVD AND USERS GUIDE, ENG</i>	Originally developed by the Professional Athletes Council, features a celebrity athlete doing easy and safe physical activities that can be done anywhere at any age. DVD also features fruit and vegetable messaging and users guide.	English/Spanish	Tier 2

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Source	Title	Description	Language	Evidence Based
<i>Physical Activity Integration</i>	“EAT WELL, MOVE MORE” PHYSICAL ACTIVITY DVD – CREATED BY <i>FIRST AFRICAN METHODIST EPISCOPAL CHURCH OF LOS ANGELES (FAME)</i>	A physical activity and nutrition education DVD created to promote healthy and active living. It is targeted to low-income African American families for use in the home, church, and other settings.	English	Tier 2
<i>Research & Evaluation</i>	<i>CDPS, CaITEENS, CaICHEEPS TOPLINE REPORTS</i>	Describe the predictors of sugar-sweetened beverage (SSB) consumption in CA adults, teens, and children. Factors considered for contribution to SSB consumption include school/work environment, psychosocial factors, fruit/veg consumption, smoking, fast food and other HCLN consumption, and home environment.	English	Tier 2
<i>Physical Activity Integration</i>	FRUIT AND VEGETABLE PLAYING CARDS PART OF A KIT	52 playing cards featuring fruits in vegetables. Cards are used in conjunction with the <i>Toolbox for Community Educators</i> as part of several nutrition lessons.	English	Tier 2
<i>Power Play!</i>	<i>POWER PLAY PHOTOVOICE KIT</i>	Instructional guide on youth engagement and community awareness using the Photovoice method to identify opportunities and barriers to healthy eating and physical activity, activate youth to influence the built environment and policies in their communities, and increase fruit and vegetable consumption and physical activity.	English	Tier 2

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Source	Title	Description	Language	Evidence Based
<i>Network</i>	<i>NETWORK PORTFOLIO AND SUCCESS STORIES</i>	Developed to promote the <i>Network</i> among stakeholders, sister agencies, strategic partners, potential funders, and at statewide and national conferences. Describes the purpose, structure, and successes of the <i>Network</i> .	English	Tier 2
<i>Network</i>	RECYCLED PAPER GOODIE BAGS	Used to hold educational materials and a promotional item distributed at community events. Promotes healthy eating and physical activity through program messaging. Meets CDPH Moratorium requirements.	English/Spanish	Tier 2
<i>Power Play!</i>	<i>POWER PLAY! FARM TO TABLE ACTIVITY BOOKLET</i>	Activity booklet designed to support nutrition education concepts promoted in School Idea and Resource Kits and Community Youth Organization Kit for elementary school-aged children. Specifically the booklet with fruit and vegetable related activities.	English	Tier 2
<i>Power Play!</i>	<i>POWER PLAY! RETHINK YOUR DRINK H2O ON THE GO POSTERS</i>	The <i>Power Play! Rethink Your Drink H2O</i> on the go posters will be used to encourage children to drink more water, and used in conjunction with classroom-based and cafeteria-based promotions. The messaging supports <i>Power Play!</i> 's goals of getting children to eat more fruits and vegetables and conducting at least 60 minutes of physical activity each day.	English/Spanish	Tier 2

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Source	Title	Description	Language	Evidence Based
<i>Power Play!</i>	<i>POWER PLAY! UPDATED LESSONS AND ACTIVITIES</i>	Select activities and lessons will be updated to create a more streamlined approach to materials in response to the NEOP transition.	English/Spanish	Tier 2
	BEAUTY SALON SUPPLY STORE INTERVENTION -FAUX Magazine -Brochure -Mirror Messages -Poster	To equip SNAP-Ed eligible African American women with practical strategies for engaging in increased physical activity without sacrificing the quality of their hair.		Tier 3
	WALKING BROCHURE	This brochure will give the SNAP-Ed population strategies and tips on how to successfully create and follow a walking plan.		Tier 3
	POSTERS - STRETCHING & STRENGTH	One poster will demonstrate 10-12 poses on stretching exercises and one poster will demonstrate 10-12 strength exercises for worksites.		Tier 3
	<i>RYD GO FOR H2O</i> POSTERS (English & Spanish)	Elementary-age targeted poster encouraging consumption of water instead of sugary drinks.		Tier 3
	BEVERAGE LABEL CARDS - Expansion Set (English & Spanish)	Resource for teachers and community event staff on reading nutrition labels on beverages.		Tier 3
	<i>RYD SIRK SUPPLEMENT</i> (English & Spanish)	<i>RYD</i> lesson plan for elementary aged school children on choosing water instead of sugary drinks.		Tier 3
	WORKSITE <i>RYD</i> POSTERS	Worksite-targeted targeted poster encouraging consumption of water instead of sugary drinks.		Tier 3

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Source	Title	Description	Language	Evidence Based
	RETAIL POINT OF PURCHASE (POP) MERCHANDISING AND FOOD DEMONSTRATION MATERIAL, ENG/SPN	<ul style="list-style-type: none"> -Wobblers -Window Clings -Shelf Magnets -Signage -Other RYD/Retail Merchandising Materials 		Tier 3
	TELENOVELA DVDS FOR TOOLBOX Part of the KIT	This new version of the Telenovela will be copied and inserted into every new <i>Toolbox for Community Health Educators</i> . In addition, we will mail the new Telenovela to all existing <i>Toolbox</i> partners.		Tier 3
	MYPLATE BROCHURE, ENG/SPN	These brochures outline “My Plate”/”Mi Plato” meals at breakfast, lunch, and dinner with a special emphasis on making half the plate fruits and vegetables. The foods and recipes will be familiar to African American and Latino families.		Tier 3

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Source	Title	Description	Language	Evidence Based
	KID STORE ACTIVITY BOOKLET	<p>An activity booklet for children between the ages of 4-8 years old will be distributed statewide to children during family grocery shopping trips, food demonstrations, or store tours. This booklet will serve as an educational, fun, take away piece that helps young people make healthier food decisions.</p> <p>The theme of the activity booklet will be centered on fruit and vegetable consumption and the recently released My Plate concept from the United States Department of Agriculture. Elements could include educating youth about how to fill half their plate with fruits and vegetables, how things grow, produce tips, and making simple, nutritious snacks.</p>		Tier 3
	TABLE FLIP CHART FOR IN-STORE DINING	<p>Pilot this material in a Latino themed Retail Program partner/store that has in-store dining like Arteagas or Northgate. The material would be placed on dining tables to encourage low-income consumers to buy fruits/vegetables with the <i>Harvest of the Month/Rethink Your Drink</i> theme and be paired with a particular dining menu entree. This material can also be used in <i>Worksite Program</i> cafeterias.</p>		Tier 2

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Source	Title	Description	Language	Evidence Based
	PAPER BOOK COVERS	Book covers will have a nutrition education message and reinforce the intended behavior. Book covers are a requirement for middle school children so <i>Network</i> book covers offer a two-fold benefit – satisfies requirement of covering text books, and provides nutrition ed message.		Tier 3
	NEW <i>HOTM</i> POSTER(S)	Design/develop 1-2 new <i>HOTM</i> posters with nutrition and MyPlate messages. Possibly include more culturally diverse produce and Farm to Fork content.		Tier 3
	PHYSICAL ACTIVITY BRIEF REPORT (CaITEENS)	12-15 page research brief report with ~3 one-page data tables at the back. Layout for this report should be modeled after brief reports previously produced for Research in FFY13 (FV access) and 2011 (SSB consumption).		Tier 3
	<i>AFRICAN AMERICAN CAMPAIGN</i> UPDATED MUSIC FOR PHYSICAL ACTIVITY MUSIC ON TOOLBOX CD	This item is a physical activity friendly CD with music that will have cultural resonance with African American audiences.		Tier 3
	RETAIL PROGRAM COOKBOOK VERSION 2	Develop new recipes for the general audience.		Tier 3
	<i>AFRICAN AMERICAN CAMPAIGN</i> COOKBOOK VERSION 2	The cookbook features healthy versions of African American family-favorite meals and snacks, preparation tips, and photos of easy-to-prepare recipes that include a variety of colorful, culturally-appropriate fruits and vegetables. The cookbook is in English only.		Tier

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Source	Title	Description	Language	Evidence Based
	<i>PP!</i> SIRK FOR K-3 GRADES	The <i>Power Play!</i> School Idea & Resource Kits for 4th & 5th grade students would serve as a model for development of K, 1st, 2nd, 3rd, and 6th grade kits. The kit would include activities related to fruits, vegetables and physical activity and link to the California Content Standards and National Common Core educational standards. The Kit would include the Teacher guide and student workbook. Available in English/Spanish.		Tier 3
	ASIAN CAMPAIGN TOOLBOX	Translate the 16 current lessons + 5 newly developed lessons, handouts, and activity cards of the Fruit, Vegetable, and Physical Activity Toolbox for Community Educators in to Cantonese, Hmong, and Vietnamese languages.		Tier 3
	AMERICAN INDIAN AND ALASKAN NATIVES (AIAN) CAMPAIGN PHYSICAL ACTIVITY BOOK	Develop a physical activity book for American Indians and Alaska Natives in California.		Tier 3
	AIAN COOKBOOK	Develop a cookbook for American Indians and Alaska Natives in California.		Tier 3
	PHYSICAL ACTIVITY FOR YOUNG CHILDREN, BIRTH TO 5 YEARS BROCHURE	Brochure on why physical activity is important for a young child, the difference between structured and unstructured activity, and example activities for infants, toddlers and preschoolers.		Tier 3
	LATINO CAMPAIGN INFOGRAPHIC ILLUSTRATION OF IMPACT EVALUATION FINDINGS	This infographic would highlight key findings from the <i>Latino Campaign</i> Impact Evaluation Study, completed in FF13.		Tier 3

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Source	Title	Description	Language	Evidence Based
	LATINO CAMPAIGN & PA INTEGRATION - INTEGRATING PA INTO YOUR DAY FOR LATINOS	This will be a largely graphic piece (very little copy) using specific suggestions from our Regional Staff and their consumers: <ul style="list-style-type: none"> • Create a resource with familiar activities that families can do and how many calories it burns (e.g., sweeping, cleaning windows, walking to school, kicking a soccer ball, etc.) • Focus on the notion that PA can be broken up throughout the day—10 minutes here, 20 minutes there. • Show families ways to be active inside as well as outside. 		Tier 3
	BASIC NUTRITION AND PHYSICAL ACTIVITY CONCEPTS FOR COMMUNITY HEALTH LEADERS TRAINING MODULE	Physical Activity Integration Training module focusing on Nutrition and Physical Activity Recommendations, <i>Network</i> -approved Resources, Safety Precautions, Overcoming Barriers.		Tier 3
	NUTRITION AND PHYSICAL ACTIVITY INTERVENTIONS IN THE WORKPLACE TRAINING MODULE	Physical Activity Integration Training module focusing on the importance of PA in the workplace and example evaluations, interventions, policy strategies, and resources.		Tier 3
	AFTER SCHOOL PHYSICAL ACTIVITY PROGRAMMING AND RESOURCES TRAINING MODULE	Physical Activity Integration Training module focusing on the importance of PA in the workplace and example evaluations, interventions, and policy strategies.		Tier 3
	PROMOTING PHYSICAL ACTIVITY AMONG SPECIAL POPULATIONS TRAINING MODULE	Physical Activity Integration Training module focusing on Physical Activity Recommendations: Special Populations, including Early Childhood, Overweight/Obese Adults and Children, Older Adults, strategies, and resources.		Tier 3

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Source	Title	Description	Language	Evidence Based
	THE BASICS OF PHYSICAL ACTIVITY SAFETY TRAINING MODULE	Physical Activity Integration Training module focusing on Common Physical Activity Safety Concepts, adaptive physical activity, strategies and resources.		Tier 3
	PHYSICAL ACTIVITY INTEGRATION EARLY CHILDHOOD TRAINING MODULE	Physical Activity Integration training module focusing on The Role of the Child Care Setting, Types of Child Care Settings, Key Nutrition and Physical Activity Recommendations for Young Children, Sample Policies, Challenges and Opportunities, and Age-Appropriate Physical Activities.		Tier 3
	ESTABLISHING JOINT USE AGREEMENTS FOR IMPROVED ACCESS TO NUTRITION AND PHYSICAL ACTIVITY TRAINING MODULE	Physical Activity Integration training module focusing on What are Joint Use Agreements?, Challenges Implementing Joint Use Agreements, Funding Opportunities, Checklist for Developing Joint Use Agreements, strategies and resources.		Tier 3
	SCHOOL WELLNESS: IMPROVING SCHOOL NUTRITION AND PHYSICAL ACTIVITY TRAINING MODULE	Physical Activity Integration training module focusing on The Role of School Wellness Policies, Nutrition Strategies, Physical Activity Strategies, Challenges and Opportunities, Wellness Policy implementation and monitoring, strategies and resources.		Tier 3
	WORKING TOWARD A DEEPER UNDERSTANDING OF THE BENEFITS OF PHYSICAL ACTIVITY	Physical Activity Integration training module focusing on Physical Activity Guidelines, Physiological Responses to Physical Activity, Physical Activity and Caloric Balance, strategies and resources.		Tier 3

**STATE LEVEL PROJECT SUMMARY
FFY 2015**

Source	Title	Description	Language	Evidence Based
	PHYSICAL ACTIVITY INTEGRATION ACTIVE TRANSPORTATION TRAINING MODULE	Physical Activity Integration training module focusing on educational and encouragement approaches to increase active transportation to school and work, including increasing awareness of the benefits of active transportation, pedestrian/bicycle and personal safety skills, involving parents, students and other key partners, coordinating special events, such as Walk2School or bike to work events.		Tier 3