

II. Program Administration Section

900. Other <i>Regional Network</i> Guidelines and Resources
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901. Background Information

The *Regional Networks* provide a wide variety of nutrition education activities and interventions that target SNAP-Ed eligible populations and the intermediaries that serve them throughout a broad, usually multi-county, geographic area.

In order to be successful in achieving the extensive array of deliverables described in the Scope of Work, the State *Network* has drafted additional guidance documents and Campaign and Program Resources to assist each *Regional Network* team.

Guidance documents provide programmatic requirements that must be met in order for the scope of work activity and deliverable to be considered “complete.” Program resource documents have been drafted to support successful execution of campaign and program deliverables; the guidance provided within is based on many years of programmatic experience and provides valuable technical assistance, tools, and techniques and should be adhered to wherever possible.

902. Previously Discussed Documents

Because of the large number of deliverables and overlapping content areas, several documents have already been reviewed in detail in this manual. Previously discussed guidance documents include:

- Case Study & Success Story Guidelines (See Program Administration Section 400)
- Recipe Guidelines (See Program Administration Section 806)
- Mini-Grant Guidelines for FFY 2012 (See Program Administration Section 600)
- *Regional Network* Training Manual (See Program Administration Section 702)

903. Network Branding & Style Guidelines

Products and materials created through the *Regional Network* contracts are required to adhere to the *Network Branding & Style Guidelines*. These guidelines provide guidance for logo use and placement, color schemes, photo usage, attribution and acknowledgement statements, and messaging. Both documents are available at the Network Resource Library, which also hosts a variety of programmatic templates that the *Regional Networks* are encouraged to use.

904. Website Guidelines

Per the *Regional Network* Scope of Work Objective 4 Regional Coordination & Training, Activity 3a-eiii, each *Regional Network* is required to support and to routinely update at minimum a *Regional Network* website. Regions may also choose to host, support, and update a Regional Collaborative site, or page. Websites must conform to *Regional Network Website Guidelines* and should comply with the *Network for a Healthy California* Champions for Change Branding Guidelines. Guidance will be available online only at the State *Network* website. Contractors will be notified via email of updates to this document.

State *Network* staff will conduct periodic website reviews to ensure web guidance is met, and will provide related feedback in the *Regional Network* Final Progress Report Analysis. At any time during the contract year, State *Network* staff may request updates to bring website(s) into compliance with *Regional Network Website Guidelines*, and may request the site to be deactivated until found to be in compliance.

905. Photovoice Project Guidelines

Regional Networks work to build capacity of local programs to provide nutrition education that promotes the SNAP-Ed eligible audiences to advocate on their behalf to promote sustainable nutrition education and environments that support healthy eating and active living. Per the *Regional Network* Scope of Work Objective 14 Community Collaboration & Engagement, each *Regional Network Children's Power Play! Campaign* is required to complete one Photovoice project with elementary-aged children. To support the implementation of these projects, the *Campaign* recently created a Photovoice guide called *Snapshots and Stories: A Guide to Championing Elementary School Children as Community Advocates*.

If the *Regional Network*, Regional Collaborative, or other partners wish to begin or to enhance existing work with older youth in the area of Youth Engagement, the *Network* also provides funding and coordination to a Youth Engagement program which has funded sites across the state that may serve as mentors.

906. Campaign & Program Specific Resources

Program resource documents have been drafted to support successful execution of campaign and program deliverables; the guidance is based on many years of programmatic experiences and provides valuable technical assistance, tools, and techniques. These should be adhered to whenever possible.

Program resources for the *Power Play! Campaign*:

- *Power Play! Campaign* Regional Manager's Guide
- *Power Play! Campaign* Sub-Brand Guidelines
<http://www.cdph.ca.gov/programs/cpns/Pages/NetworkStatewideConf-RFP.aspx>
- Conducting Successful Nutrition Education & Physical Activity Promotions Community Events Manual – Children's Component
<http://www.cdph.ca.gov/programs/cpns/Documents/Network-EventManualChildrensComponents.pdf>

Program resources for the *Latino Campaign*:

- *Latino Campaign* Manager's Guide
- Conducting Successful Nutrition Education & Physical Activity Promotions Community Events Manual: <http://www.network-toolbox.net/en/index.asp>
- The *Toolbox for Community Educators* and the *Community Events* Training DVDs
<http://www.network-toolbox.net/en/index.asp>

Program resources for the *African American Campaign*:

- *African American Campaign* Manager's Guide
- Conducting Successful Nutrition Education & Physical Activity Promotions Community Events Manual: <http://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-AA-KIT632.pdf>
- The *Toolbox for Community Educators* and the *Community Events* Training DVDs
<http://www.network-toolbox.net/en/index.asp>
- *Body & Soul: A Celebration of Healthy Living* Program Guide
- Health Ministry Guide: Building A Healthy Body & Soul

Program resources for the *Retail Program*:

- *Retail Program* Manager's Guide (Available with password)
<http://www.cdph.ca.gov/programs/cpns/Documents/Retail-Guidelines.pdf>
- Store Tour Guide
<http://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-RP-StoreTourGuide.pdf>
- Food Demonstration Training Kit
<http://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-RP-FoodDemoTrainingKit-2007-10.pdf>
- English & Spanish Retail Fruit & Vegetable Marketing Guide
<http://www.cdph.ca.gov/programs/cpns/Pages/RetailFruitandVegMarketingGuide.aspx>
- English & Spanish Produce Quick Tips
<http://www.cachampionsforchange.net/en/Produce-Quick-Tips.php>

Program resources for the *Physical Activity Integration Program*:

- Conducting Successful Nutrition Education & Physical Activity Promotions Community Events Manual:
<http://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-AA-KIT632.pdf>
- Physical Activity Integration Manager's Guide (available soon)

Program resources for the *Worksite Program*:

- *Worksite Program* Manager's Guide
- *Worksite Program* Sell-In Brochure and presentation

State *Network* campaign and program leads can arrange for orientation meetings to review and to discuss resource content with *Regional Network* staff, upon request. Where no resource link is provided, the resource is currently only available in hard copy or specific access information must be obtained from the Campaign or Program State Lead; please contact the assigned State *Network* campaign and program lead to obtain a copy of the resource.

Additional resources may be produced and or identified during the contract year. Contractors will be notified via email of any new and relevant resources, and, as able these resources will be made available on the State *Network* website.