

**Exhibit A  
Scope of Work**

**1. Service Overview**

Contractor agrees to provide to the California Department of Public Health (CDPH) the services described herein.

The Contractor shall provide comprehensive coordinated assistance and technical expertise for social marketing campaigns, communications, public relations, and administrative services using strategic approaches that will enable Cancer Prevention and Nutrition Section (CPNS) to continue the Department's mission of protecting and improving the health of all Californians through the Section's nutrition education campaigns as described herein.

**2. Service Location**

The services shall be performed at various statewide facilities accessible to the Contractor.

**3. Service Hours**

The services shall be provided during normal contractor working hours, Monday through Friday, excluding national holidays.

**4. Project Representatives**

A. The project representatives during the term of this agreement will be:

<b>California Department of Public Health</b> Project Manager: Neal Kohatsu, MD, MPH or his designee Telephone: (916) 449-5353 Fax: (916) 449-5355 Email: Neal.Kohatsu@cdph.ca.gov	<b>Contractor Name</b> Name of Contractor's Project Manager: [TBD] Telephone: [TBD] Fax: [TBD] Email: [TBD]
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B. Direct all inquiries to:

<b>California Department of Public Health</b> Cancer Prevention and Nutrition Section Attention: Neal Kohatsu, MD, MPH or his designee 1616 Capitol Avenue, Suite 74.516, MS 7204 P.O. Box 997377, MS 7204 Sacramento, CA 95899-7377 Telephone: (916) 449-5353 Fax: 916) 449-5355 Email: Neal.Kohatsu@cdph.ca.gov	<b>Contractor Name</b> Section or Unit Name (if applicable): [TBD] Attention: [TBD] Street address & room number: [TBD] P.O. Box Number: [TBD] City, State, Zip Code: [TBD] Telephone: [TBD] Fax: [TBD] Email: [TBD]
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C. Either party may make changes to the information above by giving written notice to the other party. Said changes shall not require an amendment to this agreement.

**5. Subcontract Requirements**

A. Prior written authorization will be required before the Contractor enters into or is reimbursed for any subcontract for services costing \$5,000 or more. Except as indicated in Paragraph

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A3) herein, when securing subcontracts for services exceeding \$5,000, the Contractor shall obtain at least three bids or justify a sole source award.

- 1) The Contractor must provide in its request for authorization, all particulars necessary for evaluating the necessity or desirability of incurring such cost.
- 2) The State may identify the information needed to fulfill this requirement.
- 3) Subcontracts performed by the following entities or for the service types listed below are exempt from the bidding and sole source justification requirements:

- a. A local governmental entity or the federal government,
- b. A State college or university from any State,
- c. A Joint Powers Authority,
- d. An auxiliary organization of a California State University or a California community college,
- e. A foundation organized to support the Board of Governors of the California Community Colleges,
- f. An auxiliary organization of the Student Aid Commission established under Education Code § 69522,
- g. Entities of any type that will provide subvention aid or direct services to the public,
- h. Entities and/or service types identified as exempt from advertising in State Administrative Manual Section 1233 subsection 3. View this publication at the following Internet address: <http://sam.dgs.ca.gov>.
- i. Other academic institutions of higher education, or consortia of academic institutions of higher education (including private universities and educational institutes)

B. CDPH reserves the right to approve or disapprove the selection of subcontractors and with advance written notice, require the substitution of subcontractors and require the Contractor to terminate subcontracts entered into in support of this agreement.

- 1) Upon receipt of a written notice from CDPH requiring the substitution and/or termination of a subcontract, the Contractor shall take steps to ensure the completion of any work in progress and select a replacement, if applicable, within 30 calendar days, unless a longer period is agreed to by CDPH.

C. Actual subcontracts (i.e., written agreement between the Contractor and a subcontractor) of \$5,000 or more are subject to the prior review and written approval of CDPH. CDPH may, at its discretion, elect to waive this right. All such waivers shall be confirmed in writing by CDPH.

D. Contractor shall maintain a copy of each subcontract entered into in support of this agreement and shall, upon request by CDPH, make said copies available for approval, inspection, or audit.

E. CDPH assumes no responsibility for the payment of subcontractors used in performance of the agreement. Contractor accepts sole responsibility for the payment of subcontractor used in performance of this agreement.

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- F. The Contractor is responsible for all performance requirements under this agreement even though performance may be carried out through a subcontract.
- G. The Contractor shall ensure that all subcontracts for services include provision(s) requiring compliance with applicable terms and conditions specified in this agreement.
- H. The Contractor agrees to include the following clause, relevant to record retention, in all subcontracts for services:  
  
"(Subcontractor Name) agrees to maintain and preserve, until three years after termination of (Agreement Number) and final payment from CDPH, to permit CDPH or any duly authorized representative, to have access to, examine or audit any pertinent books, documents, papers and records related to this subcontract and to allow interviews of any employees who might reasonably have information related to such records."
- I. Unless otherwise stipulated in writing by CDPH, the Contractor shall be the subcontractor's sole point of contact for all matters related to performance and payment under this agreement.

**6. Progress Reports**

- A. The Contractor shall submit one original annual progress report narrative to the Program Manager in the format prescribed by the State. The progress reports shall describe progress made in completing contract deliverables, challenges encountered, and solutions proposed.
- B. Progress report periods and due dates are:

	<u>Report Period</u>	<u>Due Date</u>
Annual Narrative Report	January 1, 2009 – September 30, 2009	10/15/2009
Annual Narrative Report	October 1, 2009 – September 30, 2010	10/15/2010
Annual Narrative Report	October 1, 2010 – September 30, 2011	10/15/2011
Annual Narrative Report	October 1, 2011 – September 30, 2012	10/15/2012
Annual Narrative Report	October 1, 2012 – September 30, 2013	10/15/2013
Final Narrative Report	October 1, 2013 – December 31, 2013	01/31/2014
- C. If the State does not receive complete and accurate progress reports by the required dates, further payments to the Contractor may be suspended until complete and accurate reports are received.

**7. Contractor Requirements**

The Contractor shall comply with the guidelines. These Guidelines have been incorporated into this agreement and made a part hereof by reference in Exhibit E, Additional Provisions, paragraph 1. In particular, the Contractor shall comply with the following requirements:

- A. The contractor agrees to cooperate with the state in the review of any and all deliverables, work product, materials, etc. as outlined in the SOW Goals 1 through 10 under the column heading Evaluation Measures.

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- B. The Contractor shall ensure that the United States Department of Agriculture (USDA) Food Stamp Program is clearly identified as a sponsor or support organization on all materials and products funded by the contract (electronic, print, audiovisual, media, etc.). The Contractor agrees to abide by the guidelines set for usage of all *Network* logos on any products generated by the Contractor.
  - C. The Contractor agrees to cooperate with the State by participating in statewide meetings and site visits, as deemed necessary by the State for training purposes.
8. See the following pages for a detailed description of the services to be performed.

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**GOAL 1: ADMINISTRATIVE SUPPORT** – Under the direction of State Staff, the contractor must be capable of providing a full range of administrative services to support activities of CPNS. These services include, but are not limited to:

Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<b>1) <u>Transition Plan – Develop an overall plan for coordinating a seamless transition of the current CPNS contract and ongoing required activities. The Transition Plan should include a transition timeline, identify any foreseeable complications and should propose methods to minimize any disruption of services and activities.</u></b>	Transition Plan	January – April 2009	
a) Meet 2-5 times with current CPNS Master contractor and CPNS Management staff to develop a timeline and identify subcontracts, equipment and software, personnel, and intellectual property rights for the transition;	2-5 Meetings on transition issues	January 15, 2009	
b) Submit a draft Transition Plan;	Draft transition plan	January 30, 2009	
c) Finalize and present a Transition Plan and timeline based on input from CPNS management and staff;	Presentation of transition plan	February 1, 2009	
d) Implement the approved Transition Plan;	Implement transition plan	April 15, 2009	
e) Negotiate with existing subcontractors required for the transition (K.P. Storage, Market by Design, etc.);	Subcontract in place	April 15, 2009	
f) Take possession of equipment and software inventories; and	Inventories	April 15, 2009	
g) Finalize the transition.	Completed transition	April 15, 2009	
<b>2) <u>Plan initial and ongoing meetings with CPNS Senior Management Staff to review on-site administrative, fiscal, personnel, contract management deliverables and services proposed in RFP.</u></b>	Meetings  Agendas	January 2009  Ongoing	

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<b>Activity/Methods</b>	<b>Evaluation Measures</b>	<b>Timeframe</b>	<b>Responsible Staff</b>
a) Discuss initial contract negotiation meeting;		January 2009	
b) Develop bench mark document of deliverables and timeline as outlined in the RFP;	Contract bench mark document	Annually	
c) Provide a list of key management staff and corresponding responsibilities;	List of key staff	Ongoing	
d) Conduct monthly operations conference calls with on-site Program Manager, key staff and CPNS Management staff to ensure good communications. Set agendas to include current issues and develop conflict resolution and decision making process for conference calls. Provide agendas and facilitate calls;	Conflict resolution and decision making process defined  Monthly operation calls conducted  Action Items	Ongoing	
e) Provide regular program updates to CPNS including but not limited to: monthly updates to CPNS lead staff, attend/participate in quarterly <i>Network</i> all-contractors teleconferences, provide updates to CDPH Week Ahead reports, provide Champion Press articles, and monthly Regional Project Director teleconferences; and	Conference call  Reports	Ongoing	
f) Attend CPNS meetings as requested; examples include bi-monthly Senior Staff meeting, <i>Network</i> Steering Committee Meetings, <i>Network</i> Annual Conference.	Meetings  Agendas  Action Items	Ongoing	

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<p><b>3) <u>Recruitment and hiring of on-site contract staff.</u></b>            Provide a full range of personnel services not to exceed 65 on-site contract staff. See current State Classifications and Salary Range and Website Reference to State Personnel Board (see Appendix 1a, 1b) and Personnel Section for staffing information. Recruit, hire, orient and train staff. The specialized on-site staff are required to have technical proficiency in one or more of the following core areas:</p>	<p>Staff hired according to Personnel Plan</p> <p>Vacancies filled within 60 days</p> <p>Monthly recruitment reports</p>	<p>January 2009</p> <p>As needed, based on vacancies or new positions established</p>	
a) Nutrition and health education, including obesity prevention and physical activity;		As needed	
b) Social marketing;		As needed	
c) Community outreach coordination, including community organizing;		As needed	
d) Food Security;		As needed	
e) Mass communications, media efficiencies, placement and partner relations;		As needed	
f) Business and strategic planning;		As needed	
g) Targeted consumer, business, technical writing;		As needed	
h) Educational materials development and distribution;		As needed	
i) Consumer research, including surveys, formative research, and pilot testing;		As needed	
j) Process, impact and outcome evaluation;		As needed	
k) Program administration, fiscal projections and for casting;		As needed	
l) Computer database management for specialized data system Grant Information Tracking System (GIFTS);		As needed	
m) Web-based contract management;		As needed	
n) Geographic information systems (GIS);		As needed	
o) Secretarial and support services for contract staff;		As needed	
p) Graphic Design;		As needed	
q) Event and Meeting Coordination;		As needed	
r) Food Stamp Program;		As needed	

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Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
s) Food Stamp Outreach;		As needed	
t) Sustainability;		As needed	
u) Coordination of Training and Technical Assistance;		As needed	
v) Facilitation;		As needed	
v) Resource Development;		As needed	
w) K -12 Education; and		As needed	
x) Faith-based organizations;		As needed	
y) Policy analysis, change, evaluation, and political science.		As needed	
<b>4) Personnel Services for on-site contract staff.</b>		As needed	
a) Payroll and benefits;	Procedure manuals in place that align with CDPH standards  Duty Statements	January 2008  Reviewed annually	
b) Staff orientation, training;	Orientation schedule and materials  Training schedule and materials	Quarterly	
c) Written Policy and Procedures Manuals/Employee Handbook to include policies on IT Security, Privacy, Sexual Harassment, Violence in the Workplace, Corrective Action, Grievance Procedures, Performance Evaluation Monitoring, Subcontractor Management, and Supervision, COLA and Merit Increase Policy all of which must align with State system policies and requirements;	Procedure Manuals	Ongoing	

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<b>Activity/Methods</b>	<b>Evaluation Measures</b>	<b>Timeframe</b>	<b>Responsible Staff</b>
d) Provide support services for on-site staff to include: facilities operations, general supplies, communications, printing, LAN/IT services, and equipment, reserve and prepare meeting rooms, teleconferencing and webinar capabilities, and State facilities required trainings. Develop protocols for maintaining control, registering of equipment; assignment, recovery and disposal. (See Appendix 1c for State Standard Support Costs to be used for budgeting on-site staff);	Equipment protocol and inventory	Ongoing	
e) Travel arrangements; travel may include, but not be limited to: site visits to funded projects, statewide conferences, and out-of-state meetings, workshops and conferences (use state standard rate per FTE for regular travel); and	Travel arrangements  Travel claims process	Ongoing	
f) Professional development and training; develop a training plan to support staff that includes recommendations based on follow-ups from employee reviews. Fund travel and registration costs for all senior and junior staff (up to 50 persons) to attend up to two (2) professional conferences each year related to their areas of responsibility (social marketing, nutrition education and/or communication research).	Training Plan  Professional Development opportunities	Ongoing	
<b>5) Fiscal Service.</b> Develop and implement a Management Plan that describes the processes Contractor will use when providing services. Review the Management Plan with CPNS' Senior Management to ensure alignment with CDPH and USDA requirements. Revise plan to incorporate CPNS' management and other funder feedback to meet program objectives and requirements. The following on-site fiscal services are requirements of the RFP:	Management plan conforms to CDPH and funding agency fiscal requirements	Ongoing with monthly and quarterly reports	
a) Issue purchase orders;		Ongoing	
b) Process invoices, check requests, and other claims in accordance with CPNS timelines;	Payments completed	Ongoing	

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<b>Activity/Methods</b>	<b>Evaluation Measures</b>	<b>Timeframe</b>	<b>Responsible Staff</b>
c) Perform accounting services that track project budgets for CPNS activities and campaigns;	Monthly reports to CPNS Chief	Ongoing	
d) Issue monthly fiscal reports that track project budgets for CPNS activities and campaigns;	Monthly reports to CPNS Chief and Unit Leads	Ongoing	
e) Assist in the preparation of annual and prospective program summary budgets for each program component by funding source (e.g., USDA, Centers for Disease Control and Prevention (CDC), National Cancer Institute (NCI) foundations; state General or Special funding); provide mid-year projections as requested;	Summary budgets projections	Ongoing	
f) Administer and monitor grants and cooperative agreements;	Contracts in place  Invoices  Desk reviews  Site visits  Progress reports	Ongoing	
g) Manage and retain records according to specifications of the State and/or other funding agents;	Record retention policy	Ongoing	
h) Manage petty cash;	Petty cash accounting	Ongoing	
i) Equipment management and inventory process; and	Equipment inventory	Ongoing	

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j) Develop budgets, expenditure reports, budget forecasts, and ad hoc fiscal reports.	Fiscal Reports	Ongoing	
<b>6) Subcontractor Services.</b> Develop and issue Requests for Proposals (RFP), Requests for Application (RFA), or Invitations to Bid (ITB) for subcontract/consultant services listed; review responses, select contractors with approval from CPNS management.	RFP for subcontracting /consulting services issued	Ongoing as needed	
Consultants and subcontractors may be required in the core areas listed in Section 3a – 3y, as well as in:	Subcontractors and consultant agreements in place	Ongoing as needed	
a) Sampling design;		As needed	
b) Complex statistical and spatial analysis of survey data, geo-mapping;		As needed	
c) Qualitative and quantitative consumer research;		As needed	
d) Public relations and media advocacy;		As needed	
e) Retail/merchandising;		As needed	
f) Language translation, Spanish and several other languages as needed;		As needed	
g) Recipe development and testing;		As needed	
h) Program analysis and evaluation;		As needed	
i) Materials design, development, production, and distribution;		As needed	
j) Website development and maintenance;		As needed	
k) Desktop publishing;		As needed	
l) Strategic planning;		As needed	
m) Organizational development;		As needed	
n) Primary prevention education strategies;		As needed	
o) Leadership and community organizing;		As needed	
p) Creative services involving photography, music and video;		As needed	
q) Database development and management;		As needed	
r) Online clearinghouse; warehouse, and fulfillment;		As needed	

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Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
s) Call center;		As needed	
t) Event and meeting coordination; and		As needed	
u) Training, technical assistance and adult education.		As needed	
<b>7) <u>Subcontractor Standards/Requirements.</u></b> Develop and update performance standards and budget requirements for work performed by subcontractors or consultants, including but not limited to:	Subcontractor standards	Annually	
a) Identify and recruit qualified subcontractors/consultants by competitive bidding;	Qualifications on-file	Annually	
b) Negotiate subcontracts in accordance with quality and cost requirements of CPNS and other funding sources;	Subcontracts	Annually	
c) Oversee subcontractors/consultants performance	Performance documented	Annually	
d) Manage the budget and provide monthly expenditure reports;	Reports	Monthly	
e) Conduct audits and program reviews as needed;	Audit schedule reports	Annually	
f) Obtain deliverables;		Ongoing	
g) Process invoices;	Invoices processed	Ongoing	
h) Resolve any performance or billing discrepancies; and	Process develop and implement	Ongoing	
i) Ensure any resources developed by subcontract meet all State, CDPH and federal requirements, including product safety requirements and acknowledgement of funding sources. Documents and/or end products may require copyright protection or trademark protection with exclusive use rights to CDPH and funding agency. Resources must follow requirements contained in contract boiler plate, and such language must be included in all subcontracts created.	Procedures in place	Ongoing	

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<p><b>8) <u>Regional Support and Infrastructure.</u></b> Provide leadership, technical assistance, and consultation to, and monitor the contracts for regional lead agencies in the implementation, coordination, promotion and evaluation of <i>Regional Networks for a Healthy California</i>. <i>Regional Networks</i> will:</p>	Expert staff hired to monitor 11 Regional contractors	Ongoing	
<p>a) Deliver Statewide <i>Fruit, Vegetable, and Physical Activity Campaigns and Programs</i>; (See Goal 3 - <i>Network for a Healthy California</i>)</p>	Campaigns and Programs implemented per SOW	Ongoing	
<p>b) Maximize the impact of FSNE intermediaries by linking state-led initiatives to local programs. Develop customized trainings and technical assistance (TA) to include other methods;</p>	Staff hired and in place to provide TA	Ongoing	
<p>c) Foster Regional Collaboratives that stimulate synergy among all players at regional level and extend the reach into FSNE-eligible communities through regionalized initiatives that are based on identified needs, challenges and priorities;</p>	Staff hired to work with Regional Collaboratives	Ongoing	
<p>d) Facilitate multi-level working relationships and assure that there is accountability for: meeting local and regional needs, setting and meeting performance targets and goals, and developing a critical analysis of <i>Regional Network</i> outcomes;</p>	Regional Communication Plan developed	Annually	
<p>e) Provide technical expertise to approximately 11 <i>Regional Networks</i> in the development and maintenance of collaboratives. Promote active participation in these collaboratives by all local <i>Network</i>-funded projects and other partners;</p>	Technical Assistance provided to 11 Regional contractors	Ongoing	

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f) Conduct or arrange for training of <i>Regional Network</i> staff and other <i>Network</i> -funded projects on such topics as: Orientation to the Network, regional nutrition, physical activity, youth engagement, sustainability, using school health data in program planning, GIS, and related issues;	Training conducted including agenda  Materials	Annually	
g) Disseminate nutrition, physical activity and related information to the <i>Regional Networks</i> to assist in their regional efforts;	Mechanism to disseminate information to Regions (list serv) e-newsletters  Program Letters	Ongoing	
h) Communicate at least monthly via scheduled face-to-face meetings, teleconferences, or electronic communication with <i>Regional Network</i> staff;	Agendas  Minutes	Monthly	
i) Provide information and data on regional activities and functions for the annual state plan and required reports;	Plan documents and reports submitted timely	Semi-Annually	
j) Assist each <i>Regional Network</i> to plan, implement, and provide support to their region on nutrition education and physical activity promotion, media and public relations, and the resources to support collaborative efforts, the provision of educational materials and ongoing technical assistance;	11 Plans developed	Semi-Annually	

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k) Conduct, on-site program reviews of each <i>Regional Network</i> with (at least one (1) face-to-face, one (1) teleconference), to assess progress, and oversee evaluation of regional operations relative to achieving coordination and synergy among all <i>Network Campaigns and Programs</i> ; and	Reviews and analysis Site Visits completed	Annually	
l) Consult with other <i>Network</i> staff, Unit chiefs, and management to encourage continued support for the achievement of regional objectives as well as encourage improvement of the overall program performance. Recommend modifications as appropriate.	Meeting agendas  Follow-up recommendations	Ongoing	
<b>9) <u>USDA Plan and Report.</u></b> Submit the following documentation required for the USDA Plan:	Plan documents submitted timely	June 2009  June 2010  June 2011	
a) Contract budget with justification;	Budget and Justification	Annually	
b) Project summaries for the following units; Regional Network, Fruit & Vegetable Campaigns, Communications, Materials, Leadership, Training, Research, Community Development;		Annually	
c) Scope of work to be included in the California Food Stamp Nutrition Education Plan to USDA to secure Annually funding. Respond to inquiries from CPNS, USDA, and other stakeholders regarding the content of annual plan;	Final Progress Report	Annually  April - September	
d) Compile annual evaluation data and expenditures of projects and prepare a progress reports per CPNS reporting requirements. Progress report will include information required by USDA and other funders; where appropriate, critically analyze results highlighting best practices, identifying challenges and recommending improvements. Reports must comply with USDA's reporting timeline; and	Evaluation Data Reports	Annually	

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e) Fiscal reports, drills and ad hoc reports developed for CPNS Units, CDPH, CDSS and USDA as requested.	Fiscal Reports  Ad hoc or drills completed	As needed	
<b>10) EARS Implementation.</b>			
a) Work with State staff to develop and implement plan for the EARS (Education and Administrative Reporting System) required by USDA (funder) for FFY 2009. Implementation plan may include hardware and software purchases to support data collection requirements from 166 local contractors and for work done under the contract;	Implementa- tion Plan developed	2009	
b) Develop mechanism to track contract expenditures by percentage (%) administrative and percentage (%) direct delivery, as defined in the Food Stamp Nutrition Education Plan Guidance, March 2007 on page 108 or at the website: <a href="http://www.nal.usda.gov/foodstamp/National_FSNE.html">http://www.nal.usda.gov/foodstamp/National_FSNE.html</a> ; and	Mechanism developed	Annual Reports  November	
c) Develop and implement a mechanism to track contract deliverables performed as part of the Scope of Work (SOW) by non-duplicated encounters as defined in the Food Stamp Nutrition Education Plan Guidance, March 2007, page 97 or at the website: <a href="http://www.nal.usda.gov/foodstamp/National_FSNE.html">http://www.nal.usda.gov/foodstamp/National_FSNE.html</a> .	Expenditure reports; Activity reports	Annual Reports  November	
<b>11) Information Technology.</b>			
Provide information technology services to support CPNS staff.			
a) Review and recommend approval of IT purchase requests including software, hardware for staff and IT contractors;	IT Services	Ongoing	
b) Setup, install, troubleshoot, repair, and upgrade all software and hardware. Create and maintain images or desktops and think pads. Process new-hire account requests. Monitor all on-site computers to make sure that they are in compliance with all CDPH ITSD Standards and Policies;	Purchase orders reviewed	Ongoing	
	Services provided	Ongoing	

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c) Participate in and provide expert assistance to the CDIC LAN Team and CDIC Web Reorganization Workgroup. Provide SQL server administration support;	Meeting agendas  Expert assistance	Ongoing	
d) Provide guidance on set-up and procedures for the GIFTS contract management database. Make recommendations on customization or additional modules to improve system use for CPNS staff;	GIFTS/data-base expert advice	Ongoing	
e) Provide technical assistance to CPNS staff utilizing the GIFTS contract management database system. Conduct orientation and trainings for new staff on GIFTS system;	GIFTS/data-base expert advice	Ongoing	
f) Provide audio-visual (AV) support services, including request-log, schedule and setup and breakdown if required. Includes check-out of lap-tops, LCDs, & encrypted memory drives;	AV support  Log schedule	Ongoing	
g) Maintain existing CPNS software and hardware inventory database. Ensure equipment is tagged. Repair and retire equipment according to need and CPNS specifications;	Inventory	Ongoing	
h) Oversee the development and management of all activities associated with CPNS' websites and website contractor. Activities include monthly updates, coordination with CDPH web management staff, and ongoing innovation based on the needs of CPNS campaigns and program staff. Oversee a subcontract for maintenance and periodic expansion of CPNS' Websites, including but not limited to <a href="http://ww2.cdph.ca.gov/programs/CPNS/Pages/default.aspx">http://ww2.cdph.ca.gov/programs/CPNS/Pages/default.aspx</a> , <a href="http://www.cachampionsforchange.net">www.cachampionsforchange.net</a> , and <a href="http://www.harvestofthemonth.com">www.harvestofthemonth.com</a> . Develop a process for creation and updating websites that includes CPNS/CDPH approval of websites that aligns with CDPH requirements;	Web sites maintained  Development review process  Recommendation to upgrade, etc websites	Monthly  Ongoing	

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i) Maintenance of a CPNS Website may include, but is not limited to: annual interviews and follow-up discussions with CPNS staff and local users; interviews to review and revise the requirements document, as needed; detailed business requirements, specifications, graphic design requirements and technical requirements for the website as defined by CPNS CDPH; meet with <i>Campaign</i> and CPNS section leads to develop or update web pages at least two (2) times a year and more often as needed; provide ongoing service supported by a search engine which complements CDPH server, and if necessary, transfer to a different Internet Service Provider (ISP) as Website changes dictate; provide monthly performance reports which include user satisfaction comments, summary statistics of “hits,” recommendations for modifications, improvements and/or upgrades to the site;	Meetings  Updates completed according to timelines	Monthly  Ongoing	

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<p>j) Expansion of CPNS' website may include, but is limited to: design new Hyper Text Markup Language (HTML) pages that will link to the existing e-mail response system currently used on CPNS' Website; revise and update the current site map to reflect how and where the new page(s) will be integrated into the site; integrate the developed and approved page(s) and e-mail system into CPNS' site; conduct an acceptance test to verify appropriate functioning of the page(s); provide website support for media, public relations, local assistance, retail, research and policy activities for all CPNS social marketing campaigns; Explore and develop a plan for establishing an area of the <i>Network for a Healthy California</i> web page dedicated to the implementation of <i>Power Play!</i>; build-out partner and consumer websites to link with regional websites that empower partners and low-income parents and youth with information and linkages for action; design and launch an integrated, web-based materials ordering and fulfillment system; participate in CPNS workgroup tasked with developing the use of the website for electronic contracting and progress reporting system of CPNS funded projects; develop a comprehensive resource library with search engine to house nutrition education and physical activity resources developed by the <i>Campaigns</i>, LIAs and special projects. Integrate or link with the Clearinghouse; as appropriate maintain and/or upgrade an integrated web-based Geographic Information System (GIS) which identifies community indicators such as Food Stamp usage, income levels, grocery stores, parks, and other characteristics in accordance with ongoing evaluation results. (Please see SOW Goal 10 - Research and Evaluation); establish standards and develop a responsive system that allows for timely posting and which is capable of using e-links for photos, advertisements/PSAs, collateral materials and other resources on the website; create links or shared locations with identified <i>Network</i> partners (Produce for Better Health, National Fruit and Vegetable Alliance at CDC, Alliance for a Healthier Generation, etc.);</p>	<p>Conduct workgroup meetings</p> <p>New pages completed</p>	<p>Ongoing</p>	

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k) Maintain Active Directory Groups. Design, develop, and maintain a wide range of e-mail distribution lists (List Servs). The list may include but are not limited to: contractor project directors, regional lead agencies, advisory groups, media contacts and specific campaign regional partners. This will provide a systematic and time sensitive approach to partner/contractor communications. Ensure that the list is kept updated with the most current information;	Active Directory Groups List Serv  Frequency of list updates	Ongoing	
l) Create and maintain surveys utilizing survey monkey or similar software;	Surveys implemented	Ongoing	
m) Create and maintain registration and ordering forms; and	Registration & ordering forms	Ongoing	
n) Create and maintain Blogs, Bulletin Boards and other interactive services, including those that can be used by low-income parents and youth.	Blogs and bulletin boards	Ongoing	



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<p><b><u>Work Authorization Requirements:</u></b></p> <p>a) State and/or Contractor will identify the need to develop a work authorization;</p> <p>b) Each Work Authorization shall include the following information:</p> <ol style="list-style-type: none"> <li>1) Purpose, objective, or goals of activities and evaluation criteria;</li> <li>2) Identify any materials proposed to be developed;</li> <li>3) Develop an activity list;</li> <li>4) Develop a list of deliverables for each activity;</li> <li>5) Complete a schedule (start and end date) for each Work Authorization; no Work Authorization shall exceed the term of the agreement (January 1, 2009 through December 31, 2013);</li> <li>6) Identify assigned personnel or specific technical expertise required to perform the work;</li> <li>7) Complete a cost proposal to include a detailed breakdown for each Work Authorization.</li> </ol> <p>c) Each Work Authorization shall have a maximum not to exceed value of \$200,000;</p> <p>d) The Contractor shall attach a detailed budget breakdown using Attachment 15 for each Work Authorization;</p> <p>e) Submit the completed Work Authorization (Scope of Work and budget) to the Program Manager and Contract Manager for review and approval;</p> <p>f) Final payment for each Work Authorization shall be processed after the Program Manager has approved the work product associated with the Work Authorization;</p> <p>g) Each Work Authorization shall be tracked individually and by budget year.</p> <p>h) Each Work Authorization shall be invoiced separately.</p>	<p>Activity List</p> <p>Deliverables List</p> <p>Schedule</p> <p>Detailed Budget Breakdown</p> <p>Work Authorization invoices</p>	<p>As needed</p>	

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**GOAL 2: INCENTIVE AWARDS AND COMMUNITY GRANTS** - Apply social marketing techniques in a variety of community-based nutrition education/physical activity promotion and food assistance channels as implemented by the *Network* and under the direction of State Staff to promote good health and help prevent obesity in the California population.

Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<b>LOCAL INCENTIVE AWARD (LIA), NONPROFIT INCENTIVE AWARD (NIA) AND STATE INCENTIVE AWARD (SIA).</b>	See below	See below	
<b>1) <u>LIA, NIA, SIA Program</u></b> Assist in implementation of the <i>Network's</i> LIA /NIA /SIA program which returns a percentage of the Federal Financial Participation funds from USDA FSNE to public/private organizations for enhancement of existing nutrition education, physical activity promotion, and food assistance promotion at the local level. Activities include, but are not limited to:		Annually	
a) Assist in developing an annual Funding Announcement Packet (FAP) for continuing and renewing LIA/NIA/SIA contractors. Packet is reviewed and revised annually to address changes in USDA and CDPH guidance;	FAP finalized	November – February annually	
b) Assist in electronically posting and mailing FAP documents;	FAP posted	January - February annually	
c) Assist in conducting FAP teleconference trainings, including establishing, coordinating and providing logistics;	Teleconferences held	January - February annually	
d) Assist in annually reviewing, analyzing, providing recommendations and approving an estimated 120 Letters of Qualification, Letters of Intent, Project Summaries, Letters of Agreements (LOAs), Memorandum of Understanding (MOUs), Budgets (State Share, Federal Share and subcontractors), and Budget Justifications (State Share and Federal Share) from public/non-profit organizations to be included with the annual state plan submitted to California Department of Social Services (CDSS) and USDA for approval;		April - June annually	

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e) Assist with integration of Fruit, Vegetable and Physical Activity promotion campaigns/programs activities into Scope of Works (SOW);	USDA annual plan submitted and approved	March - June annually	
f) Assist in responding to USDA's review of the annual plan including contacting local agencies, drafting responses, amending contract documents as needed, etc.;	Responses to review sent	annually	
g) Track the receipt, review timelines and approvals of all contract documents in GIFTS database, ensuring use of CPNS' established naming convention and following files storage protocols. Tracking includes progress reports, progress report analyses, Activity Tracking Forms, MOUs, site visit reports, etc.;	GIFTS updated daily	Ongoing	
h) Assist in reviewing, finalizing and approving Project Summaries, State Share budgets and justifications, Scope of Work (SOW) and any other USDA-required forms/documentation prior to contract negotiations for compliance to CDPH and USDA guidelines;	Contract negotiation checklists utilized	annually	
i) Assist in conducting approximately 40 to 60 contract negotiations with the qualifying public/non-profit organizations to integrate CPNS' primary objectives to assure the appropriateness of proposed local, regional and statewide interventions for the <i>Network's</i> target audiences' needs. As appropriate, these activities are done with the assistance of the Network Nutrition Education Coordinators and Research & Evaluation staff. Assist in developing process for contract negotiations to be conducted on-line using a web-based system;	Develop contract process  Contracts executed	April - September annually	
j) Assist with annual review/revision of the all contract documents (both fiscal and program), including but not limited to the guidelines manual, report forms, tracking forms, FSNE Allowable/Unallowable List, and travel worksheets;	Documents revised	Ongoing  Annually	
k) Assist in conducting trainings/teleconferences: orientations for new agency staff, trainings on fiscal policies and procedures and program issues, quarterly contractor teleconferences, annual progress reports;	Record of trainings conducted	Year-round as needed	

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Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
l) Assist in monitoring approximately up to 200 contracts with LIAs, NIAs, SIAs and special projects, to meet USDA and State program compliance requirements, via annual progress report analyses on contractor annual progress reports. Future progress reports and CPNS feedback may be completed on-line using a web-based system. Contract monitoring also includes assisting local contractors in developing action plans for improving compliance to <i>Network</i> guidelines;	Progress report analyses completed	October - January annually	
m) Assist in conducting annual site visits and completing site visit reports (approximately up to 200) of selected LIAs, NIAs, SIAs projects. Purpose of site visits is: to observe and monitor project activities, audit fiscal documentation, evaluate invoicing procedures, provide technical assistance and orient new project coordinators;	Site visit reports and follow up completed	Annually	
n) Assist in providing ongoing fiscal and program technical assistance to local contractors regarding program activities and/or fiscal matters such as budget allocation/adjustment for the approximately 10 to 12 contracts that each staff person is assigned to monitor. Technical assistance includes review and approval of all nutrition education materials produced by local contractors, which may also include providing assistance on materials translated into Spanish and other languages, approving travel requests, SOW amendments, budget revisions, Project Summary amendments, and suggestions regarding implementation and evaluation of <i>Network</i> social marketing activities;	Electronic and telephone records and new contract documents on file	Ongoing	
o) Assist Research and Evaluation staff in providing ongoing technical assistance to local contractors regarding impact evaluation activities, e.g., reviewing annual reports, approving impact evaluation plans, participating in contractor teleconference calls, face-to-face contractor trainings;		Ongoing	
p) Assist Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX <sup>3</sup> ) program staff in providing fiscal and programmatic technical assistance to local contractors regarding implementation of CX <sup>3</sup> e.g. attending contractor trainings, participating in monthly teleconferences, providing technical assistance;		Ongoing	
q) Assist Program Compliance Team (PCT) in assuring contractor compliance to USDA FSNE, CDPH and <i>Network</i> guidelines, provide technical assistance, document issues, review and approve Program Improvement Plans (PIP), and take corrective action as appropriate;	PCT/PIP reports	Ongoing	

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r) Assist youth empowerment staff in providing fiscal and programmatic technical assistance to local contractors to incorporate youth empowerment activities into contractor SOW and budgets;	Youth empowerment activities integrated into SOWs and budgets	Ongoing	
s) Assist in coordination of LIA/NIA/SIA contract activities with those of other <i>Network</i> programs and UCD FSNEP at both state and local levels;	Record of program integration	Ongoing	
t) Assist in developing new channels and strategies for providing FSNE to persons with incomes ≤ 185% FPL;	Record of program development	Ongoing	
u) Assist in evaluating and streamlining contract processing, monitoring and communication systems to improve overall contract performance;	Record of evaluation efforts	Ongoing	
v) Provide strategic guidance and coordination assistance to school-based contractors and other contractors working with schools, after-school programs, specifically on nutrition education and physical activity resources, program implementation, and partnership development within the community. This includes providing support to regional staff;	Monthly and annual reports	Ongoing	
w) Provide leadership and technical assistance in the development, implementation and evaluation of nutrition education and physical activity social marketing programs in low resource schools and child care agencies participating in the LIA/NIA program;		Ongoing	
x) Attend and support CPNS staff meetings (i.e., bimonthly CPNS Program Managers, monthly Contract Manager/Program Manager), Network sponsored meetings/trainings (i.e. GIFTS, CX <sup>3</sup> , Impact Evaluation, Shaping Health as Partners in Educations (SHAPE), annual <i>Network</i> conference, Regional Collaborative meetings, the Joint Steering Committee, and other meetings as appropriate; and	Records of participation	Ongoing	

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y) Assist with dissemination of information utilizing a variety of mediums such as: email, website postings, video and internet teleconferences, etc.	Record of disseminations	Ongoing	
<b>2) Food Stamp Office Nutrition Education.</b> Establish a FSNE Team of one supervising Health Educator IV Nutrition Specialist, one Health Educator III and one Grants and Contract Specialist II that will work with County Welfare Departments (CWD) to develop and implement nutrition education and physical activity promotion projects for their Food Stamp recipients with supervision from State Staff. Key strategies below:	Number of FS recipients that receive nutrition education at CWD	Ongoing	
a) Direct, educate and persuade CWDs regarding the need to provide nutrition/health education activities and services specifically directed at their FS population;	CWDs agree to provide nutrition education services	Ongoing	
b) Provide ongoing expert nutrition/health consultation services to CWDs;	Record of consultation provided	Ongoing	
c) Direct and participate in FS promotional activities, including laying the groundwork for utilizing nutrition educators, community partners and CWDs as active participants and supporters;	Record of activities	Ongoing	
d) Develop and implement CWD-oriented social marketing projects to augment and complement ongoing FSNE efforts by the LIAs and UC-FSNEP; and	Projects developed, implemented and evaluated	Ongoing	
e) Develop and implement protocols for each county's minimal and optimal activities.	Protocols established	Ongoing	

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Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<b><i>SPECIAL COMMUNITY GRANTS—LOCAL FOOD AND NUTRITION EDUCATION PROJECTS</i></b>			
<b>1) <u>State Level Implementation.</u></b>			
a) Develop and implement a Request for Applications (RFA) to award ten (10) to twelve (12) two-year local assistance contracts. The RFA will be released every two years, or as funds become available, to community-based, non-profit organizations that address anti-hunger, food justice, economic development, community-supported agriculture and related cooperative educational models. The awardees will provide nutrition education; promote access to healthy food and educate FSNE-eligible individuals and families on the importance of food stamps and other nutrition assistance programs;	RFA	Ongoing with next RFA to be released in 2010	
b) As part of the RFA process, other duties will include: assist in review and approval of applications, including budgets and SOWs of applicants; provide recommendations to awardees to ensure compliance with CDPH and funding guidelines via negotiation teleconferences with awarded contractors; aide with processing, "packaging" and facilitating contracts for State approval;		Projects funded through 2010 2012	
c) Renew, monitor and evaluate local assistance Local Food and Nutrition Education (LFNE) contracts as needed;	LFNE Contracts	Ongoing	
d) Based on the availability of new funds and under the direction of State Staff and guidance from the LFNE Advisory council, continue to develop and refine criteria for selection of additional LFNE projects to be awarded through the release of an RFA. Select awardees, negotiate new contracts or re-negotiate existing contracts;	LFNE Contracts	Ongoing	
e) Monitor LFNE projects for compliance in meeting objectives and contract deliverables via review of annual progress reports and results of annual site visits. Provide written analysis and feedback on activities and suggestions for improvement as necessary;	Progress Report analysis	Ongoing	

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Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
f) Provide evaluation design, planning, and technical assistance utilizing a wide array of diverse approaches in the LFNE channel. Secure evaluation expertise from consultants specializing in establishing benchmarks and success towards sustainability in the small business and non-profit organization sector;	Consultant subcontract  Case studies  Surveys	Ongoing	
g) Identify and develop at least two (2) new funding and partnering resources each year that would directly contribute to the needs of community-based organizations and LFNE projects in the LFNE channel;	List of partners and funders  MOUs	Annually	
h) Develop and implement a resource distribution system for LFNE projects, which include copyright protection, inclusion on CPNS and USDA websites, and researching, other available resources to use for CPNS LIAs and special projects;	LFNE Tool  Evaluation Matrix  Web based resources	Ongoing	
i) Plan and conduct annual site visits to all LFNE awardees to determine progress toward stated SOW objectives, evaluation, and the administration of contractual fiscal requirements;	Site Visit Reports	Annually	
j) Submit all relevant nutrition education materials (state and local contractor produced) to USDA's National Agriculture Library; and	Materials included in USDA's Ag Library	Annually	
k) Compile annual evaluation data of LFNE projects and prepare summary reports per CPNS reporting requirements as defined by USDA and other funders. Prepare a critical analysis on results of annual evaluation and recommend improvements to correspond with USDA and State reporting guidelines.	Report	Annually	

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**GOAL 3: *Child and Youth Nutrition Education, Fruit, Vegetable & Physical Activity Campaigns & Programs (Power Play!, Latino, African American, Retail, Worksite) and the National Fruit and Vegetable Alliance*** - Under the direction of State Staff:

Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<b><i>CHILD AND YOUTH NUTRITION EDUCATION</i></b>			
<b>1) Harvest of the Month (HOTM).</b>			
a) A consultant will provide leadership and technical assistance for the HOTM activities, including coordination with the <i>Power Play Campaign</i> ;	Consultant  Contract in place	2009 - 2013	
b) Conduct 2-3 regional trainings annually;	Regional training agendas  Training materials  Evaluations	2009 - 2013	
c) Assist State Staff in maintaining and convening HOTM advisory committee (a minimum of quarterly) and workgroups as needed, to assist with design, development and distribution of new cycles, web content and potential new uses of materials. Advisory committee should have representation from CPNS communications unit, community development unit, research and evaluation unit, fruit /vegetable campaigns and program unit, and nutrition education coordinators as well as LIAs, <i>Power Play! Campaign</i> coordinators, the California Department of Education, the California Department of Food and Agriculture, and other <i>Network-funded projects</i> units;	Meeting records	2009 - 2013	
d) Assist State Staff in maintaining and updating bi-annually HOTM website <a href="http://www.harvestofthemonth.com">www.harvestofthemonth.com</a> to include, but not limited to statistical data as pertinent to the website and reports as requested by CPNS Management;	Website updates  Number of hits	2009 - 2013	

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Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
e) Assist State Staff in completing Cycle III, writing Cycle IV and V of HOTM Toolkit. Toolkit content includes educator’s newsletter, parent newsletter and menu slick. All materials will be available in English and Spanish and reviewed for cultural competency. Ensure printing and dissemination (including web-based) of educational materials to <i>Network</i> contractors and special projects, teachers, community partners and after-school coordinators. Ensure availability of all HOTM-related materials online at CDPH and <a href="http://www.harvestofthemonth.com">www.harvestofthemonth.com</a> websites;	Number of materials produced and distributed	2009 - 2013	
f) Conduct statewide impact evaluation of HOTM. Following evaluation of HOTM, make recommendations for improved coordination and program delivery as well as develop additional supporting materials and strategies. See Goal 10, Research and Evaluation; and	Evaluation report and recommendations	2009 - 2013	
g) Support HOTM program and materials by offering turnkey media events and materials to help publicize the activities being undertaken by HOTM partners to improve eating habits of youth. (See Goal 7 - Communications, for more details on media activities).	Sample media TA tools	2009 - 2013	
<b>2) Youth Empowerment.</b>			
a) A consultant will develop and implement a youth empowerment campaign with low-resource school districts and other agencies working with youth in California. This campaign is designed to reach FSNE-eligible youth, ages 12- 18 years old. Plans and results of campaign activities are to be shared with all appropriate <i>Network</i> teams to ensure coordination and collaboration;	Consultant contract in place	2009 - 2013	
b) Administer and develop subcontracts to support up to 11 pilot projects to engage and educate FSNE-eligible youth (ages 12-18) to promote increased fruit and vegetable consumption and daily physical activity. When relevant, CalTEENS data/information as well as other resources will be used in the design and planning of these initiatives. Potential project outcomes include media series, poster projects, abstract submissions at professional conferences, case studies, and white papers on youth as agents of change. Where possible youth activities may support campaign and program consumer empowerment focus and/or Regional Collaborative’s state nutrition education initiatives. Cost estimate includes facilities, A/V equipment, training materials, facilitators, registration, brochures, mailings and travel; and (see Harvest of the Month website: <a href="http://www.harvestofthemonth.com">www.harvestofthemonth.com</a> )	Subcontracts in place  Individual pilot project outcomes	2009 - 2013	

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c) Create and train a statewide network of youth spokespersons to support State and Regional <i>Champions for Change</i> activities and interventions. See Goal 4 Training.	Training schedule  Agenda  Evaluations	2009 - 2013	
<b><i>FRUIT AND VEGETABLE &amp; PHYSICAL ACTIVITY CAMPAIGNS AND PROGRAMS -</i></b> <i>For all campaigns and programs (except Asian American), the following activities occur:</i>		2009 - 2013	
<b>1) State Administration.</b>			
a) Administer and manage the multi-channel, activities of each parent and children campaign/program to reach target numbers of FSNE-eligible with messages encouraging fruit and vegetable consumption, and increased/regular physical activity;	Program records		
b) Oversee and provide health education consultation and technical assistance to Campaign/Program Coordinators within each of the 11 <i>Network Regions</i> of the state;	Records of consultation		
c) Assist in evaluating and streamlining contract processing, monitoring, documentation, and communication systems to improve overall contract performance;	Record of activities		
d) As a part of the CPNS Regional Team, negotiate and finalize contracts in the regions (may be on-line in the future) for lead agency grants by reviewing and negotiating Scopes of Work (SOW), budgets, and budget justifications;	Contracts executed		
e) Conduct site visits annually (at minimum) with Regional Campaign leads, and where possible in partnership with CPNS Regional Team;	Site visit reports		
f) Review, analyze and provide written feedback on progress reports to regional agencies;	Progress report analyses		
g) Coordinate contract monitoring activities with CPNS Program Compliance and Review Team;	Record of coordination		

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h) Orient new regional lead staff regarding programmatic policies and procedures, invoicing, accounting procedures, and reporting;	Orientation agendas  Materials		
i) Oversee the convening of task-oriented workgroups of community coalition members (including providing logistics) to promote the Campaign messages and activities throughout each region as needed;	Workgroup outcomes		
j) Work with regional advisory committees to develop plans for implementation of Campaigns/Programs in partnership with LIAs, NIAs, other <i>Network</i> contractors and Regional Collaboratives. Prioritize turn-key tools for use by <i>Network</i> contractors to implement in support of the Campaign/Program activities;	Turnkey tools  Partner-ship plans		
k) Investigate new strategies for each Campaign/Program;	Share ideas and results with CPNS		
l) Promote coordination of all Campaign/Program activities with other <i>Network</i> funded agencies at state and local levels;	Record of coordination		
m) Continue operation of Campaign staff listserv (dependent upon assessments) for <i>Power Play!</i> , <i>Latino</i> and <i>African American Campaigns</i> ;	Listserv records		
n) Oversee web-based activities, including maintaining webpages dedicated to Campaign/Program lead agencies and staff, on CPNS websites; offer turnkey content, and assist with review of regional websites;	Website text and turnkey content		
o) Provide regular communications and program updates, including but not limited to: monthly Campaign updates to CPNS staff, quarterly <i>Network</i> all-contractor teleconferences, monthly Regional Project Director teleconferences, CDPH Week Ahead Reports, Champion Press articles and routine Campaign coordinator teleconferences (updates may become web-based during the contract term);	Record of communications and updates		
p) Conduct Campaign/Program evaluation studies (see Goal 10 - Research and Evaluation);	Evaluation study results		

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q) Participate in the <i>Regional Network</i> Request for Application (RFA) design, development, oversight, and participate in workgroup activities to affect the release and award of <i>Regional Network</i> grants; and	RFA awarded	2011 - 2013	
r) Submit program award entries, publicize work and achievements of awardees for the awards received. Develop an awards campaign to encourage participation in CPNS programs.	Records of awards		
<b>2) Partnership Development.</b>			
a) Conduct partnership development activities as funding opportunities arise (e.g., CDFA "Buy California", trade and advocacy groups).	Record of partnership activities		
<b>3) Meetings/Trainings.</b>			
a) Conduct a minimum of two (2) statewide meetings annually, 1 to 3 days each, (including logistics) for 30 to 50 Campaign/Program staff to review program reports and provide technical assistance, training, and resource opportunities. Meetings to be held at different locations throughout the state;	Meeting agendas  Materials  Copies of attendance records  Summary of evaluations		
b) Provide training on Campaign/Program implementation to LIAs and other <i>Network</i> -funded projects at least once a year via the <i>Network</i> Annual Conference and/or at other <i>Network</i> -sponsored trainings held around the state as needed. Each training shall accommodate 20 to 60 people;	Training agendas  Participant evaluations		
c) Ensure that lead agencies participate in <i>Regional Collaboratives</i> , at least three times per year;	Participation records		

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d) State Campaign/Program staff meet monthly in Sacramento with other CPNS staff to improve collaboration, coordination, and leadership within each region for all <i>Network</i> -funded projects; and	Meeting records		
e) Present/exhibit research or program findings at statewide and national conferences and professional meetings one (1) to two (2) times per year.	Copies  Record of presentations	2009 - 2013	
<b>4) <u>Intervention Resources.</u></b>			
a) Update, print and disseminate (including web-based) educational and promotional materials based on the most recent research on trends, beliefs, knowledge, attitudes, behaviors and barriers to healthful eating and physical activity in the FSNE community. Solicit input from other CPNS teams, <i>Network</i> -funded programs, and non-State partners. Materials will prioritize cultural competency and may include the topics of: youth/consumer empowerment, family-centered activities, civic responsibility, food security, advocacy, and physical activity promotion (see Harvest of the Month website: <a href="http://www.harvestofthemonth.com">www.harvestofthemonth.com</a> ); and	Materials dissemination records	Ongoing  2009 - 2013	
b) Prioritize use and development of standardized tools to assist regional and local agencies with implementation of Campaign/Program activities (e.g., templates for flyers, press releases, meeting agenda, electronic updates, etc.).	Record of tools produced and implemented	2009 - 2013	

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<p><b>CHILDREN'S POWER PLAY! CAMPAIGN</b>  <b>Where:</b> The <i>Power Play! Campaign</i> is run in all 11 <i>Network</i> regions of the state: San Diego/Imperial, Central Valley, Gold Country, Los Angeles, Desert Sierra, Orange County, Gold Coast, Bay Area, Central Coast, North Coast, and Sierra Cascade.  <b>Community Channels:</b> including but not limited to: schools (classroom and after-school), community youth organizations, farmers' markets, supermarkets, media (including the internet), food service/restaurants that children use.  <b>Who:</b> 9 – 11 year old children and their families from households with incomes at or below 185 percent of the Federal Poverty Level.  <b>How many:</b> approximately direct contacts with 737,000 children and their parents; approximately 5,185,000 indirect contacts.</p>	Numbers reached	2009 - 2013	
<p><b>1) Specific activities for <i>Power Play! Campaign</i> include but are not limited to:</b></p>			
<p>a) Investigate new strategies which may include: parent components, digital marketing, interactive online nutrition education, children's photo voice, etc.;</p>	New strategies incorporated into Campaign	2009 - 2013	
<p>b) Oversee the convening of task-oriented workgroups of community coalition members (including providing logistics) to promote the Campaign messages and activities throughout each region as needed;</p>	Workgroup outcomes	2009 - 2013	
<p>c) Continue operation of Campaign staff listserv (dependent upon assessments, now pending);</p>	Listserv records	2009 - 2013	
<p>d) Revise educational and promotional materials using the most recent data from the California Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS) results, including input and feedback from other CPNS-funded programs, Nutrition Education Consultants (NECs) and non-State partners and material priorities. Materials for schools will be aligned with the CDE Health Education Content Standards for California Public Schools, Kindergarten through Grade Twelve, National Health Education Standards and CDE draft nutrition competencies, to encourage use by classroom educators (see Harvest of the Month website: <a href="http://www.harvestofthemonth.com">www.harvestofthemonth.com</a>);</p>	Record of revisions	Ongoing  2009 - 2013	

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e) Print and disseminate (including web-based) Campaign educational materials to parents, school personnel, community partners, childcare providers, early childhood development, teaching personnel, and broadcast media (see Harvest of the Month website: <a href="http://www.harvestofthemonth.com">www.harvestofthemonth.com</a> ); and,	Dissemination of records	Ongoing 2009 - 2013	
f) Provide technical consultation to <i>African American</i> and <i>Latino Campaigns</i> regarding potential faith-based youth group activities.	Technical assistance reports  Communications	Ongoing 2009 - 2013	
<b>2) <u>Oversee local level implementation.</u></b>			
a) Support regional activities that include but are not limited to representation from the channels referenced above;	Activity records	Ongoing 2009 - 2013	
b) Coordinate community efforts through local contracts to reach at least 737,000 fourth and fifth grade children through the six channels stated above. For this activity, priority shall be placed on reaching children from households with incomes at or below 185 percent of the Federal Poverty Level and/or attending schools with Free and Reduced Price Meal participation at or above 50%;	Numbers reached	Ongoing 2009 - 2013	
c) Submit progress reports up to twice a year (bi-annually) and quarterly Activity Tracking Forms;	Progress reports submitted	April November  Annually  2009 - 2013	
d) Submit quarterly invoices for <i>Power Play!</i> to CPNS;	Quarterly invoices submitted	Quarterly 2009 - 2013	

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e) Maintain monthly documentation on Activity Tracking Form to evaluate activities such as numbers served, participation sites, material usage, etc.;	Activity Tracking Form submitted quarterly	Quarterly 2009 - 2013	
f) Develop and implement plans to improve collaboration and coordination of the <i>Power Play! Campaign</i> with <i>Network</i> staff (Program Managers, Nutrition Education Coordinators) and other <i>Network</i> -funded projects, especially LIAs (school districts, County Offices of Education (COE), health departments) NIAs, LFNEs and other <i>Fruit and Vegetable Campaigns and Programs</i> ;	Plans developed and implemented	Ongoing 2009 - 2013	
g) Integrate the <i>Campaign</i> into activities conducted by <i>Network</i> contractors working with schools via trainings, activities, and other communications methods;	Record of LIA school integration, including nut/ed materials use	Ongoing 2009 - 2013	
h) Maintain <i>Campaign</i> webpage on <i>Regional Network</i> website; and	Copies of webpage	Ongoing 2009 - 2013	
i) Use media contact lists from State media contractor to contact media about <i>Campaign</i> promotional activities and healthy eating and physical activity issues regarding issues facing children and the community via press releases, calendar announcements, desk-side briefings, trained spokespersons, letters to the editor, etc.	Media contact records	Ongoing 2009 - 2013	
<b><i>LATINO CAMPAIGN</i></b>			
<b>1) <u>Administer the multi-channel, community-based activities of the 9 Latino Campaign Regions.</u></b> Reach at least 50 percent of low-income ( $\leq$ 185% FPL) California Latino households with children each year with messages encouraging fruit and vegetable consumption, and increased/regular physical activity.	Numbers reached	Annually	

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<p>a) The <i>Latino Campaign</i> is operated in the following 9 <i>Network</i> Regions: San Diego/Imperial, Central Valley, Gold Country, Los Angeles, Desert Sierra, Orange County, Gold Coast, Bay Area, and Central Coast;</p>	<p>Negotiated contracts</p>	<p>March - June  2009 - 2013  Annually to coincide with the federal fiscal year</p>	
<p>b) Oversee and provide health education consultation to <i>Latino Campaign</i> Coordinators within each region to reach FSNE-stamp eligible Latino families with children through multiple channels including, but not limited to: festivals, farmers'/flea markets, grocery stores and supermarkets, direct health service provider institutions, community-based organizations and media (activities may include, but are not limited to: placing existing/State-generated television, radio and outdoor PSAs and advertisements, conducting public relations activities, media tours, and media advocacy), building strategic partnerships and empowering community residents to engage the community to effect policy, systems and environmental changes to increase fruit and vegetable consumption and physical activity and sustain long-term behavior change through increased awareness, knowledge, and skills;</p>	<p>Record of Consultation</p>	<p>Ongoing  2009 - 2013</p>	
<p>c) Ensure future campaign materials and revisions are culturally correct, show sensitivity to mores, customs and way of life of each culture. This includes participation on the State Spanish language materials review team. (Future materials may address the topics of: community empowerment, civic responsibility, physical activity promotion, faith-based and farm-worker education);</p>	<p>Records of revisions</p>	<p>Ongoing  2009 - 2013</p>	
<p>d) Coordinate <i>Campaign</i> activities with the State Retail Program (See Retail Program Infrastructure sub-section); and</p>	<p>Record of coordination</p>	<p>Ongoing  2009 - 2013</p>	

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e) Explore new channels for the <i>Latino Campaign</i> including, but not limited to: faith and agricultural employment, housing or Social venues. (Work in technical consultation with <i>African American Campaign</i> regarding potential faith-based activities. Develop, pilot test, implement, and evaluate farm worker outreach activities).	Summary of new channel research and recommendations	Ongoing  2009 - 2013	
<b>2) <u>Oversee local level implementation which includes the following activities.</u></b> Support regional activities that include but are not limited to:	Records of support and expansion	Ongoing  2009 - 2013	
a) Coordinate community efforts through local contracts to reach at least 50% of FSNE-eligible Latinos with children through the channels referenced above;	Numbers reached	Ongoing  2009 - 2013	
b) Submit narrative progress reports twice a year and Activity Tracking Forms quarterly;	Progress reports submitted	April  November  Annually  2009 - 2013	
c) Submit quarterly invoices to CPNS;	Quarterly invoices submitted	Quarterly  2009 - 2013	
d) Maintain documentation using the Activity Tracking Form to evaluate activities such as numbers served, participation sites, material usage, etc.;	Activity Tracking Form submitted quarterly	Quarterly  2009 - 2013	

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e) Develop and implement plans to improve collaboration and coordination of the Latino <i>Campaign</i> within each region with <i>Network</i> staff (PMs, NECs) and other <i>Network</i> funded projects, especially LIAs (school districts, COE, health departments) NIAs, LFNEs and other <i>Fruit and Vegetable Campaigns and Programs</i> ;	Plans developed and implemented	Ongoing  2009 - 2013	
f) Integrate the <i>Campaign</i> into activities conducted by <i>Network</i> contractors working primarily with low-income Latino families with children;	Record of LIA integration, including nut/ed materials use	Ongoing  2009 - 2013	
g) Maintain <i>Campaign</i> webpage on Regional <i>Network</i> website;	Copies of webpage	Ongoing  2009 - 2013	
h) Use media contact lists from the state media contractor to contact the media to expand awareness of issues facing Latino families in the FSNE-eligible community related to healthy eating and physical activity and connecting with the media regarding <i>Campaign</i> promotional activities via press releases, calendar announcements, desk-side briefings, trained spokespersons, letters to the editor, etc.; and	Media contact records	Ongoing  2009 - 2013	
i) Collaborate with Campaign Coordinators to distribute resources, and train qualifying community leaders and <i>Network</i> contractors working with the resource kit described in Intervention Resources.	Trainings conducted	Annually  2009 - 2013	
<b>3) <u>Intervention Resources.</u></b>			
a) Revise, produce, and purchase hardware and signage for <i>Campaign</i> outreach events annually or as needed. Where possible design materials for multiple uses with regional sharing in mind.	Materials	Annually as needed  2009 - 2013	

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<b><i>CALIFORNA AFRICAN AMERICAN CAMPAIGN</i></b>		2009 - 2013	
<b>1) <u>Program Infrastructure.</u></b>			
<p>a) The <i>Campaign</i> will build upon, coordinate, and complement campaigns of partners such as the National Cancer Initiative and the American Cancer Society (Body &amp; Soul), to the maximum degree possible. The <i>African American Campaigns</i> are currently located in the following 6 <i>Network</i> Regions: Bay Area, Central Valley, Desert Sierra, Gold Country, Los Angeles, and San Diego. Oversee and provide health education consultation to <i>African American Campaign</i> Coordinators within each Region to reach FSNE-eligible African American families with school-aged children through multiple channels including, but not limited to: faith-based organizations, festivals, farmers' markets, grocery stores and supermarkets, media (activities may include, but are not limited to: conducting public relations activities, media tours and media advocacy), building strategic partnerships and engaging the community to affect policy, systems and environmental changes to increase fruit and vegetable consumption and physical activity and to sustain long-term behavior change through increased awareness, knowledge, and skills;</p>	<p>Numbers reached</p> <p>Record of consultation</p>	<p>Ongoing</p> <p>2009 - 2013</p>	
<p>b) Support continued implementation of the <i>African American Campaign</i> to improve the health of African Americans through education, advocacy, and policy development. Such support may include, but is not limited to: staffing Advisory Council workgroups; maintaining and expanding membership to include media, retail, social action groups, educators, and others as appropriate; continued Advisory Council meetings two (2) to provide advise on overall direction of the <i>Campaign</i>; and, ensure <i>Campaign</i> representation on CPNS' Steering committee and Policy Action Teams;</p>	<p>Partnership plans</p> <p>Workgroup outcomes</p> <p>Meeting agendas</p> <p>Summary of attendance</p> <p>Evaluations</p>	<p>Ongoing</p> <p>2009 - 2013</p>	

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c) Coordinate <i>Campaign</i> activities with State <i>Retail Program</i> below (see Retail Program Infrastructure sub-section);	Record of coordination	Ongoing 2009 - 2013	
d) Provide technical consultation to <i>Power Play!</i> and <i>Latino Campaigns</i> regarding potential faith-based and faith youth group activities;	Record of technical assistance	Ongoing 2009 - 2013	
e) Investigate new strategies which may include beauty parlor and/or other community-based channel interventions;	Summary of recommendations	2009 - 2013	
f) Develop a Request for Application (RFA) to award local assistance contracts to qualifying local faith-based organizations in the state;	RFA	By September 2009	
g) Negotiate and finalize contracts with local faith-based organizations. Approximately, 10-15 agencies are anticipated to be funded every three (3) years. Review and revise process periodically to promote efficiencies;	Contracts	Ongoing 2009 - 2013	
h) Renew, monitor, and evaluate these contracts on an annual basis. Provide written feedback on progress reports submitted by contractors at least once (1) a year. Additional feedback may be provided informally as needed. Funding for these contracts is based on approval of the annual state plan submitted by CPNS to USDA; and	Progress Report Analysis on File	Annually Ongoing 2009 - 2013	
i) Conduct site visits at least annually to all faith-based contractors to determine achievements toward stated objectives and assure adherence to fiscal requirements related to their contracts; coordinate efforts with Program Compliance Review Team.	Site visit reports	Annually 2009 - 2013	

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<b>2) <u>Oversee local implementation which includes the following activities:</u></b>			
a) Support regional activities that include but are not limited to representation from the African American faith channels referenced above;		Ongoing  2009 - 2013	
b) Coordinate Regional community efforts through local contracts to reach at least 40% of FSNE-eligible African Americans with school-aged children through the channels stated above;	Numbers reached  Records of support and expansion	Ongoing  2009 - 2013	
c) Submit Regional and Faith-based progress reports twice a year and Activity Tracking Forms quarterly for Regional contractors;	Progress reports submitted	April  November  Annually 2009 - 2013	
d) Submit quarterly invoices to CPNS;	Quarterly invoices submitted	Quarterly  2009 - 2013	
e) Maintain documentation of Regional contract activities on Activity Tracking Form to evaluate activities such as numbers served, participation sites, material usage, etc.;	Activity tracking form submitted quarterly	Quarterly  2009 - 2013	
f) Develop and implement plans to improve collaboration and coordination of the <i>African American Campaign</i> and Faith-Based programs, where appropriate, and support regional coordination among <i>Network</i> staff (Program Managers) and other <i>Network</i> funded projects, especially LIAs, NIAs, LFNEs and other <i>Fruit and Vegetable Campaigns and Programs</i> ;	Plans developed and implemented	Ongoing  2009 - 2013	

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g) Integrate the <i>Campaign</i> into activities conducted by <i>Network</i> contractors working primarily with African American and faith-based channels;	Record of LIA integration, including nut/ed materials use	Ongoing  2009 - 2013	
h) Use the contact lists from State media contractor to contact the media to expand awareness of issues facing the African American community related to healthy eating and physical activity, coordinate and collaborate with the media contractor regarding <i>Campaign</i> promotional activities via press releases, calendar announcements, desk-side briefings, trained spokespersons letters to the editor, etc.	Media contact records	Ongoing  2009 - 2013	
<b>3) <u>Intervention Resources</u></b> Intervention resources for this contract are to include, but are not limited to:			
a) Revision of educational and promotional materials based on the most recent data related to new channels (as appropriate) and research on trends, beliefs, knowledge, attitudes, behaviors, and barriers to healthful eating and physical activity in the African American community, input from other faith-based and other CPNS-funded programs, non-State partners, and material priorities. Materials will prioritize cultural competency;	Record of revisions	Ongoing  2009 - 2013	
b) Future revisions of materials may include the topics of: youth empowerment, civic responsibility, food security, advocacy, physical activity promotion, all of which must be culturally appropriate;	Record of revisions	Ongoing  2009 - 2013	
c) Maintain <i>Campaign</i> webpage on <i>Network</i> website; and	Keep up to date  Ongoing	Ongoing	
d) Support retail activities and partnerships with African American retailers and retailers in African American communities by providing leadership for additional food demonstrations, point-of-sale signage, radio remotes, and store tours.	Retailers reached	Annually	

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<p><b>ASIAN AMERICAN CAMPAIGN</b> As funding allows, develop, pilot test, implement and evaluate a statewide Asian American Campaign. If funding continues to be restricted, continue to integrate Asian targeted materials and activities into established fruit, vegetable and physical activity campaigns and programs. Modify existing interventions to address Asian audiences within the context of the larger FSNE eligible audience.</p>	Materials developed	2009 - 2013	
<p><b>RETAIL PROGRAM INFRASTRUCTURE</b> <b>Where:</b> The Retail Program operates in all 11 <i>Network</i> Regions: San Diego/Imperial, Central Valley, Gold Country, Los Angeles, Desert Sierra, Orange County, Gold Coast, Bay Area, Central Coast, North Coast, and Sierra Cascade. <b>Community Channels:</b> 1,000 food outlets in low-income communities, including qualifying farmers' markets, qualifying food stores, retail stores, food banks and pantries. As resources allow, may include other qualifying retail stores servicing middle or higher income shoppers. <b>Who:</b> FSNE-eligible consumers, industry partners. <b>How Many:</b> Approximately 145,000 direct contacts; 56,736,000 indirect contacts</p>	<p>Numbers reached</p> <p>Direct and indirect</p>	2009 - 2013	
<p><b>1) <u>Specific activities for Retail Program:</u></b></p>			
<p>Semi-annual promotions are conducted among independent food stores in low-income communities or which meet USDA requirements. A variety of strategies are used, including: direct mail, advertising, and e-mail. Through <i>Program</i> activities, increase the type and number of food stores (by approximately ten percent annually) participating and the low-income shoppers reached. Future activities may include a farmers' market component, food bank tools, etc.;</p>	Numbers of retail outlet and farmers' market partners, successful promotional events	Ongoing  2009 - 2013	
<p>b) Assess the semi-annual promotion strategy and timelines and adjust as needed;</p>	Record of assessments	Annually  2009 - 2013	

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c) Provide support to Regions and other partners for one (1) to three (3) statewide, comprehensive month-long annual retail promotions (Fruit & Veggie Fests). Activities include food demonstrations at supermarkets and small chain stores, fruit and vegetable store tours, in-store radio announcements and radio live-remotes that provide larger-scale outreach and education. Regional lead agencies provide retail partnership development and merchandising support. Promotional materials include but are not limited to free floor stand display kits with selected components for two seasonal promotions, produce flash cards, etc.;	Summary of events	Annually  2009 - 2013	
d) Develop, implement, and assess a plan for working with supermarket chains in collaboration with the National Fruit and Vegetable Alliance and Produce for Better Health (PBH) and co-brand with Fruits & Veggies - More Matters™ as appropriate;	Completed Plan	2009 - 2013	
e) Participate in sub committees and work groups by teleconference and attend one (1) out-of-State meeting annually with national partners and other State, as appropriate.			
f) Work with the California Restaurant Association, PBH and/or other trade organizations to secure industry participants in the Fruit, Vegetable & Physical Activity Campaigns and Programs;	Record of activities	Ongoing  2009 - 2013	
g) Collaborate with CDPH' Women, Infants, and Children's Nutrition Program (WIC) to enhance marketing of fruits and vegetables in the introduction of the new WIC Food Package;	Record of collaboration	2009 - 2013	
h) Leverage the investment and extend use of CPNS materials and approaches by promoting their use with National Fruit and Vegetable Alliance, the Produce for Better Health Foundation, other industry partners, and other FSNE states; and	Record of activities	Ongoing  2009 - 2013	
i) If appropriate, implement activities of Healthy Food Purchase Pilot Project (AB 2384).	Pilot project results	2009 - 2013	
<b>2) Intervention Resources:</b>			
a) Revisions of future materials may include expansion of Latino-and African American-targeted materials and generation of Asian-targeted materials to support Asian Campaign, if initiated;	Record of revisions	Ongoing  2009 - 2013	

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b) Maintain retail Program webpage on <i>Network</i> website; and	Keep up to date	Ongoing	
c) Update, print and disseminate educational materials to retailers, farmers' markets and food banks and other <i>Network</i> and industry partners (see Harvest of the Month website: <a href="http://www.harvestofthemonth.com">www.harvestofthemonth.com</a> ).	Dissemination of records	Ongoing 2009-2013	
<p><b><i>WORKSITE PROGRAM</i></b>  <b>Where:</b> The Worksite program is operational in 7 <i>Network</i> Regions: San Diego/Imperial, Central Valley, Gold Country, Los Angeles, Desert Sierra, Orange County, and Bay Area.  <b>Community Channels:</b> Worksites with low-wage employees (including schools, corporations, service, manufacturing, restaurants, child care centers, churches, government agencies, etc.) implementing two (2) 10-week Take Action! Employee Wellness Programs, resulting in a minimum of five (5) direct contacts with each employee. Examples of specific targets at worksites are worksite cafeterias, catering trucks, vending machines, staff meetings, potlucks and other workplace gatherings, and worksite policies and standard practices that facilitate physical activity during breaks, meetings and before and after work. As resources and funding allow, may include higher wage earners.  <b>Who:</b> Low-income workers statewide in a variety of industries, including Spanish-language dominant, male and female agricultural workers; worksite gatekeepers, and policy makers.  <b>How Many:</b> Approximately 220 low-wage worksite with 330,000 direct contacts and 1.75 million indirect contacts with FSNE-eligible employees statewide.</p>	Numbers reached  Direct and indirect	2009 - 2013	
<p><b>1) <u>Specific Activities for Worksite Program include but are not limited to:</u></b></p>			
a) Convene stakeholders and statewide partners at least two (2) times a year to advise on overall direction of the <i>Program</i> ; and	Meeting agendas and outcomes	Semi-annually 2009 - 2013	
b) Establish nutrition standards in all food access points at worksites and assist employers to overcome real/perceived liability for physical activity promotion.	Record of nutrition standards adopted	2009 - 2013	

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<b>2) <u>Oversee Local Implementation which includes but is not limited to the following activities:</u></b>	See Below	2009 - 2013	
a) Submit progress reports at a minimum of twice a year and Activity Tracking Forms quarterly;	Progress reports  Quarterly Activity Forms submitted	2009 - 2012	
b) Submit quarterly invoices to CPNS;	Invoices submitted	2009 - 2013	
c) Maintain documentation of evaluation activities on Activity Tracking Forms such as numbers served, participation sites, material usage, etc.; and	ATF submitted	2009 - 2013	
d) Maintain Program webpage on <i>Network</i> website.	Copies of web pages	2009 - 2013	
<b>3) <u>National Fruit and Vegetable Alliance:</u> Activities include, but are not limited to the following activities:</b>	See below	2009 - 2013	
a) Work with the <i>National</i> Fruit and Vegetable Alliance by coordinating, supporting, and planning with the National Cancer Institute (NCI), Centers for Disease Control and Prevention (CDC), Produce for Better Health Foundation (PBH), the American Cancer Society (ACS) and other national partners to coordinate state and national campaigns. Pilot test and/or co-sponsor interventions as appropriate;	Reports of coordination activities	Ongoing  2009 - 2013	
b) Develop and promote California-specific messages and existing <i>Campaign</i> materials such as tip sheets, brochures, media releases for use in at least two (2) statewide retail promotions during different seasons of the year, with at least one (1) conducted during <i>National Fruit and Vegetable Week</i> (September). Each April/May, contact the National Fruit and Vegetable Alliance for information regarding National Fruit and Vegetable Week plans for September;	Record of use of California specific messages and materials	Semi-annually  2009 - 2013	

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c) Complete and implement the Memorandum of Agreement within California State government for programs using the Fruit and Veggie-More Matters™ logo; and	MOU completed and implemented	2009 - 2013	
d) Participate in the National Steering Committees subcommittees and workgroups by teleconference, and attend one (1) out-of-state meeting annually with national partners and other states, as appropriate.	Records of participation	2009 - 2013	
e) Compile annual evaluation data and submit reports as required to CPNS for the National Fruit and Vegetable Alliance.	Copy of evaluation reports	2009 - 2013	
f) Approximately two (2) to three (3) per year. Coordinate, plan and implement with PBH and NCI on marketing and media events as requested. This may be held through monthly teleconferences.	Records of marketing and media events	2009 - 2013	

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**GOAL 4: REGIONAL OPERATIONS, CONTRACTOR TRAINING AND SPECIAL EVENTS** - Under the direction of State Staff, provide coordination, logistical support, registration, assessment, evaluation, course development and strategic planning for *Network*-sponsored capacity building training and the annual *Network* Conference, to move toward the development of a state of the art nutrition and physical activity training institute. These activities may include the following:

Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<b>1) <u>TRAINING NEEDS ASSESMENT: Assess the knowledge and skills that <i>Network</i> Staff and local partners need to do their work.</u></b>	Needs assessment report	Biannually report due in March	
a) Using the public health core competencies as a model, the assessment may include: educational background; knowledge; skills; attitudes; perception of training needs; other factors (including public health core competencies); and utilize the results of the CPNS Program Compliance and Review Team’s project reviews.		Biannually report due in March	
b) Collect other workforce assessments from other states, local and regional partners and review to determine applicability.	Summary of assessments and recommendations for application	Biannually report due in March	
c) Collect previously completed workforce assessments from local and regional partners. Review to inform development of the training needs assessment.	Summary of assessments and recommendations for application	Biannually report due in March	
d) Prepare assessment tool for review with CPNS staff	Draft assessment tool	Biannually report due in March	

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e) Prepare launch plan for assessment in collaboration with the Regional Networks and CPNS staff.	Launch plan accompanying assessment tool	Biannually	
f) Implement launch plan/training needs assessment	Provide a copy of assessments  Evaluation tool	Biannually	
g) Analyze findings		Biannually	
h) Summarize findings and make recommendations for training institute program direction, topics to cover, skills to train to, etc.	Summary Report	Biannually	
<b>2) <u>Document gap between the requirements of <i>Network</i> jobs, CPNS management long-term vision/program direction and capabilities/knowledge of the people who perform the work.</u></b>	Summary	Annually	
<b>3) <u>TECHNOLOGY DEVELOPMENT: Provide expertise on training development for multiple applications (web, classroom, and other distance-and blended-learning formats). Provide assistance with tracking, on-line real-time interactive calendaring and registration with potential use of a learning management system. Assist with the refinement of existing training, and participate in the development of new training.</u></b>	Recommendations for technology applications for the <i>Network</i> .  Real-time On-line interactive calendar	Ongoing	

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<p><b>4) <u>Technology Development.</u></b> Investigate costs and practicality of using different training mediums such as: In person, Webinar, e-course development, teleconference, video conferencing, for locations and training facilities throughout the state. Provide quarterly updates of the information and alternative training platforms. Develop a standard format to present updates. Store information at a central location on the CPNS shared drive.</p>	<p>Cost study</p> <p>Standard format developed for information update</p>	<p>Quarterly updates</p>	
<p><b>5) <u>Training Web Page.</u></b> Design and develop an automated web training calendar listing all training provided at the state and regional level for <i>Network</i> programs and campaigns. The training calendar should include who may attend, dates, locations, travel directions, staff contact, description and list of topics, and agenda. The web will include linkages for on-line registration for all training listed on the calendar. Provide on-line access to training modules, materials or handouts for basic subjects such as the <i>Network</i> orientation, invoicing procedures, time reporting, targeting, etc. (See Goal 7 - Communications)</p>	<p>Functional web based training calendar</p> <p>Number of training sessions completed</p> <p>Modules</p> <p>Handouts</p> <p>Materials</p>	<p>Annually with Quarterly updates</p>	

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<p><b>6) <u>Regional Program Intervention Contractor Trainings.</u></b>            Conduct 25 to 35, one (1) to two (2) day workshops for representatives of all CPNS-funded projects. Trainings will address the needs identified in the training needs assessment (described above). Approximately 120 LIA contractors, 11-regional lead agencies, special grant projects, Local Food and Nutrition Education projects (approximately 16) and non-profit incentive awards (currently two (2) projects). These workshops should be geared for an audience of 30 to 60 participants each. Workshops should focus on developing knowledge, skills and abilities needed for the effective delivery of nutrition and physical activity programs, train workshop participants on what constitute adequate, appropriate necessary documentation, evaluation of program strategies, and contractual procedures and requirements. Training topics may include but are not limited to: youth empowerment, healthy community promotion, briefings to FSNE intermediaries, after-school nutrition education and physical activity education, health care providers' interventions, Farm-to-School and Farm-to-Plate nutrition education, local health department leadership, early childhood nutrition education, Children and Families Commission training, Harvest of the Month implementation, nutrition education integrity, physical activity integration, the business of intervention, evaluation, and return-on-investment, program compliance, sustainability, and other skills enhancement needed for the delivery of <i>Network</i> and related campaigns &amp; programs. Training may be conducted through teleconferences, via the internet, or in-person. One to two day workshops shall be held at various locations throughout the State and be centrally located to accommodate each region. All logistical support and services must be provided.</p>	<p>Number of workshops completed</p> <p>Training materials and handouts</p> <p>Workshop materials and handouts</p> <p>Feedback from each workshop completed</p>	<p>Annually</p>	

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<p><b>7) <u>Incentive Awardee and Special Project Contractor Training.</u></b>            Develop and conduct approximately twenty four (24) statewide trainings sessions covering issues specific to Local Incentive Awardees and Special Projects on planning, interventions, contract implementation, program and contract documentation, use of fiscal management program integrity, and evaluation. Trainings will address the needs identified in the training needs assessment (described above). Develop training modules as needed. Training may be conducted through inter-active teleconferences, via the internet, or in-person. Some trainings will require one-to two-day training session and shall be held at various locations throughout the State and should be centrally located within each of the 11 regions.</p>	<p>Training modules</p> <p>Materials used for inter-active training using teleconferences</p> <p>Feedback from each session</p>	<p>Annually</p>	

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<p>a) Provide or contract for conducting two (2) <i>Network</i> Collaborative Communications Trainings lasting (1) to two (2) days each, one each in both Northern and Southern California (20-25 attendees each). Provide ongoing technical assistance and counsel to support skills taught at these training sessions to ensure proper execution of communication plans to support Regional Collaborative Nutrition Education Initiatives. Technical assistance should include on site follow-up for each of the eleven (11) regions.</p>	<p>Training materials</p> <p>Handouts</p> <p>Trainee feedback/survey from 11 regions</p> <p>Agenda Handouts, etc.</p> <p>Documentation on technical assistance provided</p> <p>Recommendations of other areas needing TA</p>	<p>Annually</p> <p>Ongoing support</p>	

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<p><b>8) <u>Annual Statewide Conference.</u></b> Support pre-planning, planning, implementation, and evaluation of the annual CPNS Conference (approximately 800 to 1,000 participants). Activities may include, but are not limited to:</p>	Pre-planning agendas and transcription of action items	Annually	
a) Maintain list of potential event planners;	List	Ongoing	
b) Carry out a competitive process for selection of the event planner;	Contract for planner	Annually	
c) Maintain and annually update conference database (approximately 5,000 names);	Updated database	Ongoing	
d) Develop and monitor contracts with conference facility and hotels for conference space, conference meal service, reception, room block, and associated costs. Serve as meeting facilitator and hotel liaison for logistical and planning needs;	Conference materials	Ongoing	
e) Design, develop and periodically update conference web site consistent with each annual conference design theme, including on-line registration, abstract submission, hotel registration link, conference information, conference photo album, and evaluation;	Number of visits to Conference Web site  Percentage of attendees that register online	Annually	

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<b>Activity/Methods</b>	<b>Evaluation Measures</b>	<b>Timeframe</b>	<b>Responsible Staff</b>
f) Develop conference marketing plan and photo record of the conference;	Plan and photo record	Annually	
g) Design and produce conference materials including but not limited to registration brochure, conference program guide, conference handouts, signs, and materials;	Registra- tion brochures  Program guide  Handouts and bag	Annually	
h) Monitor the contract and performance of the awarded event planner;	Contract in place	Annually	
i) Conference Logistics: Research site location. Provide and manage conference logistical services including but not limited to: abstract submission, presenter correspondence, workshop organization, session conference calls, entertainment, educational booths, exhibits and poster sessions, audio visual and sound system(s) including any and all other details of the conference. Provide onsite management and coordination pre-conference, during and after the conference;	Logistics planning document	Annually	

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j) Evaluation: Oversee the evaluation, and critically analyze, and provide for recommendations based on attendee feedback to inform the planning committees for future year's to improve the next conference and provide for other follow-up activities as appropriate; and	Percentage of attendees who complete online evaluation	Annually	
k) Conference debriefing: Conduct a conference debriefing and prepare materials and handouts for attendees.	Handouts	Annually	
l) Final Report: Prepare and present final report including event evaluation and budget reconciliation to CPNS staff within 45 days after the last day of the conference.	Final Report	Annually	
<b>9) <u>Communications Training.</u></b> Activities are to include, but are not limited to:			
a) Technical assistance and support shall also include ongoing public relations services (within a 20 mile radius from the on-site meetings);	Calendar of meetings		
b) Provide (800 hours annually) of technical assistance to <i>Network</i> contractors in all 11 regions. The purpose of this localized public relations training is to: increase the number of collaborative promotional opportunities among state and community-based partners; strengthen regional communication strategies and improve media "savvy" of each of our partners; help our partners gain local and statewide media attention for nutrition education and physical activity issues. Improve state-directed public relations efforts; and coordinate regional efforts to support CPNS goals;	List of training sites and dates  Feedback	Annually	
c) Contract with a public relations firm to conduct at least one (1) eight-hour regional public relations and communications training per year in each of the 11 <i>Network</i> regions;	Contract	Annually	
d) Provide year-round (500 hours annually) public relations services (e.g., strategy, assistance with developing copy points, writing press releases, coordinating local media events) to other CPNS-funded projects; and	Training materials Feedback	Annually	

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e) Plan for up to 120 LIA contractors, 11 regional lead agencies, up to 15 faith projects in the <i>African American 5 a Day</i> , up to 20 Local Food and Nutrition Education projects, and non-profit incentive awardees (currently two (2) agencies).	Press releases published  Photo record of media event(s)	Annually	
<b>10) Power Play! Campaign.</b>			
a) Conduct two (1 day each) in-person meetings and one teleconference/webinar meeting annually (including logistics) for 30-50 <i>Campaign</i> and statewide staff to review program reports, provide assistance and resource opportunities. Meetings to be held statewide in different locations;	Agenda  Program reports	Annually	
b) Provide onsite training to LIAs and other <i>Network</i> funded projects at least once a year via the annual <i>Network</i> Conference and/or at other <i>Network</i> -sponsored trainings held around the state (approximately three per year, 20-60 participants each)	Training materials	Annually	
<b>11) Latino Campaign.</b> Activities include, but are not limited to:			
a) Conduct two all day (1 day each) regional lead agency <i>Campaign</i> in-person trainings and one teleconference/webinar training on <i>Campaign</i> leadership and responsibilities. Annual training shall be at level appropriate for regional marketing managers. Training shall cover the nine regions that conduct the Latino Campaign and others as appropriate depending on topics covered;	Training materials  Feedback from all regions	Annually	
b) Conduct annual all day [seven (7) hour] training with newly established regional lead agencies and/or newly hired Campaign Coordinators with a specific topic on <i>Campaign</i> leadership and responsibilities;	Training materials  Feedback from all regions	Annually	

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<p>c) Conduct booth host trainings (for approximately 20 people) as needed two (2) times per year (once in Sacramento, and others in other regions of the state where needed). Training shall be for community health leaders from all regional lead agencies and other <i>Network</i> funded projects using a train-the-trainer model. Training content should be adapted to include and be applicable to the work of all <i>Network</i> funded projects;</p>	<p>Train the Trainer module/ materials</p> <p>Feedback from each training session</p>	<p>Annually</p>	
<p>d) Integrate <i>Campaign</i> information and updates into <i>Network</i> LIA communications, training activities and the annual orientation for new projects;</p>	<p>Updated training materials</p>	<p>Annually</p> <p>Ongoing</p>	
<p>e) Collaborate with the <i>African American 5 a Day Campaign</i> to provide Community Health Leader Training for this <i>Campaign</i>. On site training to be conducted annually in Sacramento for approximately 30 community partners for one (1) day, [seven (7) hours] and one teleconference/webinar training; and</p>	<p>Training materials</p> <p>Feedback from all sessions</p>	<p>Annually</p>	
<p>f) Train regional lead agencies on the use of the CPNS electronic contracting and progress reporting system.</p>	<p>Guide to CPNS' electronic system</p>	<p>Annually</p>	
<p><b>12) <u>African American Campaign.</u></b> Activities include but are not limited to:</p>			
<p>a) Conduct annual training one (1) to two (2) per year in Sacramento, Northern and Southern California for 30-40 people at each location. Purpose is to strengthen the lead agencies capacity to deliver <i>Campaign</i> interventions. Training shall be for <i>Network</i> funded faith-based organizations, other <i>Network</i> programs serving primarily African Americans and the 6 regions that conduct the African American Campaign activities and others as appropriate depending on topics covered.</p>	<p>Training materials</p> <p>Feedback from all sessions</p>	<p>Annually</p>	

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b) Collaborate with <i>Latino 5 a Day</i> to provide joint Community Health Leader Training for Network funded projects. Training to be conducted annually in Sacramento for approximately 30 community partners for one (1) to two (2) day, seven (7) hours for each session;	Training materials  Feedback from all sessions	Annually	
c) Conduct new contractor orientation annually for new staff or as needed	Orientation materials	Annually  Ongoing	
d) Provide staff support to the <i>Campaign's</i> Advisory Council Speaker's Bureau activity and annual training for 15 to 20 spokespeople throughout the State. Training shall be to promote healthy eating and active living for African Americans to statewide, regional, city and community organizations and groups; and	Training materials  Feedback from all sessions	Annually	
e) Track CPNS Research and Evaluation materials and resources provided to partner states and local organizations. Materials generally address barriers to fruit and vegetable consumption, physical activity, and participation in federally-funded nutrition assistance programs. Compile annual report on partner activities.	Tracking system  Reports on partner activities	Annually  Ongoing	
<b>13)Retail Program.</b> Activities include but are not limited to:			
a) Provide retail oriented training for CPNS funded local projects at the annual <i>Network</i> Conference and other training opportunities;	Training materials  Feedback from all sessions	Annually  Ongoing	

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<p>b) Release quarterly retail marketing and promotion kits (which may include materials, suggested strategies, advertising templates etc.) to supplement semi-annual promotional activities. Incorporate and maintain regular communication between the Campaign and CPNS-funded projects, industry partners and other State and national sister programs through e-mail, teleconferences, and other means;</p>	<p>Promotional Kits  Brief Synopsis for each Conference</p>	<p>Quarterly  Semi-annually  Ongoing</p>	
<p>c) Provide resources (including information on the Food Stamp program and updates as needed) to identified retailers to encourage participation in the <i>Program</i>;</p>	<p>List of retailers</p>	<p>Ongoing</p>	
<p>d) Work in partnership with LIAs and other <i>Network</i> contractors to provide technical assistance and expand use of existing <i>Program</i> materials.</p>	<p>TA program materials</p>	<p>Ongoing</p>	
<p><b>14) <u>Worksite Program.</u></b> Activities include but are not limited to:</p>			
<p>a) Provide information electronically and in-person (through existing CPNS meetings and other opportunities) to CPNS-funded Regions, LIAs, worksite health promotion networks and other interested organizations; and</p>	<p>Compilation of meeting topics and outcome</p>	<p>Ongoing</p>	
<p>b) Provide annual training using a Train-the-Trainer model for 25 to 30 participants. Annual training shall be held in locations around the state or via teleconference-webinar. Training shall be on <i>Program</i> implementation. Training shall be for Local Incentive Awardees, CPNS-funded partners, worksite health promotion networks and other interested agencies. In addition, provide continued technical assistance in-person, via teleconference or webinar as needed to support effective program implementation.</p>	<p>Train the Trainer module  Feedback from all sessions</p>	<p>Annually</p>	

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Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<p><b>15) <u>California Conference of Local Health Department Nutritionists Training.</u></b> Provide annual Leadership Training for approximately 50 county nutritionists to enhance skills and improve collaboration and partnerships with agencies that provide services to low-income consumers.</p>	<p>Training evaluations  Attendance</p>	<p>Annually</p>	
<p><b>16) <u>Harvest of the Month Technical Assistance and Training – See Goal 3, Child and Youth Nutrition Education, Fruit, Vegetable &amp; Physical Activity Campaigns and Programs and the National Fruit and Vegetable Alliance.</u></b></p>			
<p><b>17) <u>Youth Empowerment Technical Assistance and Training – See Goal 3, Child and Youth Nutrition Education, Fruit, Vegetable &amp; Physical Activity Campaigns and Programs and the National Fruit and Vegetable Alliance for more details on this project.</u></b></p>			

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**GOAL 5: CLEARINGHOUSE, WAREHOUSE, AND FULLFILLMENT** – Under the direction of State Staff, subcontract for clearinghouse, warehouse and fulfillment services for CPNS and CPNS-funded projects.

Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<p><b>1) Clearinghouse.</b> Subcontracted services should include a web-based clearinghouse that allows CPNS-funded projects and partners to order materials for interventions from an established CPNS inventory. Orders for materials would be fulfilled and shipped to the CPNS-funded projects according to CPNS specifications. The inventory of materials would be stored in sufficient quantities to meet needs of CPNS and CPNS-funded projects. A cost recovery mechanism must be maintained to fulfill from non-<i>Network</i> projects that do not qualify for free materials.</p>	<p>On time delivery  Inventory report  Cost recovery report</p>	<p>Quarterly</p>	
<p>a) The on-line clearinghouse should be accessible to all partners and used in determining the need for new materials prior to the development of any new media materials, educational aids, professional materials, and other collaterals;</p>		<p>Ongoing</p>	
<p>b) Identify methods to systematically inventory materials (brochures, tool kits, Nutrition Education Reinforcement (NERI) and other nutrition education materials, etc.) that are distributed to all CPNS-funded projects, partners, community projects statewide, in other states, including sister state <i>Network</i> programs, as accurately as possible. Methods identified should be compatible with systems and methods used by the National Agriculture Library, the Produce for Better Health Foundation, the National Fruit and Vegetable Alliance, and can be uploaded to major websites;</p>	<p>Web-based inventory system</p>	<p>Ongoing</p>	
<p>c) Survey CPNS-funded projects to identify possible new print and electronic materials (up to 20 annually) for consumers, intermediaries, and partners that could be used or adapted for use by CPNS programs;</p>	<p>Survey materials  Updated web-based inventory system</p>	<p>Ongoing</p>	

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<b>Activity/Methods</b>	<b>Evaluation Measures</b>	<b>Timeframe</b>	<b>Responsible Staff</b>
d) Annually review and update materials available through the Clearinghouse; and	List of available materials	Annually	
e) Add new and revised materials CPNS to the USDA Agriculture Library. Ensure that CPNS materials are submitted and represented on national nutrition education and physical activity databases and web sites.	New and revised materials added to USDA Ag Library	Ongoing	
<b>2) <u>Warehouse/Fulfillment.</u></b> Activities include, but are not limited to:			
a) Subcontract for and monitor warehouse services and fulfillment of orders for CPNS' nutrition/physical activity education materials (including storage, handling, and targeted distribution);	Subcontract negotiated and consistent with standards required of CDPH	Ongoing	
b) Operation and oversight of the warehouse and web-based fulfillment management system including inventory control and material usage; prepare monthly reports by project on orders/fulfillment, estimate percentage used, and alerts or usage, monitor 1-888-328-3483 materials information line and <i>Champions for Change</i> web-site and provide monthly reports on calls and hit volume;	Monthly reports inventory  Fulfillment statistics  Call volume	Ongoing	

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<b>Activity/Methods</b>	<b>Evaluation Measures</b>	<b>Timeframe</b>	<b>Responsible Staff</b>
<p>c) Management of statewide materials distribution of educational materials for CPNS LIAs, <i>Regional Networks</i>, Campaigns, partners and special projects as identified in the California Food Stamp Nutrition Education Plans to USDA; see FFY 2007 California Food Stamp Nutrition Education Plan, Network Materials Budget and Warehouse Expenditures for FFY 2007 and Historical Order Amounts to develop budget. (See Appendices H5.1, H5.2, and H5.3 of Plan) Also see CPNS website(s), <a href="http://www.cachampionsforchange.net">www.cachampionsforchange.net</a> or <a href="http://www.cdph.ca.gov/programs/CPNS/Pages/default.aspx">www.cdph.ca.gov/programs/CPNS/Pages/default.aspx</a> for a current materials order form;</p>	<p>Materials distributed to CPNS partners</p>	<p>Annually/ongoing</p>	
<p>d) Fulfillment of a wide variety of orders for educational materials that may vary from single copy requests to orders for up to 50,000 copies;</p>	<p>Fulfillment completed</p>	<p>Ongoing</p>	
<p>e) Provision of up to 20 specialty mailings annually to media, retailers, school districts, and <i>Network Regions</i> (up to 5,000 copies) related to up-coming press conferences, <i>Network Annual Conferences</i>, and/or release of dietary/physical activity survey data;</p>	<p>20 Mailings completed</p>	<p>Annually</p>	
<p>f) Manage the <i>Network</i> toll free number (1- 888- 328-3483) and respond to approximately 1,500 calls per month from consumers and intermediaries with an expected increase in volume during media promotions; submit monthly reports on the use of the toll free number;</p>	<p>Script protocols Call reports</p>	<p>Monthly Ongoing</p>	
<p>g) Maintain and update a mail/shipping database in coordination with CPNS database;</p>	<p>Database maintained and up to date</p>	<p>Ongoing</p>	
<p>h) Administer systems (e.g., perpetual inventory, replenishing schedules, materials request, and packaging of materials distributed). Keep minimum quantity (2,000 per contractor) of selected campaign materials. Ensure sufficient number of materials are available for potential sale (at cost);</p>	<p>Cost recovery system Cost recovery protocols</p>	<p>Ongoing</p>	

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<b>Activity/Methods</b>	<b>Evaluation Measures</b>	<b>Timeframe</b>	<b>Responsible Staff</b>
i) Maintain a semi-annual mailing system to share materials and promote their use by other states and by national partners (estimated at 100 packets for each mailing);	Mailing completed	Semi-annually	
j) Maintain and upgrade existing CPNS cost recovery systems for materials requested by non low-income partners and other states. Collect fee for materials and provide monthly accounting reports to CPNS;	Cost recovery system  Cost recovery protocols	Ongoing	
k) Bid for, negotiate, review and approve Subcontractor warehouse storage costs. Budget annually for warehouse costs based on historical costs; (see Appendix 4).	Budget for storage  Monthly invoices reviewed	Annually	
l) Review and approve Subcontractor's monthly fulfillment and phone costs. Budget annually for fulfillment and phone costs based on historical costs and projected deliverables; and	Budget for fulfillment  Monthly invoices reviewed	Annually	
m) Review and approve Subcontractor monthly shipping costs. Budget annually for shipping based on historical costs and projected deliverables.	Budget for shipping invoices reviewed	Annually	

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**GOAL 6: PHYSICAL ACTIVITY (PA) PROMOTION** - Under direction of State Staff, develop, implement and integrate physical activity (PA) into Regional Networks and CPNS-funded projects. The goal is to increase the likelihood that low-income adults will engage in 30 minutes of daily physical activity (60 minutes for children) and integrate physical activity into all nutrition education efforts. Activities include, but are not limited to:

Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<b>1) <u>Hire a 100% FTE Health Educator to coordinate the PA integration social marketing activities.</u></b>	HEC IV hired and trained	October 2009	
<b>2) <u>Statewide PA Promotion.</u></b>			
a) Develop and implement a strategic plan for the integration of PA into <i>Regional Networks</i> and CPNS-funded projects that includes comprehensive strategies to achieve behavioral objectives and an evaluation methodology that sets annual targets for the amount of intervention activity and number of consumers reached;	Strategic Plan developed	Ongoing	
b) Coordinate consultant agreements with 11 to 15 PA Specialists housed in the <i>Regional Networks</i> to provide technical assistance (20 to 30 hours per week ) on appropriate physical activity promotion to <i>Regional Networks</i> and CPNS-funded channels (school districts, health departments, faith-based projects, etc.);	11-15 Consultant agreements in place and monitored to CDPH standards	Ongoing	
c) Develop, expand and/or enhance approximately three (3) industry partnerships per year to include those with products that promote leisure physical activity for adults and children, which include: walking, sports and games, and gardening. Partnerships may include but are not limited to the Governors Council on Fitness and Sports, park and recreation programs, universities, SPARKs, Alliance for a Healthy Generation, the Center for Physical Activity, the Youth and Worksite Wellness Task Force;	3 Partnerships developed  MOU in place	Annually	
d) Provide regular communications and program updates, including but not limited to: monthly Campaign updates to CPNS staff, participation in quarterly <i>Network</i> all-contractor teleconferences, monthly Regional Project Director teleconferences, CDPH Week Ahead reports, <i>Champion Press</i> articles and routine teleconferences; and,	Agendas  Articles	Ongoing	

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Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
e) Promote PA integration through CDPH and <i>Champions for Change</i> website and link content to other websites. Review and update content two (2) times per year. (See Goal 7 - Communications).	Web site content updates	October June	
<b>3) <u>Trainings and Demonstrations.</u></b> As needed, coordinate with training unit to provide one (1) to two (2) physical activity promotion group trainings and technical assistance for up to 200 CPNS contractors. Activity may include securing consultant agreements to provide training, demonstrations and/or technical assistance at CPNS' annual <i>Network</i> Conference and during other scheduled regional trainings, or for specific <i>Network</i> projects (e.g., community tool kits, community resource packets, curriculums, etc.).	Trainings conducted  Consultant agreements as necessary	April  September	
<b>4) <u>Materials.</u></b> Create and distribute one (1) to two (2) PA resources that support the PA specialists campaign. Resources may include, but are not limited to: fact sheets, brochures (100,000 -300,000), guidebook (1,000), Physical Activity Resource Kits (PARK) (250), tip sheets and/or new sections for tool kits (250). These resources will be used by CPNS' local contractors and Regional PA Specialists to support community activities as well as to integrate nutrition and PA promotion.	Resource Materials developed to CPNS standards  Distributed to LIA contractors	Annually	
<b>5) <u>Research and Evaluation.</u></b> In coordination with CPNS' Research and Evaluation team, develop research and evaluation activities and program reporting measures to assess the progress and impact of the overall campaign. Activities may include but are not limited to:		Ongoing	
a) Evaluation of the PA integration strategic plan in terms of the ability to integrate PA into nutrition education activities of <i>Regional Networks</i> and CPNS-funded partners. May include case studies of promising or best practices; and	Case study or report	2010	
b) Evaluation of effectiveness of utilizing PA Specialists on a regional basis. Develop a report that includes profiling of PA Specialist' activities, partnerships established, resources developed, and recommendations to maximize this resource.	Report	2011	

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<p><b>6) <u>Regional PA Promotion.</u></b>            Monitor PA Specialist subcontract and provide technical assistance (e.g., monthly teleconferences, workshops and site visits). Provide PA marketing and public relation assistance as requested by <i>Regional Networks</i> and/or CPNS-funded projects. Support PA marketing activities developed by CPNS' media contractors and work on a process to integrate PA into all CPNS <i>Campaigns</i>. PA marketing activities will foster collaboration and planning among agencies and departments at the State, regional and local level. This will assist support collaboration and planning efforts of the Regional PA Specialists.</p>	<p>Technical Assistance</p> <p>Monthly Calls</p> <p>Conferences</p> <p>Site visits</p>	<p>Ongoing</p>	

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**GOAL 7: COMMUNICATIONS SUPPORT SERVICES** - Under the direction of State Staff, develop communications support services for CPNS' social marketing campaigns targeting the *Network* audience.

Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<p><b>1) <u>Public Relations.</u></b> Activities include but are not limited to:</p>			
<p>a) Provide technical expertise, leadership and coordination of statewide media contract. The media contract, procured under a separate solicitation (RFP), will include creative production, media, advertising and public relations (using a variety of platforms);</p>	<p>Staff hired with proven expertise in public relations and media field</p> <p>Job qualification and resume of staff hired.</p>	<p>Current <i>Network</i> awarded Contract that begins in 2008</p> <p>Ongoing</p>	
<p>b) Provide technical expertise to develop and implement a three (3) year plan to coordinate and integrate the statewide media and public relations activities as they relate to the Section's work. Current media/communication work is developed in English and Spanish and delivered in the major media markets of California, including but not limited to: Los Angeles, San Francisco, San Jose/East Bay, Monterey/Salinas, Sacramento, San Diego, and Fresno;</p>	<p>Staff hired with proven expertise in public relations and media field.</p>	<p>Ongoing</p>	

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<p>c) The Plan developed should address ways for the Section to coordinate efforts from the media contract to the Section’s daily operations and work towards increasing awareness and utilization of the media/communication campaigns and messaging about the health impact of dietary and physical activity practices, the benefits of participation in the Food Stamp Program as a means to increase healthy food choices; and approaches that make healthy choices the easy choices in low-income settings and communities;</p>	<p>Job Qualification and resume of staff hired</p>	<p>Annually</p>	
<p>d) Develop and oversee public relations consultant activities, including five (5) media trainings at northern and southern California sites of up to 80 statewide spokespersons per year. Sessions should include specific training targeted for African American, and Latino-Spanish language audiences, with customized materials for each audience segment. Trainings could include Basic Media, One-Day Intensive Media Training, Print-Focused Media Training, Broadcast Focused Media, Web/Internet and Two-Day On Camera Training;</p>	<p>Staff hired with proven expertise in public relations and media field</p>	<p>Annually Ongoing</p>	
<p>e) Management of spokesperson trained should be maintained and systems for advancing participants through various levels of trainings should be proposed. This should include: training needs assessment, developing training materials for different levels of knowledge as needed.</p>	<p>Job qualification and resume of staff hired</p> <p>Agenda</p> <p>Training materials</p> <p>Evaluation of participants</p> <p>Wrap up report</p>	<p>Ongoing</p>	

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<p>f) Oversee other public relations activities which may include, but are not limited to: up to six (6) press events, nine (9) to eleven (11) media tours, one (1) to two (2) editorial board visits, ten (10) to twelve (12) press releases, ten (10) to twelve (12) pitch faxes, twenty five (25) radio remotes, and up to two (2) template tool kits for regional outreach;</p>	<p>Staff hired with proven expertise in public relations and media field</p> <p>Job qualification and resume of staff hired</p>	<p>Annually</p> <p>Ongoing</p>	
<p>g) Develop, coordinate and maintain a calendar of public relations activities and events and share with CPNS and its programs;</p>	<p>Staff hired with proven expertise in public relations and media field.</p>	<p>Annually</p> <p>Ongoing</p>	

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h) Provide technical expertise to oversee the development and implementation of annual events to support the targeted audience of the Network, including but not limited to African American, Latino and children. This may include coordinating the development of tools for spokesperson media tours (for a minimum of twenty five (25) spokespeople per audience segment) to provide culturally relevant interviews to print and electronic media. Events may include: Black History Month; Latino Health Awareness Month; Links to other cultural events; and Up to two (2) special events in each of the 11 Network regions;	Job qualification and resume of staff hired	Ongoing	
i) Media tours will include the creation of spokesperson training kits with key talking points and background information to prepare community leaders or youth/parents that may appear on English/Spanish language television and radio stations during promotional periods;	Media tours completed  Wrap up report	Ongoing	
j) Oversee one (1) to two (2) trainings, of <i>Network</i> LIAs on current public relations and consumer empowerment topics. Training would be approximately seven (7) hours in length and train 30-50 contractors per site. One (1) training would be in Sacramento, and one other site in Northern or Southern California. Topics should include: consumer empowerment, how to implement new <i>Network for a Healthy California</i> campaigns and the Champions for Change Brand, partnership training, Harvest of the Month implementation, Food Stamp Office Resource Kit (FSORK) training, and on other <i>Network</i> Initiatives;	Expert staff hired and trained to oversee the implementation of activities	Annually	
k) Oversee the evaluation of public relations and consumer empowerment components in the statewide media contract; and	Technical Assistance provided	Annually  Ongoing	
l) Ensure incorporation of the Social Ecological Model (SEM) in evaluation strategies and measurements of behavioral change with respect to media and public relations activities. (See Appendix 6 - Social Ecological Model)	SEM	Ongoing	

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<p><b>2) <u>Annual Report.</u></b> Update and produce the annual report and provide elements for inclusion into the report. The format will follow the current portfolio layout and is designed to “drop in” the new information or making updates to the existing elements.</p>	Annual Report	November 2009  November 2010  November 2011  November 2012  November 2013	
<p>a) Distribute 1,000 copies (four- color) of the annual CPNS report. The report highlights accomplishments of the <i>Network</i> for funders, government officials, and current and potential partners.</p>	Complete Distribution	Annually	
<p><b>3) <u>Resources for Community Outreach.</u></b></p>			
<p>a) Produce and update up to 20 portable booth displays (suitable for a standard 8’x12’booth) for CPNS <i>Campaigns</i>, <i>Regional Networks</i> or other <i>Network</i> funded projects to use at conferences and special events. These displays would exhibit existing signage, photos, and charts.</p>	20 portable displays	Ongoing	
<p>b) Design and produce fifteen (15) prize wheels, thirty (30) tents and tablecloths and other appropriate outreach equipment for use by CPNS, <i>Regional Networks</i> and other partners and agencies at community events; and</p>	15 prize wheels  30 tents  30 tablecloths	Ongoing	
<p>c) Annually create and distribute one (1) to two (2) publications, brochures or fact sheets (approximately 10,000 total) that highlight and explain <i>Network</i> issues, case studies and results. Upload the brochure/publications on the CPNS websites.</p>	Publication of brochures	Annually	

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<p><b>4) <u>Community Level Support of Local Incentive Award Program and Special Projects.</u></b> Support the communication and outreach needs of the multiple Local Incentive Awards, Special Projects and partners through monthly program updates, electronic communications, and other methods.</p>	Expert staff hired and trained	2009 - 2013	
<p><b>5) <u>Materials Development.</u></b> Develop and produce campaign materials that may require consultant services in: design, graphics, art, music, photography, copywriting, translation services (Spanish and one (1) to two (2) other languages as needed) audio and video production, printing, procurement of promotional items, and web-based applications. All materials must comply with CDPH procedures and standards for review and approval; USDA Guidance review and approval; and other funding requirements as appropriate.</p>		Ongoing	
<p>a) Develop a three-year Materials Development Plan. The Plan should include: the creative process, content review by nutritionists, pre-approval of protocols, translation, production safety review, and other requirements that conform and follow CPNS/CDPH procedures. Ensure multi-unit participation in plan development;</p>	Materials Plan	FFY 2009	
<p>b) Oversee (approximately 15 to 25) annual subcontract(s) for printing/reprinting of educational materials, technical reports, training materials, etc. that are developed or revised by CPNS;</p>	Subcon-tracts negotiated and consistent with standards of CDPH	Annually Ongoing	
<p>c) Oversee annual subcontract(s) approximately six (6) to twelve (12) for procurement of nutrition education reinforcement items as identified by CPNS;</p>	Subcon-tracts negotiated and consistent with standards of CDPH	Annually Ongoing	

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<p>d) Oversee the warehouse and web-based fulfillment management system including inventory control, material usage, reports by project on orders/fulfillment, percent of use and alerts or usage, inventory and monitor (1-888-328-3483) materials information line, report call volume; and</p>	<p>Monthly reports  Inventory  Fulfillment statistics  Call volume</p>	<p>Ongoing</p>	
<p>e) Conduct a survey of <i>Network</i> contractors, staff and stakeholders on materials required for interventions. Review existing materials available from USDA and FSNE Networks in other states. Develop an inventory and searchable data base of these materials to avoid duplication;</p>	<p>Survey results  Develop Data base</p>	<p>Annually</p>	
<p>f) Produce and distribute three (3) Champions for Change resource and marketing Kits to <i>Network</i>-funded projects and partners. Approximately 600 copies of each kit will be produced each year and include up to six items: (e.g., CD-ROM, brochures, fact sheets, graphic standards and templates, educational aids, collateral materials) to support the <i>Champions for Change Campaign</i>.</p>	<p>Expert staff hired and trained to work with contractor on Social Marketing Kits</p>	<p>2009 - 2013</p>	

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<p>g) Food Stamp Office Resource Tool Kit (FSORK). In partnership with CDSS, support continued efforts to market the availability of resources to food stamp offices throughout California and to maintain those materials currently in use. Develop and pilot test new materials for the Food Stamp Office Resource Kit (FSORK), to include a 20-minute nutrition education DVD; 2 designs of a 22" x 28" poster; eight take-home recipe cards; and informational brochures. All materials will be culturally appropriate/sensitive and produced in English and Spanish for up to 600 contractors. The updates to the FSORK will be conducted in consultation with <i>Regional Programs</i>, NIAs, LIAs and other <i>Network</i>-funded contractors. A stakeholders advisory committee of 8 – 10 participants will be convened and held up to 4 times to assist in the development and review process of the materials for the kit;</p>	<p>Expert staff hired and trained to oversee development of FSORK Kit materials</p> <p>600 kits developed and pilot tested</p> <p>Advisory Committee Meetings</p>	<p>Ongoing</p>	
<p>h) Explore potential new delivery channels to extend the life and use of all, or part, of the FSORK. Where appropriate present and highlight materials, promote efforts and evaluation results and include with presentations and awards. Coordinate with CPNS staff and media contractor to market and distribute finalized materials, including posting the supporting materials and use guidelines on website;</p>	<p>Awards submitted</p> <p>Kits distributed and posted to web</p>	<p>Ongoing</p>	
<p>i) Harvest of the Month (HOTM) material development and activities. (See Goal 3 - <i>Network for a Healthy California</i>);</p>		<p>Ongoing</p>	
<p>j) Design, produce, and distribute two (2) or more brochures (in quantities of approximately 100,000 annually) that encourage participation in the <i>Network Campaigns</i> for business, industry, advocacy, and other stakeholders that can mobilize resources to extend the reach and impact of the Campaign;</p>	<p>2 + Brochures developed to standards of CDPH</p>	<p>Annually</p>	

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<p>k) Develop and maintain an online Library of the communications resources that state-level staff and <i>Network</i> partners need in order to help build equity in and recognition of the new <i>Network</i> brand. The online Library will include: <i>Network</i> Photos (Low-resolution); logos in all formats (English/Spanish <i>Network</i> logos; <i>Regional Network</i> logos; CDPH, and Contractor logos); graphic elements (Wave, Rainbow, Latino Mural, and A Day in the Park graphics); new templates; letterhead (English/Spanish); PowerPoint; meeting agenda; flyers (6 total); recipe cards (English/Spanish); news bulletin; press release; web site guide; and final Branding Guidelines Manual; and</p>	<p>Online Library</p>	<p>Ongoing</p>	
<p>l) Annual Project Directory. Coordinate the development and distribution of the annual <i>Network</i> Project Directory, including collecting project data, creating database for use in generating directory, working with the CPNS teams to edit the content of information and develop layout and design. Post on the CPNS website. This activity should be done in collaboration with IT, and Communications Units. As funding allows, review and revise the format to allow for data search capabilities.</p>	<p>200 Project Directories distributed  Project Directory posted on website</p>	<p>October - December annually</p>	
<p><b>6) <u>Regional Lead Agency Support.</u></b> Provide technical assistance and coordination to <i>Regional Networks</i> pertinent to communication issues. This may include: review of media and public relations materials developed by <i>Regional Networks</i>, spokesperson counseling, or media pitching assistance; Other support may include working with the media contractor in developing and coordinating local media messages related to statewide initiatives; and reviewing and providing feedback on media materials developed by funded partners related to statewide promotions (e.g., news releases, media advisories and local media lists). Utilize technical assistance hours available through State media contract for assisting local partnering agencies as appropriate.</p>	<p>Expert staff hired and trained to provide technical assistance to RN</p>	<p>Ongoing</p>	
<p><b>7) <u>Advertising.</u></b> Activities include but are not limited to:</p>			

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<p>a) Provide media expertise to assist the state in monitoring the statewide media contract. The advertising component of the media contract will include: development of advertisements for television, radio, outdoor and direct mail campaigns; PSA for local projects; an annual media buying plan; and coordinated advertising strategies for <i>Network</i> Programs in the major California media markets;</p>	<p>Expert staff hired and trained to oversee the development of TV, Radio, outdoor, direct mail, and Transit TV spots</p>	<p>Current <i>Network</i> awarded Contract that begins in 2009  Ongoing</p>	
<p>b) Provide technical assistance to State Staff and community partners to utilize marketing plans that include leveraging opportunities for paid or public service/donated advertising throughout the state and strategic partnerships with media and other partners in the business and non-profit sectors;</p>	<p>Expert staff hired and trained to oversee the implementation of Media Buy Plan</p>	<p>Ongoing</p>	
<p>c) Provide technical assistance to State Staff and community partners investigating the use of advertisements, PSAs and associated collaterals developed by other states before developing new materials;</p>	<p>Expert staff hired and trained</p>	<p>Ongoing</p>	

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<p>d) Nutrition Education Reinforcement Items. Provide technical assistance to State Staff and community partners for the production and dissemination of at least two (2) to four (4) new education materials and/or promotional items each year that are branded to the statewide media campaign for use in targeted promotional events and/or retail supermarket promotions, including retail remotes. Materials may include T-shirts, food preparation accessories, pedometers, physical activity aids, etc. Ensure all resources meet state and federal requirements for product safety and approvals prior to production and release. All resources must include an acknowledgement of funding sources, and copyright protection or trademark with exclusive use rights to CDPH and funding agency, USDA Food Stamp Program. Where appropriate, all materials must comply with CDPH review and approval processes; USDA and other funding requirements;</p>	<p>Expert staff hired and trained</p> <p>Developed branded materials</p>	<p>Annually</p> <p>Ongoing</p>	
<p>e) Provide technical expertise to assist the state to monitor and provide direction to the media contractor on the annual production of approximately four (4) to six (6) television, radio, outdoor and direct mail advertisements and/or PSAs in English and Spanish and promotional elements/items for CPNS programs. Creative production should be developed in accordance with market research and focus testing; approval of CPNS Management prior to production and release of any and all promotional items is required. Target audiences for creative production may include: 1) low-income white women with school-aged children; 2) low-income African American women with school-aged children; 3) low-income Latino families; 4) children 9 to 11 years of age; 5) worksites, and 6) food retailers. If additional funding becomes available, include low-income Asian American/Pacific Islanders as part of the target audience (specifically Chinese mothers). Spots will promote physical activity and the value of participating in Food Stamp and other nutrition assistance programs where appropriate. Advertising and promotional elements/items may include, but are not limited to: products (e.g. storyboards, scripts, graphics, fact sheets, key messages) for TV, radio, direct mail, billboards, buses, Transit TV DVD, the Internet, retail food stores, print media or other venues in English and Spanish languages in the seven largest media market of California;</p>	<p>Expert staff hired and trained to oversee the production of TV, radio, outdoor, and direct mail advertisements</p>	<p>Annually</p>	

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f) Plan, develop and execute focus group testing and public opinion surveys to provide comment and recommendations for the various <i>Network</i> publications, campaign executions and support materials including materials to support the advertisements, local programs and other activities. Up to 15 to 20 focus groups will be provided in six (6) to eight (8) regions in the state with up to 12 participants per group;	Expert staff hired and trained to oversee the focus groups	Annually	
g) Provide technical expertise to the state and media contractor on media placement and collaboration to support <i>Network</i> partners. Provide a report to the state and others as a final report of findings;	Final report	Annually	
h) Monitor and provide technical expertise to the evaluation of CPNS' media contract. This may include assistance and augmentations on the evaluation of television, radio, direct mail, outdoor advertisement, materials and overall campaign strategy. Develop reports on the Campaigns' success in increasing awareness of the <i>Network's</i> primary messages: (i) increasing fruit and vegetable consumption, (ii) increasing physical activity, (iii) increasing participation in nutrition assistance programs, especially Food Stamps and (iv) establishing new social norms and expectations; and (v) develop indicators to measure the decrease in chronic disease. Evaluation must include continuation of the oversight of annual Benchmark Survey;	Expert staff hired and trained to oversee the evaluation of the media and public relations contract	Annually	
i) Develop and conduct Survey to measure the awareness and impact of <i>Network Campaigns</i> among Network-funded programs and provide recommendations for program and communications improvement. Critically analyze the degree to which media and community activities are working towards achieving synergy and provide recommendations for improvement;	Survey Materials  Analysis of Survey Results	Annually	
j) Assure media contractor: 1) meets funding requirements, including targeting audience restrictions of USDA; 2) submits appropriate progress and ad hoc reports as requested by CDPH; and 3) follows accounting procedures as specified in contract, OMB Circular and USDA Guidelines; and	Annual Progress Report Analysis	Annually - November	

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k) Coordinate State approval process for advertisements and public relation activities by completing the Secretary's Action Requested (SAR), Governor's Action Requested (GAR).	SAR/GAR completed	Ongoing	
<b>8) <i>Children's Power Play! Media and Public Relations (PR).</i></b>			
a) Participate and assist in coordinating and leading regional activities in CPNS sponsored statewide campaigns/events (e.g. annual <i>Network</i> Conference, Nutrition Olympics, etc.);	Expert assistance provided	Annually	
b) As funds allow advertisements towards children, provide technical expertise to assist state in developing media partnerships including TV and radio activities in media markets for statewide use;	Expert technical assistance provided	Annually	
c) As funds allow, provide technical expertise in development and distribution of PSAs targeted to children;	Expert technical assistance provided	Annually	
d) Provide technical expertise in the development and implementation of an annual PR plan targeting children (ages 9-11 year old) and parents of 6-11 year old children in support of programs serving these communities. Plan components may include: coordination and integration with <i>Network</i> -funded projects, development and distribution <i>Network Campaign</i> and information kits promoting Champions for Change; (at least 3,000 kits per year); media and spokesperson training to state and regional spokespeople in Sacramento for approximately 30-40 participants annually; provide oversight and technical support for up to three (3) regional media tours annually (including but not limited to copy point training, on-camera training, advocacy, etc.); plan, identify;	Technical expertise provided  Develop PR plan  Develop Youth Empowerment Program (YEP)  Media tours	Ongoing	

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e) Implement a youth empowerment program with training for speaking to large groups on nutrition and physical activity messages. Develop and disseminate case studies of the youth empowerment activities with other <i>Network</i> programs;	Implement YEP	Annually	
f) Develop and implement a PR plan for targeted adult intermediaries, including teachers, other school personnel, and youth leaders; place <i>Campaign</i> information in trade publications; develop and market website content for intermediaries; presentations and exhibits at key conferences; and partnerships with key professional associations, two (2) to three (3) times per year; and	Presentations PR Plan	Fall and Spring - Annually	
g) Review and update <b><i>Children's Power Play! Campaign</i></b> information on CPNS' website at least twice a year, publicizing <i>Campaign</i> outcomes to state and other key stakeholders.	Web page updated	Semi-annually	
<b>9) Retail Program Media and Public Relations (PR).</b> Media activities include but are not limited to:			
a) Promote the retail program in two (2) California Grocer Association member mailings annually;	Promotions created	Annually	
b) As funding becomes available, complete two (2) to four (4) direct mail promotions to approximately 100-200 independent stores in selected low-income communities soliciting participation in the retail program;	Direct mail promotions created	Annually Ongoing	
c) Place a series of advertisements in industry publications promoting the <i>Retail Program</i> . Two (2) to three (3) publications, one (1) to two (2) times per year; and	Advertisements created	Annually Ongoing	
d) Participate in other CPNS media activities (such as Black History Month, Latino Health Awareness Month, Nutrition Olympics and other statewide promotions) two (2) to five (5) times per year; coordinate with Harvest of the Month in linking retail to the featured produce item; and create opportunities for linking Retailers with programs using HOTM (e.g. schools);	Represent Retail Program at CPNS media activities	Ongoing	
e) Coordinate with the state Women Infant and Children's Program (WIC) on promoting fruit and vegetables in WIC retail venues and bringing retail tools to new venues;	Events	Annually	
f) Develop content for "Champion Press" (CPNS' monthly electronic program update) highlighting <i>Retail Program</i> tools and resources at least quarterly;	Content developed	Quarterly	

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g) Oversee development of a minimum of two (2) press releases each year, highlighting the semi-annual promotions and other program activities; and	Press releases developed	Semi-annually	
h) Coordinate <i>Retail</i> efforts with statewide public relation promotions as needed (e.g., Black History Month).	Coordinate Retail Program at CPNS events	Ongoing	
<b>10) <u>Latino Campaign Media and Public Relations (PR).</u></b> Media activities include, but are not limited to:			
a) As funds allow, provide technical expertise to assist the state and the media contractor in the development, production and airing of Spanish-language and English-language TV and radio ads in Fresno, Monterey/Salinas, Los Angeles, Sacramento, San Francisco, and San Diego media markets to support the <i>Network Latino Campaign</i> and programs targeting Latino audiences	Staff hired with required expertise	Ongoing	
b) Oversee the operation and maintenance of billboards (total of one (1) to three (3) statewide) in the Central Valley, Inland Empire, Central Coast, San Diego, Los Angeles, Orange County, Gold Country, San Francisco Bay, and other regions as needed, Billboards should be kept running for approximately three months at each location before moving same billboard to a new location;	Staff hired with required expertise	Ongoing	
c) Coordinate with media contractor to provide specific examples of added-value opportunities to secure the same or similar opportunities for the <i>Regional Networks</i> and other local partners;	Coordinate added value opportunities with media contractor	Ongoing	
d) Establish partnerships with Latino broadcasting agencies in new markets, i.e. Univision, Telemundo, Radio Bilingue, Radio Compasino and Hispanic Broadcasting <i>Network</i> partnerships throughout the state;	Partnerships established	Ongoing	

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e) Identify, pilot test and maintain three (3) to five (5) new media channels, including Spanish-language and Latin-targeted newspapers, other periodicals, PSAs, podcasts and the internet. Identified channels must meet USDA targeting requirements;	New channels identified	Over term of contract	
f) Coordinate with the <i>Network's</i> media contractor and communications and media team to develop a process to identify and support for media and public relations trainings for State Staff, <i>Network Regions</i> and other funded programs and partners, this will include but not limited to: production and distribution of marketing materials (up to 300 each) such as fact sheets, organizational overviews, etc. for three (3) to five (5) CPNS/ <i>Network</i> PR activities; provide technical expertise to identify and coordinate training 15-20 <i>Campaign</i> spokespeople throughout the state annually for media tours. Implement one statewide and two regional media tours, and other activities and/or identify opportunities to promote the <i>Campaign</i> messages; and maintain updated web pages no less than 2 times per year on CPNS/CDPH and Champions for Change consumer and intermediary websites; and ensure Spanish-language portion is appropriate and functioning;	Expert assistance provided  Spokes-person trained  Quantification of updates  Trainings provided	Annually and ongoing	
g) Present and exhibit the <i>Campaign</i> and results at relevant national, state, and regional conferences and professional meetings at least two (2) to three (3) times annually and Submit <i>Campaign</i> award entries and publicize awards through state and local channels; and	Work submitted for awards	Ongoing	
h) With CPNS' Research and Evaluation team develop and collect appropriate evaluation measures (such as number of impressions, <i>Campaign</i> awareness, and impact on fruit and vegetable consumption) for <i>Campaign</i> media events.	Impression data	Annually	
<b>11) <u>African American Media and Public Relations (PR)</u></b> Media activities include but are not limited to:			
a) Provide technical expertise to oversee and support the state's media contractor in the development and airing of TV, radio, and print spots, with enhanced focus where funded projects exist in the Bay Area, Los Angeles, Central Valley, Sacramento, Inland Empire, and San Diego media markets. Other markets may be added as new projects are funded;	Staff hired with required expertise	Ongoing	

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<p>b) Provide direction and tools to engage and encourage <i>Regional Networks</i> and other partners to participate in <i>Champions for Change</i> community empowerment events which target low-income audiences in up to 6 media markets annually; and</p>	<p>Community events scheduled and technical assistance provided</p>	<p>Annually</p>	
<p>c) Coordinate with the <i>Network's</i> media contractor and communications and media team to develop a process to identify and support media and public relations trainings for State Staff, Network Regions and other funded programs and partners, this will include but is not limited to: production and distribution of marketing materials (up to 300 each) such as fact sheets, organizational overviews, etc. for three (3) to five (5) CPNS/<i>Network</i> PR activities; provide technical expertise to identify and coordinate training fifteen (15) to twenty (20) <i>Campaign</i> spokespeople throughout the state annually for media tours; explore and develop regional African American media partnerships in northern and southern California; provide technical expertise to assist the state's development of a master editorial calendar for the Black Press to support dissemination of appropriate nutrition and physical activity advertisements and articles; implement one statewide and two regional media events linked to Black History Month and other activities and/or opportunities to promote the <i>Campaign</i> messages; explore opportunities to recruit sponsorship of the <i>Campaign</i> by one (1) to two (2) well-known entertainers (e.g. sports, music, television) to support <i>Campaign</i> goals; submit health related articles to African American consumer magazines one (1) to two (2) times per year; and maintain updated web pages no less than 2 times per year on CPNS/CDPH and <i>Champions for Change</i> consumer and intermediary websites and ensure Spanish-language portion is appropriate and functioning.</p>	<p>Spokespersons trained</p> <p>Master Calendar</p> <p>Media events</p> <p>Web updates</p>	<p>Annually</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	

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<p><b>12) <u>Worksite Program Media and Public Relations (PR).</u></b> Activities include but are not limited to:</p>			
<p>a) Provide technical expertise to incorporate worksite themes into CPNS' TV, radio, print, internet, and outdoor advertising to help increase consumer awareness and organizational promotion of fruits and vegetables and physical activity opportunities in the workplace;</p>	<p>Hire and train expert staff to help incorporate worksite themes in advertisements and promotions</p>	<p>Ongoing</p>	
<p>b) Provide technical expertise to develop and implement an annual, strategic, comprehensive PR plan targeting working adults, qualifying worksite gatekeepers, and, if non-restricted funding becomes available, policy makers and decision leaders. The plan may include research reports, program progress, media releases and other resource materials to assist in implementation of worksite wellness;</p>	<p>Plan research reports  Media releases  Resources</p>	<p>Annually</p>	
<p>c) Promote development and implementation of the <i>Program</i> through CPNS' website and share its content with other websites and update semi-annually;</p>	<p>Worksite pages updated</p>	<p>Semi-annual</p>	
<p>d) Publish pilot test findings and formal evaluations results and distribute to worksite health promotion professionals, partners, policy makers, the media CPNS-funded partners, worksite networks, business associations, academicians and others. Approximately 2,000 reports will be distributed;</p>	<p>Report published</p>	<p>By December 2009</p>	
<p>e) Present and exhibit <i>Program</i> findings at conferences and professional meetings one (1) to two (2) times a year; and</p>	<p>Presentations completed</p>	<p>Semi-annually</p>	

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<p>f) Submit program award (e.g., Fit Business Award) recognition entries to existing Senate Taskforce on Youth and Worksite Wellness Committee, and publicize awards to recognize worksite wellness programs that support <i>Network</i> objectives.</p>	<p>Entries submitted</p> <p>Fit Business Award conducted</p>	<p>Annually</p>	
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**GOAL 8: PARTNERSHIP, POLICY, AND PLANNING** - Under the direction of State Staff, develop and oversee a wide variety of advisory, leadership bodies and special projects that provide input, foster sustainable approaches and other resources. Create new or redirect existing resources toward making healthy eating and active living choices easy in communities and in a wide variety of organizations that touch low-income families with children; as funding permits, expand efforts to other population segments and venues.

Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<p><b>1) <u>Network Steering Committee (NSC).</u></b>                      Maintain and enhance the NSC, consisting of contractors and partners, to keep them informed of cutting-edge research and practice, current events and other issues related to the field of nutrition, agriculture, physical activity, obesity prevention and food security.</p>	<p>Number of NSC Meetings and Executive Steering Committees</p> <p>Educational agenda and speakers</p> <p>Increased satisfaction of NSC members and retention</p> <p>Govern-ance Plan and Orientation materials</p>	<p>Ongoing</p> <p>Annually</p> <p>July 2009</p>	
<p>a) Convene/conduct two (2) to four (4), one-day NSC meetings for the <i>Network</i> in Sacramento to foster cooperation and coordination among partners. Contractors will be responsible for all logistics including sending announcements, contracting with the venue, developing and providing meeting materials (e.g., agendas, membership lists, fact sheets), and evaluation of scheduled meetings. Approximately 125 partners and staff will attend each NSC meeting;</p>	<p>Meeting agenda</p> <p>Handouts</p> <p>Minutes</p>	<p>Semi-annually</p>	

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<p>b) Provide staff support to convene and conduct the NSC Executive Committee, which consists of up to 20 members and is responsible for providing guidance on program planning and direction to the <i>Network</i>. The Committee meets either by phone or in-person four (4) times per year. Face-to-face meetings will typically be held in Sacramento or on a rotation bases in the Bay Area or Southern California. In consultation with CPNS the contractor will also be responsible for developing a NSC Governance Plan, Executive Committee orientation materials, and to assist in recruiting members as needed; and</p>	<p>Program Plan  Document decision  Governance Plan</p>	<p>Quarterly</p>	
<p>c) Recruit new NSC members from public, private, and business organizations to continue development/ implementation of activities of CPNS social marketing campaigns and initiatives. Obtain assistance from Steering Committee members in recruitment of new members. Representatives may include, but is not limited to: LIAs, agricultural boards and commissions, retail supermarket chains, health promotion organizations, foundations, voluntary health organizations (e.g., ACS, ADA) universities, sport and fitness groups, food manufacturers and distributors, civic and service organizations, and physical activity promotion organizations, and trade or professional groups (e.g., WGA, CCLHO, CHEAC, CRC, CGA).</p>	<p>New members recruited</p>	<p>Ongoing for quarterly meeting</p>	
<p><b>2) <u>Network Action Teams (ATs) and Other Advisory Groups.</u></b> To advance statewide change in the field of nutrition, physical activity and food security practitioner groups: Identify and recommend promising program practices and policies, coordinate efforts and maximize resources, conduct environmental scans, and/or discuss research findings that need to be applied or adapted.</p>	<p>Recommendations</p>	<p>Quarterly  Ongoing</p>	

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<p>a) Provide staff support to convene and conduct up to seven (7) ATs and other leadership activities of the Steering Committee. Currently there are 6 ATs: Adult, Children and Youth, Health Disparities, Food and Nutrition Resource, Fruit and Vegetable Promotion, and Physical Activity Integration, but ad hoc ATs should be formed as necessary. Such staff support may include, but is not limited to: arranging logistics for the meeting, securing background materials or speakers, facilitation, debriefing, recording and distributing minutes, and assisting members with following through on action recommendations. Each AT is composed of approximately fifteen persons and is estimated to meet by phone or in person two (2) to four (4) times per year, for a total of 12 to 24 meetings. Face-to-face meetings will typically be held in Sacramento or on a rotation basis between Los Angeles and the Bay Area and consist of ten (10) to twelve (12) persons;</p>	<p>Number of AT Meetings  Increase AT member-ship</p>	<p>Annually  Ongoing</p>	
<p>b) Recruit at least five (5) to ten (10) AT members each year from traditional and non-traditional organizations. Obtain assistance from Steering Committee members in the recruitment of new partners; and</p>	<p>Increase AT member-ship</p>	<p>Annually  Ongoing</p>	

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<p>c) Other advisory groups: Provide staff support to conduct and convene action-oriented task forces to carry out objectives of <i>Network's</i> social marketing campaigns, programs, and other initiatives. The African American Advisory Council (approximately 20 people), meets three (3) times per year, by phone or in-person. Increase membership to include participation from organizations such as the National Medical Association, Urban League, <i>Network</i> LIAs serving AA populations, and businesses compatible with <i>Network</i> goals, and encourage participation in the <i>Campaigns</i>. The Local Food and Nutrition Education (LFNE) Projects' Group, approximately 50 representatives from funded LFNE projects, meets in-person two (2) to three (3) times per year at various locations around the states. The Food Stamp Nutrition Education and Outreach (FANOut) Committee, approximately 30 members, bringing together federal, State and private partners to coordinate activities of both the Food Stamp Outreach Plan and FSNE plan, meets quarterly in Sacramento.</p> <p>Based on research and/or funding allowability, other taskforces (e.g., Latino, Asian American/Pacific Islander, health care, schools, focused policy initiatives, etc.) may be needed.</p>	<p>Improved program-atic focus</p> <p>Number of meetings</p>	<p>Annually</p> <p>Ongoing</p> <p>Semi-annually</p> <p>Quarterly</p>	
<p><b>3) <u>Partnership Development and Sustainability.</u></b> Prepare a cohesive Partnership Development and Sustainability Plan that lays out an approach for developing, maintaining and enhancing partnerships in the <i>Network</i>, its contractors, Campaigns and Programs. The key priority is to foster opportunities to enhance activities that extend beyond any current funding parameters and advance public health approaches. The Partnership Development portion of the plan needs to cover, at a minimum, activities 4 through 8 below and the sustainability portion of the plan needs to cover activities 9 through 13 below.</p>	<p>Sustainability Plan</p>	<p>March 2009</p> <p>Updated annually</p>	

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<b>4) <u>Partnership Development for Children and Youth: FVPA Power Play! Campaign, Schools, Afterschool, and Pre K.</u></b>	MOUs		
a) Create a partnership development plan to include priorities for partnering with (approximately 200) school districts, the state and county First 5 community, WIC, CDE, school LIAs, afterschool programs, public, non-profit, and for-profit organizations that serve children to sponsor, endorse, adapt, and/or adopt the <i>Campaign</i> HOTM™, SHAPE, Farm to School (F2S), and the School Garden Network;		Annually	
b) Based on the plan, develop a minimum of three (3) new and/or enhanced partnerships annually, focusing on agriculture, food security, nutrition education and physical activity; and	Number of sponsor-ships  Endorse-ment	Ongoing	
c) With the new afterschool initiative (Prop 49 resources), afterschool should be specifically addressed in the plan. Other funding opportunities (e.g., CDFA “Buy California”) should be included as they emerge.	Afterschool partnership obtained	Ongoing	
<b>5) <u>FVPA Latino Campaign &amp; Strategic Partnership Development.</u></b>			
a) Incorporating the interests of LIAs serving Latino populations, recruit and establish partnerships with Latino leadership entities including business organizations, health care providers, health insurance plans, worker organizations, celebrities, elected officials, Hispanic Chambers of Commerce, non-profit health organizations (approximately three (3) to five (5) annually);	Number of sponsor-ships  Endorse-ment	Ongoing	
b) Develop and implement a partnership plan for non-profit, private and public entities to join in, sponsor, endorse, adapt, and/or adopt <i>Network</i> goals, objectives and intervention; and	Partnership Plan	Annually	
c) Develop and implement a partnership recruitment package, which may include items such as print brochures, fact sheets, video, etc.	Recruitment package	Annually	
<b>6) <u>FVPA African American Partnership Development.</u></b>			
a) Incorporating the interests of LIAs serving African American populations, initiate partnerships with a wide variety of leadership entities including government, civic and service organizations, businesses, media, celebrities, elected officials, and non-profit organizations to adopt activities that support and promote the <i>Network</i> and <i>Campaign</i> objectives. Two (2) to three (3) new partnerships should be developed each year;	Number of sponsors  Endorsement	Annually	
b) Develop and implement a partnership plan for non-profit, private and public entities to endorse, adapt and adopt <i>Campaign</i> interventions.		Ongoing	

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c) Revise and update the <i>Campaign</i> partnership brochure and video as needed.		Annually	
<b>7) Retail Program Partnership Development.</b>			
a) Incorporating the interests of LIAs, WIC, Special Projects, and others working with retailers, initiate strategic partnerships with grocery associations, grocery chains, etc.;	New partner- ships developed	Ongoing	
b) Develop 2 to 6 new retail partnerships per year with larger retail grocery chains to incorporate the Retail Program into retail outlets;	Number of retail partner- ships	Annually	
c) Release and revise as needed, co-sponsorship guidelines assuring they comply with funding guidelines, CDPH, and with national partners (Produce for Better Health) to facilitate adoption of the <i>Network's</i> Retail Program by public, non-profit and for-profit organizations;	Co-Sponsor- ship guidelines updated and disseminated	Annually	
d) Integrate co-sponsorship guidelines into the Retail Program kit (see also Goal 3 - <i>Network for a Healthy California</i> , Retail Program), and update as needed to ensure it complies with funding sources and federal partners;	Co-Sponsor- ship guidelines updated and disseminated	Annually	
e) Communicate co-sponsorship guidelines to industry partners, sister state projects and CPNS-funded projects and partners at regional trainings (approximately six (6) per year in varying locations around the state) and the annual Social Marketing Conference in Sacramento; and	Training materials  Feedback from all sessions	Annually	
f) As funds permit, establish new projects with retail grocers, restaurants and restaurant organizations, vending associations, commercial food services or their trade groups for special projects, initiatives or campaigns to improve the availability, access and variety as well as promote consumer choice for fruits, vegetables and other healthy foods and beverages.	New projects developed	Ongoing	

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<b>8) Worksite Program Partnership Development.</b>			
a) Create and implement a partnership development plan to include priorities for partnering with <i>Network</i> -funded health departments and schools (LIAs), public, non-profit, and for-profit organizations, including small/medium and large-sized businesses, and other strategic worksite-related partnerships, in order to adapt and/or adopt the Worksite Program. Special focus on including strategies for LIAs incorporating the Worksite Program within their existing SOWs for low-wage employees, to complement work of <i>Regional Networks</i> to roll out the Worksite Program;	Number of LIAs incorporating worksite program  Number of worksite partner-ships	Annually	
b) Based on the plan, develop a minimum of three (3) new and/or enhanced partnerships annually; and	Partnerships developed	Annually	
c) Update worksite partnerships plan as funding opportunities arise. As funding permits, expand and include workers and worksites with middle and higher-wage workers.	Plan updated	Annually	
<b>9) Sustainability.</b>			
a) The sustainability portion of the plan needs to describe the current environment and various forces as it relates to sustainability efforts; develop criteria for assessing viability of proposed sustainability approaches and potential sources; and present recommendations to CPNS for approval. The following funding opportunities in Activity 10 through 13 should be addressed in the plan; and	Sustainability plan  Present recommend-ations	Annually	
b) Upon review and approval by CPNS, implement plan and evaluate efforts. Revise as needed.	Implement plan	Ongoing	
<b>10) New Partners.</b>			
a) Identify a minimum of two (2) new partners that can help advance the <i>Network's</i> public health goal for creating healthier environments to support individual behavior change and enhance the <i>Network's</i> funded programs and interventions.	Names of partners identified	Annually	
<b>11) New funding from Government and Foundations.</b>			
a) Monitor the funding cycles of potential private and government funding sources, along with the specified procedures for submission of proposals/applications to enhance current programming;	Number of letters submitted	Annually	

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<p>b) Submit letters of inquiry to at least three (3) foundations each year that provide health promotion grants to determine their receptivity to a proposal for any of the intervention, research, or evaluation priorities of CPNS or its partners;</p>	<p>Letters of Inquiry  Number of other fund sources identified</p>	<p>Ongoing</p>	
<p>c) Draft, revise, and finalize at least two (2) grant proposals/applications each year to selected funding agencies; and</p>	<p>Grants submitted</p>	<p>Annually</p>	
<p>d) Assist in identifying new funding sources and advisory partners.</p>	<p>Sources identified</p>	<p>Annually</p>	
<p><b>12)Resources for CPNS Partners and its funded partners.</b></p>			
<p>a) Provide resource development services for ongoing program growth and development that includes monitoring of Requests for Proposals (RFP), Requests for Applications (RFA), and Funding Opportunity Announcements (FOA) released by private foundations, government agencies, and other State agencies; notifying partners of funding opportunities.</p>	<p>List of resources  Services provided</p>	<p>Annually</p>	
<p><b>13)Grant Management.</b></p>			
<p>a) As funding is received, assist State Staff implement the scope of work and monitor the contracts based on requirements of each funding agency.</p>	<p>Number of contracts executed</p>	<p>Annually</p>	
<p><b>14)Food, Nutrition, and Physical Activity Environmental Scan.</b></p>			
<p>Keep abreast of federal, state and local laws, proposed legislation, regulations, and current issues and trends that may impact the <i>Network</i> and its ability to carry out its objectives. Provide professional staff support to conduct the following activities:</p>			
<p>a) Design and maintain a system for tracking laws and proposed legislation, ordinances, bond measures, organizational policies and practices, utilizing existing services and databases where possible. Disseminate as appropriate;</p>	<p>Tracking system designed</p>	<p>1 year and as needed</p>	
<p>b) Based on above, synthesize and analyze information to assess progress that supports increased access to healthy food and safe, enjoyable physical activity. Provide strategic advice to the <i>Network</i> to help direct its activities;</p>	<p>Summary  Synthesis</p>	<p>Ongoing</p>	
<p>c) Provide appropriate training and education sessions to CPNS staff, contractors and partners and stakeholders; and</p>	<p>Number of training sessions</p>	<p>Ongoing</p>	

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d) Track food, beverage, and sports industry trends related to marketing healthy food and active living, corporate responsibility, and leadership in setting voluntary or industry standards.	Reports	Ongoing	
<b>15) Leadership Projects.</b> Spearhead projects and initiatives that foster healthier environments to increase access to healthy foods, promote physical activity and enable/empower residents to adopt healthier lifestyles within their communities. All projects must be allowable with current and future funding streams, apply proven or promising strategies, and target the audience(s) instrumental in fostering such changes.	# of specialized projects funded	Annually	
a) Oversee and/or conduct at least six (6) specialized projects annually that promote environmental, policy and/or systems change. Projects should be from agencies where their agencies lend their structure to provide their unique leadership skills or opportunities (see Appendix 11 for examples of previous projects). Projects should ensure allowability within any funding parameters, which changes annually, and find innovative ways to foster environmental changes. Projects must disseminate any deliverables and/or findings in a way that advances the field of nutrition and physical activity;	# of specialized projects funded	Ongoing	
b) As funds permit, oversee and/or conduct four (4) leadership projects that specifically reach out to the African American and Latino populations to assist in promoting environmental, policy and/or systems change. Increase effectiveness of the <i>Network Campaigns</i> to empower residents to adopt healthier lifestyles through TA to the <i>Regional Networks</i> to support other partners and their Nutrition Education Initiatives. Such TA may include participation in workgroups, collaboration on development of issue papers/briefs, and providing ongoing strategic advice;	Collaboration with Regional Initiatives	Ongoing	
c) As needed, hire and monitor up to five (5) subcontractors or consultants per year that can assist in advancing the <i>Network's</i> four pillars and new Champions for Change brand. Activities may include developing consumer empowerment tools and strategies by applying knowledge from other disciplines (e.g., grassroots campaigns, economic development, energy conservation, tobacco control); educating community officials on <i>Network</i> programs; and collaborating with community and agricultural organizations. Reports and information of results and knowledge are required to be provided; and	Number of subcontractors  Reports  Present-ations	Ongoing	

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d) Coordinating with Research and Evaluation, provide CPNS research results to CPNS partners five (5) to ten (10) times per year, through mailings, teleconferences, and NSC meetings as feedback to increase performance, advance knowledge and accelerate positive change.	Number of communications pieces	Annually	
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**GOAL 9a: PROMOTION OF THE FOOD STAMP PROGRAM AND ACCESS TO HEALTHY FOOD** – Under the direction of State Staff, promote the Food Stamp Program and other approaches to increase access to healthy food at state and regional levels as a means to address food security, chronic disease and obesity prevention.

Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<p><b>1) <u>Statewide Leadership.</u></b> Activities include but are not limited to:</p>			
<p>a) Maintain and coordinate a statewide Local Food and Nutrition Education Action Committee (LFNEAC) to set goals and provide resources that address the impact of hunger, food security, and nutrition education on low-income Californians. The LFNEAC advisory committee is comprised of <i>Network</i>-funded LFNE projects, non-funded hunger, food security, advocacy, and policy development organizations; sister state agency representatives; consultants, and <i>Network</i> staff; (See Appendix 12 List of LFNEAC members)</p>	<p>LFNEAC agenda  LFNEAC roster</p>	<p>Spring  Summer  Fall</p>	
<p>b) Recruit two (2) new partners with organizations that advance the <i>Network's Champions for Change</i> pillar to increase food security;</p>	<p>List of Contacts and Partners</p>	<p>Annually</p>	
<p>c) Coordinate and convene at least three face-to-face LFNEAC meetings each year in Los Angeles, the Bay Area, and Sacramento. The LFNEAC committee meets three (3) times per year to share information, resources, promising practices; and conduct relevant trainings. Subcontractor for meeting coordination and logistics will be required;</p>	<p>LFNEAC Agenda  Materials</p>	<p>Spring  Summer  Fall</p>	
<p>d) Assist in development of an overall Food Stamp Promotion strategic plan to improve integrated strategies among <i>Network</i>-funded projects, partners, sister state agencies, and state-wide food stamp outreach contractors to promote Food Stamps. The strategic plan will identify food security stakeholders and advocates, set objectives, develop and test selected strategies, implement, and assess effectiveness of key activities and plan outcomes to achieve goals. Subcontractor for meeting facilitation and logistics will be required;</p>	<p>Strategic Plan</p>	<p>Annually</p>	
<p>e) Develop white papers to propose new approaches for addressing food security in the context of nutrition education activities;</p>	<p>White papers</p>	<p>2010</p>	

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<p>f) Coordinate efforts to increase knowledge about recent trends, resources and data surrounding the successful relationships between food stamp promotion and participation tied to nutrition education interventions with CPNS staff, USDA WRO, and sister state-level programs and agencies. In addition to Power Point presentations and reports, prepare web-based summaries and presentations as appropriate at <i>Network</i> meetings and conferences (NSC, Annual Conference). Work with the <i>Network's</i> Community Development team to develop and integrate program planning and content recommendations into <i>Network</i>-funded SOWs, as appropriate; and</p>	<p>Power Point Presentations  Agenda  Summaries</p>	<p>Ongoing</p>	
<p>g) Build capacity and promote resource sharing for two (2) to four (4) communication/presentation opportunities per year. Resource sharing to include conferences and public forums such as: the obesity prevention conference, communication trainings, food policy councils, community supported agriculture, farm-to-school programs, the California Grown campaign, the Nutrition Education at EBT Farmers' Market statewide project, California School Garden Network, California Association of Food Banks, California Food Policy Advocates, Food Stamp Forums, the California Food and Justice Coalition, and the California Farm to School Task Force.</p>	<p>Resource presentation  Materials  Annual Report</p>	<p>Ongoing  Annually</p>	
<p><b>2) <u>Regional Leadership and Coordination.</u></b> Directed activities include but are not limited to:</p>			
<p>a) Link and coordinate efforts at state and local levels with CPNS State Staff and the 11 <i>Regional Networks</i> project coordinators to ensure message consistency around food security, food stamp promotion, nutrition education and promoting access to healthy food; and</p>	<p>Power Point presentations  Web-based resources  Resources and fact sheets</p>	<p>Annually/ ongoing</p>	

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<p>b) Assist with providing counsel to incorporate an activity in the <i>Regional Networks'</i> scopes of work to promote access to healthy food and/or food stamp promotion. Resources may include providing: food stamp promotion fact sheets for distribution; guidelines for connecting with county eligibility workers; and materials for Food Stamp Outreach Partners to include in community events and program activities.</p>	<p>Web-based resources</p> <p>Resources and fact sheets</p> <p>List of food stamp outreach coordinators</p>	<p>Ongoing</p>	

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**GOAL 9b: FOOD STAMP OUTREACH** – Under the direction of State Staff, assist with the development, administration, evaluation and implementation of the California Food Stamp Program Access Improvement Plan (AIP) where food stamp outreach activities will take place at statewide, regional and local levels with the purpose: to increase awareness of the benefits of the Food Stamp Program, provide prescreening, follow-up on applications, engage participating communities with the ultimate goal of increasing food stamp participation in counties with AIP, especially by working families.

Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<b>STATEWIDE</b> Activities include but are not limited to:			
<b>1) <u>Provide about 30 FTE as specialized staff in disciplines that may include but are not limited to: social work, nutrition, health education, communications, planning, research, information technology and administration to liaise between Network and COSS State Staff, the WRO, and local counterparts for the purpose of planning, implementing and evaluating the Network Food Stamp Program Access Improvement Plan (AIP).</u></b>		Annually  Ongoing	
a) AIP is a separate USDA funding source, which requires a separate accounting of all fund expenditures, separate tracking and reporting of deliverables, and staff time dedicated to AIP are tracked separately from other activities in their solicitation package. Positions may be partially funded with FSNE funding in order to provide 100% FTE for individuals;	Staff hired and trained	January 2009	
b) Provide personnel services, fiscal services, subcontractor services, and standards as outlined in Goal 1, Activity 2 and 3 to support AIP staff and activities;	Services in place	January 2009  Ongoing	
c) Provide regular communications and program updates to CPNS including but not limited to: monthly updates to CPNS lead staff, attend/participate in quarterly Network all-contractors teleconferences, provide updates to CDPH Week Ahead reports, provide Champion Press articles, and monthly Regional Project Director teleconferences;	Updates provided according to CPNS protocols	Ongoing	

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d) Attend CPNS and CDSS meetings as required; may include a minimum of 20 meeting per year. Examples, bi-monthly Senior Staff meeting, <i>Network</i> Steering Committee Meetings at three per year, Statewide Annual Conference in Sacramento;	Meetings  Agendas  Action items	Ongoing	
e) Plan initial orientation meeting with CPNS Senior Management to review the deliverables required of the AIP;	Orientation meeting	October	
f) Assist with the development, administration, implementation and evaluation of the AIP including providing status reports to CPNS and CDSS and Progress reports to funding agency;	AIP status reports	Annual Plan  Ongoing activities  Progress reports	
g) Maintain a comprehensive, well-coordinated leadership infrastructure between CPNS, CDSS, United States Department of Agriculture – Western Region Office (USDA WRO), California Association of Food Banks (CAFB), Central Valley Health Network (CVHN), and other public and non-profit sector advocacy and direct service organizations at state and local levels;	AIP Plan	Annually  Ongoing	
h) Provide forums (3 to 4 Fan-Out and 3 to 4 IFAC meetings) and resources for: program administration, program and partnership development. Encourage interagency collaboration for food stamp outreach aimed at reducing structural barriers in the FSP, and increasing participation in the FSP while providing leadership and support for the acquisition of supplemental funding and resources to fully achieve the goals, objectives and activities in the AIP plan. Fan-Out forum is funded 50% with FSO and 50% with FSNE;	FANOUT IFAC  Forums  Agenda  Materials	Ongoing	

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<p>i) Partner with CDSS, CAFB, CVHN, to provide 1 to 2 trainings to community-based AIP partners. Activity could be a subcontract with County, or specialized agency with expert knowledge on the Food Stamp Programs and requirements/guidance on how to do prescreening and follow-up required for community food stamp outreach. Develop Train-the-Trainer modules for community partners;</p>	<p>Train 80 community partners</p> <p>Training curriculum</p> <p>Participant evaluation</p> <p>Wrap-up analysis of trainings</p>	<p>Ongoing</p>	
<p>j) Identify two (2) to five (5) counties to participate in AIP;</p>	<p>Counties Identified</p>	<p>Annually</p>	
<p>k) Under direction from CPNS, partner with United Way and 211 San Diego to develop a pilot project to include food stamp outreach resources as a service of 211 San Diego. The model will be rolled out to other 211 counties as their 211 services are launched. Food Stamp Office resources may include shared database of Food Stamp Offices by zip code, community based organizations with information on types of services provided, community organizations that assist with screening for FSP, also food stamp outreach messages and tips for inclusion. Update model as needed based on results of pilot; and</p>	<p>San Diego Pilot</p> <p>Partnerships with other 211 Agencies</p>	<p>Ongoing</p>	
<p>l) Assist CDSS with up to two (2) special projects on food stamp outreach as a response to natural disasters or other situations when families require emergency food stamps. Historical examples have been freeze or fire relief response.</p>	<p>Staff time to work on special project</p>	<p>Annually</p>	
<b>2) Community Services.</b>			
<p>a) Work with AIP contractors to ensure programmatic objectives and fiscal requirements are met. Update existing template scope of work and budget justifications for use by community partners;</p>	<p>Template Scope of Work and budget justification</p>	<p>Annually</p> <p>Ongoing</p>	

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<p>b) Wherever possible, coordinate with Food Stamp Nutrition Education (FSNE) projects and other state-level programs and agencies to increase participation in the Food Stamp Program. Provide information at Network meetings to include Power Point Presentations, Directory of Outreach Partners for increasing partnership opportunities to work with community outreach partners at FSNE events and at interventions to provide outreach opportunities for the target audience; and</p>	<p>Present at <i>Network</i> meetings</p> <p>Report on coordination efforts</p>	<p>Annually</p> <p>Ongoing</p>	
<p>c) Work with CVHN to develop and implement a plan for integrating Food Stamp Outreach (FSO) into state programs such as WIC and Medi-Cal. Update the plan annually.</p>	<p>WIC and Medi-Cal Plan</p> <p>MOUs with WIC and Medi-Cal</p>	<p>Annually</p> <p>Ongoing</p>	
<b>3) <u>Communications.</u></b>			
<p>a) Provide technical assistance for CAFB, CVHN and their subcontracting partners to help publicize their activities and promotions in target counties and regions;</p>	<p>Technical Assistance</p>	<p>Annually</p> <p>Ongoing</p>	
<p>b) Provide support to USDA FSO media campaigns as requested. Using USDA funds support 2 to 4 media markets each year. Support shall include coordination of Food Stamp Information Line resources to handle the extra phone calls and translation as needed. Link callers to community outreach partners where they can access outreach assistance services;</p>	<p>Number phone calls in media markets impacted</p> <p>Referrals</p>	<p>Semi-annual</p>	

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<p>c) Provide a contract for the Food Stamp Information Line (FSIL) (1-877-847-3663) that make available telephonic access for low-income, potentially eligible Californians to obtain information about the food stamp program. Contract for the information hot line must be capable and equipped to handle at least 100,000 calls per year;</p>	<p>Subcontract for services in place</p> <p>Develop and provide reference materials</p> <p>FSIL report of calls received</p>	<p>Annually</p> <p>Ongoing</p>	
<p>d) Provide contract for statewide call center staffed with operators who can provide assistance for up to 20,000 callers to the FSIL (1-877-847-3663). Ensure FSIL callers (from counties who chose to have the statewide call center answer their calls). Callers should receive accurate local information about the FSP. The call center shall be expected to provide excellent customer service. Work with CAFB, CDSS and CPNS to keep databases updated. Report calls data to CPNS to be shared with other partners. Develop security and privacy protocols to ensure that data collected is protected according to federal and state requirements;</p>	<p>Subcontract for services</p> <p>Protocols Call Report</p> <p>Develop and provide reference materials</p>	<p>Annually</p> <p>Ongoing</p>	

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<p>e) Develop over the phone application assistance, linking to online application process and tools to apply for food stamp program. Ensure computer security and privacy protocols to protect data collected are enforced;</p>	<p>Online application  Computer security  Privacy protocols enforced</p>	<p>2009</p>	
<p>f) Maintain AIP page on CPNS and myfoodstamps.org web sites with resources and tools as developed and rolled out to community partners. Submit all relevant food stamp outreach materials or tool kits (state and local contractor produced) at a minimum to USDA's National Agriculture Library. Explore other complementary web sites to link page to;</p>	<p>Consultant Agreement in place  Updated website</p>	<p>Semi-annually</p>	
<p>g) Contract with a consultant to develop produce and ship at least two food stamp outreach materials or toolkits each year to CAFB and CVHN partners for distribution during FSO activities. Resources may include updated brochure, fotonovella, telenovella, partner outreach tool kit, best practices directory. Resources must meet all state and federal requirements, and must include acknowledgement of funding sources and must be copyright protected or trade marked with exclusive royalty free use rights to CDPH and other funders; and</p>	<p>Consultant Agreement  Quantities developed and shipped reported to CPNS</p>	<p>Semi-annually</p>	

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<p>h) Contract with media partner to develop and air vignettes (20 minute radio spots) in Spanish that promote the FSP and direct listeners to phone numbers where they can find out more information and/or apply for food stamp assistance in the Central Valley media market. Media content and format must be approved by CPNS and USDA prior to development.</p>	<p>Subcontract in place;</p> <p>Vignette scripts</p> <p>Dates aired</p> <p>Stations aired on will be provided to CDHS</p>	<p>Annual agreement</p>	
<b>4) <u>Evaluation and Research.</u></b>			
<p>a) Design and implement an evaluation plan including tools and technical assistance for subcontractors to be used as part of the AIP;</p>	<p>Evaluation Plan</p> <p>SOW template tools</p>	<p>Ongoing</p>	
<p>b) Provide timely submission of progress reports and statistics to CPNS, CDSS and other stakeholders;</p>	<p>Progress Report</p>	<p>Annually</p> <p>November</p>	
<p>c) Develop white papers documenting WIC and MediCal Program food stamp outreach efforts. Include in the research key informant interviews to determine ways WIC and MediCal could enhance current status of food stamp outreach in California;</p>	<p>White paper report</p>	<p>2011</p>	
<p>d) Evaluate the application assistance process at the Community level, including the effectiveness of FAST/SuperFAST toolkit;</p>	<p>Report</p>	<p>2009</p>	
<p>e) Develop a case study on CVHN's implementation of community food stamp outreach in health clinics; and</p>	<p>Case study</p>	<p>2010</p>	

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f) Prepare other ad hoc reports, fact sheets, summaries, statistics and presentations as requested.	Reports	Ongoing	
<b>5) REGIONAL SUPPORT</b> Activities include but are not limited to:			
a) Provide each CPNS regional lead agency with a directory of Food Stamp Outreach partners within their region. Post directory on CPNS and Regional web sites. Maintain and update directory and websites as often as necessary.	FSO directory	Annually Ongoing	
b) Work with Regions to identify opportunities to integrate food stamp outreach into existing nutrition education and physical activity interventions, Campaigns and programs. Identify opportunities for collaboration between AIP contractors and Network Regional Lead agencies and Collaboratives. Develop a list of collaboration opportunities for Regions. Coordinate meetings to facilitate cooperation, partnership and teamwork.	Meeting agendas minutes  List of opportunities	Ongoing	
<b>6) LOCAL SUPPORT</b> Activities include but are not limited to:			
a) Develop and implement an annual Request for Application (RFA) to recruit at least three new AIP community partners.	RFA	Ongoing	
b) As part of the RFA process identify statewide and/or local organizations interested in doing food stamp outreach; develop application; develop review process; review and approve budgets and SOWs submitted by applicants; award funding; and negotiate contracts.	3 AIP contractors	Ongoing	
c) Renew, monitor and evaluate local assistance AIP contracts on an annual basis.	Progress reports  Progress report analysis	Annually Ongoing	
d) Based on previous year performance, award additional years of local assistance funds to the existing AIP projects to continue food stamp outreach interventions in the community.	Contracts awarded	Annually	

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<p>e) Based on the availability of new funds and guidance from CPNS, CDSS and Fan-Out, continue to develop and refine criteria for selection of additional AIP projects to be awarded through the release of a RFA; select awardees and negotiate new contracts or renegotiate existing contracts.</p>	<p>Solicitation criteria negotiation</p> <p>Contract in place</p>	<p>Ongoing</p>	
<p>f) Monitor contracts of all AIP projects for compliance in meeting objectives and contract deliverables via review of annual progress reports and results of annual site visits. Provide written analysis and feedback on appropriateness of activities and suggestions for improvement, as necessary.</p>	<p>Site visit/desk review list/reports</p> <p>Site visit/desk review reports</p>	<p>Ongoing</p>	
<p>g) Arrange for, or provide annual specialized workshops for AIP projects. Community Outreach Best Practices, Bench Mark Institute Training on the Food Stamp Program, Prescreening Tools, and CX<sup>3</sup> Counties. Conduct three (3) to four (4), one (1) day workshops each year to be held in various locations throughout the state. Each workshop shall be at least six (6) hours in length and train 30-50 people at each site. Workshops shall be held at various locations throughout the State and be centrally located to accommodate each region.</p>	<p>Training agenda</p> <p>Training materials</p> <p>Training schedule</p>	<p>Annually</p>	
<p>h) Provide evaluation design, planning, and technical assistance to accommodate the wide diversity of approaches used in the AIP by community outreach partners.</p>	<p>Technical Assistance Plan</p>	<p>Ongoing</p>	
<p>i) Develop and implement a distribution and management plan for AIP resources, which includes copyright protection, inclusion on CPNS, USDA and other relevant websites, and promoting and demonstrating resources to CPNS LIAs and special projects.</p>	<p>Plan</p>	<p>Ongoing</p>	

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<b>Activity/Methods</b>	<b>Evaluation Measures</b>	<b>Timeframe</b>	<b>Responsible Staff</b>
<p>j) Plan and conduct annual site visits/desk reviews to AIP contractors to determine progress toward stated objectives, planned outcomes, and the administration of contractual fiscal requirements. Review subcontractor site visit schedule developed by AIP contractors to ensure monitoring at the sub-subcontractor level is maintained and are compliant with USDA requirements.</p>	<p>Site Visit Schedule</p> <p>Site Visit Report</p> <p>Subcontractors process</p>	<p>Annually</p>	
<p>k) Compile an annual evaluation data of AIP projects and prepare summary reports per CPNS reporting requirements defined by USDA and other funders; critically analyze results and recommend improvements to correspond with USDA reporting requirements.</p>	<p>Data tables</p> <p>Summary Report</p>	<p>Annually</p>	

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**GOAL 10: RESEARCH AND EVALUATION** - Under the direction of State Staff, design and conduct statewide surveys, surveillance systems, formative research, innovative public health studies, and evaluation projects specific to the target audiences and intervention activities administered by CPNS. Some scientific or administrative services may be provided by subcontractors or specialized consultants.

Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<p><b>1) <u>Evaluation Plan.</u></b>            Building upon the <i>Network</i> Annual State Plan (<a href="http://ww2.cdph.ca.gov/programs/CPNS/Pages/CAStatePlanforFFY08.aspx">http://ww2.cdph.ca.gov/programs/CPNS/Pages/CAStatePlanforFFY08.aspx</a>), prepare an overall Evaluation Plan that covers all the types and purpose of research and evaluation currently being conducted by the <i>Network/CPNS</i>, in relation to performance objectives identified in the California State Plan for FSNE, the Social Ecological Model (see Appendix 6), the Evaluation Framework for Obesity Prevention of the Institute of Medicine (2007) and national objectives (currently Healthy People 2010). The plan should include a data inventory, including relevant surveillance and surveys; identify the formative, intermediate, process, outcome and impact evaluation measures including how to contribute to assessing program performance and impact; identify gaps; outline proposed timeline; and make recommendations. Update annually.</p>	<p>Evaluation Plan</p>	<p>March 1, 2009  Annually thereafter</p>	
<p>a) Complete Part A, Needs Assessment, for the annual USDA State Plan for FSNE.</p>			
<p><b>2) <u>Formative Research.</u></b>            Conceptualize and implement four (4) to six (6) times per year, formative research for programmatic refinement, development and/or expansion of CPNS campaigns and programs. These may include techniques such as key informant interviews, literature reviews, internet or intercept surveys, public opinion polls, and random digit dialed telephone surveys, focus group discussions, or a combination of these and other formative research techniques. The purpose may be to expand the reach of current social marketing efforts and identify factors that enhance or reduce effectiveness of the social marketing efforts to these channels and populations. Research would be conducted at various locations around the state to represent state regional and county demographics and provide an accurate cross-section of California population.</p>	<p>Number of formative research studies  Annual State Plan  List of areas where research was conducted</p>	<p>Annually  June</p>	

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a) For programmatic refinement and/or expansion efforts, the formative research plan must include and be responsive to the FVPA Campaigns and Programs, the new <i>Champions of Change</i> brand, and other state-developed interventions; and	Research Plan	Annually June	
b) For development efforts, possible efforts include those that relate to new channels (e.g., labor unions, entertainment, sports, health plans, restaurants, beauty salons, Latino places of worship, etc.) and new target audiences, such as middle-income children, youth, or adults.	Identify new channels	Annually June	
<p><b>3) <u>Consumer Testing.</u></b>            In conjunction with the development of media materials and <i>Network</i> interventions, conduct intermediary and consumer research activities to determine the acceptability and effectiveness of new communications and intervention approaches/materials. From 10 to 20 focus groups (typically conducted in groups that are either multi-ethnic, Spanish-speaking, African American, or white, with 10 to 14 adults or children each, may be conducted in any given year in three (3) to five (5) statewide locations. Alternative consumer testing methods may also be proposed. Disseminate results as determined by CPNS.</p>	Moderators Guide  Focus groups conducted  Focus group report	Annually	

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<p><b>4) <u>California Dietary Practices Survey (CDPS).</u></b>            Update and conduct the biennial adult CDPS survey, which is conducted during the summer and fall of odd-numbered years. Analyze, interpret, and prepare reports, including one (1) to three (3) topline research briefs per survey, for internal use and for publication. The survey collects information on demographic, psychographic, behavioral, environmental, and policy-related factors for diet, physical activity, and food security and obesity prevention via Computer-Assisted Telephone Interviews (CATI), a technique that utilizes random digit dialing of households to obtain the sample of up to 2,000 respondents with over-samples of Food Stamp and other low-income households in a three (3) month period. Secure all necessary Human Subjects and privacy approvals. Conduct surveys in FFY 2009, 2011 and 2013. Analyze and make available trends and significance of changes from surveys conducted in 1999-2011 to <i>Network</i> partners with emphasis on FSNE-eligible population segments, (e.g., three (3) subgroups with ≤ 185% FPL and three (3) ethnicities).</p> <p>In addition to reports, prepare web-based summaries and presentations at appropriate <i>Network</i> meetings and conferences (NSC, Annual Conference, contractor teleconferences). Work with CPNS teams to develop program planning and content recommendations based on findings for their integration into SOWs, as appropriate.</p>	<p>Topline reports</p> <p>Publications</p> <p>Presentations at <i>Network</i> meetings/conferences</p> <p>Program Implication Summaries</p>	<p>Ongoing</p> <p>2009</p> <p>2011</p> <p>2013</p>	

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<p><b>5) California Teen Eating, Exercise and Nutrition Survey (CalTEENS).</b>            Update and conduct biennial CalTEENS survey, which is conducted the spring of even-numbered years. Analyze, interpret, and prepare reports, including 1 to 3 topline research briefs per survey, for internal use and publication. CalTEENS survey is of a similar size to CDPH, contains similar information and requires Human Subjects, privacy and parental consent. Conduct surveys in FFY 2010 and 2012 analyze and make available trends and significance of changes from surveys conducted in 2000 through 2012 to <i>Network</i> partners with emphasis on youth from FSNE-eligible households, (e.g., three (3) subgroups with annual household incomes ≤ 185% FPL and participation in Free Reduced Price school meals).</p> <p>In addition to reports, prepare web-based summaries and presentations at appropriate <i>Network</i> meetings and conferences (NSC, Annual Conference). Work with CPNS teams to develop program planning and content recommendations based in findings for their integration into LIAs SOWs, as appropriate.</p>	<p>Topline reports</p> <p>Publications</p> <p>Presentations at <i>Network</i> meetings/ conferences</p> <p>Program Implication Summaries</p>	<p>Ongoing</p> <p>2010</p> <p>2012</p>	

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<p><b>6) Children’s Healthy Eating and Exercise Practices Survey (CalCHEEPS).</b>            Update and conduct biennial survey, which is conducted in the spring of odd-numbered years. Analyze, interpret, and prepare reports, including 1 to 3 topline research briefs per survey, for internal use and for publication. This mail and telephone survey of a marketplace sample of about 800 children, ages 9 to 11 years with over-samples of Food Stamp and other low-income households, contains similar information to the CalTEENS survey, requires similar approvals, and is used in planning for the <i>Power Play! Campaign</i>, school interventions and other child health programs. Conduct surveys in 2009, 2011 and 2013, analyze and make available trends and significant changes from surveys conducted from 2001 through 2011 to <i>Network</i> partners with emphasis on FSNE-eligible population segments, (e.g., three (3) subgroups with annual household incomes ≤ 185% FPL and participation in Free Reduced Price Lunch school meals).</p> <p>In addition to reports, prepare web-based summaries and presentations at appropriate <i>Network</i> meetings and conferences (NSC, Annual Conference). Work with CPNS teams to develop program planning and content recommendations based in findings for their integration into Regional Power Play! activities and youth focused-LIAs SOWs, as appropriate.</p>	<p>Topline reports</p> <p>Publications</p> <p>Presentations at <i>Network</i> meetings/conferences</p> <p>Program Implication Summaries</p>	<p>Ongoing</p> <p>2009</p> <p>2011</p> <p>2013</p>	

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<p><b>7) <u>Benchmark Study.</u></b> Working in collaboration with CPNS' Communications Team and media contractors, assist in the design and interpretation of the Benchmark Study, which is funded through the media contract. Incorporate findings into appropriate reports, including topline research briefs, and publications and presentations. Work with units in CPNS to develop program planning recommendations.</p>	<p>Topline reports</p> <p>Publications</p> <p>Presentations at <i>Network</i> meetings/ conferences</p> <p>Program Implication Summaries</p>	<p>Annually</p>	
<p><b>8) <u>Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX<sup>3</sup>). Expand on and maintain the existing Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX<sup>3</sup>) Program for <i>Network</i> contractors. Explore expansion to additional channels including creating tools for new channels, technical assistance and training and evaluation.</u></b></p>	<p>CX<sup>3</sup> tools and methods</p> <p>Number of Topline briefs</p> <p>Surveillance system expanded</p>	<p>Ongoing</p>	
<p>a) Provide ongoing training, technical expertise, and support to CPNS staff and contractors to maintain CX<sup>3</sup>, the program planning framework developed for <i>Network</i> contractors;</p>	<p>Technical Assistance training</p>	<p>Ongoing</p>	

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b) Expand the Program into additional environments (see Appendix 13, CX <sup>3</sup> Background Materials) as funding allows with school environments and worksites being the next priorities. Ensure that tools and methods appropriately assess the CX <sup>3</sup> community indicators/benchmarks and meet quality standards as set forth in existing materials;	Tool for Schools	2009	
c) Analyze CX <sup>3</sup> data to assess and evaluate programmatic needs, prepare appropriate data reports, and prepare one (1) to three (3) topline briefs per year.	Data analysis  Topline briefs	Annually  Ongoing	
d) Assess literature for and/or validated indicators of environmental, systems and policy change and any new assessment tools for applicability of adapting in CX <sup>3</sup> tools;	Literature review	Ongoing	
e) Work with CPNS to assess the CX <sup>3</sup> framework as a tool for structuring template SOW activities and budgets for contractors with an automated system; and	Template SOW	Annually February	
f) Determine method for and apply the utilization of CX <sup>3</sup> benchmarks as part of the Statewide surveillance systems.	Methodology Identifiers	Ongoing	
<p><b>9) <u>Harvest of the Month (HOTM)</u><sup>TM</sup></b>            In cooperation with appropriate team of CPNS staff and contractors, conduct an evaluation of HOTM materials including statewide adoption by <i>Network</i> programs (e.g., LIAs working with schools, Retail Program, <i>Power Play! Campaign</i>, Worksite, etc.) and targeted intermediary and consumer audiences. Provide recommendations for the enhancement of materials to promote integration of messages, cross-promotion activities, and events. Prepare appropriate reports for program planning purposes. Prepare web-based summaries and presentations at appropriate <i>Network</i> meetings and conferences (i.e., NSC, Annual Conference). Work with CPNS team to develop program planning and content recommendations based on findings for their integration into Regional Power Play! activities and youth focused- LIA SOW, as appropriate.</p>	HOTM evaluation reports	Ongoing	

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<p><b>10) Annual Evaluation Studies.</b> From the Evaluation Plan described in number 1 activity of this goal, conduct two (2) to three (3) process and outcome/impact objectives per year to assess the utilization and/or effectiveness of intervention strategies in a variety of the following existing channels and pilot programs:</p>	<p>2 to 3 studies per year</p> <p>Reports with recommendations</p>	<p>Semi-annually</p>	
<p>a) LIAs – Impact evaluations are conducted by LIAs with budgets over \$350,000 in Federal Share, with technical assistance and guidance provided by CPNS Research and Evaluation Unit, and continued focus on improvement of interventions is expected;</p>	<p>Evaluation Reports</p>	<p>Annually</p>	
<p>b) Schools and afterschool projects – specifically examine the potential synergy created with <i>Network</i>-funded projects as more outside resources (Prop 49) are focused on afterschool projects and interventions;</p>	<p>Evaluation Reports</p>	<p>Annually</p>	
<p>c) Local Food and Nutrition Education (see Goal 9a - Food Security) projects - moving to the next level, beyond process measures and case studies to examine outcomes of such projects, individually and collectively;</p>	<p>Case studies</p>	<p>Annually</p>	
<p>d) <i>Regional Networks</i> - specific components to be considered for evaluation are physical activity integration and the Collaboratives;</p>	<p>Evaluation Reports</p>	<p>Annually</p>	
<p>e) Leadership projects – process and/or outcome evaluation;</p>	<p>Evaluation Reports</p>	<p>Annually</p>	
<p>f) Food Stamp Office Resource Kit – based upon recently completed research and recommendations, a follow-up should be proposed to evaluate utilization; and</p>	<p>Evaluation Reports</p>	<p>Annually</p>	
<p>g) Pilot programs – As pilot programs, interventions or strategies are developed, appropriate process and/or outcome studies will be necessary.</p>	<p>Evaluation Reports</p>	<p>Annually</p>	

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<p>h) Reports should outline program recommendations to increase specifics and expected outcomes. Identifying and disseminating promising practices is a priority.</p> <p>Please note: FVPA Campaigns and Programs are covered separately.</p>	<p>Evaluation Reports</p>	<p>Annually</p>	
<p><b>11) FVPA State-directed Campaigns and Programs: Impact Evaluation.</b>            Conceptualize and prepare a plan to conduct outcome or impact evaluation studies of the various FVPA Campaigns and Programs in the context of the <i>Network's</i> infrastructure. Each Campaign and Program must be evaluated appropriately for the phase, scope and intensity of the contract term. Following are considerations for evaluating the various Campaigns and Programs.</p>	<p>FV/PA impact evaluations             Evaluation studies             Reports</p>	<p>Ongoing</p>	
<p>a) <i>Power Play! Campaign</i> - formal evaluation to design and test <i>PP!</i> Interventions were conducted 12 years ago. Propose and, upon CPNS approval, conduct an evaluation study that takes into account current program/funding parameters of the Campaign and, where possible, synergy with other <i>Network</i>-funded school-based projects (i.e., LIAs), as well as the Latino and/or African American campaigns. Identify and recommend possible funding sources;</p>	<p>Evaluation conducted             Report findings</p>	<p>September 2009</p>	
<p>b) Latino Campaign - formal evaluation to design and test Latino Campaign interventions was conducted and published in 2003. Propose and, upon CPNS approval, conduct an evaluation to take into account current program/funding parameters and synergy with other <i>Network</i>-funded projects as well as <i>Power Play!</i> and/or African American campaigns. Identify and recommend possible funding sources;</p>	<p>Evaluation conducted             Report findings</p>	<p>September 2010</p>	
<p>c) African American Campaign - Conduct an outcome evaluation study to assess the individual or combined impact of church, festival, farmers' market, grocery store, direct health service provider and media interventions. Identify and recommend possible funding sources;</p>	<p>Evaluation conducted             Report findings</p>	<p>September 2010</p>	

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<p>d) Retail Program - Conduct and evaluate results of retail shopper exit interviews/surveys with participating retail stores to adjust the program and assess impact. Other research approaches/methodologies may also be proposed and conducted to enhance perceived value of program to retailers. Prepare a report with recommendations based on findings; and</p>	<p>Evaluation conducted  Report findings</p>	<p>September 2011</p>	
<p>e) Worksite Program - Propose and, upon CPNS approval, conduct an evaluation to take into account current program/funding parameters, implementation by regional contractors as well as implementation by other <i>Network</i> contractors (e.g., health departments) if appropriate. Prepare a report with recommendations based on findings.</p>	<p>Evaluation conducted  Report findings</p>	<p>September 2011</p>	
<p><b>12) Technical Assistance.</b> Provide technical expertise to CPNS staff, the FVPA campaign programs, media, FSO and local contractors regarding program planning and evaluation specific to fruit and vegetable consumption, physical activity promotion, food security including participation in federal nutrition assistance programs, and obesity prevention. Use approaches and instruments that are consistent with the Social Ecological Model and the Evaluation Framework for Obesity Prevention of the Institute of Medicine (2006) that are used for design of interventions and evaluation by CPNS. Provide standardized, validated program planning and evaluation tools and/or guidance (e.g., a fruit and vegetable assessments, CX<sup>3</sup>, impact evaluations, environmental assessments and community food security assessments, and GIS) for CPNS staff and local contractors. Compile results from local contractors using the above tools for CPNS funders and partners. Provide other technical expertise on applied research and evaluation internally, regionally, and locally on an as-needed basis.</p>	<p>Technical Assistance</p>	<p>Annually  Ongoing</p>	
<p><b>13) Data Information, Evaluation and Reporting Systems Enhancement.</b> Working in consultation with IT and following current State IT protocol (refer to Goal 1 - Administrative Support, Activity 11) and prospective issues, prepare a plan for CPNS on its current systems (including databases) and anticipated needs for providing web-based accessibility to its data, evaluation and reporting information.</p>	<p>Systems enhancement plan  Development of on-line systems</p>	<p>2009 - 2010</p>	

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a) The plan should examine how to make data systems more streamlined, user-friendly, accessible, inter-related where possible, and meaningful for contractors and other users. It should cover the generation of reports, including graphics;	<i>Plan</i>	2009 - 2010	
b) All items covered above must be included in the plan, along with other possible needs, with various approaches and systems considered. Provide recommendations and phase-in timeline; and	Plan recommendation and phase-in timeline	2009 - 2010	
c) Implement upon CPNS direction and approval.	Plan implemented	December 2010	
<p><b>14) <u>Web-based Contractor Reporting System</u></b>            In collaboration with IT (see Goal 1 - Administrative Support, Activity 11), develop a plan for an on-line contractor reporting system to be utilized with all <i>Network</i>-funded contractors with priority to LIAs. Assist with development of SOW templates with built-in evaluation measures and indicators. Make recommendations based on priorities, funding issues and parameters, and current reporting systems (SAAR and EARS, see below).</p>	Reporting system plan  Assessments SOW templates with evaluation components	August 2009  October 2009 – February 2010	
a) Pilot test and implement plan following CPNS approval.	Pilot Test Plan	October 2009 – February 2010	
b) Provide ongoing technical expertise to CPNS staff by preparing and interpreting summary reports generated by the web-based system; recommend system and/or <b>process</b> improvements.	Technical Assistance	October 2009 – February 2010	

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<b>15)Semi-Annual Activity Report (SAAR).</b>			
a) Clean, analyze, and interpret social marketing data collected semi-annually from progress reports submitted by up to 200 agencies that include all <i>Network</i> LIAs, the 11 Regional Networks, and all special projects for CPNS program planning, quality assurance, and evaluation purposes;	Data cleaned and analyzed	Semi-Annually	
b) Maintain and upgrade the administration of the automated SAAR system and assess utility in light of the new USDA EARS system once implemented;	Updates complete	Semi-Annually	
c) Prepare analytic reports for use by program staff, contractors, and funders. Develop a tracking system to ensure timely feedback for contractors; and	Reports  Feedback mechanism	Semi-Annually	
d) Provide technical assistance and training to local and regional partner agencies.	Number of trainings	Annually	
<b>16)National Reporting/Education and Administrative Reporting System (EARS).</b> Plan and communicate with USDA, sister state Networks and the National Fruit and Vegetable Alliance to implement EARS and work toward developing a nationwide minimum data set for Food Stamp Nutrition Education and the <i>National Fruit and Vegetable Alliance</i> . EARS is expected to be fully implemented by all States in FFY 2010.	EARS implemented	Administra- tive Reporting December 2009  Programa- tic Reporting 2010	
<b>17)Peer-reviewed Journal Articles.</b> Prepare at least two (2) manuscripts per year for submission to professional journals that report findings from original research, including, but not limited to: the CDPS, CalTEENS, CalCHEEPS, CX <sup>3</sup> , FSORK, HOTM, and SAARs, critically analyzing California dietary trends, key indicators, and/or results of campaign interventions.	Journal manuscripts	Annually	

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Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<p><b>18) Feedback and Network Improvement.</b> Provide research and evaluation results to CPNS' <i>Network</i> partners electronically through annual mailings (approximately 1,000 copies each mailing), annual teleconferences, and NSC meetings (three (3) each year) as a feedback mechanism to increase performance and engender ownership of the <i>Network</i>. Wherever possible, ensure that the new <i>Champions for Change</i> brand is linked with findings and recommendations. Work with Partnership, Policy and Planning (see Goal 8 - Partnership, Policy and Planning) to ensure coordinated communications occurs.</p>	<p>Mailings  Teleconferences  Presentations</p>	<p>Annually</p>	
<p><b>19) Local Information Systems/GIS and Websites.</b> Maintain and enhance the <i>Network</i> Geographic Information System (GIS) to aid partners in targeting services, developing healthier communities, and evaluating results through the provision of advanced, interactive, web-based information. Where feasible, continue to link statewide survey data collected through CalCHEEPS, CalTEENS, and CDPS and other statewide surveys such as the Behavioral Risk Factor Surveillance (BRFSS), the Women's Health Study (WHS), the California Health Interview Survey (CHIS), the California Healthy Kids Survey (CHKS), or CDE's Fitnessgram, with data collected from LIAs through the SAAR reporting system and secondary data analysis using spatial and statistical analytical techniques.</p>	<p>Added GIS layers  Research studies</p>	<p>Ongoing</p>	
<p>a) New data layers are anticipated to be added one (1) to two (2) times during the course of the contract year, in addition the annual updates of information on a quarterly basis;</p>	<p>GIS data layers  GIS updates</p>	<p>Semi-Annually</p>	
<p>b) Provide technical assistance and consultation for the development of tools and trainings to assist local contractors in full utilization of this tool (See Goal 4 - Contractor Training and Special Events); and</p>	<p>Technical Assistance</p>	<p>Semi-Annually</p>	
<p>c) As funding allows, conduct research utilizing the GIS layers that "mine the data" to identify trends; examine the built environment, specifically connecting access to healthy foods and physical activity for program delivery purposes; identify service gaps and target population needs; etc.</p>	<p><b>Research of GIS layers gaps identified</b></p>	<p>Semi-Annually</p>	

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Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<b>20) Other Surveys.</b>			
<p>a) Provide scientific representation by CPNS either as a reviewer, working member, or in an advisory capacity for statewide committees or task forces developing surveys that require expertise in the field of nutrition, physical activity, food security, obesity prevention, and social marketing such as BRFSS, CHIS, WHS and CHKS. Each survey has one-half day meetings scheduled about every other month in Sacramento.</p>	<p>Advisory group representation  Survey items included</p>	<p>Every other month  Ongoing</p>	
<p>b) Prepare one (1) to three (3) topline research briefs per year, specifically tailored to the needs of the <i>Network</i> or its contractors for strengthening program direction.</p>	<p>Topline research briefs</p>	<p>Annually</p>	
<p><b>21) Innovative Studies.</b> Propose and, upon approval, conduct one (1) innovative, decision maker-oriented research project per year, including economic analysis and projections, polls, content analysis, and other qualitative and quantitative research related to social marketing interventions in the field of nutrition, physical activity, food security, and obesity prevention. Proposed studies must be allowable within funding parameters. Proposed studies should also provide program information for <i>Network</i>-funded leadership projects (see Appendix 11 - FSNE Training and Special Projects).</p>	<p>1 project/year</p>	<p>Annually</p>	
<p><b>22) Marketing and Economics.</b> To the degree that funds become available, utilizing existing secondary industry data sources where possible, conduct marketing and economic studies (approximately twice during term of contract) that include but are not limited to: investigating the amount, type and cost/value of advertising, public relations, and price promotions delivered by different segments of the food industry to low-income, ethnic-specific and middle-income populations of California, their relation to dietary choices, and possible health impacts.</p>	<p>Industry data source identified and obtained</p>	<p>2009  Ongoing every 2 years</p>	
<p><b>23) Network Markers.</b> Propose data sources that can provide additional evaluation and “sentinel” markers (e.g., scanner data for fruit and vegetable purchase) are tracked in order to appropriately assess all aspects of the <i>Network’s</i> effectiveness. Ensure any proposed data sources meet funding parameters.</p>	<p>Data Sources</p>	<p>Ongoing</p>	

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SCOPE OF WORK**

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Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<p><b>24)Other Sources.</b> Identify other databases and sources of information for tracking policies and environmental changes in California. Develop a tracking system to obtain environmental, systems and policy changes from <i>Network</i> contractors, either through submitted data, partnerships, or through a survey.</p>	Policy tracking system	Ongoing	
<p><b>25)Food Stamps and EBT.</b> To the degree that funding is available, conduct and evaluate research projects (approximately every other year) with: food stamp users and non-users to identify ways to increase Food Stamp participation; with intermediaries in a variety of retail settings, including but not limited to supermarkets and certified farmers' markets, to find ways to increase the proportion of Food Stamps used for purchasing fruits, vegetables, and other healthy foods; with restaurants, worksites, and with small food stores to increase sales of fresh fruits and vegetables, including ways to increase local sourcing and farm-to-institution systems; and with a variety of media and system change approaches to increase participation in the Food Stamp Program.</p>	Report	Ongoing  2009  2011  2013	
<p><b>26)Scientific Presentations In Partnership With State Staff.</b> Submit and present abstracts of CPNS work at a variety of scientific, program, and policy meetings, estimated at approximately ten (10) to fifteen (15) different presentations annually. Presentations may be at regional, state, or national locations for 30 to 600 people each. Place priority on those for which papers for publication or programmatic decisions may result. Participation will be determined based on funding allowances and travel approval.</p>	Presentations  Abstracts	Annually	