



FINAL REPORT, FFY 2012
October 1, 2011 – September 30, 2012
For
Supplemental Nutrition Assistance Program—
Education

In Cooperation with
California Department of
Social Services, CalFresh,
California Department of Public Health,
Network for a Healthy California and,
University of California, Davis, CalFresh

Sacramento, California



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SECTION 1: Network SNAP-Ed Program Overview-Executive Summary

- **Progress in Achieving Overarching Goal(s):** The *Network for a Healthy California (Network)* aims to increase fruits, vegetables, healthy beverages, and physical activity by establishing a multi-level infrastructure of diverse partner organizations that provide targeted education, social marketing, and other support to California's 7 million SNAP-Ed qualified parents and children.

Statewide Outcomes: Reported fruit and vegetable (FV) consumption remained steady among California adults at 5.2 mean servings/day (2011 CDPS). Teen FV consumption has shown a small, non-significant increase. A data collection methods change precludes drawing conclusions about child consumption. Sugar sweetened beverage (SSB) consumption has been on a steady downward trajectory for both children and teens. For the first time since 1999, reported SSB consumption among adults decreased significantly between 2009 and 2011. Updated physical activity data for adults are not available at this time.

Impact of Local Interventions: In FFY12, 40 local contractors with Federal Share budgets representing nearly \$50 million conducted outcome evaluations, just over half of the *Network's* federal funding. Of the 10,987 SNAP-Ed participants (N=40), aggregate analysis revealed highly significant increases ($p < .001$):

- 10.6 percent increase in FV consumption by children,
- 8.7 percent increase in FV consumption by teens,
- 26.8 percent increase in FV by adults,
- 15.0 percent increase in 60 minutes of physical activity by children,
- 16.3 percent increase in 30 minutes of outdoor play by children.

Network Reach:

EARS Reporting Category	Low-Income Individuals	Total Persons Reached
Total Receiving Direct Education (LIAs, NIAs, LFNE)	927,247	1,226,668 (Includes those receiving DE but missing demographics)
Total Persons Receiving Social Marketing		
<i>Latino Campaign</i>	303,859	500,125
<i>African American Campaign</i>	69,827	111,264
<i>Power Play! (9-11 year olds)</i>	331,262	541,848
Worksite Program (updated value)	11,067	18,596
Retail Program	113,049	223,361
Mass Communications	9,561,967	12,215,086

Community Locations: *Network* estimates in the state plan Needs Assessment were that interventions would be offered in about 5369 sites; EARS demographics were reported for 2074 LIA/NIA/LFNE sites that are delivering Direct Education.

- **Number of new Projects implemented during the reporting year by primary approach (Direct, Indirect, and Social Marketing):**
Direct Education: 28 (8 LFNE, 20 LIA)
Indirect: 25 (6 LFNE, 19 LIA)
Social Marketing: 0

Note: Many projects reported both direct and indirect data.

- **Number of ongoing Projects that were operational during the reporting year by primary approach:**
 - Direct Education:* 84 (local projects)
 - Indirect:* 83 (83 local projects; 11 Regional Networks)
 - Social Marketing:* 12 (State and 11 *Regional Network* campaigns and programs)

- **Major Achievements (not already addressed):**
 - Streamlined *Network* procedures and close interaction with CDPH Contracts Management Unit resulted in all local contracts for FFY 13 in place by October 1, 2013
 - A 10-week randomized controlled study of the *Power Play!* campaign conducted in 44 schools showed a significantly greater change in FV consumption ($\frac{1}{4}$ cup/day) among intervention children at follow-up compared to control students not receiving *Power Play!*
 - An EARS online database vendor contract was awarded, and development is well underway

- **Major Setbacks, if any:**
 - *Network* did not receive approval for development and testing of the *ReThink Your Drink* campaign
 - Statewide food insecurity rate continued to rise (average 2009-2011); based on the Supplemental Poverty Measure, California's 23.5 percent rate was highest across all states

Overall Assessment: The *Network's* analyses of the combined databases from 40 contractors implementing local interventions in FFY12 revealed significant improvements across all five core outcome measures. It appears that ongoing technical assistance and contractor's cumulative experience and adjustment of program and evaluation strategies over time have now resulted in effective interventions across the state. In combination with its effectively functioning contract administration system, the *Network* is well-positioned to move into FFY 13.

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2. CA Department of Public Health SNAP-Ed Administrative Expenditures

Directions- To help FNS better understand your State SNAP-Ed administrative expenditure costs; provide the percent and dollar value of administrative expenses used for **each** Implementing Agency (I.A.) in your State for each of the following categories. **To estimate the % of total administrative expenditures, use the data you compiled for question 10 on the EARS report.**

NOT FINAL – BASED ON REPORTINGS THROUGH INVOICE #CPNS11-024

Type of Administrative Expense:	Name of IA: Ca Department of Public Health	
	% values	\$ values
Administrative Salary	67.60%	\$3,887,411.98
Administrative Training Functions	0%	
Reporting Costs (identify % related to EARS, if possible)	4.87%	\$279,628.90
Equipment/Office Supplies	1.68%	\$96,223.90
Operating Costs (only Travel included)	.57%	\$32,518.90
Indirect Costs	7.91%	\$455,293.87
Overhead Charges (space, HR services, etc.)	17.37%	\$999,265.80
TOTAL		\$5,750,343.35

Note:

1. **Administrative costs are for state staff only except for total in Reporting Costs line which includes Public Health Institute (PHI) costs.**
2. **For Reporting Costs, EARS line, only state and Public Health Institute (PHI) costs for time spent on EARS are reported here Local contractors' information is not available**

Section III. A. Network Evaluation Reports Summary Chart

Project Name	Key Project Objective(s)	Target Audience	Check all Evaluation Types for which Reports Are Included*			
			FE	PE	OE	IE
Network EARS Report	By September 30, 2012, collect data needed to report standardized, mandated Network population and activity elements to USDA.	USDA		X		
Network for a Healthy California Impact/Outcome Evaluation Project (Statewide Aggregated Data)	By September 30, of each year, a sample of youth and/or adults will report 1) an increase in fruit and vegetable consumption (mandatory) and 2) an increase in one more factors related to fruit and vegetable consumption, such as knowledge, preferences, outcome expectations, and self-efficacy (optional).	Adults & Youth			X	
ABC Unified School District - Combined report w/ Hawthorne and LATTC: (Southwest LA Workgroup - Caught Eating Healthy)	By September 30, 2012, a sample of 450 students will report an increase in fruit and vegetable consumption and an increase in one more factors related to fruit and vegetable consumption.	Youth			X	
Alameda County Office of Education (Coalition) Hayward Unified School District (ACOE Nutrition and Physical Activity Intervention)	By Sept 30, 2012, a sample of 100 9th-12th grade students who participated in ACOE Nutrition and Physical Activity Intervention will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Alameda County Health Care Services Agency (Healthy Living Champions for Change)	By Sept 30, 2012, a sample of 100 adults who participated in Healthy Living Council Champions for Change will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Adults			X	
Alameda County Health Care Services Agency (Healthy Kids for Life)	By Sept 30, 2012, a sample of 100, matched 4th and 5th grade students who participated in Healthy Kids for Life will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Alhambra Unified School District (Healthy Parents, Healthy Community)	By Sept 30, 2012, a sample of 75 adults who participated in Alhambra Unified School District Healthy Parents Healthy Community will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Adults			X	
Alisal Union School District (Garden Based Nutrition Education)	By Sept 30, 2012, a sample of 200, 4th grade students who participated in Garden Based Nutrition Education will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Berkeley Unified School District (BUSD Family Nutrition Program)	By Sept 30, 2012, a sample of Adults who participated in BUSD Family Nutrition Program will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Adults			X	

Project Name	Key Project Objective(s)	Target Audience	Check all Evaluation Types for which Reports Are Included*			
			FE	PE	OE	IE
California State University, Chico Research Foundation, SCNAC (HOTM)	By Sept 30, 2012, a sample of 100 grade students who participated in Impact of HOTM on low-income elementary school fruit and vegetable consumption will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Compton Unified School District (Dairy Council and Harvest of the Month)	By Sept 30, 2012, a sample of 300 grade students who participated in Dairy Council and Harvest of the Month will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Contra Costa County Health Services (Promotora-Led Nutrition Education)	By Sept 30, 2012, a sample of 75 Adults who participated in at least five Promotora-led nutrition education sessions will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Adults			X	
Del Norte Unified School District (Harvest of the Month, Power Up! With Fruits & Vegetables, and Garden-based Nutrition Education Program), elementary school	By Sept 30, 2012, a sample of 200 grade students who participated in Harvest of the Month, Power Up! With Fruits & Vegetables, and Garden-based Nutrition Education Program-Elementary School Sites will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Del Norte Unified School District (High School Health Classes), High school	By Sept 30, 2012, a sample of 150 grade students who participated in High School Health Classes will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
East Los Angeles College (Harvest of the Month)	By Sept 30, 2012, a sample of 250 4 th and 5 th grade students who participated in Harvest of the Month will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
El Monte City School District (Healthy Valley Collaborative's Healthy Parents, Healthy Communities)	By Sept 30, 2012, a sample of 150 who participated in Healthy Valley Collaborative's Healthy Parents, Healthy Communities will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption. By September 30, 2013, a sample of 75 adults who participated in Healthy Parents, Healthy Communities Parent Education Series will report a decrease in consumption of sugar sweetened beverages and/or an increase in consumption of healthy beverage alternatives.	Adults			X	

Project Name	Key Project Objective(s)	Target Audience	Check all Evaluation Types for which Reports Are Included*			
			FE	PE	OE	IE
Fresno County Office of Education (FCOE The Power of Choice)	By Sept 30, 2012, a sample of 150 eighth grade students who participated in Fresno County Office of Education (FCOE) The Power of Choice will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Hawthorne School District- Combined report w/ ABC and LATTC: (Southwest LA Workgroup - Caught Eating Healthy)	By September 30, 2012, a sample of 450 students will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Health Education Council (Exercise Across California)	By Sept 30, 2012, a sample of 780 4th grade students who participated in Exercise Across California will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Humboldt County Office of Education (Power Up! with Harvest of the Month)	By Sept 30, 2012, a sample of 4th and 5th grade students who participated in Power Up! With Harvest of the Month will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Huntington Beach Union High School District (Nutrition Skill Building through Cooking)	By Sept 30, 2012, a sample of 150 9th-11th grade students who participated in Nutrition Skill Building through Cooking will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Long Beach Unified School District (Harvest of the Month)	By Sept 30, 2012, a sample of 50 4 th /5 th grade students who participated in nutrition education in <i>HOTM</i> classrooms will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Long Beach, City of, Department of Public Health (Jr. Beach Runners)	By Sept 30, 2012, a sample of at least 200 3-5 grade students who participated in Long Beach Jr. Beach Runners Program will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Los Angeles County Office of Education (Harvest of the Month and Power Play!)	By Sept 30, 2012, a sample of at least 250 5th grade students grade students who participated in Harvest of the Month and Power Play! will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Los Angeles Trade-Technical College- Combined report w/ ABC USD and LATTC: (Southwest LA Workgroup - Caught Eating Healthy)	By September 30, 2012, a sample of 450 students will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	

Project Name	Key Project Objective(s)	Target Audience	Check all Evaluation Types for which Reports Are Included*			
			FE	PE	OE	IE
Los Angeles Unified School District (Student Impact Evaluation)	By Sept 30, 2012, a sample of 3rd, 4th, and 5th grade students who participated in Network for a Healthy California--LAUSD will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption. By Sept 30, 2012, a sample of 3rd, 4th, and 5th grade students who participated in Network for a Healthy California--LAUSD will report an increase in physical activity. By Sept 30, 2012, a sample of 3rd, 4th, and 5th grade students who participated in Network for a Healthy California--LAUSD will report a decrease in the consumption of sugar sweetened beverages.	Youth				✘
Merced County Office of Education (Merced County Office of Education's Harvest of the Month)	By Sept 30, 2012, a sample of school grade students who participated in Merced County Office of Education Harvest of the Month will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			✘	
Monrovia Unified School District (Harvest of the Month Cooking in the Classroom), Youth program	By Sept 30, 2012, a sample of 150 4th grade students who participated in HOTM Cooking in the Classroom will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			✘	
Monrovia Unified School District (Parent Education Intervention) (part of Healthy Valley Group report, Healthy Parents, Healthy Community)	By Sept 30, 2012, a sample of 150 who participated in Healthy Valley Collaborative's Healthy Parents, Healthy Communities will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption. By September 30, 2013, a sample of 75 adults who participated in Healthy Parents, Healthy Communities Parent Education Series will report a decrease in consumption of sugar sweetened beverages and/or an increase in consumption of healthy beverage alternatives.	Adults			✘	
Monterey County Health Department (Harvest of the Month)	By Sept 30, 2012, a sample of 240 grade students who participated in Impact Evaluation will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			✘	
Montebello Unified School District (Harvest of the Month)	By Sept 30, 2012, a sample of 5th grade students who participated in Harvest of the Month will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			✘	
Newport-Mesa Unified School District (Nutrition Institute)	By Sept 30, 2012, a sample of Adults who participated in Nutrition Institute will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Adults			✘	

Project Name	Key Project Objective(s)	Target Audience	Check all Evaluation Types for which Reports Are Included*			
			FE	PE	OE	IE
Orange County Health Care Agency (Healthy Meals, Healthy Families)	By Sept 30, 2012, a sample of adults who participated in Healthy Meals, Healthy Families will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Adults			X	
Orange County Superintendent of Schools- Coalition (Nutrition Education for Elementary Students)	By Sept 30, 2012, a sample of 166 grade students who participated in Nutrition Education for Elementary Students will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Pasadena Unified School District (Team Nutrition with MyPlate)	By Sept 30, 2012, a sample of 6th grade students who participated in Team Nutrition with MyPlate will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Riverside, County of, Health Care Services Agency (Power Play! and Harvest of the Month)	By Sept 30, 2012, a sample of 249 grade students who participated in Power Play! and Harvest of the Month will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
San Bernardino Superintendent of Schools (Power Play!)	By Sept 30, 2012, a sample of at least 150 4th and 5th grade students who participated in Power Play will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
San Francisco Unified School District (NEP Six-Lesson Curriculum)	By Sept 30, 2012, a sample of at least 100 4th - 5th grade students who participated in SFUSD Nutrition Education Project Six-Lesson Curriculum will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Santa Ana Unified School District (Adult Outcome Evaluation)	By Sept 30, 2012, a sample of 75 adults who participated in Adult Outcome Evaluation will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Adult			X	
Shasta County Health and Human Services Agency, Public Health Branch (Nutrition and Physical Activity Intervention)	By Sept 30, 2012, a sample of 100 grade students who participated in Shasta County Public Health Nutrition and Physical Activity Intervention will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Shasta County Office of Education (Harvest of the Month and PowerPlay! At Boulder Creek Elementary)	By Sept 30, 2012, a sample of 180 4/5th grade students who participated in Harvest of the Month and Power Play! at Boulder Creek Elementary will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	

Project Name	Key Project Objective(s)	Target Audience	Check all Evaluation Types for which Reports Are Included*			
			FE	PE	OE	IE
Tulare County Office of Education (Harvest of the Month)	By Sept 30, 2012, a sample of 4th and 5th grade students who participated in Harvest of the Month will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Ukiah Unified School District (Growing Healthy Kids from the Ground Up)	By Sept 30, 2012, a sample of 600 4th and 5th grade students who participated in Growing Healthy Kids From the Ground Up will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
University of California, Cooperative Extension of Alameda County (Nutrition Education Training Academy)	By Sept 30, 2012, a sample 75 SNAP-ED eligible adults who participated in Nutrition Education Training Academy (NETA) will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Adults			X	
Ventura Unified School District (Nutrition Education and Cooking Lessons)	By Sept 30, 2012, a sample of 135 7th grade students who participated in nutrition education and cooking lessons will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption.	Youth			X	
Children's Power Play! Impact Evaluation Study	By September 30, 2012, conduct impact evaluation of the Children's Power Play! Campaign with 3,463 4th and 5th grade students. The purpose of this impact evaluation is to measure whether Power Play! significantly improves fruit and vegetable (FV) consumption, physical activity (PA), and related psychosocial determinants among 4th- and 5th-graders attending low-resource schools (greater than 50 percent free and reduced-price school meals). The specific goal was to determine whether Power Play! achieved the following results: 1) a significant increase in mean cups of FV and 2) the proportion meeting the daily FV recommendation; 3) a significant increase in mean minutes of physical activity and 4) the proportion engaging in 60 minutes or more of PA daily; and 5) a significant improvement social norms (peer/school) and social support (teacher/family) related to FV and PA, as well as knowledge of FV and PA guidelines.	Youth				X

Project Name	Key Project Objective(s)	Target Audience	Check all Evaluation Types for which Reports Are Included*			
			FE	PE	OE	IE
Annual Benchmark Survey -- Media Campaign -- 2011 Tracking Survey Summary of Results (April, 2011 Report)	By November/December 2011 a combination of telephone and in-person interview will be conducted with 1000 SNAP recipient mothers, 1000 SNAP eligible mother and 460 low-income mothers with incomes in the 130-185% FPL range. The main objective of the survey is to assess improvements in the target population in the following areas: the rate of recall of campaign advertising, the extent of target audience exposure to other interventions promoting healthy eating and physical activity, levels of basic knowledge about healthy eating and physical activity as well as social normative and other relevant beliefs, and, the proportion of audience members adopting Network dietary and physical activity-related behavioral recommendations as well as those related to championing change in family and community environments.	Adults			×	
Large Store Intervention Study: Shopper Intercept Survey	By September 30, 2012, to evaluate the impact of the Network for a Healthy California's (Network) Retail Program activities on low income shoppers' awareness of the promotional efforts, self-efficacy and adoption of behaviors to increase fruit and vegetable consumption, perceptions of the health benefits of fruits and vegetables and purchase of promoted items.	Adults				×
Leaders Among Us Peer Led Report	By September 30, 2012, identify successes, challenges, best practices and lessons learned with respect to a range of elements associated with the design and implementation of peer-led efforts, including recruitment, training, support, compensation, and institutional sustainability. By identifying successes, challenges, and best practices of peer-led efforts, this research informs the Network's ongoing efforts to maximize the effectiveness of peer-led health promotion in California.	Adults	×	×		
Inspiring Youth, Growing Change: Nurturing Strong Minds for a Healthy Community	By September 30, 2012, learn more about the impacts, successes, and challenges of the Youth Engagement Initiative (YEI), which began in 2006, and to document changes resulting from the local projects, from the youth in the project to the built environment.	Youth		×		
LFNE Case Study Report on 2008-2012 Contractors (A Place to Grow)	By September 30, 2012, investigate the role of community engagement as a vehicle to produce sustainable improvements in community and individual health and to share lessons, models, tools, and best practices with partners and stakeholders who share an interest in creating healthier places.	Adults & Youth		×	×	
Summary of the Second Year Local Food and Nutrition Education Projects Year-End Evaluation Reports FFY 2011	By September 30, 2012, use key evaluation questions specific to each LFNE project to evaluate consumption of fruits and vegetables (in 7 of 7 projects) and knowledge (in 5 of 7 projects) after a series of nutrition education classes. All projects collected data through matched pre-post surveys. Additional evaluation methods included reflection surveys, retrospective surveys, and focus groups.	Adults & Youth			×	

Project Name	Key Project Objective(s)	Target Audience	Check all Evaluation Types for which Reports Are Included*			
			FE	PE	OE	IE
LFNE Sustainability Report	By September 30, 2012, to document the efforts of 30 food security and/or nutrition education projects funded by the Network's Local Food and Nutrition Education channel, between 2000 and 2009, to sustain their project activities beyond the Network's 3-4 year funding period.	Adults & Youth		✗		
A Report on: The Mothers Taking Action Pilot Project: An Evaluation of 2010-2011 Activities	By September 30, 2012, evaluate the effectiveness with an eye on replication potential of the Mothers Taking Action Project, a way to organize SNAP eligible mothers for mutual learning and support as they work for healthy changes in their families and communities. To date, the project has reached 360 mothers, and a few fathers, in Ventura and San Joaquin counties. The research objective was to answer five main questions regarding recruitment and training of mothers, ability to reach large numbers of mothers, development and use of resources, ability of mothers to volunteer their time, and effects of the project on personal and family practices.	SNAP-eligible mothers		✗		
Semi-Annual Activity Report Four-Year Trend Report	By September 30, 2012, complete a four-year retrospective analysis of contractor-reported process data from SAAR.	SNAP-Ed Eligible adults & youth		✗		
California Association of Food Banks Nutrition Education and Produce Distribution Toolbox Project: Evaluation Report	By September 30, 2012, evaluate the feasibility and appropriateness of materials and activities selected for inclusion in the Nutrition Education and Produce Distribution Toolbox. Two types of evaluation occurred: 1) food bank staff opinions of the Toolbox and 2) client opinions of selected materials included in the Toolbox. A content analysis of the qualitative responses was completed to identify common themes.	Adults	✗			
CalFresh Promotion Project: Process and Outcome Evaluation Report	By September 30, 2012, evaluate change in community participant outcomes from participation in the CalFresh Promotion Project, a community-based strategy to promote increased fruit and vegetable consumption, physical activity, and participation in the CalFresh program. Via a pre-post survey design, changes in the following areas were assessed among 582 community members: 1) participants' knowledge and perceived relevance of the curriculum, and 2) participants' self-efficacy and intention to adopt the recommended behaviors. Evaluation also included a participant satisfaction survey, an observation tool, and a CalFresh outreach worker online survey.	Spanish-speaking low-income California adults		✗	✗	
Nourish 2011-2012 Evaluation Report	By Sept 30, 2012, implement and report on an Impact Outcome (IOE) Evaluation of the Nourish Curriculum involving 295 SNAP-Ed eligible middle school students and documenting a statistically significant increase in fruit and vegetable consumption and related factors such as perceived benefits of eating fruits and vegetables, self-efficacy in asking for locally grown foods, readiness to eat more fruit, readiness to eat more vegetables, and perceived diet quality.	Youth				✗

Project Name	Key Project Objective(s)	Target Audience	Check all Evaluation Types for which Reports Are Included*			
			FE	PE	OE	IE
HealthCorps Program Evaluation Year 1 Report	By September 30, 2012, evaluate the first year of implementation of the HealthCorps program in eight <i>Network for a Healthy California</i> funded schools across California (three in the Bay Area, one in the Central Valley, and four in Southern California).	Youth			X	
Best Practices for Collaboration between Local Health Departments and Schools/Districts	By September 30, 2012, use key informant interviews to identify successful LHD-school partnership and collaboration strategies. The Key Informant Interview questions were designed to help develop best practices or key strategies to guide local health departments and school-based programs to collaborate more effectively.	LHD and Educational Agency Staff	X			

4. SNAP-Ed Planned Improvements for FFY 13

Directions-Describe any modifications you plan to make in the next fiscal year to improve the effectiveness of specific SNAP-Ed projects and/or to address problems experienced during the past year. Please identify the specific project(s).

Network for a Healthy California (Network)

This section will highlight modifications planned for FFY13 that are intended to improve the effectiveness of SNAP-Ed projects and/or address problems experienced during FFY12.

In FFY 13, *Network* implemented a model that included funding for 40 local health departments (LHD) with template scopes of work giving them a leading role in their counties; concurrently FFY 12 local contractors and regional network lead contractors were maintained. Considerable effort in FFY 13 will go into integration of current local contractors and regional networks with these local health departments. A statewide collaborative meeting will be held in November 2013 to give LHDs the opportunity for face-to-face interaction with local contractors and regional network members from their respective counties and the chance to identify points for interaction and future work together.

Fruit and Vegetable Consumption in Key Target Audiences

For low-income adults statewide, *Network* surveys from the 1997 baseline through 2007 showed a highly positive upward trajectory, a 50 percent increase in low-income adults who met the 5-daily serving minimum and a 37 percent increase in the reported amount of fruits and vegetables they consumed. Data through 2011 shows consumption levels holding steady; baseline (1997) to 2011 consumption retains the significant increases among nearly all subgroups. As California begins to emerge from the severe impact of the national recession, it will be critical to maintain strong *Network* interventions that continue to promote fruit and vegetable consumption through: direct education; advertising, and organizational change that stimulate consumer demand, shift normative behavior, and make eating fruits and vegetables more front-of-mind and easier. *Network's* ability to work in the area of environmental support to increase access to healthy food and the planned community participatory implementation of Communities of Excellence (CX³) assessments in neighborhood retail food venues by each of the LHDs will be of particular assistance in stimulating low-income Californians improve fruit and vegetable consumption.

Statewide surveys for teens since 2000 and children from 1999 on reveal generally flat trends in reported FV consumption, though outcome evaluation of specific local contractor projects report significant increases for a number of child and teen projects. In FFY 12, two new projects targeting middle school and high school, *Nourish* and *HealthCorps*, were tested to determine their impact. Both evaluations were mixed, and a decision was made to repeat them with modifications before expanding them to additional *Network* contractors. As strategic planning for SNAP-Ed progresses, the *Network* will continue to intensify its local and regional efforts; expand the use of youth

empowerment approaches, especially for older children; and continue to extend the comprehensiveness of *HOTM* to parents, afterschool, retail, worksite, faith, and retail audiences, similar to the approach long-employed by the *Network's* social marketing campaigns. Efforts to resume the use of children's mass media will be explored. The *Network* will continue to support CDSS on re-branding of California's Food Stamp Program as CalFresh, thereby focusing on nutrition and health as a reason for families to participate in SNAP/CalFresh.

Physical Activity in Key Target Audiences

For low-income adults statewide, *Network* surveys show a significant upward trend from 2001 through 2007, and in 2009 SNAP participants continued to increase significantly. Analysis for physical activity on the 2011 CDPS is delayed as *Network* is awaiting programming directions from the CDC for the new question methodology used that was taken from BRFSS. Teen physical activity has not moved in the right direction. The 2010 CalTEENS indicates that between 2008 and 2010, for both the total population and for many sub-groups, there was a significant decline in the percent of youth meeting the recommendation of 60 minutes or more of physical activity/day, although this was the case for SNAP participants or African American youth. For children, 9 to 13 years, preliminary examination of topline findings suggests there has been significant improvement in meeting physical activity recommendations. Since the new SNAP-Ed Guidance allows for more physical activity education and community and public health approaches *Network* anticipates contractors will be interested in expending more energy working in this area to effect change.

Sugar-Sweetened Beverages (SSB) in Key Target Audiences

Formalized for the first time as an objective in FFY 13, the *Network* will mobilize effort in all its organizational units and complete development of materials suitable for all age and race/ethnic groups in FFY 13. This includes *ReThink Your Drink (RYD)* advertisements, posters, interactive lesson plans and teaching aids, and other educational materials. *RYD* interventions have continued in the *Regional Network* scopes of work and been added into the contracts for all renewing health departments and schools and to the 22 expansion health departments. Analyses of the three biennial surveys show decreases in consumption by children and teens starting in 2001-2003. For the first time in 2011, the CDPS showed a significant decrease in SSB consumption among adults, although it still remains higher in low-income Californians than for others, re-emphasizing the need for persistent multi-level intervention on this topic. Nearly two-thirds of SNAP participants in the FFY 2011 Benchmark Study showed high awareness of the *RYD* campaign, compared with less than 40 percent of higher income mothers. This will set the stage for the planned more intense FFY 13 SNAP-Ed *ReThink Your Drink* efforts. A challenge to *Network's* SSB efforts has been a reticence on the part of both USDA and the department to approve the development of both mass media messaging and educational materials related to this topic. Although a new 10-lesson SSB reduction curriculum was developed by *Network* to implement across all high school contractors for FFY 12 and a validated instrument was identified to evaluate outcome, it has not yet received approval. *Network* is hopeful that it will receive approval and can be implemented in FFY 13 to accelerate downward trends and reinforce reduced consumption observed in this population since 2000.

Direct Contacts. An elaboration of *Network* experience with EARS relative to unduplicated estimates and total contacts is provided in section V of this Annual Report. At the same time, for the *Regional Networks*, we estimate that 3.4 million unique low-income individuals were reached in FFY11, compared to 2.4 million in FFY10.

The addition of updated ACS census tract data, including racial/ethnic data identifying persons living in households less than or equal to 185 percent of the Federal Poverty Level has enabled *Network* contractors to expand the areas in which they are able to conduct their activities. FVPA Regional Network site goals have been revised downward due to changes in census tracts and are set only for Retail, African-American, Latino, and Worksite Campaigns and Programs, totaling 1,322. RN contractors were quite successful exceeding these goals, reaching 1,848 sites, 140 percent of goal. All together RN contractors reached 4,282 sites in FFY 12, far exceeding last year's 3780. However, identifying qualified SNAP-Ed participants is a continuing challenge. The recently released California Supplemental Poverty Measure (2009-2011) was the highest across all states, showing 23.5% of Californians at jeopardy. A white paper with recommendations for other data-driven approaches to targeting was submitted to USDA in the fourth quarter of FFY 12, and approval was received for qualification through several additional means-tested programs, which should provide *Network* with expanded opportunities with new populations and community-based approaches.

Mass Communications

The *Network* developed and tested five sets of creative concepts in FFY 2012. The four concepts are as follows: "Legacy" targeting African Americans, "A Mis Hijos No" (Not My Kids) targeting Latinos, "White Board" featuring Dr. Mehmet Oz targeting multicultural audiences and "Fresh" promoting the CalFresh program targeting the multicultural audiences. All ads were done in both English and Spanish with the exception of the "White Board" concept.

Our multicultural NEOP ad was delayed because the original concepts with messaging on increasing access to healthy foods did not resonate with our low-income target audience. Our REU is in the process of completing a series of Platform tests, on three communication platforms identified; Social Justice, Parental Protection, and Social Norms and conducted over 300 interviews to help inform our multicultural spot. We are also hopeful to develop this concept once we have more information from our evaluation study.

The commercials were cast using *Network* identified Champion Moms and their families instead of professional actors. The approval process (CDPH, CDSS and USDA) created delays resulting in production being only partially completed to rough-cut phase. Production will be finalized in FFY 2013. While producing spots, *Network* was able to obtain photography of cultural food plates, interviews of Champion Moms, Dads, and Grandparents and Champions engaging in healthy living behaviors. These resources will be used to refresh materials and provide stills for *Network* funded partners.

The *Network* aired the “What’s Harder” Campaign spots in all major media markets from February through October 2012. The media placements were targeted using 2011 Scarborough Data and 2010 Americans Community Survey to meet USDA requirements. Unfortunately, the *Network* never received approval for development and testing of Rethink Your Drink TV and outdoor campaign. The media placement budget was reallocated to air “What’s Harder”, which created high saturation of the spot and message with the target audience.

The 2011 Benchmark Study was conducted and analyzed in October, 2011, by Field Research indicated ad recall remained at 2010 rates and there was an increase exposure in non-ad intervention recall. (from 2010 to 2011). Non-ad intervention includes *Network* classes, food demonstrations, school interventions, health fairs and exposure to other written materials. Media planning for the next wave of advertising will begin in December 2012 once strategic planning has been completed.

Campaign messaging will continue to align with strategic priorities identified during the NEOP strategic planning sessions:

- 1) increase access and consumption of healthy foods
- 2) decrease access and consumption of unhealthy foods, and
- 3) increase access to physical activity opportunities

To help coordinate comprehensive intervention efforts as the *Network* support for local health departments increases, state-level leadership for the State Nutrition Action Partnership will be shifted from WIC to the *Network* starting in FFY 13. It is expected that the five departments which run USDA-funded interventions will continue to participate, e.g., CDPH, CDSS, CDE, UC Davis, and CDFA. A simplified planning process will be conducted to set priorities for collaboration among the agencies, possibly focusing on the 3 priorities listed above.

Materials for evidence-based interventions that were produced in FFY 12 for statewide use are listed in Appendix VI, Section 7. As always, these materials will be made available first for all funded projects and, to the degree that planning permits, free to other SNAP-Ed eligible entities and at-cost to those which are not income-eligible.

Training

Capacity building of local contractors in FFY 2013 is a *Network* priority. Training and technical assistance to facilitate shifts in the structural and programmatic aspects of California’s SNAP-Ed Program will occur on multiple levels and through several providers. A *Network* Training Advisory Group (TAG) representing all *Network* Sections and Units and key external contractors has been convened to focus on issues of capacity assessment, accessibility, coordination, scheduling, evaluation and ultimately training design to inform development of coordinated training plan. Early findings from the TAG suggest a three prong approach to strengthening *Network* training outcomes. 1) Strengthened *Network* Training Infrastructure and Coordination Mechanisms; 2) Improved use and development of *Network* staff capacities to support the success of

contractors and partners; 3) Increased capacities and sustainability mechanisms among local *Network* contractors and partners. The *Network's* Plan for FFY2013 focuses primarily on strategy #3 - Increasing capacities among local contractors and partners, discussed below terms of structural and programmatic capacity. Throughout FFY13 the Network TAG will continue to develop and pursue strategies suggested by the three pronged approach to strengthening *Network* training coordination and outcomes.

Structural Capacity - Transitioning leadership from regional networks to local health departments (LHD) demands significant training for staff new to the *Network's* organizational structure, administrative and programmatic requirements and breadth of resources. To facilitate their learning the following initiatives are being implemented: 1) The *Network's* Contract Compliance Monitoring Unit (CCMU) is providing annual onsite trainings for all new SNAP-Ed funded projects on fiscal policies and procedures, administrative practices, and programmatic delivery; 2) the semi-annual NEOP Statewide Collaborative was expanded to include and engage all *Network* contractors with a focus on partnership building; 3) Quarterly "All Project" and monthly Regional Network Director teleconferences are conducted with *Network* Leadership to establish and maintain communication with *Network* contractors; 4) Geographic Information System (GIS) Mapping webinars provide an introduction to the tools and layout of the system used in identifying SNAP eligible populations and for subsequent CX3 training; 5) Activity Tracking Form (ATF) Training provides guidance and instruction on completion of the ATF which is used to track all SOW events and activities; 6) Impact/Outcome Evaluation (IOE) workshops provide staff new with training in evaluation methods and hands-on experience using IOE tools; 7) *Network* Leadership Projects provide transition-oriented support to local level contractors through training and technical assistance including: Peer training and mentoring for new LHDs; a digital learning collaborative to create and strengthen partnerships; support for development of County Nutrition Action Plans (CNAP); facilitated forums to consider collective strategy and share best practices; and sustainability workshops to aid LHDs expansion in the *Networks'* ongoing work throughout California.

Programmatic Capacity - Coupled with the structural shift is the programmatic expansion to include newly allowed population based approaches to Nutrition Education and Obesity Prevention identified in the 2013 SNAP-Ed Guidance. Once federal regulations are released and requirements of USDA become clearer, a planned gap analysis of training scheduled for FFY 13 will inform the type of training needed to help contractors implement policy, systems and environment-based strategy-level changes moving forward. Until then, a number of trainings to build programmatic capacity as part of comprehensive, multi-level community and public health approaches are planned and scheduled for FFY 13. All will be wide reaching to ensure accessibility and informed by evidence and recent assessments.

Some of those planned will be: 1) eighty regionalized trainings and collaborative meetings to strengthen the capacity of *Network* local projects and enhance coordination and synergy among partners within the 11 geographic regions; 2) a ten-session LHD Programmatic Overview Webinar Series to support LHDs with templated scope of work

objectives; 3) a seven-session CX3 Training Series comprised of in-depth, in-person and webinar training for LHD cohorts at various stages of program implementation; 4) Media and Spokesperson Training/TA to prepare Champion Moms and local representatives as spokespersons for media campaigns; 5) Youth engagement training for local health departments pursuing a *Network* youth project; 6) Early Childhood SNAP-Ed Project for *Network* local projects to implement best practice nutrition and physical activity in child care settings; 7) Fruit, Vegetable and Physical Activity (FVPA) training and TA at regional and county level to leverage the existing strength of FVPA campaigns and programs (i.e., Latino, African American, HOTM, Retail, Worksite, PA Integration, Children's Power Play); and 8) Peer Leadership for Individual, Family and Community Change. Also anticipated are 9) Policy, Systems and Environmental Change Strategies for Obesity Prevention webinar series and 10) Media Literacy and Message Framing for NEOP as those topics are further refined.

Contracts

The *Regional Network* contractors reached 108 percent of the 3,500 sites targeted for FFY11. In FFY 2013, the *Regional Networks*, continuing school and health department contractors, and the 20 new Local Health Departments (which are paired with 20 local social service departments overseen by CDSS) will operate under templated Scopes of Work that have been modified to provide more standardization, specific objectives and address the limitations of the American Community Survey census data, which has significantly reduced the total number of eligible census tracts within California.

Due to continued changes in State contract requirements, a number of *Network* partners experienced delayed execution of their new contracts, so invoices for many State contracts also were delayed. For the most part, however, contractors appeared able to maintain their effort and meet their deliverables. Until year-end local reports are reviewed and invoices processed, it will not be known to what degree spend-rates might have gone down or program services modified. For all contractors, a priority was to maintain and continue to document non-federal State Share contribution from local, non-profit and State sources in order to maintain services to the low-income public.

For FFY13, CDPH is making a concerted effort to streamline contract, budget, human resource, and accounting processes so as to avoid past delays, execute new contracts and contract amendments promptly, shift to a new grant-funded mechanism for SNAP-NEOP, and maintain local- and state-level services at current levels without disruption.

Surveys and Evaluation

The knowledge and experience acquired by *Network* staff from 9 years of assisting contractors with designing and implementing Impact/Outcome Evaluations (IOEs) of nutrition education interventions, as well as analyzing and interpreting their data, will be transferred to 17 new local health departments. The related processes include reviewing proposed intervention curriculum, design methodologies including the potential for control study participants, and timelines, and conducting at least one conference call with program and evaluation staff at ongoing and new contractors and local health departments. For FFY 2013, we have placed greater emphasis on collecting

racial/ethnic data for each IOE participant. All evaluation instruments now have an item to assess self-reported race/ethnicity. We have also asked school-based contractors to have staff record each child's race/ethnicity, or to link racial/ethnic information from administrative records with pre and post intervention responses. These data allow for more comprehensive descriptive statistics of the SNAP-Ed population participating in IOE, and for assessing levels of improvements across racial/ethnic groups.

New opportunities for Network contractors to conduct community and public health approaches to improve nutrition will provide Network staff with an additional avenue to work with contractors for evaluation of environmental supports. As part of their Scope of Work, all local health departments work with partners and their community to select strategies of action for improving access to healthy foods, physical activity opportunities, and/or healthy beverages, Network staff will assist them develop an evaluation plan and identify appropriate process, formative, and outcome measurements, and provide direction regarding analysis and interpretation of findings.

To address the cost-benefit of SNAP-Ed interventions, correlate selected interventions with outcomes among adults, teenagers, and children, and document the evolution and success of California's new funding model, FFY 2013 will mark the first year of a series of new quantitative and qualitative evaluation activities. Annual surveys of adults, teenagers, and children will be conducted with 20 local health departments. FFY 2012 experience with the Latino Impact Evaluation Study surveys demonstrated the challenge of recruiting SNAP-Ed participants at random for a telephone survey. Consequently, procedures to minimize nonresponse rates have been built into the design of the annual surveys. Changes in self-reported outcomes over a four-year period will be examined in association with level of weight, including BMI, across all sampled SNAP-Ed participants and across racial/ethnic groups. The Network is also investigating the value, feasibility, and effort to obtain more clinical-based outcomes from certain local health departments for this new comprehensive evaluation.

Reporting Systems

The Network has made substantial progress on developing an electronic reporting system to collect and collate EARS data. Events taking place in FFY12 included contracting with a qualified vendor and finalizing the program and system requirements. During FFY 2013 a prototype system will be developed and undergo extensive internal and external testing. To date, we have met all planned milestone dates and plan on fully implementing the system in July 2013. Advantages to the online system will include less time spent on data entry and analyses, and more accurate data.

Fiscal and Administrative Integrity

The Contract Compliance Monitoring Unit (CCMU) (previously known as the Program Compliance and Review Team (PCR)) was established following the *Network's* administrative review by USDA in 2006. Its purpose was to independently verify that all required documentation, administrative and fiscal processes are in order with all funded partners and local contractors according to USDA and State level requirements.

Schedules were established for site visits of all State-funded contractors in cycle 1, with priorities placed originally on agencies with larger budgets and then on those where corrective actions were needed. Cycle 1 closed administratively on September 30, 2011 (FFY 2011) with only 5 outstanding contractors of concern. These contracts are of high priority and will continue to be monitored and trained for compliance improvement in Cycle 2 until fully compliant. Cycle 2, started in 2010, was prioritized by funding channel and will be completed in FFY 2013. Cycle 2 showed great improvement over Cycle 1 visits, with 71% percent of contractors in compliance so far, inclusive of those who have dropped out in Cycle 2. We aim to have 90-95% of our current contract load, exclusive of the Local Health Department Expansion Project in compliance by the end of 2013. Processes were put in place and automated to track progress in the 14-step Program Improvement Plan process and take corrective action such as probation, withholding funds, or suspending a contract as needed. State Share and Federal Share findings were surprisingly near equal in number of priority findings since the inception of the PCR team. For FFY13 State Share is no longer required, consequently the fiscal/administrative-only aspect of the CCMU process will be modified to accommodate new requirements of SNAP-NEOP.

In FFY13, *Network* state program staff will focus on providing a greater amount of training and technical assistance than has been feasible in FFY11. This coincides nicely with anticipated changes associated with SNAP-NEOP.

SECTION 5: Network EARS Feedback

Directions: For this reporting year, provide FNS feedback on your State's implementation of EARS. Include the following as applicable:

- Comments regarding any challenges you encountered in gathering and reporting data for EARS and actions taken to resolve or address these challenges: **Directions-** Identify the section and item number when making comments. (**EXAMPLE: Comment: Question 10. It was challenging to get this information. We addressed this by providing all partners with spreadsheets and training to help them track these costs.**)

Comment: EARS Collection as a whole. The *Network for a Healthy California (Network)* in the California Department of Public Health (CDPH) continued to experience the challenge of using Excel to gather the complex data required for EARS in Federal Fiscal Year 2012 (FFY12). The primary challenge continued to be collecting the detailed EARS data in the absence of an automated data collection system or database however we expect this to be the last year of that challenge. In FFY12 there were over 100 contractors delivering services in a dozen different intervention channels. Without a database in place, the *Network* relied on the Excel-based Activity Tracking Forms (ATFs) which have been used by the *Network* to collect process data since FFY 2000. The ATFs were modified in FFY10 to include the detailed EARS data. Challenges remained with collecting and compiling the EARS data since the ATFs are independent Excel documents and not part of a cohesive system.

The *Network's* Feasibility Study Report (FSR) was approved by CDPH's Information Technology Services Division (ITSD) on December 28, 2011. The approval allowed the *Network* to hire an independent vendor to develop an online data collection system using Commercial Off-The-Shelf (COTS) software. The *Network* released a Request for Offer (RFO) in January, 2012, and vendor interviews were conducted in March, 2012. Through a selective process, Global Technologies Solutions (GTS) was hired in June, 2012 to develop the *Network's* online data collection system. Currently, the *Network's* Research and Evaluation staff and CDPH IT are working together with GTS on the system documentation and development of a system following the stringent guidelines and procedures for information security and privacy required by CDPH ITSD standards. Internal testing is planned with *Network* state staff for December, 2012. Once the internal testing is completed, pilot testing with a group of the *Network's* contractor's is planned for April, 2012. Full implementation of the system is planned for FFY 2014 with proper training and user manuals using the automated system.

Comment: Question 3:

One continuing challenge is collecting the race and ethnicity information from our direct education (DE) participants, particularly from non-school settings.

Collecting race/ethnicity data: Race and ethnicity information is not readily available for all direct education participants in the various non-school delivery settings, such as churches and local health departments. Consequently, the *Network* developed data collection cards which allow contractors to collect the necessary elements needed to report a participant as direct education. However, contractors have reported that the data cards and the additional data entry that result from their use are a barrier to conducting nutrition education. Therefore, some contractors report direct activities as indirect education.

Determining race/ethnicity for Hispanic/Latino participants: There is a discrepancy between Hispanic/Latino being defined as an ethnicity by the Federal government, yet being thought of as a race by a substantial number of Hispanics/Latinos in California. This resulted in

participants identifying themselves as Hispanic/Latino only on the data cards and not identifying a race. The U.S. Census and American Community Survey both provide a race choice option of “some other race” if a person chooses not to self-identify with one of the standard categories. According to the 2009 American Community Survey, with that option available, 37 percent of California Hispanics selected that as their race. Many California adult Hispanic participants do not wish to self-identify as anything other than Hispanic/Latino only. With 36 percent of the California population Hispanic/Latino, it is not a satisfactory option to divert the tallies of participants who received direct education to indirect education because the ethnic identifiers do not work.

- Does FNS need to provide additional EARS training or resources? **If yes**, specify training topics and/or type of resources needed.

EARS Resource: The EARS online training module introduced by the USDA in August 2011 will be a helpful introduction to EARS for new *Network* staff; however it is not applicable to the *Network’s* contractors who conduct SNAP-Ed as they need the interaction the one-on-one question and answer format the *Network’s* webinar training provides so as to address their specific issues. As the *Network* suggested in FFY10, the creation of a sharing forum where states could discuss lessons learned from EARS and share data collection systems would be helpful. Sharing could result in cost savings that would otherwise be incurred in the development of customized online systems. Such training would be especially useful if it were done in partnership with the USDA so that the federal requirements could be modified to increase their usefulness by local partners and by State Implementing Agencies. This would improve the quality of reporting, feed new information back for program planning purposes, and potentially result in valuable insights about the impact and effectiveness of SNAP-Ed that could be shared with oversight agencies and Congress.

- What, if any, changes did you make in your IT system or manual data collection procedures for EARS in the prior fiscal year? If available, attach a description of **updated** IT systems and/or manual data collection procedures.

Changes made to manual data collection system: As stated above, the *Network* has been working with the CDPH Information Technology Services Division since 2008 on securing departmental approval to issue an Invitation To Bid (ITB) to allow an independent vendor to create an EARS data collection system beginning with existing COTS software.

Approval was granted in December 2012 and a database is currently in development. In the meantime, the *Network* made minor modifications to the existing ATF template. The improvements made to the ATF in FFY12 included updating formulas to bypass errors, allowing the same indirect education event conducted by the same contractor at multiple sites to be reported in one entry, and reformatting the entry screen so that it is more user-friendly. (see attached screen shots). Regular webinar-based trainings occurred throughout the year to train contractors how to use the ATFs to report allowable *Network* activities they conducted. In FFY12, 22 ATF trainings were conducted for 424 participants.

- Do you plan to make any changes in your IT system or manual data collection procedures for EARS in the next FY? If yes, provide a short summary of changes planned.

For FFY13, the *Network* will continue to use the ATF templates from FFY12. The *Network* will work with GTS to complete the online data collection system and documentation. Testing at the state level is planned for December, 2012 with pilot testing planned with *Network* contractors in April, 2013. Training materials, including a user guide are currently in development. Trainings will be conducted prior to the system's full implementation which is planned for FFY 2014.

- Will all IAs report **actual unduplicated data** for EARS in the upcoming fiscal year? If no, why?

The *Network* will report estimated counts for FFY12 since reporting the actual count is not practicable factoring in the size and scope of the program. An unrealistic administrative cost would be imposed if the actual classroom counts of race and ethnicity were collected at schools, so the *Network* will continue to provide estimates using demographic data from the California Department of Education. Direct education occurring outside of the school setting will be once again under-reported due to the burden of using data collection cards to report the required direct education demographics. When the data cards are used, the demographics are reported directly from the participant or via a visual estimate by the staff person conducting the direct education. However, due to the time and inconvenience of incorporating the data cards into events, direct education without demographics are reported as Indirect Education-Other.

- Share suggestions for modifications to the EARS form, if any. Indicate how the modification would improve EARS, i.e. the reporting process for State, data quality, etc. *Directions- Identify the section and item number when making suggestions please. (EXAMPLE: Direct Ed Section, question 3, Race and Ethnicity- Consider adding a narrative field to allow IAs to make notations about the data or the collection procedures. This could help FNS understand and interpret the data more accurately.)*

Suggested modifications to the EARS form are as follows; the first 4 suggestions are maintained from FFY 10 and the remainder is from FFY11:

- 1) Direct Education Question 3: Modifying race and ethnicity or providing protocols to re-code participants who identify only as Hispanic/Latino and do not select a race, would improve the reporting process for California. We recommend the addition of a category "Hispanic, race unknown/some other race."
- 2) Direct Education Question 5: Including data elements that will enrich reporting in a meaningful way and show effectiveness will allow *Network* contractors to use the data to improve their programs. For example, knowing the session format does not help contractors enrich their programming, nor does it appear that the Social Marketing 'primary intervention channels' (communication elements) for different programs provide useful data for planning purposes or accountability.
- 3) Social Marketing Question 7: Modification to include number of SNAP-Ed delivery sites by type of setting, similar to Direct Education Question 4, would provide a more complete picture of the full range of community sites in which *Network* delivers social marketing campaigns and programs. We estimate that the EARS system underestimates sites by at least 50 percent simply because the four categories of demographic data cannot be obtained in most community settings. This shortcoming loses a large proportion of process data and underestimates the services provided through large-scale, community-based and social marketing interventions.
- 4) Indirect Education Question 8: Modification to include number of SNAP-Ed delivery sites by type of setting, similar to Direct Education Question 4, would provide a more thorough picture of the full range of sites the *Network* reaches within the State for indirect education.

- 5) Indirect Education Question 8: Since the Network reported all direct education without demographics as Indirect Education-Other, the data get lost with other events reported in this section. It would be helpful to distinguish the indirect education reported that could have been included as direct education had the demographics been available.
- 6) Indirect Education Question 8: Since only the estimate number to the target population reached is reported for indirect education, those participants outside of the target population are not reflected in the indirect education data. It would present a more in-depth picture to be able to report the total number of participants reached through indirect education.
- 7) Indirect Education Question 8b: Suggest two additional data sources for identifying numbers of target audience reached: U.S. Census 2010/ACS and FRPM/WIC/other means-tested data
- 8) Direct Education Question 3: Currently Implementing Agencies are not allowed to use free school meal data to categorize parents as SNAP recipients. This sometimes prevents *Network* from counting their activities as direct education so they are diverted into the indirect education count. However federally-encouraged initiatives include sending home information about SNAP with children who qualify for free meals. Further, for social marketing campaigns, those participants in activities that take place in census tracts in which greater than 50% of the households live at < 130% of the Federal Poverty Level qualify under column E, "Estimated number of FSP Reached." It seems a logical argument that parents of children receiving free meals should also be able to be categorized as SNAP recipients for purposes of direct education documentation.

- Other comments.

With the implementation of NEOP, EARS reporting will need modification in the years to come, going beyond reporting descriptive and process data to capturing results and managing knowledge. There is concern that EARS is not currently structured to collect data relevant to community and public health approaches. As presently designed, EARS is unable to provide the *Network* contractors implementing SNAP-Ed with useful data to improve the quality of their programs. With NEOP, it is important to establish early what the common objectives are for both the USDA and the Implementing Agencies. A core set of metrics useful locally by states and nationally must be selected and sustained over time. Those EARS elements that do not work well or provide meaningful data should be changed or discarded and replaced with more appropriate measures. Consideration could be given of alternative development methods, such as cooperative efforts among states with similar program activities, collaboration with other federal agencies that have similar intervention approaches, or securing technical expertise from outside contractors skilled in large-scale evaluation to work with states and their local partners.

If the USDA plans to incorporate the suggested modifications to the next rendition of the EARS form it would be beneficial to include the IAs in discussions to ensure that the suggestions were correctly interpreted and that they are useful and practical for all IAs.

FFY12 Network for a Healthy California Activity Tracking Form for EARS Screen Shots

1) Visual Basic code to create the data entry screen to mimic a database

The screenshot shows a Microsoft Excel spreadsheet with a 'Database Entry' form overlaid. The form is titled 'Database Entry' and has a blue header bar. It contains several sections:

- Navigation:** Buttons for 'Previous Record', 'Find', 'Next Record', 'Add', and a red 'EXIT' button.
- Search:** A text box for 'Search Items: Enter a Date to Search.' and a date picker.
- Event Details:**
 - Start Date of Event:** A date picker with the format 'mm/dd/yyyy'.
 - End Date (if more than 1 day):** A date picker.
 - Education Type:** Radio buttons for 'Indirect Education' (selected), 'Direct Education', and 'Staff/Non-Target Event'.
 - Educator Name:** A text input field.
 - Notes:** A large text area.
- Primary/Secondary Objectives:** Two columns of checkboxes for 'Goal', 'Objective', and 'Activity', each with a numerical value '0'.
- Event Description:** A large text area.
- Additional Questions:** Checkboxes for 'Were any Harvest of the Month materials used? Check if YES' and 'Was this an Afterschool program? Check if YES'.
- Buttons:** 'Amend', 'Clear Form', 'Find Record for Relation', and 'Delete Record'.

The background spreadsheet shows a table with columns for 'Start Date', 'Direct Education', and 'Ind Education'. The 'Start Date' column contains dates from 4/4/20 to 4/20/20. The 'Direct Education' column contains 'FALSE' or 'TRUE' values. The 'Ind Education' column contains 'FA' or 'TF' values. The bottom of the spreadsheet shows a row with data for 'Gina Osborne' and 'IOE class #4 What's d'.

2) Example Direct Education entry using the data collection cards to collect demographics

The screenshot shows a 'Database Entry' form for 'CHAMPIONS for CHANGE'. The form includes fields for event dates, location, and activity type. It also features demographic data collection cards for 'First Time Participants' and 'Repeat Participants', categorized by CalFresh status and race/ethnicity. A table on the right side of the form tracks 'Direct Education' and 'Indirect Education' status for various dates.

Start Date	Did the event include school children at school? (K-12 and Preschool) Check if YES	Site Name	Main Topic	Type of Activity	Time	Session Format	Interactive Media (Check if Yes)	Direct Education	Indirect Education
4/4/20		2nd Harvest Brown Bag & EFAP Buena Pa	Fruits & vegetables	Consumer Nutrition Education Class	15	Single sessi		FALSE	FA
4/4/20								FALSE	TF
4/5/20								FALSE	FA
4/5/20								FALSE	FA
4/5/20								FALSE	FA
4/5/20								TRUE	FA
4/5/20								TRUE	FA
4/6/20								TRUE	FA
4/9/20								FALSE	FA
4/11/20								FALSE	FA
4/6/20								FALSE	FA
4/11/20								TRUE	FA
4/5/20								FALSE	TF
4/5/20								FALSE	TF
4/5/20								FALSE	TF
4/5/20								FALSE	TF
4/5/20								FALSE	TF
4/10/20								TRUE	FA
4/11/20								TRUE	FA
4/13/20								TRUE	FA
4/18/20								TRUE	FA
4/19/20								TRUE	FA
4/18/20								TRUE	FA
4/20/20								TRUE	FA
4/25/2012	Yes							TRUE	FA
4/25/2012	Yes							TRUE	FA

3) Example direct education using school data (FRPM)

File Home Insert Page Layout Formulas Data Review View Developer Acrobat

Clipboard Paste

Database Entry

Search Items: Enter a Date to Search. Previous Record Find Next Record Add EXIT

Start Date of Event: 4/1/2012
 End Date (if more than 1 day):
 Educator Name: Mrs. Smith
 Notes:
 CHAMPIONS for CHANGE Network for a Healthy California

Primary Goal 1 Objective 2 Activity 3
 Secondary Goal 0 Objective 0 Activity 0

Indirect Education
 Direct Education
 Staff/Non-Target Event

Were any Harvest of the Month materials used? Check if YES
 Was this an Afterschool program? Check if YES

Event Description: Classroom Lesson #2

Did the event include school children at school? (K-12 and Preschool) Check if YES:
 Site Name: ABC Elementary K-12 # of Participants: 20 Preschool
 Main Topic: Fruits & vegetables
 Type of Activity: Consumer Nutrition Education Class
 Time: 15 Session Format: Single sessi Interactive Media (Check if Yes):

Sites 2-7 Sites 8-14 Sites 15-21 Sites 22-27

Site	K-12	Preschool
Site 2		
Site 3		
Site 4		
Site 5		
Site 6		
Site 7		

Replicate (Add New Record). If you are updating an existing record please use "Amend". This Button is for Amend Clear Form Find Record for Relation Delete Record

Start Date	Direct Education	Indirect Education									
4/4/20	FALSE	FA									
4/4/20	FALSE	TR									
4/5/20	FALSE	FA									
4/5/20	FALSE	FA									
4/5/20	FALSE	FA									
4/5/20	TRUE	FA									
4/5/20	TRUE	FA									
4/6/20	FALSE	FA									
4/9/20	FALSE	FA									
4/11/20	FALSE	FA									
4/11/20	TRUE	FA									
4/11/20	TRUE	FA									
4/5/20	FALSE	TR									
4/5/20	FALSE	TR									
4/5/20	FALSE	TR									
4/5/20	FALSE	TR									
4/5/20	FALSE	TR									
4/5/20	FALSE	TR									
4/5/20	FALSE	TR									
4/10/20	TRUE	FA									
4/11/20	TRUE	FA									
4/13/20	TRUE	FA									
4/18/20	TRUE	FA									
4/19/20	TRUE	FA									
4/18/20	TRUE	FA									
4/20/20	TRUE	FA									
4/25/2012	Yes	1	3	4	0	0	0	Gina Osborne	IOE class #4 What's d	TRUE	FA
4/25/2012	Yes	1	3	4	1	7	1	Gina Osborne	IOE class #5 Rethink	TRUE	FA

DB Infrastructure Media Progress Report Lookup Sites EARS-SAAR Report

5) Customized Site Lists for each contractor by EARS Site Type

Click Here When You Are Finished Entering New Sites											
	Public School or Preschool with School kids as the participants	Site Name	Type	Address	Zip	City	Census Tract or CDS Code	125% FPL (Free Meals)	185% FPL (FRPM)	126-185% FPL (Reduced-Price Meals)	If a location-based proxy site select criteria
4	Yes	Anderson Valley Elementary	Public Schools				23655406025084	70.37%	79.80%	9.43%	
5	Yes	Anderson Valley Junior and Senior High	Public Schools				23655402330900	65.95%	69.83%	3.88%	
6	Yes	Arena Union Elementary	Public Schools				23655576025092	17.36%	66.95%	49.59%	
7	Yes	Blosser Lane Elementary	Public Schools				23-65615-6108369	60.27%	72.91%	12.64%	
8	Yes	Brookside Elementary	Public Schools				23-65623-2330314	66.76%	78.20%	11.44%	
9	Yes	Capella Elementary	Public Schools				23-65615-6025183	60.07%	74.72%	14.65%	
10	Yes	Dana Gray Elementary	Public Schools				23-655565-6025100	48.55%	68.23%	19.69%	
11	Yes	Eagle Peak Middle School	Public Schools				23-65615-6114581	45.43%	66.91%	21.48%	
12	Yes	Eel River Charter School	Public Schools				23-65607-2330272	100.00%	100.00%	0.00%	
13	Yes	Fort Bragg High	Public Schools				23-65565-2331361	38.13%	54.07%	15.94%	
14	Yes	Fort Bragg Middle School	Public Schools				23-65565-6061667	44.72%	61.18%	16.46%	
15	Yes	Frank Zeek Elementary	Public Schools				23-65615-6025191	50.78%	67.41%	16.63%	
16	Yes	Grace Hudson Elementary	Public Schools				23-65615-0101147	74.69%	84.76%	10.07%	
17	Yes	Lakeport Head Start and State Preschool	Head Start Programs	2548 Howa	95453	Lakeport		100.00%	100.00%	0.00%	
18	Yes	Laytonville Elementary	Public Schools				23-73916-6025308	43.58%	59.64%	16.06%	
19	Yes	Leggett Valley Elementary	Public Schools				23-75218-6025118	48.35%	59.34%	10.99%	
20	Yes	Leggett Valley High	Public Schools				23-75218-2332724	42.10%	63.15%	21.05%	
21	Yes	Lighthouse Community Day School	Public Schools	300 B Dana	95437	Fort Bragg	23-65565-2330355	9.00%	83.00%	74.00%	
22	Yes	Meadowbrook Head Start and State Presch	Head Start Programs	6958 Mead	95422	Clearlake		100.00%	100.00%	0.00%	
23	Yes	Nokomis Elementary	Public Schools				23-65615-6025217	68.66%	85.58%	16.92%	
24	Yes	North Ukiah Head Start-Frank Zeek Elem.	Head Start Programs	11100 N. B	95482	Ukiah		100.00%	100.00%	0.00%	
25	Yes	Noyo Continuation High School	Public Schools	250 South	95437	Fort Bragg	23-65565-2330215	20.00%	65.00%	45.00%	
26	Yes	Oak Manor Elementary	Public Schools				23-65615-6025225	75.19%	85.32%	10.13%	
27	Yes	Pearl Head Start	Head Start Programs	14521 Pear	95422	Clearlake		100.00%	100.00%	0.00%	
28	Yes	Point Arena High	Public Schools				23-65599-2333649	46.63%	56.74%	10.11%	
29	Yes	Pomolita Middle School	Public Schools				23-65615-6025233	58.18%	68.09%	9.91%	
30	Yes	Potter Valley Elementary	Public Schools				23-73866-6025241	61.83%	76.33%	14.50%	
31	Yes	Redwood Elementary	Public Schools				23-65565-6025126	50.47%	64.15%	13.68%	
32	Yes	Round Valley Elementary	Public Schools				23-65607-6025175	100.00%	100.00%	0.00%	

6) Optional management tool for *Network* contractors to track meeting their Goals, Objectives and Activities. The example shows that if Goal 1, Objective 1, Activity 3 is to provide a minimum of 10,000 direct education contacts the contractor would know they were 1,796 contacts away from reaching the goal.

To look up an Event/s type in one or more of the following search criteria.

Search Criteria		
Primary Goal	Primary Objective	Primary Activity
1	1	3

DIRECT EDUCATION Unduplicated Contacts						Indirect Education	
	<5 Years	5-17 Years	18-59 Years	60 + years	All Ages Combined	# participants	# of est. target pop.
Number of Food Stamp Recipients in SNAP-Ed	0	0	0	0	0	8020	5959
Number of All Other Participants in SNAP-Ed	0	0	0	0	0		
SNAP-Ed	0	0	0	0	0		

DIRECT EDUCATION Duplicated count						Total time spent in class (min) Contacts x Length of class	
	<5 Years	5-17 Years	18-59 Years	60 + years	All Ages Combined	# of Classes Taught	
Number of Food Stamp Recipients in SNAP-Ed	3	4694	0	0	4698	199	8850
Number of All Other Participants in SNAP-Ed	3	3504	0	0	3506		
Total Number of SNAP-Ed Participants	6	8198	0	0	8204		