FFY 2013 State Level Objectives

I. Behavior

Fruit & Vegetable Intake is the principal behavioral change being sought by SNAP-Ed in California. Fruits and vegetables are the most under-consumed healthy foods, and they are viewed as key to and indicators of better health and a healthier food environment. A number of good surveillance systems are set up in California to measure changes in the consumption of fruits and vegetables over time. Progress is monitored by using all available data, with priority placed on the three specialized biennial statewide surveys of adults and program evaluations, teens and children, ages 9 to 11 years, each of which over-samples the three categories of SNAP-Ed persons, e.g., certified, likely and potentially eligible for SNAP, and compares them against higher-income groups, statewide averages, and ethnic-specific adult trends. Because surveys are done biennially, there is usually a 2-3 year lag in analysis and reporting of results to use in future planning.

A simple protocol to project FFY 13 targets is used: If the most recent 2-year period showed an increase in reported consumption, then the same percentage point increase was projected for the next 2-year period, and half that much was projected for a 1-year period when the increase looked to be a reasonable percentage projection. The projection was adjusted downward if circumstances indicated. If the most recent 2-year period was flat or declined, then a modest increase was used to project the next 1-year period. The optimistic rationale is that with SNAP-Ed interventions going on throughout California, our audiences would at least keep up with or even exceed statewide trends, in spite of economic and educational disadvantage.

<u>Objective 1 (Dietary Quality)</u>:
Fruits and Vegetables - By September 2013, as measured by statewide surveys and other surveillance systems, the percent of eligible Californians who are consuming at least 5 servings of fruit and vegetables a day, the goal for which all *Network* and national surveys have been calibrated, will increase among:

a. Adults: For CalFresh-participants, to 53% in 2011 from 48% (2009); for adults with incomes less than 130% of FPL, to 44% in 2011 from 42 53% (2009). It is projected that the statewide average for all adults will be 54% by 2011, up from 51% (2009). *Source: Biennial CDPS*

b. Teens: Income data are now available for youth, so objectives can be set in terms of CalFresh participants and eligibles. For CalFresh participant youth, to 53% in 2013 from 49% (2008) and for CalFresh likely eligible youth 43% in 2011, up from 39% (2008). It is projected that the statewide average for all youth will be 43% by 2011, up from 39% (2008). *Source: Biennial CalTEENS.*

c. Children, ages 9-11 years: For children from homes using food stamps, to 35% in 2011 from 25% (2009), for Latino children, to 34% in 2011 from 18% (2009); and

for African American children, to 34% in 2011 from 26% (2009). It is projected that the statewide average for all children will be 27% by 2011, up from 19% (2009). *Source: Biennial CalCHEEPS and CalCHEEPS methodology formative research.*

d. Student participants in *Harvest of the Month*© *(HOTM*): In FFY 2013, children exposed to 11 or more Power Play! and/or *HOTM* resources over the course of their intervention will maintain a fruit/vegetable increase of at least 0.7 times/day, meeting or exceeding increases of 0.41 (2010, 24 contractors), 0.23 (2009, 24 contractors), 0.57 (2008, 21 contractors), 0.58 (2007, 15 contractors) and 0.85 (2006, 10 contractors) in prior years. No minimum exposure level was stipulated in prior years for meeting target objective. Note: Student participants in either or both Harvest of the Month© (HOTM) or the FVPA Children's Power Play! Campaign. *HOTM* elements are designed and used in a variety of ways and settings, with applications being extended to retail, worksite and other community venues. As local partners continue to expand their use of *HOTM* and incorporate the activities into their SOW, the anticipated trend is to see participation and results increase.

e. In FFY 2013, children receiving UC CalFresh facilitated education and in classroom taste testing will express willingness to try [87.9%*] and/or ask for [75%] fruits and vegetables in alternative settings [school repeated, home]. Baseline exposure for fruit/vegetable awareness in both “try” and “ask” was 62% and 75%. Increased openness to and willingness to self-advocate for fruits and vegetables an important cornerstone of UC CalFresh nutrition education approach. Source: UC CalFresh Teacher Tasting Tool 2011 year end data.

For all evaluated youth participants in UC CalFresh,

- 95% of youth now can identify healthy food choices[5]
- 87.9% of youth now are willing to try new healthy foods at school[5]

Overall, across all categories of healthy food items tasted in UC CalFresh youth classes
(n=634 classrooms):

- 62% of youth reported ever trying the target food before[6]
- 93% actually tried the food in the classroom during the lesson[6]
- 81% reported willingness to try the food again at school[6]
- 75% reported an intent to ask for the healthy food at home[6]

Source: UC CalFresh Teacher Observation Tool 2011 and /or UC CalFresh approved curricula evaluations.

f. The Supplemental Nutrition Program for Women, Infants and Children (WIC): By September, 2013, and based on the groundwork laid with the Network/WIC collaborative work for the 2009 introduction and roll-out of the new WIC food package,

- 2,000 retailers will be using *Network*/WIC co-branded materials. At least 50% of retailers participating in FFY 10 will be retained.

- One or more WIC representatives will participate on each *Regional Network* Collaborative whose nutrition education efforts focus on women with children, aged 0-5 years, and/or breastfeeding promotion.

g. Sugar Sweetened Beverages: Adults: By fall 2013, the percentage of women receiving CalFresh benefits who report they "set limits on the amount of sweetened beverages they have in the home for children to drink" will increase to 94%, about a 10% increase what CalFresh recipients reported in 2009 (86%); the percentage of women who are CalFresh eligible, but not receiving benefits who report they set sweetened beverage limits will increase to 87%. *Source: Annual Benchmark Survey.*

h. UC CalFresh[1]: Adult Dietary and Resource Management Improvements:

As measured by changes in the Food Behavior Checklist (FBC) evaluation or via the UC CalFresh "Intent to Change Evaluation", by September 30, 2013, at least 25% of eligible persons receiving series-based nutrition education will:
Nutrition Behaviors:

- 69.3% of adults intend to reduce sugar sweetened beverage consumption[2]
- 57.5% of adults intend to drink lower fat milk[2]
- 46.2% of adults improved their fruit and vegetable diet variety.[3]
- 43.9% of adults improved overall Nutrition practices. [3]

Resource Management (subcategories):

- 85% know more about saving money on food.[4]
- 81% know more about food ads. [4]
- 81% know more about simple, healthy meals to make at home. [4]
- 41.2% of adults improved food resource management skills.[3]

When asked if they had compared prices to see if using a coupon is better than buying the store brand:

- 76% intended to do so in the future[4]
- 18% reported they had compared prices since the lesson[4]

Physical Activity is interwoven into most SNAP-Ed interventions and materials, with leadership in each *Network Region* provided by a Physical Activity Specialist. Every effort is made to build on the *2005 Physical Education Content Standards* and the *2008 Health Education Content Standards* of the California Department of Education. For

[1] UC CalFresh will apply FFY11 results in each of these categories for FFY13 goal-setting purposes.
[2] As measured by the adult "Intent to Change" workshop evaluation tool n= 8,413
[3] As measured by the Food Behavior Checklist evaluation tool n=2,998 4 lessons or more with average time to post test being 76 days.
[4] Making Every Dollar Count program Evaluation n=85 Kern County ($p<0.0001$)
[5] As measured by the youth "Teacher Observation Tool" post UC CalFresh Nutrition Education interventions n= 23,990 "compared to the beginning of school…students can now…"
[6] As measured by the youth "Teacher Tasting Tool" post UC CalFresh tasting interventions n= 634 classrooms

sustained physical activity interventions not allowed through SNAP-Ed, efforts are linked with other specialized entities such as the CDPH Center for Physical Activity, the Governor's Council on Physical Fitness and Sport, *Safe Routes to School*, CATCH, and SPARK. Measurement tools have been developed for use by *Network* partners. UC CalFresh continues to offer youth materials further supporting the relationship between healthy living/eating and physical activity (e.g. linking *WalkFit/EatFit*). The programs are delivered directly to middle school children within qualifying low-resource school districts. UC CalFresh's supporting parent newsletters and communications bridge the gap by providing information to eligible adults.

The measurement of and timing for reporting progress in physical activity behavior has the same caveats as those described above for fruits and vegetables. Similar to healthy eating, new data from 2008 suggest that the recession will reduce rates of physical activity in low-income women. Since parents protect their children, it is not known if the same effects will be seen for children and youth. We have adopted the same simple protocol for projecting behavioral objectives by September 2013 as was described above for fruits and vegetables.

Objective 2 (Physical Activity): As measured by statewide surveys, the percent of eligible low-income Californians who meet physical activity targets will increase among:

a. Adults: For CalFresh participants, to 79% in 2013 from 72% (2009; for adults with incomes less than 130% of FPL who are not CalFresh-recipients, to 53% in 2013 from 51% (2009). It is projected that the statewide average for all adults will be 71% by 2013, up from 68% (2009). *Source: Biennial CDPS.* (Using 150 minute/week standard for physical activity target revised by DHHSS in 2008.[4])

b. Mothers: By fall 2013, the percentage of women receiving food stamps who "know they can" set aside the time to be physically active 30 minutes daily even when undergoing a stressful life change, rather than responding "maybe I can" or saying they "know I cannot", will increase to 47%, about a 10% increase and reaching beyond what women who were eligible for CalFresh reported in 2010 (43%). In 2010, women did reach the 2011 goal of 34% and are expected to reach the new 2013 goal of 47%. By fall 2013, the percentage of women receiving CalFresh who "know they can" "stick to your physical activity plan even when you have chores to do", rather than responding "maybe I can" or saying they "know I cannot", will increase to 58%, about a 10% increase and reaching beyond what women who were eligible for food stamps reported in 2010 (52%). *Source: Annual Benchmark Survey.*

c. Teens: Income data are now available for youth, so objectives can be set in terms of CalFresh participants and eligibles. A decline in meeting physical

[4] U.S. Department of Health and Human Services. 2008 Physical Activity Guidelines for Americans. http://www.health.gov/paguidelines/pdf/paguide.pdf

activity targets was seen in nearly all sub-groups, as well as the total. For CalFresh participant youth, to 53% in 2013 from 50% (2008) and for CalFresh likely eligible youth 42% in 2011, up from 40% (2008). It is projected that the statewide average for all youth will be 57% by 2011, up from 54% (2008). *Source: Biennial CalTEENS.*

d. Children, ages 9-11 years: - For children from homes using food stamps, to 46% in 2011 from 40% (2009), for Latino children, to 51% in 2011 from 47% (2009). Since African-American children had decreased to 40% in 2007, we project that in 2011 rates will each the projected statewide average of 53% since their statewide average bounced back to 48% in 2009. It is projected that the statewide average for all children will be 53% by 2011, up from 48% (2009). *Source: Biennial CalCHEEPS.*

II. Reach

Marketing science shows that consumers buy only after repeated exposures to messaging and *if* they have access to the intended "product." Figures from the 1990s indicate that an estimated $5 billion in advertising is spent annually in California for mostly-unhealthy foods, and in low-income settings less healthy foods are cheaper and more readily available than healthy foods especially fresh fruits and vegetables. Federal Trade Commission figures for 2006 show that these trends persist: for children's advertising, fruits, vegetables and whole grains the least marketed of all food groups. Therefore, it is critical that SNAP-Ed reach as many of the 2 million households containing adults with children eligible for SNAP-Ed in as many times, in as many ways, and in as many relevant locations as possible.

Social marketing programs focus on market segments, rather than unique individuals. The *Network* defines social marketing activities as including mass communications, public relations, direct education and other types of direct and indirect contacts, along with a variety of public health approaches, as ways to increase exposure and opportunity for healthy eating and physical activity. Every effort is made to estimate the number of eligible adults and children we touch and how often, directly, indirectly, and through mass communications. Significant factors in FFY 12 will inhibit our ability to reach SNAP-Ed eligible persons. Reporting methods have shifted to EARS in FFY 11, which limits our ability to capture direct (unduplicated) contacts for projects that see their audience in non-classroom settings. Further, the new ACS method for census tract-based targeting has serious limitations that eliminate many potential sites for intervention. However California SNAP-Ed does have additional funding which might enable activities that could extend reach for certain activities.

Objective 3 (Direct Contacts): By September 30, 2013, an estimated 5.9 million Californians will again receive nutrition education at a dose of 118 million impressions through SNAP-Ed (State and Local.).

a. *Network* local projects and an additional six local health departments (1.2 million direct contacts, over 25 million impressions)

b. *Regional Networks – Fruit, Vegetable and Physical Activity Campaigns* (research-based, multi-channel, large-scale social marketing initiatives conducted at the State, regional, and local levels) 951,000 million total estimated reach (unduplicated contacts), excluding those reached through public relations activities.
c. LFNE and African-American faith projects (Faith estimate 20,850 unduplicated contacts, LFNE 5,200 unduplicated direct contacts)
d. UC CalFresh programs are in 2,275 organizations and agencies. In total, 185,000 participants will be targeted in FFY 13 with 525,000 direct and indirect contacts.
e. UC CalFresh adult delivery targets are increasing based on refocusing and shifting previously youth dedicated educators towards adult and Family Centered nutrition education. Planned adult participants are 28,000/108,000 (direct/indirect) contacts the estimated 27,000/81,000 served in FFY12. This redirection of effort will focus on using Plan Shop Save Cook, Eat Smart Be Active, Making Every Dollar Count and Loving your Family, Feeding your Future. These include MyPlate workshops, resource management delivery, label reading, and healthy food options.
f. UC CalFresh will enter into Phase II of Fresno County's SMARTBoard web-based nutrition education delivery. FFY 2013 plans involve expanding SMART activities to three to five UC county programs reaching approximately 3,000 direct education youth.
g. UC CalFresh will also further integrate the use of Clickers for program evaluation and efficiencies.

Objective 4 (Mass Communications): By September 30, 2013, the *Network* will continue the use of mass media including TV, radio, and outdoor advertising. Proven measures will be employed to deliver over half of mass media impressions to eligible audiences, defined as individuals living in households ≤185 % FPL. If the state media contract is executed and no advertising restrictions are placed on the proposed mass media plan, total duplicated impressions should exceed 1 billion. Impressions directed to the eligible adult audiences are projected to be at 796,628,000, representing 56.1 percent of the 1,420,522,000 total estimated mass media impressions.

a. Indirect duplicated mass media advertising contacts among CalFresh-eligible persons 18+ are estimated to be 796,628,000. Unduplicated contacts among this audience are estimated to be 6,049,793. Total mass media impressions, regardless of income, are projected to be 1,420,522,000.
b. Public Relations are projected to generate about 110 million impressions.
c. CalFresh promotion is projected to generate 835,000 impressions with a minimum of 555,000 impressions among those below 185% of FPL.
d. UC CalFresh will generate 565,000 impressions from the various news features and TV segments promoting the importance of the nutrition education programs offered in the local markets (earned media).

III. Infrastructure, Administration, and Evaluation

In order to deliver effective interventions across the State and expend funds accountably, the SNAP-Ed agencies must assure that skilled personnel and competent administrative infrastructures are in place. The *Network,* UC CalFresh, and CDSS will

continue to work together to implement the Education and Administrative Reporting System (EARS), USDA's national reporting system, and electronic time records. Both implementing agencies also will continue monitoring their performance to assure that agreed-upon corrective actions from the *Network's* FFY 06 Administrative Review and UC CalFresh's FFY 2008-2011 reviews are addressed.

Objective 5 (Administration and Training): By September 30, 2013, ensure effective delivery of State and local SNAP-Ed programs by starting automation of the annual State Plan in two channels, providing comprehensive and specialized planning, fiscal and program contract administration, fiscal and programmatic reviews, trainings, evaluation, State-level steering committees and specialized services for approximately 165 local projects (Local Incentive Awardees, Local Food and Nutrition Education, and Faith-Based projects, 11 *Regional Networks*, Leadership Projects, and 31 UC CalFresh participating counties).

a. The *Network* will continue to build out the Grant Information Fiscal Tracking System (GIFTS) and enhance it with management and retrieval of narrative, budget and attachment documents for the annual Plan, progress reports, and annual data submission; Incorporate Quarterly GIFTS Trainings for CMs/PMs; at least 1 management training per year; Enhance automated invoice notification system for local contractors; Create new reporting modules using Crystal Reports. The Network will research other state automated application systems to identify future options for an automated grant management system.
b. *Network* invoices and progress reports – Community Development Unit Program Managers will complete 100% of CDU LIA/NIA and special project annual progress report analyes and site visits for a minimum of 25% of contractors. Administrative Operations Section Contract Managers will timely process 100% of all invoices.
c. The *Network* will strive for a spend-rate by LIAs of over 85% and 90% for the State program, given the uncertain reimbursement of contractors and furloughs of State personnel.
d. *Network* Contract Compliance Monitoring Unit (CCMU) will:
   i. By the end of the second quarter of FFY 13, complete fiscal and administrative orientations for all newly funded projects under NEOP (26 in total).
   ii By the end of 2013, begin new CCMU reviews verifying compliance to NEOP fiscal and administrative requirements.
   iii. Continue to compile summary findings and trends from CCMU reviews.
e. *Network* and UC CalFresh will sponsor or co-sponsor a variety of leadership conferences to increase the capacity of SNAP-Ed providers to understand and implement evidence and practice-based nutrition education and public health approaches, to provide training and technical assistance to build skills and knowledge that will facilitate the transition from SNAP-Ed to NEOP in FFY 13, and to provide training for sustainability and institutionalization of prior work.
   i. UC CalFresh Annual Conference will be combined with EFNEP in FFY 13. The number of attendees will stay stable at about 150 similar to the number who attended during FFY 12.

ii. *Network* Statewide Collaborative - In FFY 12, the number of attendees at the Fall and Spring meetings will increase to 200 from the 140 persons who attended during FFY 10-11 as contractors and potential contractors will have interest in learning more about the the intensified efforts to connect SNAP/CalFresh benefits with making healthy food purchases and the transition of Network from SNAP-Ed to NEOP.

iii. *Network* Annual Conference—In FFY 2013, the conference will provide the Network with the opportunity to provide information and training for implementation of new SNAP-Ed guidelines, strategies, and evidence- and practice-based nutrition interventions and showcase successful nutrition education interventions with the target population.

iv. California Conference of Local Health Department Nutritionists – Provide partial training support for approximately 50 CCLHDN members at the March, 2013 CCLHDN Annual Conference focusing on building leadership capacity in the area of collaboration, partnership, and mobilizing low-income consumers.

v. Other local *Network* trainings - In FFY 12, the Network will conduct at least 20 trainings for local contractors. The trainings will conducted both through webinars and in-person and will cover topics such as the EARS ATF, Administrative/Fiscal Issues, Regional Network FVPA Community Education, Regional Network Skills Building, LFNE Orientation, Local Contractor Program Training, and GIS Application.

vi. Participation in UC CalFresh monthly Town Hall webinars will hold steady at about 50 per call; up to three regional program/administrative meetings with similar participation will include reviews and training on progammatic functions, nutriton education delivery and evaluation, and program coordination with *Network* and County Welfare agencies, new curricula, best practices, resource sharing, and partnering.

f. UC CalFresh will continue to focus on ensuring programmatic compliance and effectiveness through county site vists and regionally focused meetings. Special attention will be given to supporting improvements in evaluation, program review and education delivery. Identified “best practices” will be communicated statewide (e.g. successful newsletter formats particularly generating positive client response and behavioral change), in efforts to maximize impact at the client level.

i. Expand and offer curriculum models using the integration of webinar technology to address programmatic and administrative excellence. Two to three additional taped modules demonstrating best practices on administrative items will be made available and posted on the internal UC CalFresh website by September 2013.

ii. Reinforce and continue peer training: The UC CalFresh county clusters (Butte/Tulare/SF/Shasta) will host meetings with staff from neighboring counties to share information, methods for success, best practices and materials. More clusting opportuniteis will be explored.

iii. The State Office Review Team (SOT) will continue county visits and will make 7- 10 county visits/reviews by the end of FFY 13 using the framework and tools developed and refined over the last two years and incorporating previous findings identified in the FYY 11 USDA/CDSS review.

g. At UC CalFresh, systems will be in place to support collaboration and cooperation among campus and county advisors and educators and with outside organizations in order to provide integrated research-based, quality UC Extension programs. Within the Healthy Family and Communities Initiative, UC CalFresh is extending is collaboration with 4-H, Master Gardeners, EFNEP and other community initiatives.

i. Leveraging the new structure of the Healthy Families and Communities initiative; increase collaboration between 4-H staff and nutrition educators and the local and State levels.
ii. Leveraging the new structure of the Healthy Families and Communities initiative; further increase collaboration between Master Gardener staff and nutrition educators and the local and State levels.
iii. Refocus UC CalFresh to serve additional counties, where reasonable, to reach more of the adult audience and those directly linked to the county welfare offices.

Objective 6 (Contracts and Grants): By September 30, 2013 *Network* contracts and contract amendments with nearly 100 continuing or renewing public and non-profit incentive award agencies, the 11 *Network* Regions, other local assistance and special projects will be fully executed. One-year contract extensions for *Network Regions* and continuing contractors were executed for FFY 13. Through the regional infrastructure, all 58 counties in California will be served by:

a. Local Health Departments (LHDs): 42 Local Health Departments will receive grant funds to build infrastructure in FFY 13. Beginning in FFY 13, CDPH will award funding to implement comprehensive local nutrition education and obesity prevention programs. Consistent with statutory requirements, LHDs will coordinate with local partners and involve multiple sectors in spearheading efforts to improve the nutritional status and prevent obesity among the low-income population.
b. Regional Campaigns: Strategic Plans completed during FFY 09 for the regional *Fruit, Vegetable and Physical Activity Campaigns* and *Programs (Children's Power Play! Campaign, Physical Activity,* and *Retail Program* (all 11 regions), the *Latino Campaign* (9 of 11 regions) and *Worksite Program* (7 of 11 regions), *African American Campaign* (6 regions), including faith-based projects. The *Network Regions* will provide SNAP-Ed services at 3,500+ eligible sites, including but not limited to low-resource schools, community youth organizations, retail food sites, churches, farmers' and flea markets, and worksites.
c. Local Projects: Support for *Network* contractors by providing regional trainings, coordination and communications support to about 115 *Network*-funded local agencies providing SNAP-Ed at nearly 7,600 eligible community sites (including but not limited to low-resource schools, after-school programs, pre-schools, food banks/food pantries/meal sites, direct health service provider sites, affordable housing projects, and farmers'markets).
d. UC CalFresh County Extension Providers: Direct nutrition education to a minimum of 185,000 participants within 2,275 eligible community sites in 31 counties.
e. Regional Collaboratives: The 11 Regional Collaboratives composed of SNAP-Ed funded organizations and their partners will have implemented 11 regional Nutrition Education Initiatives (1 per Region) that make it easier for eligible residents to adopt healthy eating and physical activity lifestyles in their communities.

f. Settings: SNAP-Ed interventions will be delivered as planned, using effective approaches and materials, through the local agency infrastructure, with the highest penetration of eligible sites being:
   - At 106 County Welfare Department CalFresh office sites within a 25-county area receiving direct services from *Network* contractors and UC CalFresh, and through the Food Stamp Offices Resource Kit video obtained for about 385 CalFresh offices in 43 of California's 58 counties and 400 additional sites.
   - At about 1,487 (25%) of the total number (5,933) of low-resource schools statewide, with adjustments between UC CalFresh and *Network* locations. In FFY13, about 72 more public schools became eligible for SNAP-Ed because their FRPM enrollment exceeded 50%, to total about 58% of all California schools.
   - At 850 (18 percent) of the estimated total number of eligible supermarket and medium/small food retail sites statewide (4,810) through combined regional and State-led activities.
   - Through 42 (71%) of the State's 61 local public health departments, an increase from the 20 that participated in FFY 2012. Additional local health departments received grant funding through the 2011 amendment. Additional local health departments will received grant funding through the 2011 amendment and selection process is underway.

Objective 7 (Surveys, Evaluations): By September 30, 2013**,** the *Network* will conduct standardized impact/outcome evaluation studies of direct education with at least 57 contractors, a media messaging survey, two in-house surveillance survey, participate as a partner on two additional statewide surveys. Evaluate a curriculum for middle school students, begin formative research with LHDs on public health approach interventions, and initiate the baseline year of a comprehensive quantitative and qualitative evaluation for the *Network's* overall LHD four-year objectives.

Evaluation will track change in the target audiences' nutrition- and physical activity-related knowledge, attitudes and behaviors, as well as related "upstream" measures. The *Network* will conduct annual impact/outcome assessments with at least 57 of the larger local agencies, complete an impact evaluation and disseminate findings from both impact evaluations of targeted Campaigns as well as Campaign media efforts, update analyses from CDPS, CalCHEEPS and CalTEENS, and share findings, as appropriate, from at least half of the 6 annual/biennial statewide surveys that are conducted with different eligible population segments. The number of impact evaluations is dependent on the number of *Network* contractors with federal share budgets exceeding $350,000 in FFY 12. Statistics and success stories that illustrate system-wide trends and improvements as per the 2007 Institute of Medicine evaluation model will be maintained. Evaluation findings will be disseminated through web-based reporting, peer reviewed journal articles, and presentations.

The UC CalFresh State Office with the evaluation task force and the advisory committee is enhancing the statewide evaluation efforts and has created core objectives and evaluation measures and tools linked to the UC core curriculum. The program will

continue to utilize existing evaluative measures, Food Behavior Checklist (FBC), and Intent to Change (ITC) for all adult populations and incorporate the youth evaluation tools piloted during FFY 09 and refined and validated over the last two years. The youth evaluations will use the Teacher Observation Tool (TOT) and Teacher Tasting Tool (TTT) will continue to be implemented in all youth programs. For technologically-delivered direct delivery, evaluation collection and reporting will be aggregated using web-based pre-test and post-test capabilities.

UC CalFresh will partner with the UC campus resources to explore and expand relationships and opportunities to work with the various centers and departments on promoting and sharing already developed resources and science based information including; evaluations, research and technology, teaching methods, and educational tools. FFY 13 UC CalFresh will continue to coordinate and communicate with the UCB Center for Weight and Health on program design and evaluation strategies.

By September 2013:

a. Impact Study - Reports from findings from final reports of the estimated 43 continuing contractors will be submitted to the *Network's* Research and Evaluation Unit, and preliminary analysis will be completed. Findings will be interpreted with practitioners and State staff and built into programming for FFY 12. To the degree that staffing allows, a critical analysis including contextual factors that influence consumption, identification of effective nutrition education activities, and recommendations for the future will again be reported in FFY 12, as reports that are due from local projects July 30 each year miss the window for specific inclusion in the following year's annual Plan.

b. Annual Benchmark Survey - The Annual *Network* Benchmark Study which surveys 1,000 women <130% FPL to measure advertising recall, normative beliefs, and attitudes and behavior related to fruit and vegetable consumption will be formulated and ready for fielding. Survey results will be completed by April 2013.

c. Comprehensive Evaluation of LHD-Based SNAP-Ed. An ongoing survey of 400 adult women CalFresh participants and 400 child participants age six-11 in each of the ten counties will be implemented to track knowledge, attitude, and behavior change in *Network* priority areas. Concurrently, key informant interviews with staff at (44) local health department and qualitative methods will capture a baseline comprehensive picture of the landscape in which the LHD interventions are taking place, including capacity building, leveraging, building relationships, community involvement, engagement, collaboration with non-Network programs, policy, systems, environment/community change.

d. Survey Findings - Reports of findings for most recently available data (e.g., BRFSS 2010, CDPS, 2011, CalTEENS 2010, CalCHEEPS 2011) about SNAP-Ed population segments from at least half of the six annual/biennial Statewide surveys will again be disseminated through a variety of mechanisms, including: *Data Points,* journal articles, data briefs, data tables, website posting, oral presentations at partnership meetings, and other regional or national venues. Findings will enable the *Network* to track progress toward meeting objectives in

various population segments and identify topic areas where to direct particular *Network* efforts in the future.

e. *Power Play!* Study - Implementation of the quasi-experimental impact evaluation of the Power Play! Campaign is concluded. The report will be completed in FFY 2013.

f. *Latino Campaign Study* - Implementation of the quasi-experimental impact evaluation of the Latino Social Marketing Campaign will be completed with the post-test. Analysis and reporting will occur in FFY 2013.

g. Peer-Reviewed Journal and Publications - The Supplement to the *Journal of Nutrition Education and Behavior* with 16 *Network* articles was published in June FFY 11. An article about using the Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3) approach to inform program planning, nutrition education, and other scope of work activities appeared in the November 2010 American Journal of Public Health. FFY 13 articles for publication in peer-reviewed journals will be produced as feasible.

h. UC CalFresh SMARTBoard – Qualitative evaluation data will continue to be collected from the SMARTBoard activities from teachers and educators using the technology. Evaluation report will be available 2013.

Objective 8 (Reporting Systems): By September 30, 2013**,** The *Network* and UC CalFresh will proceed with and/or strengthen SNAP-Ed reporting systems for FFY 2013, namely:

a. EARS:

(1) A vendor to modify EARS code developed for a different state to meet the *Network's* needs for a web-based reporting system has been engaged and systems development is underway; it will be pilot tested with local agencies in FFY13 and implemented at the beginning of FFY14.

(2) Utilize an upgraded Excel-based reporting system to collect a comprehensive set of participant and activity measures and reports including both EARS data, as well as that of the Semi-Annual Reporting System (SAAR);

(3) Maintain an updated training plan so that EARS data can continue to be obtained Statewide in FFY 13 using Excel until web-based system can be implemented; and

(4) Continue to coordinate efforts with and learn from other States through the Association of State Nutrition Network Administrators, as appropriate.

b. Time Reporting - Evaluate and secure approval by the WRO of a "menu" of automated time-reporting systems, including those with capacity for electronic signatures, for use by California's diverse array of local partner agencies;

c. Corrective Action Plans- Continue using findings from Corrective Action Plans (CAPS) and other observations from the Contract Compliance Monitoring Unit (CCMU) site visits to make systems changes in the State Office provide fiscal and administrative training to local partners, and help select development priorities for State staff.

d. Reimbursement Documentation – All costs presented within either the Network or UC CalFresh's 2013 Nutrition Education Plan will require appropriate documentation based on FFY 2013 plan guidance regardless of fund source.

e. Outcome Metrics - If still considered appropriate, the *Network* and UC CalFresh, through the Association of State Nutrition Network Administrators (ASNNA), will continue to collaborate on the identification of a set of metrics that is acceptable to USDA for the evaluation of SNAP-Ed/NEOP programs. State Plans. This project may be done in California, with other States in the Western Region, or nationally.

Objective 9 (Fiscal and Administrative Integrity): By September 30, 2013, systems put in place will be used routinely as follows:

a. *Network* Administrative Review - *Network* managers achieved the 12 corrective actions and 20 recommendations outlined in the *Network's* USDA Corrective Action Work plan that came out of the USDA Administrative Review conducted in Spring 2006 (Per USDA WRO September 26, 2007 Letter.) -*Network* staff will continue to implement with input from local partners developed and instituted a firm and transparent *Network*-wide protocol for initiating corrective measures against programmatically and/or fiscally non-compliant SNAP-Ed contractors, as well as criteria for contract termination.
b. UCD Corrective Action Plan—UC CalFresh personnel will continue to operationalize measures to assure compliance resulting from the Internal Audit and CDSS/USDA reviews. UC CalFresh has instituted quarterly program financial and compliance review and reporting for state and county program delivery and expenditures. Reports are provided to the counties for review and to assist with program progress and monitoring.
c. CDSS Oversight - CDSS will track progress and provide administrative oversight for both implementing agencies. It will work with CDPH and UCD to support nutrition education in multiple venues including social service settings, ongoing program improvement, streamlined administration, simplified reporting, and timely reimbursement.

10. Objective 10 (Collaboration and Coordination):

By September 30, 2013, CDSS will continue to coordinate collaboration efforts between County Welfare Departments (CWDs), Local Health Departments (LHDs), University of California Extension (UCCE) programs, and UC CalFresh to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget. CWDs, LHDs, UCCE, and UC CalFresh will continue to build partnerships at the local level to reach CalFresh participants and CalFresh eligibles. The goal of this partnership is to increase fruit and vegetable consumption and increase physical activity among CalFresh participants and SNAP-Ed eligibles in counties with a low percentage of CalFresh participants. These long-lasting partnerships will promote nutrition interventions in low-income community settings.

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives

---

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Madera County Children and Families Commission**
Program Area: **Local Network Project: Madera County**
Contract Number: **12-10172**

a. Related State Objectives.

See State-level objectives

b. Audience.

Gender: Male 7% Female 93%

Ethnicity:
- ☒ African American 2%
- ☒ Asian 1%
- ☒ Caucasian 25%
- ☒ Latino 69%
- ☐ Native American _____%
- ☐ Pacific Islander _____%
- ☒ Other (specify) Biracial & unknown: 3%

Languages:
- ☒ English 53%
- ☒ Spanish 43%
- ☐ Arabic _____%
- ☐ Armenian _____%
- ☐ Russian _____%
- ☐ Bosnian _____%
- ☐ Cantonese _____%
- ☐ Farsi _____%
- ☐ Hmong _____%
- ☐ Khmer (Cambodian) _____%
- ☐ Korean _____%
- ☐ Lao _____%
- ☐ Tagalog _____%
- ☐ Vietnamese _____%
- ☒ Other (specify) multi: 2%
- ☒ Other (specify) unkn: 2%
- ☐ Mandarin _____%

Ages:
- ☒ Under 5 years old 20%
- ☒ 5 to 8 5%
- ☐ 9 to 11 _____%
- ☐ 12 to 17 _____%
- ☒ 18 to 59 75%
- ☐ 60 years old and over _____%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
- ☒ *See attached Census Tract data sheet*
- ☐ *See attached Free/Reduced Price Meal % data sheet*
- ☐ Other (Specify): _____ (_____% equal to or less than 185% FPL)

FEDERAL FISCAL YEAR (FFY) 2013 PROJECT BUDGET COVER SHEET (BCS)

***NETWORK FOR A HEALTHY CALIFORNIA* ADMINISTRATION**

Federal Share Budget	**FFY2012**			**FFY2013**			
	PHI	**STATE**	**TOTAL**	**PHI**	**STATE**	**TOTAL**	**% DIFFERENCE**
1. Personnel Salaries/Benefits	0	3,786,655	3,786,655	914,143	3,379,418	4,293,561	13.39
2.Contracts/Grants/Agreements	0	-	0	0	0	0	#DIV/0!
3. Non-capital Equipment/Supplies	0	157,575	157,575	26,227	176,201	202,428	28.46
4. Materials	0	-	0	0	0	0	-
5. Travel	0	49,505	49,505	28,950	28,783	57,733	16.62
6. Administrative *	0	-	0	357,212		357,212	#DIV/0!
7. Building/Space and Other General Expenses *	0	1,329,706	1,329,706	103,000	1,112,943	1,215,943	(8.56)
8. Maintenance *	0	-	0	0		0	-
9. Equipment & Other Capital Expenditures	0	-	0	68,800		68,800	#DIV/0!
Total Direct Costs	**0**	**5,323,441**	**5,323,441**	**1,498,333**	**4,697,345**	**6,195,678**	16.38
					0		
11. Indirect Costs @11.7 % of Personnel Costs for State staff**	0	325,652	325,652	238,732	395,391	634,123	94.72
12. TOTAL COSTS	**$0**	**$5,649,093**	**$5,649,093**	**$1,737,065**	**$5,092,736**	**$6,829,801**	**20.90**

See Appendices, Sction C, Staffing, and Section D, Budget Summary for detailed staffing and operating costs for state and Public Health Institute (PHI)

All costs on the state side roll up to the detailed budgets and budget justifications in Section C for staffing and Section D for operating costs. State staff in Section C are now identified by name and state level project budgeted under.

*Administrative and Maintenance costs for state included in the line Building/Space & Other General Expenses. PHI budgets for Administrative costs separately

**Indirect Cost rate for the State is 11.7% of total personnel costs and PHI is 16.7% of total budget less subcontracts

10% Budget Changes Justifications

State Justifications

1. Salaries & Benefits - Although all staff budgeted at 4.62% below salaary rates for 9 months, FTE went from approximately 37 to 42 in FFY 2013. Also, in FFY2012, SSM III was allocated at .43% of salary and benefits. In FFY 2013, allocated .85% to project

3. Non-Capital Equipment/Supplies - In FFY2012, additional costs above the state standard costs were allocated to all state staff according to FTE. In FFY2013 the only added cost of 38 personal computers was added as a lump sum and budgeted in the Administration Project budget. Even with the increase in FTE and the lump sum addition of the cost for 38 personal computers, the projected costs for this line item came in at about 21% less than in FFY2012.

7. Travel -The decrease in this line is due to fewer staff being budgeted for travel in FFY2013 than in FFY2012. There were 19 Fte budgeted for travel in FFY2013 compared to 23 in FFY1012

11. Indirect Costs -This ties to the increase in line 1 - Salaries & Benefits

PHI

EATING SMART, BEING ACTIVE

ESBA-15 Lesson 1, Get Moving – English Version
ESBA-16 Lesson 1, Get Moving – Spanish Version
ESBA-17 Lesson 2, Plan, Shop, $ave – English Version
ESBA-18 Lesson 2, Plan, Shop, $ave – Spanish Version
ESBA-19 Lesson 3, Vary Your Veggies – English Version
ESBA-20 Lesson 3, Vary Your Veggies – Spanish Version
ESBA-21 Lesson 4, Make Half Your Grains Whole – English Version
ESBA-22 Lesson 4, Make Half Your Grains Whole – Spanish Version
ESBA-23 Lesson 5, Build Strong Bones – English Version
ESBA-24 Lesson 5, Build Strong Bones – Spanish Version
ESBA-25 Lesson 6, Go Lean with Protein – English Version
ESBA-26 Lesson 6, Go Lean with Protein – Spanish Version
ESBA-1 Lesson 1, Water Bottles
ESBA-2 Lesson 4, Measuring Cups
ESBA-3 Lesson 7, Measuring Spoons
ESBA-4 Lesson 6, Food Thermometer
ESBA-5 Lesson 5, Stretch Bands
ESBA-6 Lesson 3, Produce Brush
ESBA-7 Lesson 8, Recipe Book – English Version
ESBA-8 Lesson 8, Recipe Book – Spanish Version
ESBA-9 Physical Activity Book – English Version
ESBA-10 Physical Activity Book – Spanish Version
ESBA-11 Lesson 2, Grocery Lists – English Version
ESBA-12 Lesson 2, Grocery Lists – Spanish Version
ESBA-13 Pocket Folder – English Version
ESBA-14 Pocket Folder – Spanish Version

AARA SNAP BROCHURES/HANDOUTS

LOVING YOUR FAMILY, FEEDING THEIR FUTURE

Educator Handbook (24 pages)
Staff Support Kit (6 pages)
Family Meals: Easy tasty healthy-session guidance (4 pages)
How Much? Food and Physical Activity (4 pages)
Vegetables and Fruits: Simple Solutions (4 pages)

MAKING EVERY DOLLAR COUNT

Making Every Dollar Count – DVD with Intro Video
Making Every Dollar Count – Calendar
Making Every Dollar Count – Savings Calculator
Making Every Dollar Count – Recyclable Grocery Bag

MyPlate

MyPlate Posters
MyPlate Mini Posters

COOKING MATTERS, [Adults and Children]

FRESH FROM THE GARDEN

CHOOSE HEALTH EAT WELL (CHEW), [Seniors]

EAT SMART, LIVE STRONG

LEARN-AT-HOME

CURRICULA/MATERIALS DESCRIPTIONS --- FAMILY-CENTERED DELIVERY

EAT & PLAY TOGETHER!, [adults and children, 6-8 year olds]

Acknowledgement & Table of Contents
Introduction

SECTION C: Staffing Position Descriptions

University of California CalFresh Nutrition Education Program

UC CalFresh Nutrition Education Program (NEP) Staff

SECTION C: NUTRITION EDUCATION PLAN STAFFING shows the proposed staffing plan. The budget (Summary D) has two staffing components; (1) State Office and (2) County Program Delivery. The positions are described below:

Please note: UC CalFresh *position description headers supply the following information:*

Position Title	# of Staff	Total FTE of Position
Title of Position	Number of staff who occupy the position	Total FTE by Position Description

UC CalFresh NEP STATE LEVEL STAFF:

UC CalFresh NEP State Office was reorganized within FFY 09 in order to address "separation of duties, cross-training and other controls needed according to UC policy and procedures". The FFY13 operational plan maintains all changes.

UC CalFresh NEP DIRECTOR	1	1.00

- Coordinates program planning throughout the state.
- Acts as primary contact with USDA and CDSS on policy issues related to program suitability, program objectives and program growth; acts as the primary liaison with CDSS and USDA - Food and Nutrition Service, other statewide agencies, and national committees as required.
- Modifies policies and procedures to reflect changes in USDA SNAP-Ed Guidance, Federal Rules, University, State, and Federal guidelines; develop and disseminate program management guidelines as needed.
- Determines nutrition education program content and delivery strategies, as well as "Local Support" requirements and program integrity, in partnership with UCCE advisors, specialists and other UC faculty in order to meet the needs of the target audience.
- Coordinates program evaluation for behavior change, including the use of nutrition education evaluation tools to analyze the educational impact of the program.
- Ensures compliance of federal, state, and university program and fiscal guidelines.
- Models creativity and long-term vision insuring the program remains current and meets the needs of the low income residents of California.
- Coordinates youth and adult UC CalFresh Nutrition Education programs at the county level and supplemental projects from the University of California, including the use of youth and adult nutrition education materials and methods.

- Develops collaborative relationships with other agencies who serve the same clientele, such as the *Network for a Healthy California*, CDSS, CDE, CDFA & other extended partners.
- Develops strategic partnerships with outside agencies and others at varying levels including other departments, University Land Grants, colleges, and at local state and federal levels.
- Establishes and maintains a strong relationship with regional and country based CE offices, advisors and staff, and Agriculture and Natural Resources at the University of California Office of the President to ensure excellent communication of program policies, procedures, goals and vision.
- Consults on a regular basis with the UC CalFresh NEP Advisory Committee and other committees for advice and feedback on program management decisions and issues.
- Interacts and collaborates with research faculty to ensure state of the art knowledge is integrated into educational programs benefiting UC CalFresh NEP direct education.
- Increases awareness of needs and assets, oversees development of marketing tools and effectively communicates program impacts to program partners.
- Provides supervision and management to State Office staff.

ANALYST IV PROGRAM AND EVALUATION	1	1.00

- Under general direction of the UC CalFresh NEP Director, provides a full range of advanced technical and programmatic services related to the planning, implementation, and evaluation of consumer, intermediary, and systems approaches for UC CalFresh nutrition education programs.
- Participate in the design and recommendations for program planning, development and implementation, and in the evaluation of UC CalFresh Nutrition Education Program.
- Work with other nutrition education program staff, extension specialists and advisors to provide overall leadership for the training and technical assistance to county programs to build the capacity of UC CalFresh Nutrition Education Extension staff to evaluate evidence based SNAP-Ed programs and curriculum.
- Review nutrition education delivered at the community level and provides feedback on the programs and evaluations conducted.
- Review and develop implementation, and evaluation of conferences, workshops, trainings and annual meetings.
- Responsible for working in tandem with the Advisory Committee and sub committees to align and standardize UC CalFresh NEP evaluation, programmatic objectives and curricula.
- Supports development of both short and long term strategic planning in concert with the Director, the Program Training Analyst and Advisory Committee to position the program for successful execution of plan guidance and demonstrated outcomes.
- Coordinate the development and submission of the year end final report.

ANALYST II/III PROGRAM AND TRAINING	1	1.00

- Development of short and long term strategic planning in concert with the Director, the Analyst IV and Advisory Committee to position the program for successful program delivery execution of the state plan.
- Prepares key analysis of surveys and provides recommendations on statewide programmatic needs and findings from evaluations, qualitative feedback and program delivery growth.
- Spearheads internal UC CalFresh NEP training initiatives to bring both administrative and programmatic training modules to county programs. Works with the Program and Training Analyst and administrative analysts to synthesize state administrative and programmatic protocols.
- Partners with State Office staff, Advisory Committee and work groups to develop training sessions for presentation during Administrative conferences, state wide conferences, webinars and town halls in support of programmatic delivery.
- Partners with Director and Advisory Committee Evaluation team to facilitate the state wide evaluation of programs.
- Works with Nutrition Education Committee on core curriculum needs for county programs.
- Spearheads mid-year reporting process to meet USDA and CDSS reporting requirements.
- Plans and coordinates large annual events such as the statewide UC CalFresh NEP conference, quarterly training conferences and targeted training opportunities for the program.
- Communicates with Network and CDSS for training opportunities.
- Coordinates plans and evaluates the monthly Town Hall Webinars for the UC CalFresh NEP and others as appropriate.
- Prepares analysis for UC CalFresh NEP Director as requested.
- Assists with Final Report submission; collects the data and summarizes results for Final Report and, if required, the Nutrition Education Statewide Plan.
- Attends state level meetings with Director as needed.

ANALYST II	1	1.00

- Under general direction of the Program Director, provide support to the Director and act as lead analyst for the management of administrative, financial, personnel, research and institution support.
- Serve as principal resource for business office staff on financial procedures and policy. Provide advice and guidance to the Director on short-term and long term financial and personnel planning and management and serve as the chief budget and fiscal staff advisor and as primary contact for all staff and county representatives who are funded by UC CalFresh.
- Work closely with the Dean's office, Office of Research, ANR, Business Contracts, Accounting and Financial Services, sponsoring agencies and other external parties (subcontractors,

consultants, etc.) to facilitate the submission of proposals and to expedite the transfer of the awards; serve on campus and college-wide committees associated with financial management matters.

- Independently develops and implements procedures, coordinates the proposal submission and review process and tracks funding for proposals with County and state agencies. Engages in frequent and high level interactions with administrators and staff at California State Agencies to secure and maintain joint grant programs.
- Identifies funding opportunities and mechanisms to implement joint programs; prepares recommendations of alternatives to the Director; participates in budget and program implementation. Identifies mechanisms and approaches to streamline general procedures that can operate across 30-35 off site Cooperative Extension offices located throughout the State; identifies creative uses of resources to maximize impact across off site Cooperative Extension offices. Responsible for ensuring strategic and operational plans for UC CalFresh to comply with UC Davis and Agriculture and Natural Resources (ANR) policies and procedures.
- Under the direction of the Director, participates in State Office team site visits annually to identify areas for improvement (documentation, Local Support), clarify requirements and cross train on best practices implemented in other counties.
- In partnership with Regional procurement contacts, audits all approved purchases of county procured equipment and assists in maintaining an accurate inventory list for CDSS review.
- Reviews federally expended dollars and reported Local Support funds monthly to support development of invoices and ledgers of reported local support (includes detailed reviews of State Office ledgers).
- Responsible for the annual assembly of the UC CalFresh Nutrition Education Plan.

ANALYST I	2	2.00

- Key liaison between the UC CalFresh NEP office and counties providing ongoing support, feedback and assistance for yearly grant planning and operation.
- Under the supervision of the Director and in direct response to USDA and CDSS administrative requests, provides fiscal oversight and trains counties each ensuring appropriate administrative execution of USDA required documentation.
- Under the direction of the Director, participates in State Office team site visits annually to identify areas for improvement (documentation, local support), clarify requirements and cross train on best practices implemented in other counties.
- Under general supervision of the Program Director, responsible for financial, complex analytical and compliance issues, and serve as a resource to the Director of the UC CalFresh Nutrition Education statewide program.
- Prepares budget for Nutrition Education Plan (NEP); monitor and maintain county project accounts associated with the annual operating budgets; short and long term planning; analysis and processing of internal and external billing; development and preparation of research reports.
- Gather, manage, and analyze financial data from a variety of revenue streams, including

state and federal grants and other funding sources. Advise counties on local support and effort reporting per CDSS, Federal, University, and State guidelines.

- Works with all County staff on Target Plan (Adult & Youth).
- In partnership with ANR BOC Kearney, audits all approved purchases of county procured equipment and assists in maintaining an accurate inventory lists for CDSS review.
- Assists in collection of data and preparation of the annual Nutrition Education plan and the final report.
- Works with State Office Staff in other capacities as needed.
- Creates and maintains computerized tracking system on equipment and time reporting.
- Update the UC CalFresh NEP website accordingly with pertinent program information approved by the Director.

ANALYST (DEAN'S OFFICE)	1	0.06

- Provides financial separation of duties and review of monthly expense budgets.
- Financial Account Manager for all UC CalFresh NEP accounts approving all expenditures, payroll transfers and invoicing.

AAII/III	1	1.00

- Under general supervision, serve as the Business Office Assistant for the UC CalFresh NEP, coordination support to the Director the State Office and UC CalFresh Committees.
- Manages all travel and purchase orders.
- Provides administrative support to the Director and the UC CalFresh NEP Office.
- Maintains computerized UC CalFresh NEP mailing lists.
- Provide comprehensive accounting, budget, and fiscal analysis support. Review and reconcile budgets, time, and effort reporting and data collection for budget purposes.
- Review Distribution of Payroll Expense reports and other programmatic financial systems. Conduct review of records and materials submitted by the UC CalFresh NEP counties according to the SNAP-Ed Guidance and UC CalFresh NEP policies. Process purchasing, accounts payable, travel transactions and provide general administrative support to the Program.

STUDENT / TEMPORARY HELP	3	1.5

- Review time records.
- Prepare conference packets.
- Set up new filing system; general office duties.
- Assists with data entry and data review.
- Assists State Office staff and county programs with searches and reviews of materials and other programs websites.

CAES and or ANR PROGRAMMER IT	**1**	**0.50**

- UC CalFresh NEP Time Record system adjustment and EARS reporting development.
- Programs and adjusts existing system to accommodate changes and enhancement for FFY13.
- Builds EARS reporting program into existing system.
- Maintains and supports web updates.
- Assists in development of web based data entry portals.

UC CalFresh NEP COUNTY LEVEL STAFF:

County level staffs deliver Nutrition Education program delivery to adults, youth and families, targeting the UC CalFresh populations within each of the 31 counties (17 programs).

ACADEMIC COORDINATOR	1	0.50

- Provides leadership in training and professional development of UC CalFresh nutrition education staff with a specific focus on paraprofessional nutrition education competencies.
- Under the general supervision of the San Joaquin Nutrition, Family, and Consumer Sciences Advisor and working closely with the Directors of the respective programs, the position assesses, plans, develops, coordinates, conducts, and evaluates other SANP-Ed State educator training and professional development programs for nutrition related competencies.
- Assess present and future training needs and develop and implement a multi-level training program with educational goals and objectives based upon research recommended core competencies for nutrition educators and on the educators' cultural and educational needs.
- Develop survey instruments to track training results and work with program evaluation teams to evaluate results; implement changes and refine training program as necessary.
- Identify and recommend solutions related to implementing training of nutrition education competencies and messaging for CalFresh nutrition education participants.
- Design, plan, organize and direct program orientation and training for new employees to UC CalFresh.
- Evaluate pertinent data for planning future trainings and reporting. Provide leadership and support of the annual statewide conference training committee.
- Organize nutrition education communications related to local, regional and statewide training; develop technical reports as required.

ADMINISTRATIVE/CLERICAL/ CE ASSISTANT	9	4.35

- The UC CalFresh NEP Administrative/Clerical position provides administrative and clerical support to UC CalFresh NEP.
- Enter UC CalFresh NEP data into computer using collaborative tools, NEERS, EARS and other reporting web based tools.
- Prepare reports, educational materials, and other programmatic documents.
- Typing and other clerical duties.
- Assemble lesson materials and supplies.
- Orders office and teaching supplies and materials as needed.
- Collates time records, confirms hours, assists with cost sharing and operational support.

PROGRAM REP I	40	28.85

- The UC CalFresh NEP PRI is responsible for implementing education programs in foods, nutrition, gardening and related subject matter for children of families receiving CalFresh Benefits.
- Identify and recruit teacher volunteers in target schools to educate youth.
- Assist Youth Development Advisor and Home Economist to plan and implement training of teacher volunteers in appropriate subject matter to work with youth.
- Complete reports and records to monitor program progress.
- Work with county advisor/director to assure project compliance with the CDSS USDA/FNS and UC affirmative action requirements.
- Determine UC CalFresh NEP target schools using eligibility criteria defined by the USDA/CDSS.
- Administers required evaluation tools in conjunction with the appropriate curriculum.
- Complete standardized UC CalFresh forms to plan for and to document teacher support.
- Monitor teacher time and program integrity.
- Deliver UC based curricula in accordance to the program design and objectives and lesson plans.

PROGRAM REP II	43	36.42

- The UC CalFresh NEP Representative II is responsible for implementing educational programs in the food and nutrition subject matter for the target audience.
- Identify and recruit CalFresh recipients and applicants in target areas.
- Teach nutrition education lessons to all recruited participants; Organize mini-lessons at community sites; Teach mini-lessons and collect data on program participants.
- Relate program to public.
- Administers required evaluation tools in conjunction with the appropriate curriculum.

PROGRAM REP III	9	8.65

- Responsible for implementing education programs in foods, nutrition, gardening and related subject matter for children and families receiving CalFresh benefits. The Program Representative III has supervisory duties and works under the CE Advisor/ NFCS Advisor to ensure programmatic compliance within County operating units. The Program Rep III's in many county programs also assist in reporting and operational support.
- Identify and recruit teacher volunteers in target schools to educate youth.
- Assist Advisors in planning and implementing training of teacher volunteers in appropriate subject matter to work with youth.
- Complete reports and records to monitor program progress.
- Work with county advisor/director to assure project compliance with the CDSS, USDA/FNS

and UC affirmative action requirements.

- Determine UC CalFresh NEP target schools using eligibility criteria defined by the USDA/CDSS.
- Complete required form to plan for and to document teacher match.
- Monitor teacher and program activity reporting and integrity of the delivery of UC CalFresh Nutrition Education Programs.
- Administers required evaluation tools in conjunction with the appropriate curriculum.
- Provide programmatic support around financial reporting of budgeted dollars and local support documentation and recordkeeping.

SR. ADMINISTRATIVE ANALYST	2	1.75

- Coordinates UC CalFresh NEP plan and implementation.
- Fiscal and personnel management of either large county clusters or high numbers of staff.
- Coordination with the UC CalFresh NEP State Office on staff development and training.
- Collaborative Community partnership building, responsibility for report writing, program evaluation, recordkeeping, and dissemination of program results.
- Trained by UC CalFresh NEP Advisor/Staff to extend in-depth 1 to 1 1/2 hour nutrition education lessons to UC CalFresh NEP-eligible seniors and families through the Nutrition on the Move Program.
- Serve on planning committees and workgroups for outside statewide coordination of UC CalFresh.

STUDENT ASSISTANT	1	0.50

- Provides administrative support to county programs: Reproductions and general office support.
- Prepares lesson packets and kits.
- Data entry.

UC CalFresh NEP STAFFING FFY13

TOTAL SNAP-ED SALARY AND BENEFITS						
**Statement of positions included in all County Financial Budgets	# of FFY 13 Planned Staff	Total FFY13 Planned FTE	% Admin Support	% Direct Delivery	Salary + Benefits	
DIRECTOR	1	1.00	100%	0%	146,376.20	
ANALYST IV PROGRAM AND EVALUATION	1	1.00	100%	0%	92,864.80	
ANALYST II/III PROGRAM AND TRAINING	1	1.00	100%	0%	91,769.17	
ANALYST II	1	1.00	100%	0%	82,340.69	
ANALYST I	2	2.00	100%	0%	142,781.07	
ANALYST (DEAN'S OFFICE)	1	0.06	100%	0%	5,650.71	
AAII/III	1	1.00	100%	0%	57,051.29	
STUDENT HELP	2	1.00	100%	0%	18,210.40	
TEMPORARY HELP	1	0.50	100%	0%	23,839.84	
CAES PROGRAMMER IT	1	0.50	100%	0%	50,470.00	
STATE OFFICE SUB-TOTAL	**12**	**9.06**			**711,354.18**	(A)
ACADEMIC COORDINATOR	1	0.50	100%	0%	43,242.70	
ADMINISTRATIVE/CLERICAL	8	3.90	98%	2%	200,231.21	
CE ASSISTANT	1	0.45	60%	40%	25,414.60	
PROGRAM REP I	40	28.85	11%	86%	1,537,506.92	
PROGRAM REP II	43	36.42	20%	80%	2,184,231.05	
PROGRAM REP III	9	8.65	42%	58%	616,375.80	
SR. ADMINISTRATIVE ANALYST	2	1.75	68%	33%	142,203.22	
STUDENT ASSISTANT	1	0.50	100%	0%	9,105.20	
COUNTY/LOCAL PROGRAMS SUB-TOTAL	**105**	**81.02**			**4,758,310.70**	(B)
TOTAL UC CalFresh NEP STAFFING	**117**	**90.08**			**5,469,664.88**	(C)

(A) Consists of all State Office personnel; see State Office budget for further detail.

(B) Aggregate of all UC CalFresh NEP County program personnel; see County Program budgets for further detail.

(C) All Salary and Benefit expenditures planned for FFY13; corresponds to line 1.0 CNR Salaries and Benefits.

i. Direct Participants

	UNDER 5		5-17		18-59		+60		TOTAL	
	#	%	#	%	#	%	#	%	#	%
TOTAL PLANNED PARTICIPANTS	64	1%	3,136	67%	1,000	21%	500	11%	4,700	100%
NUMBER OF SNAP-RECIPIENTS	28		1,380		440		220		2,068	44%
NUMBER OF OTHER PARTICIPANTS	36		1,756		560		280		2,632	56%
			3,200				1,500			
			TOTAL PLANNED YOUTH				TOTAL PLANNED ADULT			

Gender	Count	%
Female	2,820	60%
Male	1,880	40%
TOTAL	4,700	100%

Race / Ethnicity	Hispanic/Latino		Non-Hispanic/Latino		TOTAL BY RACE
	#	%	#	%	
Black or African American			169	18%	169
Asian			141	15%	141
A.M. Indian / Alaskan Native					0
Native Hawaiian / Other Pac. Islander					0
White	3,760	100%	630	67%	4390
Multiple					
TOTAL Race / Ethnicity	3,760	80%	940	20%	4,700

Language	Estimated %
Spanish	40%
English	60%
TOTAL	100%

c. Focus on CalFresh Eligibles

Our plan for FFY 13 is to:

- Provide nutrition education utilizing the EatFit curriculum programming to two (2) additional junior high school classroom settings in Imperial County.
- Provide nutrition education and updates to parents of CalFresh-eligible students with the addition of child/parent activities such as creating and preparing recipes that are nutritious and affordable.

d. Project Description

Eating Smart, Being Active

We will be using the curriculum for our adult population. We will be offering the workshops approximately once a week with the following format:

Key Message	Curricula utilized to deliver this message	Evaluation Tool(s)
5. Food Shopping/Preparation	• Plan, Shop, Save, Cook	• Plan Shop Cook Save Evaluation (4 lessons)
6. Promote Healthy Weight	• EAT FIT	• Eat Fit Retrospective (Preferred)
7. Promote Healthy Communities	• Plan, Shop, Save, Cook	• Plan Shop Cook Save Evaluation (4 lessons)
8. Limit Added Sugars or Caloric Sweeteners	• ESBA	• Food Behavior Checklist
9. MyPyramid - Healthy Eating Plan	• ESBA	• Food Behavior Checklist

CalFresh Nutrition Education Delivery Sites by Type of Setting

	Non-Proxy Sites (Likely CalFresh Eligibles)	Location-Based Proxy Sites (Likely CalFresh Eligibles)
Adult Rehab Center	1	
Public Housing		11
Public Schools - K-12	35	
Public Schools - PreK	3	
Head Start Programs		11
Other Youth education Sites (Parks & Rec)	1	
Shelters	1	

	Non-Proxy Sites	Proxy Sites	TOTAL SITES
COUNT	41	22	63
PERCENTAGE	65%	35%	100%

e. Projected Number of Unduplicated Participants

	UNDER 5		5-17		18-59		+60		TOTAL	
	#	%	#	%	#	%	#	%	#	%
Total Planned Participants	64	1%	3,136	67%	1,000	21%	500	11%	4,700	
Number of CalFresh Participants	28		1,380		440		220		2,068	44%
Number of Other Participants	36		1,756		560		280		2,632	56%
TOTAL	**64**	**1%**	**3,136**	**67%**	**1,000**	**21%**	**500**	**11%**	**4,700**	**100%**

CalFresh Nutrition Education Delivery Sites by Type of Setting

	Non-Proxy Sites (Likely CalFresh Eligibles)	Location-Based Proxy Sites (Likely CalFresh Eligibles)
Adult Education & Job Training Sites		**33**
Community Centers	17	
Elderly Service Centers	3	
Emergency Food Assistance Sites		**9**
Public Housing		**1**
Public/Community Health Centers	2	
Public Schools - K-12	77	
Public Schools - PreK	4	
Public Schools - AS	9	
Head Start Programs		**6**
Other Youth education Sites (parks & Rec)	3	
Shelters	3	
WIC Program		**12**
Preschools (located in Non CDS Coded site)	6	
Afterschool's (located in Non CDS Coded site)	8	

	Non-Proxy Sites	**Proxy Sites**	**TOTAL SITES**
COUNT	132	61	193
PERCENTAGE	68%	32%	100%

e. Projected Number of Unduplicated Participants

	UNDER 5		**5-17**		**18-59**		**+60**		**TOTAL**	
	#	**%**	**#**	**%**	**#**	**%**	**#**	**%**	**#**	**%**
Total Planned Participants	**463**	4%	**8,788**	81%	**1,440**	13%	**160**	2%	**10,850**	
Number of CalFresh Participants	268		5,097		835		93		**6,293**	58%
Number of Other Participants	194		3,691		605		67		**4,557**	42%
TOTAL	**463**	4%	**8,788**	81%	**1,440**	13%	**160**	2%	**10,850**	100%

f. Projected Number of Unduplicated Contacts

	Under 5		5-17		18-59		+60		TOTAL	
	#	%	#	%	#	%	#	%	#	%
CalFresh Recipients	268	2%	5,097	44%	1,253	11%	139	1%	6,757	58%
Other Participants	194	2%	3,691	32%	907	8%	101	1%	4,893	42%
TOTAL	**463**	4%	**8,788**	75%	**2,160**	19%	**240**	2%	**11,650**	100%

3. Project Narrative Summary

UC Cal Fresh, Tulare/Kings County will focus on targeting CalFresh eligibles with research-based, interactive series based nutrition and resource management classes directed at promoting positive behavior changes. Plans to maximize the numbers reached include provide excellent customer service; deliver high quality nutrition and resource management classes. To increase lesson enhancement and participation, the utilization of lesson props, hands-on activities, visual aids and other tools will be used to bring to life text book lessons. Within the eligible schools, we will target both students and parents and move towards reaching the entire family as a complete unit. Tulare/Kings County will utilize all resources available including, but not limited to our UC CalFresh website, state office trainings, other workshops and trainings offered by our community partners, web-based trainings offered online and in service trainings targeted at reaching CalFresh eligible families.

Emphasis will be placed on collecting significant UC CalFresh approved evaluative data that captures and demonstrates behavioral change. Social media such as Facebook will be utilized to increase interest and CalFresh program participation. Our county Facebook will be updated with information about the UC CalFresh program primarily focusing on promoting MEDC, PSSC, and UC approved curriculum for grades PreK-12th grade.
The goal will be to provide excellent customer service, high quality nutrition education, resource management tools, and distribute parent newsletters. Emphasis will also be placed on administering teacher observation tools, youth taste-testing tools, and adult taste testing tools and other UC approved evaluation tools. Tulare County will enhance UC curriculum—Plans, Shop, Save & Cook and MEDC with classroom cooking demonstrations and cooking lessons.

The utilization of fruit and veggie costumes to bring extra attraction and attention to our UC CalFresh booth at health fair events, food distribution sites, community events and at school sites has proven a great success and will be continued. Relevant training will be integrated focusing on nutrition education, resource management and physical activity in order to strengthen and further equip our nutrition education staff. Over the next year, Tulare County is committed in joining efforts with community partners in reaching eligible adults and youth with nutrition, physical activity and resource management education. Strategies for improving program delivery will be discussed in bi-weekly staff development meetings. Methods for increasing program participation and improve

Appendix A Template 3: Nutrition Education Plan Staffing

Section C. Staffing

Provide the following summary by Supplemental Nutrition Assistance Program Education (SNPA-Ed) project for all paid staff in the FFY 2013 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: California Department of Public Health
The Network for a Healthy California

US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2013 (October 1, 2012 through September 30, 2013)

1.Position Title* * Attach statement of work listing SNAP-Ed-related job duties for each position	**2. FTEs** Charged to SNAP-Ed**	**3. Description of Job Duties**		
Programmatic Classifications	**Attach definition of FTE and Basis for calculation	Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	Federal Dollars
Accountant ! (1) Admin Fiscal Services Unit Admin	**0.95**	**95%**		**38,755**
Assoociate Accounting Analyst (1) Admin Fiscal Services Unit (Will replace AMA - Donovan in May 2013) Admin	1.00	100%		**60,060**
Associate Governmental Program Analyst (AGPA)(1) -Contracts Compliance Monitoritn unit Admin	**1.00**	**100%**		**61,953**
Associate Governmental Program Analyst (AGPA)(1) -Admin Operations Section -CMU Liaison - Admin	**1.00**	**100%**		**58,510**
Associate Governmental Program Analyst (promotion from Staff Services Analyst in FFY 2012) Contract Operations Unit A Admin	**1.00**	**100%**		**54,411**
Associate Governmental Program Analyst (AGPA) (1) -Contract Operations Unit A -New Retired Annuitant - Admin	**0.50**	**50%**		**30,972**
Associate Governmental Program Analyst (AGPA)(1)-Special Projects & Regional Infrastructure Unit Admin.	**1.00**	**100%**		**55,097**
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit B Admin	**1.00**	**100%**		**52,682**
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit B Admin	**1.00**	**100%**		**61,953**
Associate Governmetal Program Analyst (AGPA) (1)Cancer Control/NEOP Branch Admin	**1.00**	**100%**		**57,984**
Associate Governmental Program Analyst (AGPA)(1)-Contract Operations Unit B Admin	**1.00**	**100%**		**53,022**
Associate Governmental Program Analyst (AGPA)(1)-Contract Operations Unit B- promoted from SSA in FFY2012 Admin	**1.00**	**100%**		**52,472**
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit A Admin	**1.00**	**100%**		**61,953**

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title* * Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed	3. Description of Job Duties		
Programmatic Classifications	**Attach definition of FTE and Basis for calculation	Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	Federal Dollars
Associate Governmental Program Analyst (AGPA)(1) -Admin & Fiscal Services Uni Admin	**1.00**	**100%**		**62,345**
Associate Governmental Program Analyst (AGPA)(1) - Contract Compliance Monitoring unit Admin	**1.00**	**100%**		**61,152**
Associate Governmental Program Analyst (AGPA)(1) -Special Projects & Regional Infrastructure Unit RN	**1.00**	**100%**		**50,174**
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit A Admin	**1.00**	**100%**		**52,472**
Associate Governmental Program Analyst (AGPA)(1) -Special Projects & Regional Infrastructure Unit RN	**1.00**	**100%**		**58,587**
Associate Governmental Program Analyst (AGPA)(1) -Admin & Fiscal Services Admin	**1.00**	**100%**		**55,462**
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit A Admin	**1.00**	**100%**		**52,682**
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit B Admin	**0.60**	**60%**		**37,175**
Associate Governmental Program Analyst (AGPA)(1)-Admin & Fiscal Services Unit Admin	**0.95**	**95%**		**53,635**
Associate Governmental Program Analyst (AGPA)(1) -Contract Compliance Monitoring unit Admin	**1.00**	**100%**		**56,463**
Associate Health Program Advisor (AHPA)(1) -Community Development Unit B Community Development	**1.00**		**100%**	**55,979**
Associate Health Program Advisor (AHPA)(1) Contracts Compliance Monitoring unit Admin	**1.00**	**100%**		**61,953**
Associate Health Program Advisor (AHPA)(1) -Community Development Unit B Community Development	1.00		**100%**	**61,953**
Contracts Compliance Monitoring unit Admin	**1.00**	**100%**		**61,953**
Associate Information Systems Analyst (AISA) (1) -IT Unit	1.00	**100%**		**54,645**
Associate Information Systems Analyst (AISA) (1) -IT Unit	1.00	**100%**		**58,069**
Associate Management Auditor (AMA)(1) Admin. & Fiscal services unit Admin	**1.00**	**100%**		**68,316**
Career Executive Assignment I (CEA I) (1) Cancer Control Branch	0.25		**25%**	**24,170**
Data Processing Manager II (DPM II)(1)	1.00	**100%**		**84,128**

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title* * Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed	3. Description of Job Duties		
Programmatic Classifications	**Attach definition of FTE and Basis for calculation	Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	Federal Dollars
Health Education Consultant III (HEC III) (1) - Leadership, TA & Training	1.00		**100%**	**74,973**
Health Education Consultant III (HEC III) (1) -Community and School Policy and Training-Community Development	0.33		**33%**	**22,072**
Health Education Consultant III (HEC III)(1) -Regional Operations & Training Unit -RN	1.00		**100%**	**74,973**
Health Education Consultant III (HEC III)(1) -Community Development Unit B	1.00		**100%**	**74,973**
Health Education Consultant III (HEC III)(1) -Community Development Unit B	1.00		**100%**	**66,057**
Health Program Auditor IV (1) Admin Operations Section	**1.00**	**100%**		**71,451**
Health Program Manager I (1) -Contracts Compliance Monitoring unit Admin	**1.00**	**100%**		**70,977**
Health Program Manager II (HPM II)(1) Policy, Planning and Partnerships Training section -RN & LTA&T	**0.60**		**60%**	**46,759**
Health Program Manager II (HPM II)(1) -Program Development Section	**0.95**		**95%**	**74,027**
Health Program Manager II (HPM II) (1) Community and School Policy & Training unit community Development	**0.50**		**50%**	**35,634**
Health Program Manager III (HPM III) (1) NEOP Branch	**1.00**		**100%**	**88,773**
Health Program Specialist I (HPS I)(1) -Community Development Unit B	1.00		**100%**	**66,182**
Health Program Specialist I (HPS 1) (1) NEOP Branch -Admin	**1.00**	**100%**		**60,765**
Health Program Specialist I (HPS I) (1) Community & School Policy & Training unit CA Project LEAN -Admin	**0.50**		**50%**	**31,013**
Health Program Specialist I (HPS I) (1) (1) Community Food Access unit -Community Development	**1.00**		**100%**	**65,050**
Health Program Specialist I (HPS I)(1) -Communications Unit	1.00		**100%**	**69,249**
Health Program Specialist I (HPS I)(1) Policy, Planning and Partnership Section	1.00		**100%**	**57,179**
Health Program Specialist II (HPS II)(1) -Communications Unit	**1.00**		**100%**	**70,112**

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title* * Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed	3. Description of Job Duties		
Programmatic Classifications	**Attach definition of FTE and Basis for calculation	Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	Federal Dollars
Health Program Specialist II (HPS II)(1) - - CA Project LEAN LTA&T	**1.00**	**50%**	**50%**	**75,930**
Health Program Specialist II (HPS II)(1) - Retired Annuitant NEOP Branch Admin	**0.50**	**50%**		**37,361**
Health Program Specialist II (HPS II)(1) -NEOP Branch -Leadership, Technical Assistance & Training	1.00		**100%**	**74,730**
Health Program Specialist II (HPS II)(1) -Leadership, TA and Training (CA Project LEAN) (new)	0.50		**50%**	**34,056**
Health Program Specialist II (HPS II)(1) -Regional Operations & Training Unit LTA&T	1.00		**100%**	**68,112**
Office Assistant (OA) (1) Admin Operations section Admin	1.00		**100%**	**33,563**
Office Services Supervisor II (OSS II) (1) -Admin Operations Section Admin	1.00	**100%**		**38,697**
Office Technician (OT)(1) -Program Development Section Community Development and Communications	**1.00**		**100%**	**37,809**
Office Technician (OT)(1) -FVPA Campaign	**1.00**		**100%**	**34,467**
Office Technician (OT)(1) Contract Compliance Monitoring unit Admin	**1.00**	**100%**		**37,809**
Office Technician (OT)(1) -Policy, Planning & Partnership Section RN & LTA&T	**1.00**		**100%**	**37,809**
Office Technician (OT)(1) -Admin & Fiscal Services Unit	**1.00**	**100%**		**33,363**
Program Technician II (1) -Admin & Fiscal Services unit	**1.00**	**100%**		**38,422**
Public Health Nutrition Consultant II (PHNC II) (1) Community Development Unit A	**0.60**		**60%**	**37,032**
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit A	**1.00**		**100%**	**69,235**
Public Health Nutrition Consultant III (PHNC III) (1) Community & School Policy & Training -Leadership, TA & Training	**0.30**		**30.00%**	**20,230**
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit A	**1.00**		**100%**	**74,973**
Public Health Nutrition Consultant III (PHNC III)(1) -Regional Operations & Training Unit-LTA&T	1.00		**100%**	**76,173**

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title* * Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed	3. Description of Job Duties		
Programmatic Classifications	**Attach definition of FTE and Basis for calculation	Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	Federal Dollars
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit A	**1.00**		**100%**	**74,975**

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title* * Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed	3. Description of Job Duties		
Programmatic Classifications	**Attach definition of FTE and Basis for calculation	Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	Federal Dollars
Public Health Nutrition Consultant III (PHNC III)(1) Community Development Unit B	**0.50**		**50%**	**35,706**
Public Health Nutrition Consultant III (PHNC III)(1) Regional Operations & Training Unit	**1.00**		**100%**	**71,403**
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit B	1.00		**100%**	**74,702**
Public Health Nutrition Consultant III (PHNC III)(1) Community Development Unit B	1.00		**100%**	**58,330**
Public Health Nutrition Consultant Supervisor (PHNC III Sup)(1) Community Development Unit A	1.00		**100%**	**69,408**
Public Health Nutrition Consultant Supervisor (PHNC III Sup)(1) Community Development Unit B	1.00		**100%**	**71,511**
Research Scientist II (RS II)(1) Research & Evaluation Unit Vacant (formerly Gregson @ 60%)	**1.00**		**100%**	**67,844**
Research Scientist II (RS II Sup)(1) Research & Evaluation Unit	**1.00**		**100%**	**109,621**
Staff Counsel III -Limited Term (1) NEOP Branch Admin	**1.00**	**100%**		**99,396**
Staff Services Analyst (SSA/AGPA)(1) Community Development Unit A	**1.00**	**100%**		**42,071**
Staff Services Analyst (SSA/AGPA)(1) Contracts Contract Compliance Monitoring unit Admin	**1.00**	**100%**		**40,531**
Staff Services Analyst (SSA/AGPA)(1) NEOP- Branch -Admin	**1.00**	**100%**		**46,111**
Staff Services Manager I (SSM I)(1) Special Projects & Regional Infrastructure Unit Admin	**1.00**	**100%**		**70,977**

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title* * Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed	3. Description of Job Duties		
Programmatic Classifications	**Attach definition of FTE and Basis for calculation	Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	Federal Dollars
Staff Services Manager I (SSM I)(1) Admin & Fiscal Services Unit	1.00	100%		61,048
Staff Services Manager I (SSM I)(1) Contract Operations Unit A Admin	1.00	100%		71,896
Staff Services Manager I (SSM I)(1) Contract Operations Unit B Admin	1.00	100%		70,977
Staff Services Manager II (SSM II)(1) Admin Operations Section Admin	1.00	100%		70,676
Staff Services Manager III (SSM III)(1) NEOP Branch IT & Admin	1.00	100%		86,583
Systems Software Specialist II (SSS II) (1) IT Unit	1.00	100%		73,407
Systems Software Specialist II (SSS II) (1) IT Unit	1.00	100%		82,067
Systems Software Specialist II (SSS II) (1) IT Unit	1.00	100%		74,878
Systems Software Specialist II (SSS II) (1) IT Unit	1.00	100%		80,938
Sub-totals	84.53	5000%	3453%	5,356,183
Benefits @ 39.123% of Total Salary & Benefits				2,068,766
TOTAL	84.53	5000.00%	3453.00%	$ 7,424,949

Note: All state staff are budgeted at a reduced rate of 4.62% from October 1, 2012 through June 30, 2013 to comply with budgetary mandate for state of California public employees

[1] **(AGPA and HPS II) are retired annuitants without benefits and are therefore excluded from the benefits calculations**

[2] **AMA -is scheduled to retire 4/30/13 but has earned leave time to be paid through September 30, 2013 so have budgeted for full year.**

LTA&T = Leadership, Technical Assistance and Training

Section C. Staffing

Provide the following summary by SNAP-Ed project for all paid staff in the FY 2013 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: Public Health Institute
The Network for a Healthy California
US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2013 (October 1, 2012 through September 30, 2013)

	1.Position Title ***Attach statement of work listing SNAP-Ed-related job duties for each position**	**2. FTEs** Charged to SNAP-Ed** ****Attach definition of FTE and Basis for calculation**	**3. Description of Job Duties**		**4. Total SNAP-Ed Salaries, Benefits and Wages**		
	Programmatic Classifications		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
1a	Accounting Assistant II	1.00	100.00%			$54,438	$54,438
2a	Accounting Assistant III	1.00	100.00%			$54,986	$54,986
3a	Administrative Assistant III	1.00	100.00%			$43,571	$43,571
4a	Administrative Assistant IV	1.00	100.00%			$45,864	$45,864
5a	Administrative Assistant IV	1.00	100.00%			$51,346	$51,346
6a	Administrative Assistant IV	1.00	100.00%			$56,770	$56,770
7a	Compliance Administrator	0.80	100.00%			$61,152	$61,152
8a	Contracts Administrator II	1.00	100.00%			$58,280	$58,280
9a	Contracts Administrator II	1.00	100.00%			$68,941	$68,941
10a	Community Partnership Specialist I	1.00		100.00%		$48,704	$48,704
11a	Community Partnership Specialist II	1.00		100.00%		$58,495	$58,495
12a	Community Partnership Specialist II	1.00		100.00%		$64,339	$64,339
13a	Community Partnership Specialist II	1.00		100.00%		$58,100	$58,100
14a	Community Partnership Specialist II	1.00		100.00%		$83,268	$83,268

Section C. Staffing

Provide the following summary by SNAP-Ed project for all paid staff in the FY 2013 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: Public Health Institute
The Network for a Healthy California
US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2013 (October 1, 2012 through September 30, 2013)

	1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
	Programmatic Classifications		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
15a	Marketing Manager II	1.00		100.00%		$78,094	$78,094
16a	Evaluation Specialist II	1.00		100.00%		$82,849	$82,849
17a	Financial Analyst I	1.00	100.00%			$62,331	$62,331
18a	Health Educator III	1.00		100.00%		$62,586	$62,586
19a	Health Educator III	1.00		100.00%		$54,250	$54,250
20a	Health Educator III	1.00		100.00%		$65,144	$65,144
21a	Health Educator IV	1.00		100.00%		$69,182	$69,182
22a	Health Educator IV	1.00		100.00%		$71,321	$71,321
23a	Health Educator IV	0.60		100.00%		$49,887	$49,887
24a	Health Educator IV	1.00		100.00%		$71,033	$71,033
25a	Health Educator IV	1.00		100.00%		$71,975	$71,975
26a	Information Specialist II	1.00		100.00%		$55,823	$55,823
27a	Marketing Manager I	1.00		100.00%		$65,575	$65,575
28a	Marketing Manager I	1.00		100.00%		$70,216	$70,216

Section C. Staffing

Provide the following summary by SNAP-Ed project for all paid staff in the FY 2013 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: Public Health Institute
The Network for a Healthy California
US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2013 (October 1, 2012 through September 30, 2013)

	1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
	Programmatic Classifications		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
29a	Marketing Manager I	1.00		100.00%		$65,575	$65,575
30a	Marketing Manager I	1.00		100.00%		$64,550	$64,550
31a	Marketing Manager I	1.00		100.00%		$63,364	$63,364
32a	Marketing Manager I	1.00		100.00%		$68,423	$68,423
33a	Marketing Manager I	1.00		100.00%		$63,223	$63,223
34a	Marketing Manager II	1.00		100.00%		$76,562	$76,562
35a	Marketing Manager II	1.00		100.00%		$85,529	$85,529
36a	Marketing Manager II	1.00		100.00%		$86,726	$86,726
37a	Marketing Manager III	1.00		100.00%		$100,213	$100,213
38a	Marketing Specialist II	0.75		100.00%		$39,195	$39,195
39a	Marketing Specialist III	1.00		100.00%		$61,519	$61,519
40a	Marketing Specialist III	1.00		100.00%		$51,977	$51,977
41a	Marketing Specialist III	1.00		100.00%		$55,018	$55,018
42a	Marketing Specialist III	1.00		100.00%		$54,763	$54,763

Section C. Staffing

Provide the following summary by SNAP-Ed project for all paid staff in the FY 2013 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: Public Health Institute
The Network for a Healthy California
US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2013 (October 1, 2012 through September 30, 2013)

	1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
	Programmatic Classifications		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
43a	Marketing Specialist III	1.00		100.00%		$62,331	$62,331
44a	Marketing Specialist III	1.00		100.00%		$62,331	$62,331
45a	Marketing Specialist III	1.00		100.00%		$53,517	$53,517
46a	Marketing Specialist IV	1.00		100.00%		$60,241	$60,241
47a	Marketing Specialist IV	1.00		100.00%		$62,406	$62,406
48a	Marketing Specialist IV	1.00		100.00%		$64,380	$64,380
49a	Marketing Specialist IV	1.00		100.00%		$68,423	$68,423
50a	Marketing Specialist IV	1.00		100.00%		$61,454	$61,454
51a	Marketing Specialist IV	1.00		100.00%		$63,381	$63,381
52a	Program Administrator II	1.00	100.00%			$67,961	$67,961
53a	Program Administrator III	1.00	100.00%			$99,534	$99,534
54a	Program Director II	1.00	100.00%			$107,979	$107,979
55a	Program Director III	0.85	100.00%			$98,175	$98,175
56a	Research Associate II	1.00		100.00%		$46,584	$46,584

Section C. Staffing

Provide the following summary by SNAP-Ed project for all paid staff in the FY 2013 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: Public Health Institute
The Network for a Healthy California
US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2013 (October 1, 2012 through September 30, 2013)

	1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
	Programmatic Classifications		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
57a	Research Associate III	1.00		100.00%		$49,817	$49,817
58a	Research Associate III	1.00		100.00%		$59,684	$59,684
59a	Research Associate IV	0.70		100.00%		$46,788	$46,788
60a	Research Associate IV	1.00		100.00%		$67,896	$67,896
61a	Research Associate IV	1.00		100.00%		$68,423	$68,423
62a	Research Scientist I	0.70		100.00%		$76,889	$76,889
63a	Research Scientist I	0.90		100.00%		$73,117	$73,117
64a	Research Scientist I	1.00		100.00%		$85,414	$85,414
65a	Research Scientist I	0.75		100.00%		$62,948	$62,948
66a	Research Scientist I	1.00		100.00%		$82,849	$82,849
67a	Research Scientist II	1.00		100.00%		$100,213	$100,213
68a	Technical Assistance Specialist II	1.00	100.00%			$53,006	$53,006
69a	Technical Assistance Specialist II	1.00	100.00%			$49,654	$49,654
70a	Technical Assistance Specialist II	1.00	100.00%			$43,571	$43,571

Section C. Staffing

Provide the following summary by SNAP-Ed project for all paid staff in the FY 2013 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: Public Health Institute
The Network for a Healthy California
US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2013 (October 1, 2012 through September 30, 2013)

1.Position Title ***Attach statement of work listing SNAP-Ed-related job duties for each position**	**2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation**	**3. Description of Job Duties**		**4. Total SNAP-Ed Salaries, Benefits and Wages**		
Programmatic Classifications		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Sub-totals	**68.05**	**1700.00%**	**5300.00%**		**4,574,118**	**4,574,118**
Benefits @ 35% of Total Salary					**1,600,941**	**1,600,941**
TOTAL					**$ 6,175,059**	**$ 6,175,059**

	California Project LEAN *** Limited Term Positions**						
1a	Administrative Assistant II (1) - Peer-led Nutrition Education Project [i]	1.00	100.00%			$55,381	$55,381
2a	Program Administrator II	0.80		80.00%		$61,337	$61,337
3a	Program Director I	1.00	100.00%			$88,624	$88,624

California Project LEAN (CPL) staff are not part of PHI Network budgeted headcount, nor do their costs map to PHI Network budgeted personnel costs, and are provided here informationally because of their on-site, physical presence. These employees are dedicated to the School Wellness TA/Support for LHDs & School-Based Contractors, a subaward in the Technical Assistance & Special Projects Unit.

Section E – Assurances

1. Assurances

Section E. Assurances
FFY 2013 Nutrition Education Plan Assurances

To assure compliance with policies described in this guidance, the Food Stamp Nutrition Education plan must include the following assurances. Mark your response to the right.

	Yes	No
1. The State SNAP agency is accountable for the content of the State nutrition education plan and provides oversight to any sub-grantees. The State SNAP agency is fiscally responsible for nutrition education activities funded with SNAP funds and is liable for repayment of unallowable costs.	X	
2. Efforts have been made to target SNAP-Ed to SNAP participants and eligible.	X	
3. In cases where SNAP-Ed projects may inadvertently benefit persons that are ineligible for the SNAP because it is not practical or possible to meet the exclusivity requirement, the State has submitted approved waivers for each project. To be approved, the waiver request(s) shall (7CFR 272.3) clearly demonstrate how the proposed project provides a good means of reaching SNAP eligible and documents that at least 50 percent of those reached will have gross incomes at or below 185 percent of the poverty thresholds or guidelines.	X	
4. Only expanded or additional coverage of those activities funded under the Expanded Food and Nutrition Education Program (EFNEP) are claimed under the SNAP-Ed grant. Approved activities are those designed to expand the State's current EFNEP coverage in order to serve additional SNAP eligibles or to provide additional education services to EFNEP clients who are eligible for the SNAP. Activities funded under the EFNEP grant are not included in the budget for SNAP-Ed.	X	
5. Documentation of payments for approved SNAP-Ed activities are maintained by the State and will be available for USDA review and audit.	X	
6. Contracts are produced through competitive bid procedures governed by State procurement regulations.	X	
7. Cash or in-kind donations from other non-Federal sources to Food Stamp Nutrition Education have not been claimed or used as a match or reimbursement under any other Federal program.	X	
8. Program activities are conducted in compliance with all applicable Federal laws, rules, regulations including Civil Rights and OMB circulars governing cost issues.	X	
9. Program activities do not supplant existing nutrition education programs, and where operating in conjunction with existing programs, enhance and supplement them.	X	
10. All materials developed or printed with SNAP Education funds include the appropriate USDA non-discrimination statement, credit to the SNAP as a funding source, and a brief message about how the SNAP can help provide a healthy diet and how to apply for benefits.	X	
11. Messages of nutrition education are consistent with the Dietary Guidelines for Americans and stress the importance of variety, balance, and moderation, and do not disparage any specific food, beverage, or commodity.	X	

Memorandum of Understanding
between the
California Department of Public Health
Network for a Healthy California and
University of California, Davis Food Stamp Nutrition Education Program

The Memorandum of Understanding (MOU) is made and entered into by and between the *Network for a Healthy California (Network)* within the California Department of Public Health and the University of California at Davis Food Stamp Nutrition Education Program (UC FSNEP).

I. PURPOSE

The purpose of the MOU is to establish a general framework for cooperation and information exchange, including identification of common goals and objectives, and to expand communication lines between the *Network* and UC FSNEP with respect to developing and implementing the annual California Food Stamp Nutrition Education (FSNE) Plan funded by the United States Department of Agriculture through an interagency agreement with the California Department of Social Services.

II. UC FSNEP SHALL

a. Maintain open communication regarding SNAP-Ed program coordination with the *Network.*
b. Encourage and implement information sharing in order to make accurate and timely decisions.
c. Agree to review and support funding proposals that are mutually compatible and beneficial with the goals and objectives of their respective governing bodies.
d. Develop a policy and guideline for working in the various intervention channels that fosters communication and reduces duplication of services while enhancing delivery to serve gaps and unmet needs. The policy should address current target overlap, especially in the school and address future expansion of intervention sites to avoid future duplication.
e. Cooperate and share information regarding the implementation of programs and projects in which both parties have beneficial and mutual interests.
f. Maintain a database that include eligible school sites, Network-served school sites, UC-FSNEP-served school sites and shared school sites. Share data of intervention sites with local contractors and for the USDA Annual Plan.
g. In sites or potentially new UC-FSNEP Counties, avoid supplantation of existing nutrition education delivery by the Network.

III. THE *NETWORK* SHALL

a. Maintain open communication regarding SNAP-Ed program coordination with the *Network.*
b. Encourage and implement information sharing in order to make accurate and timely decisions.
c. Agree to review and support funding proposals that are mutually compatible and beneficial with the goals and objectives of their respective governing bodies.

d. Develop a policy and guideline for working in the various intervention channels that fosters communication and reduces duplication of services while enhancing delivery to serve gaps and unmet needs. The policy should address current target overlap, especially in the school and address future expansion of intervention sites to avoid future duplication.
e. Cooperate and share information regarding the implementation of programs and projects in which both parties have beneficial and mutual interests.
f. Maintain a database that include eligible school sites, Network served school sites, UC FSNEP-served school sites and shared school sites. Share data of intervention sites with local contractors and for the USDA Annual Plan..
g. In sites or potentially new LIA contracts, avoid supplantation of existing nutrition education delivery by UC-FSNEP.

IV. TERMINATION OF MOU

Either party may, in writing, terminate the instrument in whole or in part at any time before date of expiration.

V. NON-FUND OBLIGATION DOCUMENT

This instrument is neither a fiscal nor a funds obligation document. Any endeavor involving reimbursement contribution of funds or transfer of anything of value between parties to this instrument will be handled in accordance with applicable laws, regulations, and procedures including those for government procurement and printing.

VI. COMPLETION DATE

This MOU shall be effective upon the signature of *Network* and UC-FSNEP authorized officials. It shall be in force from October 1, 2010 until rescinded.

The PARTIES HERETO have executed this agreement as of the date of the last signature on this instrument.

Gil Sisneros, Assistant Branch Chief
Network for a Healthy California
California Department of Public Health

6/28/10
Date

David Ginsburg, MPH
Director, UC-FSNEP
University of California at Davis

6/28/2010
Date