

Local Health Department Guidelines for Implementing Comprehensive SNAP-Ed Programs: Funding Opportunity, Application Instructions, and Grant Documents

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I. Funding Opportunity for Local Health Departments

Beginning in Federal Fiscal Year (FFY) 2013, the California Department of Public Health (CDPH), *Network for a Healthy California (Network)* will award funding to Local Health Departments (LHDs) to implement comprehensive local nutrition education and obesity prevention programs. Consistent with their statutory requirements and this funding, LHDs will serve as the lead health agency in their respective jurisdictions. LHDs will coordinate with local partners and involve multiple sectors in spearheading efforts to improve the nutritional status and prevent obesity among California's low-income population, in accordance with Healthy, Hunger-Free Kids (HHFK) Act of 2010.

Timeline

Funding Opportunity package released: May 30, 2012

Letter of Intent: June 11, 2012

Informational teleconference call/webinar: **June 20 and 21, 2012**

Application Package Due: **July 13, 2012**

Negotiations completed by: **COB July 20, 2012**

Grant documents to LHDs: **August 17, 2012**

Grant documents returned to CDPH: **September 27, 2012**

Grant term: Oct. 1, 2012 through Sept. 30, 2016

Note: CDPH has been directed by USDA to have all FFY 2013 grants executed and in place no later than September 30, 2012. If not, those projects may not be approved for funding by USDA.

Funding, Grant Term and Allocations

Funding is from the U.S. Department of Agriculture (USDA), SNAP-Ed, and continued availability of federal funding to CDPH through an interagency agreement with the California Department of Social Services. CDPH/Network has earmarked \$30.25 million in FFY 2013 for this project.

For small, medium and large counties, totaling 44 LHDs, the grant term is from October 1, 2012 through September 30, 2016. This covers four (4) federal fiscal years (FFY 2013, 2014, 2015, and 2016), and is contingent on available annual federal funding and grantee performance.

Allocations for funding levels for small, medium and large LHDs: Please see Attachment 1 for a breakdown of funding by LHD. The amount of funding depends upon the size of SNAP-Ed target population base in the county (U.S. Census Bureau, American Communities Survey, 2010; see Attachment 1 for population breakdown). All LHDs with more than 20,000 people at the $\leq 185\%$ FPL will receive a base amount of \$200,000. For LHDs with a medium to large population (more than 40,000 SNAP-Ed eligible people) a *per capita* allocation based on share of the eligible target population is applied and there are sub-grantee expectations. Five LHDs (Alameda, Shasta, Monterey, Contra Costa, and Long Beach) will continue with their current SNAP-Ed contracts for an additional year (FFY 2013), and shift to the *per capita* allocation in FFY 2014 **unless otherwise negotiated**.

Overall federal funding will decline starting in FFY 2014, though funding for LHDs will not reflect the proportional decline in projected budgets until FFY 2015 and thereafter.

LHDs found by CDPH/Network to be nonresponsive to this application or grant process will not receive funding. Likewise, LHDs are not required to participate and may decline funds.

For the 17 sparsely populated counties with eligible target populations between 200 to <19,999, CDPH/Network will release separate guidelines at a later date covering the grant term October 1, 2013 – September 30, 2016, or three (3) federal fiscal years (FFY 2014, 2015, and 2016). CDPH expects these counties will be funded on a cluster (e.g., 2 - 4 counties) or mini-region basis. The current Network-funded pilot cluster (Del Norte, Siskiyou, and Trinity) will continue to receive funding until transition into the next application and funding phase.

Programmatic Focus

The SNAP-Ed programmatic changes take effect FFY 2013, as outlined in USDA SNAP-Ed 2013 Guidance. Besides individual and group nutrition education, allowable uses of the funding include comprehensive, multi-level interventions at multiple complementary organizational and institutional levels and community and public health approaches to improve nutrition. As lead health agencies, LHDs are expected to provide a comprehensive approach for serving their jurisdictions. All messaging must be consistent with the Dietary Guidelines for Americans 2010 (DGA)/MyPlate and cannot include any disparaging language about specific foods, brands or commodities.

LHDs should consider several key documents in preparing local plans.

CDPH conducted a systematic planning process and released a report, “*Maximizing Impact for California’s Low-Income Population: The Nutrition Education and Obesity Prevention Program Three-Year Implementation Plan*”

(<http://www.cdph.ca.gov/programs/cpns/Documents/NEOP%20Three%20Year%20Implementation%20Plan.pdf>). The 2010 California Obesity Prevention Plan served as the foundation for the *Three-Year Implementation Plan*.

Implementation by CDPH’s nutrition and obesity prevention programs will utilize the full range of funding sources (e.g., federal, state, foundation) that are or become available. It identifies three areas of programmatic focus:

1. Increase access and consumption of healthy foods.
2. Decrease consumption of less healthy foods and beverages and increase consumption of water.
3. Increase physical activity opportunities throughout the day.

Key strategies focus efforts within the priority areas. The *Three-Year Implementation Plan* includes a logic model and expected outcomes, targets and measures. CDPH and funded partners will assess performance/progress against these targets. In addition, the *Network* uses the Social Ecological Model (SEM) (see Attachment 2), and work by LHDs should encompass all levels of the SEM.

Of utmost importance for this funding is the USDA SNAP-Ed FFY 2013 Guidance (Guidance) released March 30, 2012. The Guidance specifies allowable uses of this federal funding, as well as reporting requirements (<http://www.nal.usda.gov/fsn/Guidance/FY2013SNAP-EdPlanGuidance.pdf>). The Guidance also details the information (and templates) required for the annual state plans to USDA to request funding. All of CDPH’s funded local projects must abide by the Guidance and provide any reporting information as required.

As of the release date of this document, the SNAP-Ed federal regulations have yet to be issued. Once the federal regulations are issued, funded project staff must be familiar with these regulations to ensure compliance with programmatic activities. Funded project staff may need to adjust activities accordingly, and grant amendments may be necessary. Flexibility by LHDs and any funded project is expected given the circumstances.

Finally, two foundational documents for all USDA’s nutrition programs are the DGA and MyPlate (<http://www.cnpp.usda.gov/dietaryguidelines.htm> and ChooseMyPlate.gov). LHDs must utilize these documents in developing and implementing their local comprehensive SNAP-Ed programs.

LHD Goals and Expectations

The overarching goals for the LHDs are to:

- Direct local services, and connect with regional and statewide campaigns. Coordination and synergy must occur among SNAP-Ed funded programs, USDA Food Nutrition Services funded programs, schools/educational agencies; community based organizations; city and county governments; and others involved in addressing hunger/food insecurity, nutrition, obesity prevention, physical activity, and health disparities.
- Institutionalize programs into existing social and health delivery systems.
- Identify and address the needs of the SNAP-Ed diverse target population* within its jurisdiction.
- Focus activities on all levels of the SEM, to support effective behavior change.
- Build the capacity of low-income neighborhoods and partner agencies to provide Nutrition Education Obesity Prevention interventions.

* A note about targeting populations: LHDs are expected to target low-income (i.e. > 50% of persons have household incomes of \leq 185% of the Federal Poverty Guidelines) and racial/ethnic populations that suffer disproportionately from obesity and chronic diseases related to diet and physical activity. Latino and African-American specific campaigns and materials have been developed by the *Network* and shall be utilized. American Indians/Alaskan Natives and Asian and Pacific Islander populations should also be reached where appropriate. LHDs with sufficient numbers of these ethnic minorities that meet SNAP-Ed qualifications must be targeted in a culturally competent manner. In addition, USDA SNAP-Ed has strongly encouraged targeting women and children in low-income households, to increase the greatest potential impact. Other audience segments may be targeted based on needs assessment.

Expectations for LHDs:

- Mobilize staffing and implement local programs quickly. As previously noted, CDPH has been directed by the funder to have all FFY 2013 grants in place no later than September 30, 2012. **Instructions on the ability to carry forward unspent funds from one FFY to the next will be forthcoming.**
- Federal funds will decrease from 2014 – 2016. LHDs must be adept at meeting the programmatic and administrative needs of the federal funding.
- Utilize SNAP-Ed funding strategically and foster a synergy of efforts. As such, leveraging SNAP-Ed funds is expected of all funded projects. LHDs will need to identify and report local support that is used to leverage resources locally (Attachment 3).
- Build upon *Network* successes. Of particular note are the positive gains in fruit and vegetable consumption among low-income adults, with California's overall ranking for fruit and vegetable consumption rising from 11th to 5th among all states, and the

infrastructure, resources and invaluable experience of local agencies involved in developing the *Network* over the years.^{1,2}

- Develop strong partnerships with community based organizations and schools, along with other stakeholders, sectors, county programs, and cities.
- Involve community members, including youth, to capture their perspectives and provide a forum for their input.

Scope of Work, Sub-grantee & Staffing Requirements

Scope of Work (SOW) Requirements: There are template SOWs covering a range of interventions, sectors and activities. The SOWs are broken into the following Objectives:

Objective 1: Infrastructure - annual requirements for all grantees, includes required reports, training and travel, etc.

Objective 2: County Nutrition Action Plan (CNAP) - implement the nutrition action plan, partnerships and countywide nutrition education, social marketing and food access, along with USDA Food Nutrition Services funded programs and other stakeholders.

Objective 3 and 4: CX³ (i.e., Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention) conduct neighborhood assessments of the food environment that exposes the greatest needs in the neighborhood; implementation plan of local interventions and environmental supports based on the assessment results and neighborhood input.

Objective 5: Community engagement - establish relations in CX³ neighborhoods to increase access and consumption of healthy foods and beverages.

Objective 6: Nutrition education - provide evidence-based nutrition education to educate, market, and promote changes in consumption of healthy foods and beverages.

Objective 7: Public relations events/media - local events coverage to highlight nutrition education obesity prevention promotional events.

Objective 8: Rethink Your Drink - implement education, marketing and strategies regarding healthy beverage consumption and access.

Objective 9: Evaluation - evaluate two interventions through formative, process and impact/outcome evaluation.

Optional SOW templates:

Objective 10: Peer to peer education - (required > \$300,000) a strategy to extend nutrition education and food access through a peer to peer model.

Objective 11: Evaluation - (required > \$350,000) conduct individual impact/outcome evaluation of specific intervention.

Objective 12: School/Afterschool - (required > \$400,000) build relationships with qualifying school/afterschool sites' administration, staff, parents and students to increase consumption and access of healthy foods and beverages through site based education and interventions.

Objective 13: Youth engagement – (required > \$ 1,000,000) youth-led project(s) that explores an issue related to the consumption and access of healthy foods in the youth's environment (a limited number of counties will be able to use the Health Corps model).

Objective 14: Worksite - use *Fit Business Kit* resources at qualifying worksites and providing additional technical assistance and skills based nutrition education as needed.

Objective 15: Retail - use *Network Retail Program* resources to engage local retailers to increase access of healthy foods through site-based strategies.

Objective 16: Early childcare - build relationships with qualifying early childhood (zero-five) care and education sites' administration, staff, parents and children to increase access and consumption of healthy foods and beverages through site based education and interventions.

Objective 17: Faith-based - reach Latino and/or African-American congregations through *Network campaign* resources to increase consumption and access to healthy foods and beverages at these sites.

LHDs will need to adapt the SOW templates for usage based on their funding level and local priorities (See Attachment 4). For example, small LHDs are required to do Objectives 1 – 9, with other templates optional. Medium and large LHDs are required to do more, depending on funding levels.

Sub-granting Expectations: There are also minimum sub-granting recommendations and requirements for LHDs. Sub-granting levels are recommended in FFY 2013. Sub-granting is required in FFY 2014 and thereafter for counties receiving \$201,000 or more in grant funds, ranging from 15-50%. Please refer to attachment 4 for specific requirements. LHDs must balance having sufficient capacity within their agencies while ensuring funds get to local partners/agencies to reach the target population and advance change. The following types of organizations should be prioritized: schools (e.g., county office of education, larger school districts), community based organizations (e.g., serving youth, ethnic groups, neighborhoods, etc.), and cities. Other types of organizations may be appropriate based on local needs. See Attachment 4 for a list of scope and sub-granting expectations.

Staffing Requirements: The size and expertise of the LHD staff will depend in large part on the funding level. Language specific and cultural competencies are needed for reaching California's diverse population, along with skills in marketing, health promotion, community engagement, business, and retail. However, CDPH/*Network* requires the minimum staffing for all LHDs receiving funds:

- One full-time Project Director. The Project Director must have a Masters in Public Health (MPH), an equivalent degree or 3 years' experience as a Public Health Project Director.
- Nutrition expertise (Registered Dietitian, R.D.) must be part of the staffing of this grant, should the Project Director not have this expertise. A minimum of one 0.5 full time equivalent (FTE) is strongly recommended.
- Evaluation expertise must be accessible to this grant for ensuring ongoing and as needed competence for evaluating program effectiveness.
- Adequate fiscal and administrative support.

II. Application Instructions

- **Letter of Intent due June 11, 2012**
- **Application package and all forms are due July 13, 2012 except as noted below.**

LHDs are required to complete an application that outlines the capacity of its organization; a profile of its jurisdiction including target populations, assets, unique attributes; and plans for achieving the SOW. LHDs must complete the following application forms as part of the grant process. The forms and instructions for completion are available on the *Network* website.

Forms 3, 4 and 5 are due by August 31, 2012.

- Form 1. Application Cover Sheet
- Form 2. Grantee Information Form
- Form 3. Agency Capacity & Assurances – Completion of this form will identify the capacity of the LHD to carry out local SNAP-Ed work and describe how the LHD will hit-the-ground-running at the start of the grant period.
- Form 4. Profile of Jurisdiction – Completion of this form will create a profile of the LHD jurisdiction, outlining targeting data, demographics of the target population, and partnerships.
- Form 5. Strategic Approach for Implementing Comprehensive Plans – Limited to 5 pages, completion of this form will identify the LHD's overall approach in implementing its proposed comprehensive plan to advance change in its jurisdiction.
- Form 6 – Project Synopsis—Sites cannot overlap with UC CalFresh sites, which is explained in [Program Letter 10-04](#).
- Form 7 – Scope of Work (SOW) Templates
- Form 8 – Budget Cover Sheet
- Form 9 – Budget Justifications FFY 2013-2016
- Form 10 – Sub-grantee Budget Justifications FFY 2013-2016
- Form 11 – Request Form for Non-Network Sponsored Travel

Attachments:

1. Attachment 1 LHD Funding Levels
2. Attachment 2 Social Ecological Model
3. Attachment 3 Local Support Form
4. Attachment 4 Funding Range Plan
5. Attachment 5 Travel Reimbursement Information

¹- California Department of Public Health. *Achieving Statewide Success in Nutrition Education and Outreach, Network for a Healthy California 1997-2011*. September 2011.

²- Centers for Disease Control. Behavior Risk Factor Surveillance System, Prevalence and Trends Database. Consumption of Fruit and Vegetable per Day, each state; 2000, 2002, 2003, 2005, 2009.
<http://apps.nccd.cdc.gov/brfss/page.asp?cat=FV&yr=2009&state=UB#FV>