

Network for a Healthy California
Compendium of Resources and Projects, FFY 2012
SNAP-Ed and Outreach

GOAL: In FFY 12, provide consistency with partners and continuity to the public; build the evidence base for social marketing efforts to accelerate progress; and invest in strategies that bridge into future focus areas for FFY 13. Use FFY 12 as a crossroads period to maintain reach and momentum in spite of two significant challenges: The loss of qualifying census tracts in which to deliver programs and the complexity of shifting from match to grant funding. Through tight coordination and collaboration, we aim to support partners and help low-income Californians create norms and environments in which the healthy choices become the easier and expected choices at home, at work, in school, shopping and in all places where lifestyle decisions happen.

Healthy eating: More fruits, vegetables and water; fewer sugar-sweetened beverages.



Children

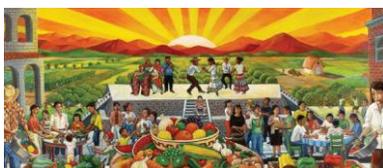
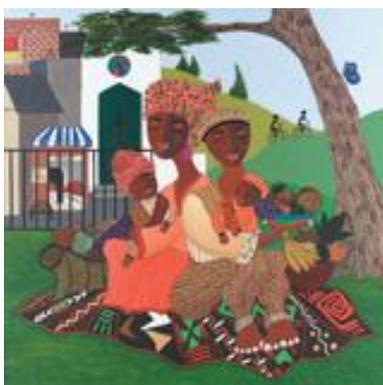
- *Children’s Power Play! Campaign School Idea & Resource Kits* for 4th and 5th grade teachers updated content
- *Children’s Power Play! Campaign Community Youth Organization Idea & Resource Kit* for afterschool and summer programs serving elementary-aged kids new activities and updated content
- **New!** *Children’s Power Play! Campaign Farm to Table* children’s activity book for 9- to 11- year old children
- **New!** *Children’s Power Play! Campaign* nutrition education promotions for schools and afterschool programs: *Go H2O!*, *Power Your Plate*, *Power Chef Challenge*
- *Children’s Power Play! Campaign Photovoice Guide* for leaders to use with 9- to 11-year-old children
- Updated *Children’s Power Play! Campaign Kids...Get Cookin’!* cookbook
- *Best Practices for Child Care Nutrition & Physical Activity: A Guide for Self-Assessment and Policy Development*-Contra Costa Child Care Council Leadership Project
- *Let’s Move Salad Bars to School Campaign* with CDE to increase the number of schools with salad bars

African Americans

- *Health Ministry Guide: Building a Healthy Body & Soul* with practical advice to churches on how to promote fruit and vegetable consumption and physical activity
- Beauty Salon/Supply Store pilot test and intervention materials
- *Toolbox for Community Educators* African American-oriented modifications, including *ReThink Your Drink*

Latinos

- *Toolbox for Community Educators* with *ReThink Your Drink* Latino *Body & Soul* guide for faith-based organizations
- **New!** *Flavors of My Kitchen* cook book



Healthy eating: More fruits, vegetables and water; fewer sugar-sweetened beverages.



Retail

- Retail Consumer Connection - shelf signage, window clings, in-store audio, and in-store promotions to tightly connect the CalFresh brand with purchasing healthy foods
- Expanded series of merchandising materials (posters, recipe cards, etc.)

Worksite

- *California Fit Business Kit* tools targeting the farm worker population
- *California Fit Business Kit* tools targeting employees in food retailing

Harvest of the Month

- Farm-to-Fork lesson plans
- Revised curriculum connection grids
- **New!** 7 Community Newsletters, 25 updated Community Newsletters, student workbook template, student assessment tool
- Revised training module
- Modifications to website
- Content for additional produce items

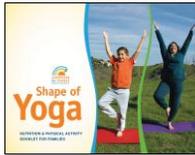
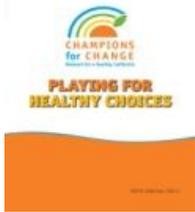
ReThink Your Drink (RYD)

- **New!** *Potter the Otter* - education and promotion materials (dental/clinic providers office poster, table-tent, postcard mailer, stickers, activity sheets)—First 5 Association of California Leadership Project
- **New!** High School Lesson set – Series of three lessons, handouts and resource materials for high school students
- **New!** Posters, wallet reference tool, pledge card template

Healthy Choices Campaign

- Statewide healthy beverage campaign with formative research, advertising, nutrition education materials, and evaluation
- Nutrition education pilot project in partnership with Social Services Offices in Los Angeles to promote healthy dining through the SNAP Restaurant Meals Program (RMP)

Increase physical activity.



Adults and Families (New! Resources to be released in early 2012)

- “**Eat Well, Move More**” – 20-minute DVD shows families ways that can be used at home, work, church, and community settings. Targets low-income African American population
- “**Playing for Healthy Choices**” – Customized 56-card deck with physical activity on one side and nutrition messaging on the other. First release will be English, translated into Spanish later in 2012.
- DVD of **Shape of Yoga** and **Power Up in 10**. Adds an advanced level to the original booklet exercises with a nutrition component in English and Spanish.
- **Shape of Yoga** – Booklet will be updated in 2012.

Children

- **New!** - *Children’s Power Play! Campaign* promotion: *Power Play! Day*
- Revised *Children’s Power Play! Campaign* media promotion: *Power Up Your Summer* (a Summer Games theme to coincide with Summer Olympics 2012)

Promote community food education and participation in CalFresh (SNAP-Ed).



Local Food and Nutrition Education

- 10 new community projects
- LFNEAC Meetings
- LFNE follow-up case studies

CalFresh Promotion

- CalFresh English and Spanish radio spot
- CalFresh promotion outdoor ads for 4 media markets
- Re-tag existing SNAP-Ed spots with CalFresh information
- Develop retail posters with MyPlate messages and CalFresh info
- EBT posters for retailers with CalFresh brand and MyPlate message

Promote community food education and participation in CalFresh (SNAP-Ed).

	<p>Restaurant Meals Program – Collateral piece; assist Hunger Fellows with RMP tool kit for intermediaries working with homeless adults.</p> <p>CalFresh Office Resource Kit – Update FSORK with the CalFresh brand and new materials; poster, brochures, recipe cards, and DVD.</p>
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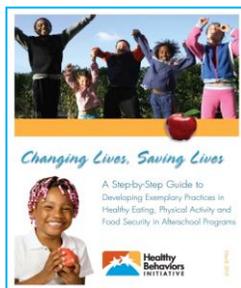
Actively increase CalFresh participation (SNAP Outreach).

	<ul style="list-style-type: none"> • Media Spokesperson training for CalFresh contractors • New - Continue partnership with Clear Channel and Radio Bilingue • CalFresh Tool Kit • Evaluation - See Research and Evaluation
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Provide communications support for the population goals.

	<p>Advertising</p> <ul style="list-style-type: none"> • “What’s Harder” media campaign will be aired statewide from February through September 2012 with English and Spanish-language TV, outdoor ads, and Spanish-language radio • <i>Network Annual Evaluation</i> of advertising (Benchmark Study) in October 2011; presentation of data in April 2012 • New! Advertising - conduct formative research in FFY 2012, produce and launch new ads in FFY 2013 • New multi-media nutrition education materials for inclusion in social media, websites, and nutrition education intervention settings • Champion Mom Facebook page <p>Public Relations</p> <ul style="list-style-type: none"> • Media spokesperson trainings for <i>Network</i> Regions, Champion Moms, and partners in 8 locations • Signature events with Regions - for Black History Month (February), Public Health Week (April), Fruit and Veggie Fest (May), Power Up Your Summer, and Latino Health Awareness Month (September). • <i>Search for Champion Mom</i> Pilot program in three Regions. • Celebrity Champion Chef initiatives for both African American and Latino Campaign promotions. • Update Champions for Change Public Relations Toolkit
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Build local capacity, provide regional and local assistance.



Former LIAs/NIAs

- **New!** Templated scope of work to strengthen local needs assessment, foster county- or school-wide collaboration, add RYD and encourage best practices, such as *HOTM* in schools

Public health expansion

- **New!** 20 local health departments and social service county pairs will convene with County Nutrition Action Partnerships, run *ReThink Your Drink* activities and –in mid-size and large counties - conduct *CX³* neighborhood food assessments

Regional Networks

- Regional Collaboratives connect people, partners and issues with action
- Regional Nutrition Education Initiatives based on regional priorities, including *RYD*, farmers’ markets access for low-income populations, healthy vending, parent empowerment, etc.
- Skills-based trainings, assistance with media, and expertise in state and regional resources are offered to local health departments

UCD Contract

- Afterschool Model Intervention Initiative: Case study report showcasing strategies that strengthened after school programs effectiveness in promoting healthier eating and physical activity
- GIS map expansion to include After School Education and Safety (ASES) programs, community-based after school programs, and summer food sites.
- **New!** Nutrition and Physical Activity Teen Mentor training materials

Build local capacity, provide regional and local assistance.



- **New!** Webinar series (3 - 4 sessions) on nutrition and physical activity topics for after school providers
- **New!** Fact sheets for youth and parents on how to access and incorporate healthy foods into after school and summer learning programs
- **New!** User-friendly after school nutrition and physical activity environmental assessment tool.
- California After School and Healthy Kids Resource Center:
 - Support the purchase of high quality research-based and research-validated nutrition education materials for pre-K through Grade 12.
 - Provide online trainings on MyPlate, 2010 *Dietary Guidelines*, *Cooking with Kids*, Nutrition Facts Label, Teaching to Nutrition Standards, the Link between Nutrition and Learning, as well as other nutrition topics, physical activity and/or obesity prevention for schools, after school programs and child care programs.
 - Promote the new *Linking Mathematics and Nutrition ~ Lessons and Resources for Integrated Instruction*.
 - Promote the new *Linking English/Language Arts and Nutrition ~ Lessons and Resources for Integrated Instruction*.
 - Issue case study report showcasing sustainable *Network-funded* school-based practices and strategies addressing each sphere of the Social-Ecological Model, with emphasis on the outer layers.
 - *Promising Practices and Key Strategies for Local Health Department and School Collaboration* will be disseminated through webinars and conferences.
- Adapt existing youth media literacy materials for SNAP-NEOP use.



Leadership projects

- Occidental College, Center for Food and Justice
 - Farm-to-Fork Nutrition Education Project
- Community Alliance with Family Farmers
 - Farm to Fork Nutrition Education Project
- California Foundation for Agriculture in the Classroom
 - Farm to Fork Nutrition Education Project
- University of California, Davis/TANA
 - Teatro Nutrition Education Project
- California Food and Justice Coalition
 - *Network Mothers Taking Action: Engaging SNAP-Ed Eligible Moms for Mutual Learning and Support*
- Contra Costa Childcare Council
 - Early Childhood SNAP-Ed Project
- First 5 Association of California
 - Early Childhood SNAP-Ed Project
- California Center for Research on Women and Families
 - Expanding Nutrition Education at Summer Meal Sites

Build local capacity, provide regional and local assistance.

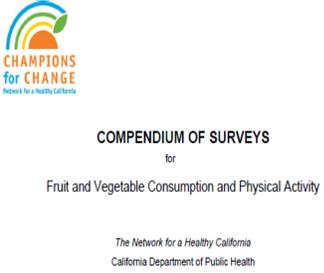
	<p><u>Technical Assistance projects:</u></p> <ul style="list-style-type: none"> • Center for Civic Partnerships <ul style="list-style-type: none"> - Sustainability Assessment Online Tool and Companion Piece • Brown Miller Communications <ul style="list-style-type: none"> - <i>Regional Network</i> Nutrition Education Initiatives • California Conference of Local Health Officers <ul style="list-style-type: none"> - Local Health Department SNAP-Ed Leadership Project • California Conference of Local Health Department Nutritionists <ul style="list-style-type: none"> - Local Health Department SNAP-Ed Leadership Project • Health Education Council <ul style="list-style-type: none"> - After School Nutrition Education Project – Gold Country Local Demonstration Project • California Center for Research on Women and Families <ul style="list-style-type: none"> - <i>Understanding Nutrition: A Primer</i> • California Association of Nutrition & Activity Programs <ul style="list-style-type: none"> - SNAP-Ed Project Training
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Maintain strong state-level collaboration and coordination among SNAP-Ed partners.

	<ul style="list-style-type: none"> • Accelerating the Movement – statewide conference, March 5-6, 2012 • <i>Network</i> Statewide Collaborative (NSC) <ul style="list-style-type: none"> - November 15, 2011 - May 2012 (TBA) • State Nutrition Action Partners (other USDA-funded state programs) • Food Access, Nutrition Education, Outreach and Participation Committee (FANOut) - brings together representatives from State Agencies, the USDA/FNS, University of California, Davis SNAP-Ed program, Local Social Services, community-based organizations and advocates to collaborate on ways to strengthen and integrate SNAP/CalFresh, SNAP-Ed and outreach activities in California. <ul style="list-style-type: none"> - December 5, 2011 - March 19, 2012 - June 18, 2012 - September 17, 2012 • Community Transformation Grants (to be determined) • Association of State Nutrition Network Administrators – provide national voice for SNAP-Ed states
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Policy

	<ul style="list-style-type: none"> • Weekly list of Federal and State legislation and proposed regulations relevant to nutrition, physical activity, food security in low-income audiences • Monitor federal regulations relevant to SNAP-Ed • Analyze SNAP-Ed interim Final Regulations
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Research and Evaluation Section	
Contribute to evidence base - Peer-reviewed Journal Publication	
	<p>FFY 2011</p> <ul style="list-style-type: none"> Journal of Nutrition Education and Behavior (JNEB) Supplement Vol 43 July/Aug 2011: <ul style="list-style-type: none"> 8 Research Articles & Briefs 2 Reports 6 Great Educational Materials (GEMS) American Journal of Public Health (AJPH) article RE: CX³
Practitioner-oriented evaluation	
<p>Impact and Outcome Evaluation Project</p> 	<p>FFY 2011</p> <ul style="list-style-type: none"> 44 Impact-Outcome evaluation plans, conference calls and reports from Local Incentive Awardees (LIAs) receiving \$350,000+ in funding Reports being formatted to include individually in USDA FFY 11 Final Report and data combined for overarching FFY 11 Impact/Outcome Statewide Aggregated Data Report Contractor feedback survey RE: evaluation technical assistance JNEB article on capacity building <p>FFY 2012</p> <ul style="list-style-type: none"> Ongoing TA and training workshop planned for March 2012 Compendium update will be released with additional determinants measures 2 Presentations planned for American Public Health Association (APHA) – FFY2010/11 data and capacity building 2 manuscripts based on FFY 10 Impact Outcome evaluation currently under peer review (meta- analysis of children’s and parent education)
<p>Local Food and Nutrition Education Projects -LFNE</p> 	<p>FFY 2011</p> <ul style="list-style-type: none"> Evaluation plans for 1st year projects finalized & instruments approved, evaluation reports summarized, ongoing TA and ten 3-year retro spectacular presentations and reports Sustainability assessment with projects that had completed funding <p>FFY 2012</p> <ul style="list-style-type: none"> LFNE document being prepared for <i>Network</i> Conference based on LFNE evaluation case studies and evaluation results Evaluation/programmatic site visits planned for 10 new LFNE projects
<p>Youth Engagement Initiative</p>	<p>FFY 2012</p> <ul style="list-style-type: none"> Develop and test practitioner-oriented evaluation approaches for use by local projects implementing the <i>Network’s</i> Youth Engagement Initiative

Statewide Surveillance	
<p>Adults – CDPS Teens –CalTEENS Children –CalCHEEPS Women – CWHS</p> 	<p>FFY2011</p> <ul style="list-style-type: none"> • JNEB article – adult F/V consumption showed increase in virtually all subpopulations as well as total population • Four fact sheets highlighting 2009 adult and children survey results for use by Campaigns and contractors focused on-low-income children, Latino adults, African American adults and the worksite setting • Sugar Sweetened Beverages Research Brief based on all three <i>Network</i> surveys-CDPS, CalTEENS, and CalCHEEPS • CDPS and CalCHEEPS data collection in 2011 – CalCHEEPS formative evaluation used new method (24hr, rather than mailed 2-day food diary: mail panel no longer viable option – sample too small/no Spanish language), first time collection in Spanish-language, and sampling from CalFresh listing, rather than general population • California Women’s Health Survey (CWHS) 5 data points released <p>FFY2012</p> <ul style="list-style-type: none"> • CalTEENS data collection – Mar ‘12 • Planning Obesity Research Brief from CDPS, CalTEENS and CalCHEEPS • Eight CWHS data points scheduled for release in FFY2012.
Process Evaluation	
<p>Education and Administrative Reporting System</p> 	<p>FFY 2011</p> <ul style="list-style-type: none"> • Improved the Activity Tracking Form for FFY 2011 EARS data and customized for each individual contractor based on their sites • Conducted 29 webinars with all contractors on new EARS system • First reporting of programmatic EARS data to USDA (FFY2010 – 6-mo) <p>FFY 2012</p> <ul style="list-style-type: none"> • Webinar trainings for existing and new <i>Network</i> contractors • First 12-month EARS report to be compiled for USDA by Nov 30th
<p>Regional Nutrition Networks’ Educ Initiatives Case Studies</p> 	<p>FFY2011</p> <ul style="list-style-type: none"> • Each region completes at least 2 case studies highlighting purpose and achievements of Collaboratives’ Nutrition Education Initiative <p>FFY 2012</p> <ul style="list-style-type: none"> • Each region documents at least 1 case study
Evaluation method studies	
<p>Self-efficacy study</p>	<p>FFY2011</p> <p>Validation study of self-efficacy measures for fruit and vegetable consumption</p>

Dietary recall – CalCHEEPS	FFY 2012 CalCHEEPS Results Analysis - Calibration study of two dietary recall methods – 2-day food and activity diary (parent assisted) vs. telephone-based 24 hour recall (child recall w/ parent present); CalCHEEPS formative evaluation (N=345)
Formative evaluation – pilot testing	
	FFY 2011 – Nutrition Education and Produce Distribution Toolkit <ul style="list-style-type: none"> Literature review, assessment of available educational materials and testing of nutrition education to be integrated into produce distributions FFY 2012 <ul style="list-style-type: none"> Impact/outcome evaluation of toolbox at selected sites.
African American Campaign 	FFY 2011 <ul style="list-style-type: none"> Formative research to explore the feasibility and acceptability of beauty salons and beauty supply stores as a channel for SNAP-Ed FFY 2012 <ul style="list-style-type: none"> Pilot the beauty salon and beauty supply store intervention. Plan and prepare for Campaign impact evaluation in FFY2013
Mothers Taking Action	FFY 2011 and FFY2012 <ul style="list-style-type: none"> Process and outcome evaluation of a peer-leader, participatory dialogue obesity prevention approach being pilot tested by local health departments in Ventura and San Joaquin Counties
Program or Intervention Evaluation Studies	
Retail Program 	FFY 2011 <ul style="list-style-type: none"> Large Store Intervention Study Merchandising Materials & Activities <ul style="list-style-type: none"> Shopper-intercept survey (1,000 in 15 Food Maxx stores) Produce sales (5 stores cooking demo & merchandising, 5 stores merchandising materials and 5 stores control) FFY 2012 <ul style="list-style-type: none"> Retail Fruit and Vegetable Marketing Guide and CX³ Pilot evaluation Point-of-Purchase Marketing Study with SaveMart
PowerPlay! Campaign 	FFY 2011 <ul style="list-style-type: none"> Design, IRB approval and recruitment for PowerPlay! evaluation study FFY 2012 <ul style="list-style-type: none"> PowerPlay! evaluation study for 2011/2012 School year in San Diego and Imperial Counties (approx. 44 schools – ½ intervention and ½ control)
Latino Campaign	FFY 2011 <ul style="list-style-type: none"> Design, site selection and instrument development for Latino Campaign evaluation study FFY 2012

	<p>Campaign evaluation study in Central Coast counties with Kern County as control</p>
<p>Harvest of the Month</p> 	<p>FFY 2011</p> <ul style="list-style-type: none"> • Building upon FFY 2010 key informant interviews, random sample of 751 classroom teachers implementing HOTM for quantitative survey feedback on the resources (especially educator newsletter) and future directions <p>FFY 2012</p> <ul style="list-style-type: none"> • Establish advisory group to incorporate FFY2011 evaluation report findings
<p>Benchmark Evaluation</p> 	<p>FFY2011</p> <ul style="list-style-type: none"> • Media Benchmark Survey Report <p>FFY 2012</p> <ul style="list-style-type: none"> • Formative research for media campaign strategy develop – testing three proposed strategies among target audience using individual interviews in three media markets
<p>CX³ Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention</p>	<p>FFY 2011</p> <ul style="list-style-type: none"> • Two peer-reviewed journal articles – AJPH and JNEB • 2 new CX³ instruments (mobile vending, retail exposure scale) • Development of new school/neighborhood scoring system • Capacity building GIS/CX3 training for CAN-Act members <p>FFY 2012</p> <ul style="list-style-type: none"> • 12 returning Local Health Dept (LHD) and 10 new LHD to implement CX³
<p>CalFresh Outreach</p> 	<p>FFY2011</p> <ul style="list-style-type: none"> • Promising practices in County Welfare Office/Community Based Organizations collaboration for outreach tracking • Field test of new senior outreach brochure <p>FFY 2012</p> <ul style="list-style-type: none"> • Field test CalFresh Outreach Toolkits—General Market and Seniors • Assessment of possible outreach collaboration opportunities with other programs e.g. possibly First Five, WIC, Medi-Cal
<p>New University Collaboration</p>	
<p>UC Davis School of Education, the Center for Cooperative Research and Extension Services for Schools (CRESS)</p>	<p>FFY 2012</p> <ul style="list-style-type: none"> • Evaluation of Health Corps intervention (up to 8 high school sites) • Youth Empowerment models and best practices • Evidence and approaches for youth media literacy toolbox • Review school materials in comparison to CDE’s health education standards • Develop and test youth-friendly afterschool assessment survey for CX³
<p>UCB Atkins Center for Weight and Health evaluation-related work</p>	<p>FFY 2012</p> <ul style="list-style-type: none"> • Expert consultation and technical assistance for evaluation design of Nutrition Education and Obesity Prevention (NEOP)

- Parent Empowerment evaluation – multi-sites
- Evaluation of Mothers Taking Action pilot
- California Health Interview Survey (CHIS) “natural experiment” comparing low-income census tracts with and without *Network* activities for fruit and vegetable and obesity related behaviors

Plan and implement a smooth transition to SNAP NEOP in FFY 13.



- Convene thought leaders on Nutrition Education and Obesity Prevention to choose priority areas for NEOP. Report is available on the *Network* website.
- Gather feedback through community meetings, webinars, and key informant interviews regarding the future direction of Nutrition Education and Obesity Prevention in CDPH.
- Compile, analyze and produce report detailing the recommendations gathered during the multiple stakeholder meetings and webinars held across the state from April to September 2011.
- Create the NEOP 3-Year Transition Plan to guide the *Network’s* activities and priorities from FFY’s 2013-2016.

Assure ongoing fiscal and administrative integrity.



- Contracts - streamline the processes for execution and invoicing
- Administrative review – complete the USDA Management Evaluation
- IT support – provide continued security and other support services
- Continued support of *Network* websites including:
 - www.cachampionsforchange.net
 - www.campeonesdelcambio.net
 - www.harvestofthemonth.com
 - www.network-toolbox.net
 - www.network-toolboxspanish.net
 - www.takeactionca.com
- GIS Support and updates
- Migrate to the new EARS web-based system with testing starting in January
- CAN-Act Ops Subcommittee