

State Summary of SNAP-Ed-Eligible Contacts

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

October 1, 2008 – September 30, 2009

Summary of Contacts through SNAP-Ed in California, Federal Share only		
Project Name	Total Unduplicated Contacts (Estimate Only)	Total Impressions (Estimate Only)
1. Local Projects--Network	2,596,488 ¹	25,477,881 ²
2. Network Media (Advertising & Public Relations)	8,585,000 ³	1,307,847,603 ⁴
3. Regional Networks (Fruit, Vegetable & Physical Activity Campaigns)	3,118,077 ⁵	86,381,242 ⁶
4. UC FSNEP	195,602 ⁷	6,625,116 ^{8,9}
Total	14,495,167 ¹⁰	1,426,331,842 ¹¹

Introduction

The 2000 U.S. Census showed that about 10.1 million Californians had annual incomes below 185 percent of the Federal Poverty Level (<185% FPL), thereby qualifying them to receive nutrition education through the Supplemental Nutrition Assistance Program (SNAP-Ed, formerly known as Food Stamp Nutrition Education, or FSNE). Of these, about 3.6 million were children under age 18 years, and 1.1 million were persons over age 65 years. In October 2009, California's monthly participation was 3 million, an increase of over 25 percent from the prior year.

More than 60 percent of Food Stamp participants in California are children, a significantly higher proportion than the national average. Therefore, both of California's SNAP-Ed initiatives aim to reach the estimated 7 million parents and children with annual incomes

<185% FPL. As in prior years, the figures in this annual report reflect activities paid for through “federal share” dollars only.

In the State Summary chart above, and with the caveats specified in the footnotes, the columns of unduplicated count and total impressions suggest that the *Network* and UC-FSNEP together again reached very significant proportions of SNAP-Ed-eligible Californians. For example, if it is assumed that the estimates for children provided by schools, school districts and county offices of education are unlikely to be duplicated, then about 1.3 million children were reached by the *Network* and nearly 79,000 were reached by UC-FSNEP. This figure totals nearly 1.6 million school-aged children who attended low-resource public schools that qualified for SNAP-Ed because over half the students were eligible for Free/Reduced Price school meals.

There were 8.9 M children <18 years in California, of whom 3.6M (40%) came from families \leq 185% FPL (2000 U.S. Census). The total enrollment of students in SNAP-Ed-qualified schools was 6.17 million (CDE, 2008-2009), suggesting that in FFY 09, SNAP-Ed reached about 25% of all students in qualifying California schools and about 18% of all California children under age 18 years at least once. The proportions remained constant between FFY 08 and FFY 09.

Between FFY 08 and FFY 09 the estimated Unduplicated Contacts increased by about 8 percent, or approximately 1 million, to nearly 14.5 million individuals. However, the Total Impressions dropped by about 120M, or by about 8 percent, from a little over 1.5B in FFY 08. Variations in reported statistics are explained later in this report. Since funding has been steady since FFY 08, significant changes were not expected.

Commercial marketing aims to change consumer behavior by continually increasing its reach to its consumer audiences, by reaching consumers in as many times and places where they might be thinking about or making a “buying” decision, and by delivering the smartest possible balance within the marketing mix of: advertising, public relations, promotion, and education. Most marketers believe that effectiveness increases proportionately to the quality of the contact and the number of touches or contacts to each member of the target audience. This comes with the caveat that the “product” must be readily available, appealing, and affordable to consumers, and that competitive forces can be overcome. One can get results by saturation marketing or by being clever. California’s SNAP-Ed programs that are run by an estimated 200 local agencies, together with the State-level programs that support them, aim to do both.

There is no data system that can obtain a true count of unique adults and children exposed to SNAP-Ed across California. Thus, all data reported here are best-estimates submitted by participating agencies that are then added together. For example, a mom may be reached by TV, in the store, at church, or at work, so she may be reported several times by the different partners. Similarly, a child may be counted at school, afterschool and in other community venues. This approach to intervention and reporting by the *Network* has been consistent for the past decade.

Given this limitation, a preliminary analysis of trends shows that for the approximately 10.1 million SNAP-Ed-eligible Californians, in FFY 09 each low-income person could have been reached about 1.4 times directly and as many as 140 times through an indirect contact such as advertising, a school, organization or community event, or a piece of reading material. If only the estimated 7 million low-income parents and children targeted by SNAP-Ed are counted, then the ratios would be higher, at 2 direct contacts and just over 200 indirect contacts or “touches”, respectively.

Our goal is to demonstrate through our representative state surveys that significant increases in fruit, vegetable and physical activity behaviors will occur in the population of 7 million SNAP-Ed-eligible parents and children for whom our programs are designed. We have seen that this occurred as the reach of our intervention efforts increased, as changes in “upstream” measures of factors that determine population behavior are improved, as the skills of interventionists increase and more proven-effective interventions become available and are offered in low-income communities. Data about changes in the many barriers to healthy eating and physical activity in low-income communities are not available, nor is information about competitive forces such as food marketing, pricing of healthy/unhealthy foods, or neighborhood conditions that work against physical activity. This goal, population trends and evaluation findings are discussed in the annual state plan and in special reports.

Details about the Summary Table

¹ **Unduplicated Contacts, Network Local Projects:** There is no way to track persons when they participate in or are exposed to multiple SNAP-Ed efforts within a community. Therefore, this number represents the sum of each contractor’s best estimate of their own unduplicated count for activities. The estimates are based on each project’s planned scope of work from the FFY 09 state plan. Estimates of actual contacts are due from local partners in November and can be compiled at the state-level by mid-FFY 10. From FFY 08, the estimated reach reported by local projects increased by 232,000 persons, or nearly 10 percent.

² **Total Impressions, Network Local Projects:** Since FY 2008, the *Network’s* semi-annual activity report has used current-year data for reporting Total Impressions. Data for the *Network* are collected semi-annually from Local Incentive Awardees (LIA) and Non-profit Incentive Awardees (NIA) for 6-month reporting periods, Oct. 1-March 30 and April 1-September 30; they are incorporated into a Semi-Annual Activity Report (SAAR). The SAAR captures activities and materials reported by the LIAs, NIAs and other projects on a statewide level. The activities are grouped according to the *Network*-defined social marketing activities: education, promotion, public relations, advertising, consumer empowerment, community development, and policy, systems, and environmental change. The SAAR data are used to capture the diverse types of local social marketing activities that may be conducted in an entire community to achieve *Network* objectives and to track progress in reaching SNAP-Ed-eligible audiences. The community effort reflects activities, impacts and outcomes that come from SNAP-Ed partners working together with multiple other organizations. The Total Impressions of social marketing activities reported by local projects, including media, classes, retail sites, and community events, was down about 8 M impressions from FFY 08, or almost 25 percent in FFY 09.

³ **Network Media, Advertising and Public Relations:** The estimated unduplicated advertising impressions totaling 8,585,000 is based on an 85% reach to approximately 10.1 million persons in households with incomes <185% FPL being exposed to a TV, radio or outdoor message from *Network* advertising at least one time during 18 weeks of advertising in FFY 09. The figure takes into account that the *Network* messages run in media markets representing 99.7% of all Food Stamp clients in California, but not all persons in the market will be exposed. The figure is stable since FFY 08.

⁴ **Network Total Media Impressions:** In FFY 09, impressions generated from the *Network's* State Media Contract (not including *Regional Network* impressions) total 1,272,936,918 in combined paid advertising and public relations (see Section 3, chart 2.a, *Network Media and Advertising*.) For paid advertising, reported gross mass media impressions are 2,205,269,000 for Adults 18+, the standard demographic measurement used to estimate media impressions. Gross impressions were then factored down to an estimated 1,163,086,590 to adjust for Adults 18+ living in ≤185% FPL households, using factors from proprietary Scarborough Research Data. As there is no industry method to adjust PR for ≤185% FPL or to factor out duplication, impressions estimated to be 109,750,328 represent Adults 18+, and are not reported in the unduplicated column.

The FFY08 reported advertising impressions among Adults 18+ were 1,146,819,170, but were not factored down for Adults 18+ living in ≤185% FPL households. The correct number after factoring for low income is 902,556,770 (advertising and PR combined).

Based on the adjusted impressions, FFY 09 reflects a 29 percent increase over FFY 08. The increase is primarily due to two factors: 1) funding for the direct-to-home campaign being re-allocated to mass media, and 2) Runyon, Saltzman & Einhorn's ability to generate significant bonus impressions in the soft advertising climate that occurred during 2009.

⁵ **Regional Networks, Unduplicated Contacts, Fruit, Vegetable, and Physical Activity Campaigns and Programs:** The number of unduplicated regional contacts is based on contacts with individuals at SNAP-Ed-eligible sites, including schools, youth organizations, festivals and farmers'/flea markets, retail food stores, worksites, and other community venues. The number may include persons living in households >185% FPL because intervention sites include a mix of SNAP-Ed-eligible and non-eligible audiences. For example, a school participating in the *Children's Power Play! Campaign* must have at least 50% of its students enrolled in the free and reduced-price school meal program, but all students at that site are eligible to participate in the interventions and are reported as contacts. Individuals reached in one community venue may unknowingly be counted through another community venue; however, individuals are counted only once when they are reached multiple times in the same venue. Since there is no universal ID number, there is no way to provide an unduplicated count of individuals for social marketing campaigns that strive to reach individuals where they live, shop, work, worship, learn, and play. The overall increase of 32 percent in Unduplicated Contacts from FFY 2008 is due to multiple factors, principally changes in calculations for exposure to the Retail Program and, to a lesser degree, increases in *Power Play!* and the Worksite Program. Decreases were seen due to separate reporting of the Faith Projects and the exclusion of audiences reached at LIA or UC-FSNEP sites. Additional detail is included in the Fruit, Vegetable, and Physical Activity Campaigns Summary.

⁶ **Regional Networks, Total Impressions, Fruit, Vegetable, and Physical Activity Campaigns and Programs:** Total Impressions for the *Regional Networks* count multiple contacts with the same individual when that person participates in a series of classroom-type lessons or is exposed to indirect contacts (such as merchandising, other print materials,) multiple times. It also uses multipliers to estimate the total number of family members reached through the direct participation of one family member in *Campaign* interventions conducted in family-oriented venues. This number does not include over 35 million regionally-generated advertising and public relations impressions, which are reported elsewhere. The 66 percent increase in Total Impressions from the FFY 2008 is due principally to increases in Retail Program merchandising and, to a lesser degree, to the increased reach of Worksite Program interventions. Significant decreases attributed to the African American and Latino Campaigns are explained in Section 4, Fruit, Vegetable, and Physical Activity Campaigns Summary and in Table 3c in the Network Media Summary.

⁷ **UC-FSNEP:** UC-FSNEP unduplicated contact numbers are from the actual direct delivery to participating SNAP-Ed recipients for direct or indirect education. The increase is due to increased county participation and improved collection of data on numbers served. UC-FSNEP experienced growth when compared to the 2008 year end report for both unduplicated numbers served and impressions (and increase of 31,503 direct contacts from 164,099 in FFY 08 to 195,602 in FFY 09 and an increase of 5.2M impressions from 1.163M FFY 08 to 6.215M FFY 09). The growth was due to more counties participating and also a more detailed analysis of teacher "impression rates". The impressions were calculated by using the data from the changes in the time record keeping and reporting system that UC-FSNEP implemented for FFY 09. The time reporting changes allowed UC-FSNEP to report impressions per teacher from the number of classes provided and recorded on the

time records. A detailed hour analysis of contacts and impressions was completed with data through the third quarter. This analysis yielded a significantly higher impression rate than what was reported in previous years. Each teacher delivered an average of approximately 40 hours of qualifying nutrition education in roughly 30 minute increments for the three quarters reviewed.

⁸ **UC-FSNEP:** Total Impressions figures reflect the iterative impact of our series-lesson approach. Average delivery frequency is multiplied by channel of delivery to yield result, i.e., youth participants receive on average 40 hours of teaching instruction throughout the course of the year delivered in half hour increments x number of unduplicated students. Adult delivery is multiplied by the average number of sessions delivered within the series span.

⁹ **UC-FSNEP:** The impressions represent the total of classes and lesson provided. UCCE curricula and programs represent multi-lessons. The average delivery is 40 hours of teaching instruction throughout the course of the year. The impressions are derived from the nutrition education delivered in half hour increments x number of unduplicated students.. Adult delivery is multiplied by the average number of sessions delivered within the nutrition education series offered. Additionally 1.2M impressions came from a radio program on nutrition aired in Santa Clara County.

¹⁰ **Total Unduplicated Contacts, Estimate Only:** This cell best-estimates the unduplicated counts from all participating projects, excluding the *Network's* special projects; it shows a 7.6 percent increase from FFY 08. With a target population of 10.1 million SNAP-Education-eligible persons, of whom over 7 million are the parents and children who make up California's the main audience for SNAP-Education, gross estimates are that in FFY 09 contacts to convey a direct message reached each person from 1.4 to 2 times, in contrast to the lower ratio of 1.2 to 1.7 in FFY 08. The goal of SNAP-Education is to reach the maximum number of SNAP-Education-eligible persons in as many times and ways as possible so as to stimulate and support sustained behavior change. For example, a child may receive nutrition education multiple times and ways in school classrooms, cafeterias, and school yards as well as from SNAP-Education providers after school, in special events, and in other community settings. Likewise, a low-income mom may participate in interventions from different community providers, at the store, through social groups, and mass media. At present, there is no way to obtain a true unduplicated count, so we recommend instead that other measures of accountability and reach be found, as per the Institute of Medicine evaluation model (2007).

¹¹ **Total Impressions, Estimate Only:** This cell best-estimates the Total Impressions achieved by all SNAP-Education partners in FFY 09, showing a decrease of nearly 8 percent from FFY 08. Again, with the target population of 10.1M, this reflects a reach of 140 to 200 indirect contacts per capita, down from 150 to 215 in FFY 08. Overall, there were more reported direct contacts and fewer reported indirect contacts than in FFY 08. As in the past however, since services are concentrated in low-income census tracts, low-resource schools, and other specific sites, it is likely that a smaller number of persons, especially, those with the lowest incomes, received the bulk of SNAP-ED interventions.

2. a) Local Projects Summaries

Network for a Healthy California
California Department of Public Health

October 1, 2008 – September 30, 2009

(SNAP-Ed-Eligible ≤ 185% FPL)

	Total Unduplicated Contacts (Estimate Only)	Total Impressions (Estimate Only)
<i>Network Local Projects</i>		
Grand Total of Contacts	2,596,488	25,477,881¹

By Channel	
CHILDREN AND FAMILIES COMMISSIONS	4,000
CITY GOVERNMENTS	2,870
COLLEGES/UNIVERSITITES	28,882
COUNTY OFFICES OF EDUCATION	512,665
INDIAN TRIBAL ORGANIZATIONS	7,820
LOCAL PUBLIC HEALTH DEPARTMENTS	543,613
PARKS AND RECREATION AGENCIES	2,215
SCHOOLS/SCHOOL DISTRICTS	979,855
UC COOPERATIVE EXTENSIONS	8,761
NON-PROFIT ORGANIZATIONS	346,860
LOCAL FOOD AND NUTRITION EDUCATION	25,296
FAITH-BASED PROJECTS	133,651
TOTAL	2,596,488

While the Unduplicated Count of Contacts remained constant, Total Impressions reported in FFY 09 dropped substantially from the 33M reported in FFY 08. Channels with the largest decreases were: colleges and universities, local health departments, schools and school districts; non-profit, faith and local food and nutrition education projects were reported for the first time in FFY 09.

By type of activity, the only substantial increase in reported impressions was for Outdoor Advertising. The largest drops in reported impressions by local projects were for Paid Print Ads and Other Promotional Events.

¹ On the next page of this section, a SAAR Report Summary (one-page) enumerates the 25M local social marketing impressions by type of nutrition education activity.

Semi-Annual Activity Report from Local Projects (SAAR) and Regional Media¹

Category in the Social Marketing Mix	Total Impressions, FFY 09 including Regional Media	Total Impressions, FFY 09 without Regional Media
Public Relations (“earned media”), TV and PSA	899,873	488,200
Public Relations, Radio	260,800	338,700
Advertising (paid), Print (circulation)	7,031,075	688,947
Public Relations, Online PR ²	28,150,084	
Public Relations, Outdoor Ads	13,954,500	13,954,500
Promotion: Grocery Store, taste tests	6,309	6,309
Promotion: Grocery Store, retail tour	1,394	1,394
Promotion: Farmers’ Market, taste test	9,067	9,067
Promotion: Farmers’ Market, tour	3,844	3,844
Promotion: Farmers’ Market, other	12,493	12,493
Education: Nutrition classes	2,497,147	2,497,147
Public/private partnerships: Provider training, participants	51,675	51,675
Education: Physical activity classes	312,692	312,692
Community Development, Physical activity events	100,991	100,991
Community Development, health fairs	471,480	471,480
Consumer Empowerment, forums	9,238	9,238
Promotion: Open houses	361,762	361,762
Consumer Empowerment: conferences and speeches	16,027	16,027
Promotion: Other events	6,151,470	6,151,470
TOTAL	52,110,173	23,960,089

¹ Regional Media refers to media placed by local/regional contractors. Impressions are documented by Network PR media contractor using the same methods described under the section “Details about the Summary Table”, footnote 4.

² Compiled separately from state media for regional contractors for the first time in FY 2009.

2. c Local Projects Summaries (Total Impressions)

Network Semi-Annual Activity Report (SAAR)

Category of Local Project Activity	Total FFY09 Impressions
Est. Consumer Impressions: TV and PSA	488,200
Est. consumer impressions- RADIO	338,700
Total Cumulative Circulation: PAID PRINT ADS	688,947
# consumer impressions: OUTDOOR ADS	13,954,500
taste test consumer impressions: GROCERY STORE	6,309
tour of retail outlet consumer impressions: GROCERY STORE	1,394
other promotions consumer impressions: GROCERY STORE	1,945
taste test consumer impressions: FARMERS MARKET	9,067
tour consumer impressions: FARMERS MARKET	3,844
other promo consumer impressions: FARMERS MARKET	12,493
# Consumer Nut Ed impressions: CLASSES	2,497,147
# provider training participants: CLASSES	51,675
PA promo w/ nut impressions: CLASSES	312,692
# attended event: ORGANIZED PA	100,991
# attended: HEALTH FAIRS	471,480
# attended: COMMUNITY FORUMS	9,238
# attended: OPEN HOUSES	361,762
# attended: SPEECHES & CONFERENCES	16,027
# attended: OTHER PROMO EVENTS	6,151,470
TOTAL Impressions	25,477,881

***Network Media – Advertising and PR
FFY09 Overview***

***Network for a Healthy California
California Department of Public Health***

October 1, 2008 – September 30, 2009

In 2009, advertising was purchased in all California markets to support nutrition education conducted by *Network* Campaigns, Programs, and funded partners. Advertising weight levels were tailored by market based on 1) concentration levels of food stamp recipient and eligible populations among total market population and 2) sheer size of food stamp recipient and eligible populations
3) media efficiencies by market.

Markets receiving highest levels of advertising weight were Bakersfield, Fresno, Los Angeles, and Sacramento. A media mix of 18 weeks of English- and Spanish- language TV, 18 weeks of Spanish-language radio, and four to six months of English- and Spanish-language outdoor (billboards and catering trucks) were purchased in these markets.

Markets receiving medium weight levels were Chico, Monterey, Palm Springs, San Diego, and San Francisco, using tailored mixes of English- and/or Spanish-language TV for 18 weeks, Spanish-language radio for 18 weeks in some markets, and English- and/or Spanish-language outdoor in some markets. Markets receiving the lightest levels of advertising were Eureka, Imperial County, and Santa Barbara, also receiving tailored mixes of English- and/or Spanish-language TV, or Spanish-language radio.

The following charts provides food stamp population data that was used to segment markets into high, medium, and low layers, and provides the total 2009 Media Spending by market:

<u>Breakout by DMA:</u>	% Food Stamp Recipients or Eligible	% Total CA Pop.	Target Audience Per Capita Index	Total 2009 Media Spending (\$)	% of Total Media Spending
Bakersfield	3.6%	2.0%	180	227,979	2.4%
Chico	2.1%	1.6%	131	49,973	0.5%
Eureka	0.8%	0.5%	160	25,462	0.3%
Fresno	11.1%	4.6%	241	525,179	5.6%
Imperial County	0.8%	0.4%	200	28,240	0.3%
Los Angeles	46.4%	45.6%	102	5,529,759	59.3%
Monterey	1.8%	1.9%	95	150,407	1.6%
Palm Springs	1.0%	1.3%	77	155,618	1.7%
Sacramento	13.1%	11.4%	115	690,640	7.4%
San Diego	4.2%	8.6%	49	611,945	6.6%
San Francisco	13.4%	20.0%	67	1,198,123	12.8%
Santa Barbara	1.4%	1.9%	74	140,859	1.4%
total advertising DMAs:	99.7%	99.8%	100	9,334,184	100.0%

For a third year, the “Ownership” Campaign featuring *Network* Champion Moms aired on both English- and Spanish-language TV stations. The familiar “What’s going on in your kitchen” and “What are you doing in your community?” calls to action aired for 18 weeks. New Spanish-language radio spots based on famous Mexican songs (rancheras and huapango), and recorded by an all-female mariachi group began airing in July. These radio spots have been very well received by Latino communities throughout California. Additionally, new outdoor creative in English and Spanish was produced to freshen the “My rules” concept, and were posted in August.

Extensive Public Relations and community relations activities were conducted by *Network* contractor PainePR. They were instrumental in guiding media outreach for local events throughout the state including the Fruit and Veggie Fest, Latino Health Awareness Month, Juneteenth Celebrations, and Public Health Week featuring Tyler Florence as the *Network* spokesperson. PainePR also helped develop the *Champion Tool Kit* designed to help local projects recruit and train Champion Moms, and they conducted multiple media trainings throughout California in FFY09.

Unfortunately, the direct-to-home project that was designed to deliver nutrition education to over 1 million low-income California households was not approved. Funding allocated for this project was re-directed to mass media, allowing the *Network* to purchase an additional two to four weeks of mass advertising in all markets.

A new Food Stamp Office Resource Kit (FSORK), developed in FFY08, was produced and distributed to 195 food stamp offices throughout California in January, 2009. This second edition of FSORK has been well-received, and will be the subject of a detailed evaluation in 2010.

Finally, a new TV advertising campaign entitled “What’s Harder” was developed and tested in FFY09. Production is funded in the FFY10 budget, and it will begin airing in April, 2010.

3.a) *Network* Media – Advertising & PR Contact Summary

Network for a Healthy California California Department of Public Health

October 1, 2008 – September 30, 2009

Network Social Marketing Project Name (State-level)	Total Unduplicated Contacts (Estimate Only)	Total Gross Impressions Adults 18+ (Estimate Only)
<i>Advertising - Coverage</i>	8,585,000 ¹	1,163,086,590 ²
<i>PR – Statewide Program</i>	N/A ³	109,750,328 ³
<i>PR—Regional Networks</i>	N/A ³	35,010,685 ⁴
Grand Total of Media Contacts	8,585,000	1,307,847,603

The Total Impressions among adults achieved through paid advertising in FFY 09 were similar to FFY 08, which was about 1.4M. Impressions from “earned media”, or public relations, nearly doubled from just over 71M in FFY 08. This was due in part to a change in reporting from the *Regional Networks*. In FFY 09 the 11 regions compiled data systematically from all the campaigns and programs rather than having each campaign or program lead do so. No *Network* advertising targets children.

¹ **Advertising, Unduplicated Count:** The estimated unduplicated count of paid advertising impressions totaling 8,585,000 is based on 85.0% of the approximately 10.1 million persons living in households below 185% FPL being exposed to a *Network* TV, radio or outdoor message at least one time during the 18 weeks of advertising. This estimated reach takes into account the fact that *Network* messages run in markets representing 99.7% of all California food stamp recipients, but not all individuals will be exposed.

² **Advertising, Gross Impressions:** Advertising impressions among Adults total 2,194,503,000 of which 1,163,086,590 represent Adults 18+ living in ≤185 percent FPL households.

³ **Public Relations, Statewide Contract:** The 109,750,328 gross impressions from *Network* public relations (PR) activities represent an Adult 18+ demographic. There is no known method to adjust PR for ≤185 percent FPL or to estimate unduplicated impressions (contacts). PR impressions for *Regional Networks* are reported separately.

⁴ **Public Relations, Regional Networks:** The 35M impressions are reported from the 11 *Regional Networks* for print, television, radio and on-line coverage. In prior years, these figures were included within Regional statistics.

3 b) Network Media (Advertising)–Summary of Impressions

Activity	October 1, 2008-March 31, 2009	April 1, 2009-Sept. 30, 2009
	Media Impressions/ Indirect Contacts (Duplicated Count)	Media Impressions/ Indirect Contacts (Duplicated Count) ¹
<i>Champions for Change Ownership: My Kitchen, Our Community.</i> Multi-cultural English language Adults 18+ impressions Bakersfield, Chico, Eureka, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco Bay Area, Santa Barbara DMAs		508,544,000
<i>Campeones de Cambio Ownership: Mi Cocina, Nuestra Comunidad.</i> Spanish language Adults 18+ impressions Bakersfield, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco Bay Area, Santa Barbara DMAs		179,059,000
TV Sub-Total		687,603,000
Radio		
<i>Campeones del Cambio Ownership: Me he de comer esa tuna; Paralas Mamás, No te Rajes, La Reina, La Campeona.</i> Spanish-language Adults 18+ impressions Bakersfield, Chico, Fresno, Imperial County, Los Angeles, Merced, Modesto, Monterey, Oxnard, Palm Springs, Riverside, Sacramento, San Diego, San Francisco, San Jose, San Luis Obispo, Santa Barbara, Santa Maria, Santa Rosa, Stockton, Victor Valley, Visalia metros		255,435,000
Radio Sub-Total		255,435,000
Out of Home Advertising		
<i>Champions for Change Ownership: My Kitchen, My Television, Our Community, My Budget, My Shopping Cart, Our Neighborhood</i> (English) 30-sheet posters, 8-sheet posters, transit shelter posters , catering trucks – Adult 18+ impressions Bakersfield, Chico, Fresno, Inland Empire, Los Angeles, Palm Springs (Coachella Valley) Sacramento, San Diego, San Francisco DMAs		832,338,000
<i>Campeones de Cambio Ownership: Mi Cocina, Nuestra Comunidad, Mi Televisión, Comer a medida, A palabras necias, Madre prevenida</i> (Spanish) 30-sheet posters, 8-sheet posters, transit shelter posters , catering trucks – Adults 18+ impressions Bakersfield, Fresno, Imperial County, Inland Empire, Los Angeles, Palm Springs (Coachella Valley), Sacramento, San Diego, San Francisco DMAs		419,127,000
Out of Home Sub-Total		1,251,465,000
TOTALS		2,194,503,000

Source: Runyon, Saltzman & Einhorn Media Department, 12/04/09.

Reach of Network Advertising Activities - Advertising includes paid placement of *Network* messaging within mass media vehicles such as TV, radio, and out-of-home including billboards, catering trucks and **transit shelters**.

3. c) Network Media (PR)-Summary of Impressions

Reach of Network Public Relations Activities

Public Relations is defined as activities a program conducts to generate awareness of public health issues related to the services offered by the program. Engagement typically takes the form of press releases that may include the release of new research, media tours, and interviews.

Activity	State Media Contract 10/1/08-9/30/09	Regional Networks 10/1/08-9/30/09	Total Media Impressions October 1, 2008 - September 30, 2009
Print PR Coverage			
General Coverage	11,583,271	5,229,765	
Latino	4,128,942	700,032	
African American	498,520	412,331	
<i>Sub-Total Print</i>	16,210,733	6,342,128	22,552,861
TV PR Coverage			
General Coverage	2,765,584	150,276	
Latino	1,580,435	261,397	
African American	0	0	
<i>Sub-Total TV</i>	4,346,019	411,673	4,757,692
Radio PR Coverage			
General Coverage	49,000	2,000	
Latino	0	104,800	
African American	0	0	
<i>Sub-Total Radio</i>	49,000	106,800	153,800
Online PR Coverage			
General Coverage	86,500,730	24,742,659	
Latino	1,364,204	3,019,425	
African American	1,279,642	388,000	
<i>Sub-Total Online</i>	89,144,576	28,150,084	117,294,658
TOTAL	109,750,328	35,010,685	144,759,011

Latino Radio Coverage does not yet includes value-added impressions from Clear Channel Spanish Radio stations.

Sources: Extracted from PainePR Year-End 2009 Report and *Regional Network Impressions* provided by 11 *Regional Networks*.

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH/*NETWORK*

3. d) PAID ADVERTISING MEDIA DELIVERY FOR PERIOD OF MARCH - NOVEMBER 2009

<u>CAMPAIGN/MEDIUM</u>	<u>BAKERSFIELD</u>	<u>CHICO</u>	<u>EUREKA</u>	<u>FRESNO</u>	<u>IMPERIAL COUNTY</u>	<u>LOS ANGELES</u>	<u>MONTEREY</u>	<u>PALM SPRINGS</u>	<u>SACRAMENTO</u>	<u>SAN DIEGO</u>	<u>SAN FRANCISCO</u>	<u>SANTA BARBARA</u>	<u>TOTAL IMPS. (000)</u>
				(1)	(18)	(2)			(3)		(4)	(5)	
<u>LOW INCOME MULTICULTURAL</u>													
<u>SPOT TELEVISION (6)</u>													
Adult 18+ Impressions (000)	11,114	6,663	2,648	33,009		312,543	4,396	3,850	62,914	18,899	57,417	8,348	521,801
W18-54 Impressions (000)	4,132	2,742	923	11,582		108,146	1,646	1,163	22,631	6,450	16,128	2,950	
Women 18-54 TRP (DMA)	2,269.1	2,130.5	2,354.6	2,465.3		2,343.9	953.7	1,072.9	2,181.1	839.3	923.2	1,810.9	
W18-54 Reach/Freq. (DMA)	87/26	85/25	86/27	90/27		90/26	76/12	78/14	87/25	75/11	76/12	84/22	
<u>30-SHEET OUTDOOR (7)</u>													
Adult 18+ Impressions (000)	9,856	7,232		27,528		279,840		3,108	34,800	15,008	75,411		452,783
Adult 18+ TRP (DMA equiv.)	2,023.8	1,859.1		2,127.4		2,196.7		925.0	1,197.1	689.7	1,448.3		
<u>8-SHEET OUTDOOR (8)</u>													
Adult 18+ Impressions (000)				11,250		278,381					26,866		316,497
Adult 18+ TRP (DMA equiv.)				869.4		2,185.3					516.0		
<u>CATERING TRUCKS (9)</u>													
Adult 18+ Impressions (000)				990		6,270			2,640	1,073	4,345		15,318
Adult 18+ TRP (DMA equiv.)				76.5		49.2			90.8	49.3	83.4		
<u>TRANSIT SHELTERS (10)</u>													
Adult 18+ Impressions (000)						23,100			13,720		10,920		47,740
Adult 18+ TRP (DMA equiv.)						181.3			472.0		209.7		
<u>OUTDOOR MEDIA COMBINED</u>													
Adult 18+ Reach/Freq. (DMA equiv.)	92/22	89/21		96/32		97/48		68/14	91/19	70/11	89/25		na

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH/*NETWORK*

3. d) PAID ADVERTISING MEDIA DELIVERY FOR PERIOD OF MARCH - NOVEMBER 2009

<u>CAMPAIGN/MEDIUM</u>	<u>BAKERSFIELD</u>	<u>CHICO</u>	<u>EUREKA</u>	<u>FRESNO</u>	<u>IMPERIAL COUNTY</u>	<u>LOS ANGELES</u>	<u>MONTEREY</u>	<u>PALM SPRINGS</u>	<u>SACRAMENTO</u>	<u>SAN DIEGO</u>	<u>SAN FRANCISCO</u>	<u>SANTA BARBARA</u>	<u>TOTAL IMPS. (000)</u>
				(1)	(18)	(2)			(3)		(4)	(5)	
LOW INCOME LATINO													
SPOT TELEVISION (11, 12)	(12)						(12)	(12)				(12)	
Adult 18+ Impressions (000)	3,715			9,264		116,921	2,319	3,680	8,371	17,619	14,044	1,567	177,500
HW18-49 Impressions (000)	na			5,790		46,215	na	na	4,383	5,595	8,311	na	
HW18-49 TRP (DMA)	na			2,645.0		2,505.0	na	na	1,891.0	2,543.0	2,451.0	na	
HW18-49 Reach/Freq. (DMA)	na			91/29		90/28	na	na	88/21	91/28	90/28	na	
SPOT RADIO (13)													
Adult 18+ Impressions (000)	7,314.0	217.0		16,867.0	na	170,973.0	5,759.0	3,789.0	9,136.0	16,384.0	22,297.0	1,767.0	254,503
HW18-34 Impressions (000)	1,438.0	71.0		3,640.0	na	27,195.0	1,181.0	822.0	2,246.0	3,870.0	4,088.0	412.0	
HW18-34 TRP (DMA equiv.)	2,728.7	676.2		2,600.0	na	2,470.0	2,601.3	2,221.6	1,527.9	2,760.3	1,372.3	1,194.2	
HW18-34 TRP (metro)	2,728.7	1,449.0		2,819.5	na	2,596.9	2,818.6	2,424.8	1,746.5	2,841.4	1,420.4	1,275.5	
HW18-34 Reach/Freq. (metro)	81/34	65/22		82/34	na	81/29	82/34	79/31	71/25	82/35	70/20	68/19	
30-SHEET OUTDOOR (14)													
Adult 18+ Impressions (000)				11,232		115,368		5,524	7,360	2,240			141,724
Adult 18+ TRP (DMA equiv.)				868.0		905.6		1,644.0	253.2	102.9			
8-SHEET OUTDOOR (15)													
Adult 18+ Impressions (000)	10,200			11,700	12,000	139,190					9,120		182,210
Adult 18+ TRP (DMA equiv.)	2,094.5			904.2	na	1,092.6					175.1		
CATERING TRUCKS (16)													
A18+ Impressions (000)	2,145			3,300		12,045		1,001	3,465	5,445	8,250		35,651
Adult 18+ TRP (DMA equiv.)	440.5			255.0		94.6		297.9	119.2	250.2	158.4		
TRANSIT SHELTERS (17)													
Adult 18+ Impressions (000)						27,342			9,800		22,400		59,542
Adult 18+ TRP (DMA equiv.)						214.6			337.1		430.2		
OUTDOOR MEDIA COMBINED													
Adult 18+ Reach/Freq. (DMA equiv.)	43/59			45/45	na	39/59		44/44	20/35	25/14	18/42		na

adult 18+ total advertising impressions all campaigns (000): 2,205,269

4. a) Fruit, Vegetable, and Physical Activity Campaigns Summary

Network for a Healthy California California Department of Public Health

October 1, 2008 – September 30, 2009
(SNAP-Ed Eligible ≤ 185% FPL)

<i>Regional Networks for a Healthy California; Fruit, Vegetable and Physical Activity Campaigns – Project Names</i>	Total Unduplicated Contacts (Estimate Only)^a	Total Impressions (Estimate Only)^b
<i>African American Campaign^c</i>	76,478	745,156
<i>Latino Campaign^d</i>	1,300,204	3,900,612
<i>Children’s Power Play! Campaign^e</i>	437,901	2,552,459
<i>Retail Program^f</i>	1,232,674	78,891,199
<i>Worksite Program^g</i>	70,820	291,816
Grand Total of Contacts	3,118,077	86,381,242

The five targeted social marketing campaigns operate through the *Regional Networks for a Healthy California (Regional Networks)*. The *Regional Networks* promote increased fruit and vegetable consumption and levels of physical activity among specific SNAP-Ed-eligible target audiences, including African American mothers and their families, Latino mothers and their families, 9- to 11-year-old children, and through specific community channels through the *Retail Program* and *Worksite Program*. During FFY 2009, the *Regional Networks* began new three-year contracts, which were awarded through a competitive process. The new *Regional Network* Scope of Work reflected an emphasis on higher quality interventions, including a greater number of educational lessons and enhanced ongoing partnerships with public and private partners in the community. *Regional Networks* document and report their data using Activity Tracking Forms, which contain detailed information about the interventions conducted, the sites at which they were conducted, and the audience reached. The Activity Tracking Form data are summarized for this report.

^a **Total Unduplicated Contacts (Estimated):** This number is based on contacts with individuals at SNAP-Ed-eligible sites, including lessons in schools and youth organizations, interactive educational booths at festivals, farmers'/flea markets, and other community venues, food demonstrations, worksite interventions, merchandising in retail stores and school cafeterias, and signs in the community. The number may include persons living in households >185% FPL because intervention sites include a mix of SNAP-Ed-eligible and non-eligible audiences. Individuals reached in one community venue may unknowingly be counted through another community venue; however, individuals are counted only once when they are reached multiple times in the same venue. Regional media activities, including paid media and public relations, are not included in this portion of the report.

^b **Total Impressions (Estimate):** This total reflects multiple exposures to interventions by the target audiences. For example, a student who participates in 10 separate nutrition education lessons would result in 10 impressions. This year, the over 35 million media and public relations impressions generated by the *Regional Networks* are included elsewhere in the report.

^c **African American Campaign:** The number of *African American Campaign* Unduplicated Contacts is lower than previous years because there were no Faith Projects conducting interventions in FFY 2009 and because the new *Regional Network* Scope of Work placed greater emphasis on reaching the audience through educational lessons, which is more time intensive than indirect reach. The drop in Total Impressions also reflects the removal of media and public relations impressions from this portion of the report.

^d **Latino Campaign:** The number of *Latino Campaign* Unduplicated Contacts is lower than previous years because the new *Regional Network* Scope of Work placed greater emphasis on reaching the audience through educational lessons, which is more time intensive than indirect reach. The drop in Total Impressions also reflects the removal of media and public relations impressions from this portion of the report.

^e **Children's Power Play! Campaign:** The *Children's Power Play! Campaign* Unduplicated Contacts and Total Impressions now exclude contacts and impressions from LIA and UC-FSNEP sites using *Children's Power Play! Campaign* resources if that number was already reported by the LIA or UC-FSNEP elsewhere in this report. The drop in Total Impressions also reflects lower-than-usual impressions achieved through cafeteria merchandising.

^f **Retail Program:** The *Retail Program* Unduplicated Contacts increased dramatically because it now includes individuals exposed to merchandising materials. The Total Impressions increased dramatically due to a higher number of participating stores, longer periods of time that stores displayed *Network* merchandising materials, and a new *Regional Network* Scope of Work that requires dedicated *Retail Program* staff. In addition, the numbers reflect the total audience reached at SNAP-Ed-eligible sites, rather than only the estimated number of SNAP-Ed-eligible persons at those sites.

^g **Worksite Program:** The *Worksite Program* grew due to an increase in participating worksites and a new *Regional Network* Scope of Work that includes more staff dedicated to the *Worksite Program*. While the number of *Worksite* regions was reduced from 11 to 7 at the end of FFY 08, this change was designed to make more efficient use of available resources. In addition to having one *Worksite* Coordinator, the 7 Regions gained a *Worksite Specialist* (0.5 FTE) in FFY 2009, which helped with workflow and enabled regional *Worksite* Staff to implement more interventions from the *California Fit Business Kit*. This led to an increase in Direct and Indirect Contact numbers. Best Practices for implementing *California Fit Business Kit* Tools are now shared more widely so that regional *Worksite* Staff can implement interventions more effectively and with greater efficiency.

Bay Area Summary

State Nutrition Education Report Summary

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts							
Title	Location		Audience		Methods	Content	Evaluation
Name of Campaign	Geographic Area	Length of Campaign (months)	Targeted Audience	Total Impressions (estimated)	Primary Activities	Key Message(s)	Type*
	(Statewide or counties reached)				(campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.)		and Status
1. Network for a Healthy California--African American Campaign (African American Campaign)	Bay Area	12 months	SNAP-Ed eligible African American adults, aged 18-54 years, and their families	34,599	ACS Body and Soul faith-based education; nutrition education at festivals; supermarket and neighborhood grocery store promotions; media and public relations; and direct health service providers.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
2. Network for a Healthy California--Latino Campaign (Latino Campaign)	Bay Area	12 months	SNAP-Ed eligible Latino adults, aged 18-54 years, and their families	85,986	Nutrition education at farmers'/flea markets, Latino festivals, direct health service provider organizations and community agencies; supermarket and neighborhood grocery store promotions, media and public relations	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

Title	Location		Audience		Methods	Content	Evaluation
3. Network for a Healthy California--Children's Power Play! Campaign (Children's Power Play! Campaign)	Bay Area	12 months	9- to 11-year-old children from SNAP-Ed eligible families/communities	35,940	School and youth organization activities; retail promotions; media and public relations; events	Eat the recommended amount of fruits and vegetables and get at least 60 minutes of physical activity every day	Process
4. Network for a Healthy California--Retail Program (Retail Program)	Bay Area	12 months	SNAP-Ed eligible Adult women with school-aged children	9,521,600	Point-of-purchase materials (posters; recipe cards; in-store audio), food demonstrations, store tours, and retail-sponsored community events to support merchandising efforts.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

Title	Location		Audience		Methods	Content	Evaluation
5. Network for a Healthy California--Worksite Program (Worksite Program)	Bay Area	12 months	SNAP-Ed eligible Adults Ages 18 - 54	109,440	Engagement of SNAP-Ed eligible worksites; implementation of CA Fit Business Program Tool Kit (including Take Action! Employee Wellness Fruit and Vegetable and Physical Activity based Program); and evaluation of pre-post worksite changes, employee wellness program, 2 employee qualitative survey and productivity/absenteeism metrics	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Central Coast Summary

State Nutrition Education Report Summary

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts							
Title	Location		Audience		Methods	Content	Evaluation
Name of Campaign	Geographic Area (Statewide or counties reached)	Length of Campaign (months)	Targeted Audience	Total Impressions (estimated)	Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.)	Key Message(s)	Type* and Status
1. African American Campaign	Central Coast	N/A	N/A	N/A	N/A	N/A	N/A
2. Latino Campaign	Central Coast	12 months	SNAP-Ed eligible Latino adults, aged 18-54 years, and their families	71,980	Nutrition education at farmers'/flea markets, Latino festivals, direct health service provider organizations and community agencies; supermarket and neighborhood grocery store promotions, media and public relations	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

Title	Location		Audience		Methods	Content	Evaluation
3. Children's Power Play! Campaign	Central Coast	12 months	9- to 11-year-old children from SNAP-Ed eligible families/communities	53,058	School and youth organization activities; retail promotions; media and public relations; events	Eat the recommended amount of fruits and vegetables and get at least 60 minutes of physical activity every day	Process
4. Retail Program	Central Coast	12 months	SNAP-Ed eligible Adult women with school-aged children	3,326,400	Point-of-purchase materials (posters; recipe cards; in-store audio), food demonstrations, store tours, and retail-sponsored community events to support merchandising efforts.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
5. Worksite Program	Central Coast	N/A	N/A	N/A	N/A	N/A	N/A

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Central Valley Summary

State Nutrition Education Report Summary

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts							
Title	Location		Audience		Methods	Content	Evaluation
Name of Campaign	Geographic Area (Statewide or counties reached)	Length of Campaign (months)	Targeted Audience	Total Impressions (estimated)	Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.)	Key Message(s)	Type* and Status
1. African American Campaign	Central Valley	12 months	SNAP-Ed eligible African American adults, aged 18-54 years, and their families	19,150	ACS Body and Soul faith-based education; nutrition education at festivals; supermarket and neighborhood grocery store promotions; media and public relations; and direct health service providers.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
2. Latino Campaign	Central Valley	12 months	SNAP-Ed eligible Latino adults, aged 18-54 years, and their families	20,617	Nutrition education at farmers'/flea markets, Latino festivals, direct health service provider organizations and community agencies; supermarket and neighborhood grocery store promotions, media and public relations	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

Title	Location		Audience		Methods	Content	Evaluation
3. Children's Power Play! Campaign	Central Valley	12 months	9- to 11-year-old children from SNAP-Ed eligible families/communities	26,925	School and youth organization activities; retail promotions; media and public relations; events	Eat the recommended amount of fruits and vegetables and get at least 60 minutes of physical activity every day	Process
4. Retail Program	Central Valley	12 months	SNAP-Ed eligible Adult women with school-aged children	3,461,999	Point-of-purchase materials (posters; recipe cards; in-store audio), food demonstrations, store tours, and retail-sponsored community events to support merchandising efforts.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
5. Worksite Program	Central Valley	12 months	SNAP-Ed eligible Adults Ages 18 - 54	9,241	Engagement of SNAP-Ed eligible worksites; implementation of CA Fit Business Program Tool Kit (including Take Action! Employee Wellness Fruit and Vegetable and Physical Activity based Program); and evaluation of pre-post worksite changes, employee wellness program, 2 employee qualitative survey and productivity/absenteeism metrics	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

*For evaluation type, indicate Formative, Process, Impact, Outcome or None. Central Valley

Desert Sierra Summary

State Nutrition Education Report Summary

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts							
Title	Location		Audience		Methods	Content	Evaluation
Name of Campaign	Geographic Area (Statewide or counties reached)	Length of Campaign (months)	Targeted Audience	Total Impressions (estimated)	Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.)	Key Message(s)	Type* and Status
1. African American Campaign	Desert Sierra	12 months	SNAP-Ed eligible African American adults, aged 18-54 years, and their families	39,219	ACS Body and Soul faith-based education; nutrition education at festivals; supermarket and neighborhood grocery store promotions; media and public relations; and direct health service providers.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
2. Latino Campaign	Desert Sierra	12 months	SNAP-Ed eligible Latino adults, aged 18-54 years, and their families	179,390	Nutrition education at farmers'/flea markets, Latino festivals, direct health service provider organizations and community agencies; supermarket and neighborhood grocery store promotions, media and public relations	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

Title	Location		Audience		Methods	Content	Evaluation
3. Children's Power Play! Campaign	Desert Sierra	12 months	9- to 11-year-old children from SNAP-Ed eligible families/communities	1,121,158	School and youth organization activities; retail promotions; media and public relations; events	Eat the recommended amount of fruits and vegetables and get at least 60 minutes of physical activity every day	Process
4. Retail Program	Desert Sierra	12 months	SNAP-Ed eligible Adult women with school-aged children	9,795,600	Point-of-purchase materials (posters; recipe cards; in-store audio), food demonstrations, store tours, and retail-sponsored community events to support merchandising efforts.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
5. Worksite Program	Desert Sierra	12 months	SNAP-Ed eligible Adults Ages 18 - 54	33,148	Engagement of SNAP-Ed eligible worksites; implementation of CA Fit Business Program Tool Kit (including Take Action! Employee Wellness Fruit and Vegetable and Physical Activity based Program); and evaluation of pre-post worksite changes, employee wellness program, 2 employee qualitative survey and productivity/absenteeism metrics	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Gold Coast Summary

State Nutrition Education Report Summary

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts							
Title	Location		Audience		Methods	Content	Evaluation
Name of Campaign	Geographic Area (Statewide or counties reached)	Length of Campaign (months)	Targeted Audience	Total Impressions (estimated)	Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.)	Key Message(s)	Type* and Status
1. African American Campaign	Gold Coast	N/A	N/A	N/A	N/A	N/A	N/A
2. Latino Campaign	Gold Coast	12 months	SNAP-Ed eligible Latino adults, aged 18-54 years, and their families	53,512	Nutrition education at farmers'/flea markets, Latino festivals, direct health service provider organizations and community agencies; supermarket and neighborhood grocery store promotions, media and public relations	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
3. Children's Power Play! Campaign	Gold Coast	12 months	9- to 11-year-old children from SNAP-Ed eligible families/communities	70,658	School and youth organization activities; retail promotions; media and public relations; events	Eat the recommended amount of fruits and vegetables and get at least 60 minutes of physical activity every day	Process

Title	Location		Audience		Methods	Content	Evaluation
4. Retail Program	Gold Coast	12 months	SNAP-Ed eligible Adult women with school-aged children	2,659,200	Point-of-purchase materials (posters; recipe cards; in-store audio), food demonstrations, store tours, and retail-sponsored community events to support merchandising efforts.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
5. Worksite Program	Gold Coast	N/A	N/A	N/A	N/A	N/A	N/A

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Gold Country Summary

State Nutrition Education Report Summary

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts							
Title	Location		Audience		Methods	Content	Evaluation
Name of Campaign	Geographic Area (Statewide or counties reached)	Length of Campaign (months)	Targeted Audience	Total Impressions (estimated)	Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.)	Key Message(s)	Type* and Status
1. African American Campaign	Gold Country	12 months	SNAP-Ed eligible African American adults, aged 18-54 years, and their families	121,920	ACS Body and Soul faith-based education; nutrition education at festivals; supermarket and neighborhood grocery store promotions; media and public relations; and direct health service providers.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
2. Latino Campaign	Gold Country	12 months	SNAP-Ed eligible Latino adults, aged 18-54 years, and their families	131,273	Nutrition education at farmers'/flea markets, Latino festivals, direct health service provider organizations and community agencies; supermarket and neighborhood grocery store promotions, media and public relations	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

Title	Location		Audience		Methods	Content	Evaluation
3. Children's Power Play! Campaign	Gold Country	12 months	9- to 11-year-old children from SNAP-Ed eligible families/communities	293,300	School and youth organization activities; retail promotions; media and public relations; events	Eat the recommended amount of fruits and vegetables and get at least 60 minutes of physical activity every day	Process
4. Retail Program	Gold Country	12 months	SNAP-Ed eligible Adult women with school-aged children	4,582,000	Point-of-purchase materials (posters; recipe cards; in-store audio), food demonstrations, store tours, and retail-sponsored community events to support merchandising efforts.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
5. Worksite Program	Gold Country	12 months	SNAP-Ed eligible Adults Ages 18 - 54	85,563	Engagement of SNAP-Ed eligible worksites; implementation of CA Fit Business Program Tool Kit (including Take Action! Employee Wellness Fruit and Vegetable and Physical Activity based Program); and evaluation of pre-post worksite changes, employee wellness program, 2 employee qualitative survey and productivity/absenteeism metrics	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Los Angeles Summary

State Nutrition Education Report Summary

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts							
Title	Location		Audience		Methods	Content	Evaluation
Name of Campaign	Geographic Area (Statewide or counties reached)	Length of Campaign (months)	Targeted Audience	Total Impressions (estimated)	Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.)	Key Message(s)	Type* and Status
1. African American Campaign	Los Angeles	12 months	SNAP-Ed eligible African American adults, aged 18-54 years, and their families	459,092	ACS Body and Soul faith-based education; nutrition education at festivals; supermarket and neighborhood grocery store promotions; media and public relations; and direct health service providers.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
2. Latino Campaign	Los Angeles	12 months	SNAP-Ed eligible Latino adults, aged 18-54 years, and their families	383,740	Nutrition education at farmers'/flea markets, Latino festivals, direct health service provider organizations and community agencies; supermarket and neighborhood grocery store promotions, media and public relations	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

Title	Location		Audience		Methods	Content	Evaluation
3. Children's Power Play! Campaign	Los Angeles	12 months	9- to 11-year-old children from SNAP-Ed eligible families/communities	317,852	School and youth organization activities; retail promotions; media and public relations; events	Eat the recommended amount of fruits and vegetables and get at least 60 minutes of physical activity every day	Process
4. Retail Program	Los Angeles	12 months	SNAP-Ed eligible Adult women with school-aged children	13,591,200	Point-of-purchase materials (posters; recipe cards; in-store audio), food demonstrations, store tours, and retail-sponsored community events to support merchandising efforts.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

Title	Location		Audience		Methods	Content	Evaluation
5. Worksite Program	Los Angeles	12 months	SNAP-Ed eligible Adults Ages 18 - 54	13,527	Engagement of SNAP-Ed eligible worksites; implementation of CA Fit Business Program Tool Kit (including Take Action! Employee Wellness Fruit and Vegetable and Physical Activity based Program); and evaluation of pre-post worksite changes, employee wellness program, 2 employee qualitative survey and productivity/absenteeism metrics	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

North Coast Summary

State Nutrition Education Report Summary

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts

Title	Location		Audience		Methods	Content	Evaluation
Name of Campaign	Geographic Area (Statewide or counties reached)	Length of Campaign (months)	Targeted Audience	Total Impressions (estimated)	Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.)	Key Message(s)	Type* and Status
1. African American Campaign	Northcoast	N/A	N/A	N/A	N/A	N/A	N/A
2. Latino Campaign	Northcoast	N/A	N/A	N/A	N/A	N/A	N/A
3. Children's Power Play! Campaign	Northcoast	12 months	9- to 11-year-old children from SNAP-Ed eligible families/communities	8,304	School and youth organization activities; retail promotions; media and public relations; events	Eat the recommended amount of fruits and vegetables and get at least 60 minutes of physical activity every day	Process

Title	Location		Audience		Methods	Content	Evaluation
4. Retail Program	Northcoast	12 months	SNAP-Ed eligible Adult women with school-aged children	9,802,400	Point-of-purchase materials (posters; recipe cards; in-store audio), food demonstrations, store tours, and retail-sponsored community events to support merchandising efforts.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
5. Worksite Program	Northcoast	N/A	N/A	N/A	N/A	N/A	N/A

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Orange County Summary

State Nutrition Education Report Summary

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts

Title	Location		Audience		Methods	Content	Evaluation
Name of Campaign	Geographic Area (Statewide or counties reached)	Length of Campaign (months)	Targeted Audience	Total Impressions (estimated)	Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.)	Key Message(s)	Type* and Status
1. African American Campaign	Orange County	N/A	N/A	N/A	N/A	N/A	N/A
2. Latino Campaign	Orange County	12 months	SNAP-Ed eligible Latino adults, aged 18-54 years, and their families	193,995	Nutrition education at farmers'/flea markets, Latino festivals, direct health service provider organizations and community agencies; supermarket and neighborhood grocery store promotions, media and public relations	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
3. Children's Power Play! Campaign	Orange County	12 months	9- to 11-year-old children from SNAP-Ed eligible families/communities	73,025	School and youth organization activities; retail promotions; media and public relations; events	Eat the recommended amount of fruits and vegetables and get at least 60 minutes of physical activity every day	Process

Title	Location		Audience		Methods	Content	Evaluation
4. Retail Program	Orange County	12 months	SNAP-Ed eligible Adult women with school-aged children	10,328,400	Point-of-purchase materials (posters; recipe cards; in-store audio), food demonstrations, store tours, and retail-sponsored community events to support merchandising efforts.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
5. Worksite Program	Orange County	12 months	SNAP-Ed eligible Adults Ages 18 - 54	13,709	Engagement of SNAP-Ed eligible worksites; implementation of CA Fit Business Program Tool Kit (including Take Action! Employee Wellness Fruit and Vegetable and Physical Activity based Program); and evaluation of pre-post worksite changes, employee wellness program, 2 employee qualitative survey and productivity/absenteeism metrics	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

San Diego Summary

State Nutrition Education Report Summary

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts							
Title	Location		Audience		Methods	Content	Evaluation
Name of Campaign	Geographic Area (Statewide or counties reached)	Length of Campaign (months)	Targeted Audience	Total Impressions (estimated)	Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.)	Key Message(s)	Type* and Status
1. African American Campaign	San Diego-Imperial	12 months	SNAP-Ed eligible African American adults, aged 18-54 years, and their families	71,176	ACS Body and Soul faith-based education; nutrition education at festivals; supermarket and neighborhood grocery store promotions; media and public relations; and direct health service providers.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
2. Latino Campaign	San Diego-Imperial	12 months	SNAP-Ed eligible Latino adults, aged 18-54 years, and their families	179,711	Nutrition education at farmers'/flea markets, Latino festivals, direct health service provider organizations and community agencies; supermarket and neighborhood grocery store promotions, media and public relations	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

Title	Location		Audience		Methods	Content	Evaluation
3. Children's Power Play! Campaign	San Diego-Imperial	12 months	9- to 11-year-old children from SNAP-Ed eligible families/communities	548,939	School and youth organization activities; retail promotions; media and public relations; events	Eat the recommended amount of fruits and vegetables and get at least 60 minutes of physical activity every day	Process
4. Retail Program	San Diego-Imperial	12 months	SNAP-Ed eligible Adult women with school-aged children	8,223,200	Point-of-purchase materials (posters; recipe cards; in-store audio), food demonstrations, store tours, and retail-sponsored community events to support merchandising efforts.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
5. Worksite Program	San Diego-Imperial	12 months	SNAP-Ed eligible Adults Ages 18 - 54	27,188	Engagement of SNAP-Ed eligible worksites; implementation of CA Fit Business Program Tool Kit (including Take Action! Employee Wellness Fruit and Vegetable and Physical Activity based Program); and evaluation of pre-post worksite changes, employee wellness program, 2 employee qualitative survey and productivity/absenteeism metrics	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.
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Sierra Cascade Summary

State Nutrition Education Report Summary

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts

4b) Fruit, Vegetable, and Physical Activity Campaigns - Contacts							
Title	Location		Audience		Methods	Content	Evaluation
Name of Campaign	Geographic Area (Statewide or counties reached)	Length of Campaign (months)	Targeted Audience	Total Impressions (estimated)	Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.)	Key Message(s)	Type* and Status
1. African American Campaign	Sierra Cascade	N/A	N/A	N/A	N/A	N/A	N/A
2. Latino Campaign	Sierra Cascade	N/A	N/A	N/A	N/A	N/A	N/A
3. Children's Power Play! Campaign	Sierra Cascade	12 months	9- to 11-year-old children from SNAP-Ed eligible families/communities	3,300	School and youth organization activities; retail promotions; media and public relations; events	Eat the recommended amount of fruits and vegetables and get at least 60 minutes of physical activity every day	Process

Title	Location		Audience		Methods	Content	Evaluation
4. Retail Program	Sierra Cascade	12 months	SNAP-Ed eligible Adult women with school-aged children	3,599,200	Point-of-purchase materials (posters; recipe cards; in-store audio), food demonstrations, store tours, and retail-sponsored community events to support merchandising efforts.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
5. Worksite Program	Sierra Cascade	N/A	N/A	N/A	N/A	N/A	N/A

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Fruit, Vegetable, and Physical Activity Campaigns Contacts Summary - FFY 09

Network Nutrition Education Report Summary

Fruit, Vegetable, and Physical Activity Campaigns - Contacts								
Title	Location		Audience			Methods	Content	Evaluation
Name of Campaign	Geographic Area (Statewide or counties reached)	Length of Campaign (months)	Targeted Audience	Total Unduplicated Contacts (estimated)	Total Impressions (estimated)	Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.)	Key Message(s)	Type* and Status
1. African American Campaign	Bay Area, Central Valley, Desert Sierra, Gold Country, Los Angeles, and San Diego Regions	12 months	SNAP-Ed eligible African American adults, aged 18-54 years, and their families	76,478	745,156	Faith-based education; nutrition education at festivals; supermarket and neighborhood grocery store promotions; media and public relations; direct health service providers, community agencies; and low-income housing units.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
2. Latino Campaign	Bay Area, Central Coast, Central Valley, Desert Sierra, Gold Coast, Gold Country, Los Angeles, Orange County, and San Diego-Imperial Regions	12 months	SNAP-Ed eligible Latino adults, aged 18-54 years, and their families	1,300,204	3,900,612	Nutrition education at farmers'/flea markets, Latino festivals, direct health service provider organizations and community agencies; supermarket and neighborhood grocery store promotions, media and public relations	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

Title	Location		Audience			Methods	Content	Evaluation
3. Children's Power Play! Campaign	All of California	12 months	9- to 11-year-old children from SNAP-Ed eligible families/communities	437,901	2,552,459	School and youth organization activities; retail promotions; media and public relations; events	Eat the recommended amount of fruits and vegetables and get at least 60 minutes of physical activity every day	Process
4. Retail Program	All of California	12 months	SNAP-Ed eligible Adult women with school-aged children	1,232,674	78,891,199	Point-of-purchase materials (posters; recipe cards; in-store audio), food demonstrations, store tours, and retail-sponsored community events to support merchandising efforts.	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process

Title	Location		Audience			Methods	Content	Evaluation
5. Worksite Program	Bay Area, Central Valley, Desert Sierra, Gold Country, Los Angeles, Orange County, and San Diego-Imperial Regions	12 months	SNAP-Ed eligible Adults Ages 18 - 54	70,820	291,816	Engagement of SNAP-Ed eligible worksites; implementation of CA Fit Business Kit (including Take Action! Employee Wellness Fruit and Vegetable and Physical Activity based Program); evaluation of pre-post worksite changes, employee wellness program, 2 employee qualitative survey and productivity/absenteeism metrics; promotion and participation in CA Fit Business Awards statewide through media coverage	Eat the recommended amount of fruits and vegetables and enjoy physical activity every day	Process
5. Total for All Campaigns	All of California			3,118,077	86,381,242			

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Appendix A. TEMPLATE 1. SECTION A : State Nutrition Education Final Report Summary

Section A: State Summary of Projects

Project Name	Delivery Locations	Audience					Methods	Content		Evaluation
		Audience Focus (Unduplicated for all)								
County	Delivery Sites type and #	Total M	Total F	# DIRECT ED	# INDIRECT ED	# TOTAL DIRECT + INDIRECT	Frequency, Duration and Type of Educational Methods	Key Messages	Key Measures	Type and Status
Alameda Adult	61 sites total	28%	72%	260	12,000	12,260				
	Adult education & Job Training Sites (6) Adult Rehab center (9) Community Centers (7) Elderly Service Centers (7) Emergency Food Assistance Sites (15) Churches (2) Public/Community Health Centers (1) Head Start Programs (7) Shelters (7)	SNAP-Ed Eligible adults		260	12,000	12,000	MiniWorkshops (1-3) 3 hrs <i>Lesson 2 ESBA at Senior Center</i> Series based (1-6) 6 hrs <i>Eating Smart Being Active (ESBA)</i> Newsletter USDA mailer Q4 <i>My Pyramid mailer CDSS unduplicated</i> **direct mailing by Alameda County Social Services	My Pyramid, Physical Activity, Food Safety, Fat Free/Low Fat Foods, Lean Meat and Beans, Food Shopping / Preparation, Limit added sugars or calories	Food Behavior Checklist, pre/post changes	Impact Outcome Process
Alameda Youth	Total Sites = 6 Extenders = 42	53%	47%	2,520	700	3,220				
	Public Schools (4) Public Schools Afterschool onsite (2)	Children in qualifying SNAP Ed schools		2,520		2,520	<i>Twigs, Nutrition to Grow On</i> <i>Junior Master Grdnr (Health/Nutrition)</i> <i>Farm to Fork K & 1 and RAMP</i>	My Pyramid, Physical Activity, Gardening Nut Education, Food Safety, Fat Free/Low Fat Foods, Lean Meat and Beans,	pre/post tests, Nutrition Garden Survey	Process Evaluation; Teacher Eval & ERS
		Indirect Education			700	700	<i>Health Fair</i>			
Amador Calavera	Total Sites = 35 Extenders = 102	46%	54%	2,227	1,168	3,395				
	Emergency Food Assistance Sites (2) Food Stamp offices (1) Head Start Programs (8) Shelters (1) Evenstart (1) Public Schools (13) Headstart (7) Independent Living Program (2)	SNAP-Ed eligible Adults		487		487	MiniWorkshops (1-3) 3 hrs ESBA Series based (1-6) 6 hrs ESBA Series based (7+) 8 hrs ESBA Series based (1-6) 6 hrs MEDC	My Pyramid, Physical Activity, Gardening Nut Education, Food Safety, Fat Free/Low Fat Foods, Lean Meat and Beans, Fruit and Vegetables, Whole Grains, Promoting healthy Weight & Food Shopping /preparation (Money Talks)	pre/post tests, ERS behavior change for adults	Outcome Formative Process
		Children in Qualifying SNAP-ed Schools		1,698		1,698	F2F K, 2,1, Twigs, HHM, RAMP, GGG <i>Ag in Classroom; JMG (Health/Nutrition)</i>			
		Indirect Education			980	980	Newsletter/ FAQ sheet/ pamphlets ☑			
		Indirect Education			188	188	Event - 1st 5 Bridge Dinner			

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Project Name	Delivery Locations	Audience					Methods	Content	Evaluation	
		Audience Focus (Unduplicated for all)								
County	Delivery Sites type and #	Total M	Total F	# DIRECT ED	# INDIRECT ED	# TOTAL DIRECT + INDIRECT	Frequency, Duration and Type of Educational Methods	Key Messages	Key Measures	Type and Status
Butte	Total Sites = 41 Extenders = 271	51%	49%	8,628	31,369	39,997				
Adult education & Job Training Sites (1)	SNAP-Ed eligible			186		186	Series based (1-6) 6 hrs MEDC	My Pyramid, Physical Activity, Food Safety, Fat Free/Low Fat Foods, Lean Meat and Beans, Food Shopping / Preparation, Limit added sugars or calories Fruits and Vegetables/ Nutrition links in gardening	Adult behavior change ERS data reported; Pre Post testing	Process Outcome
Adult Rehab center (1)	Adults			47		47	Series based (1-6) Loving your Family...			
Community Centers (1)	Children in Qualifying SNAP-Ed Schools			8,395		8,395	F2F K, F2F 1, F2F 2, TWIGS, HHM, PP!			
Food Stamp offices (2)							RAMP, GGG, AginCI, JumpstT, EatFit			
Public Housing (2)	Indirect Education				2,766	2,766	Newsletter/ FAQ sheet/ pamphlets ☐			
Churches (1)					1,835	1,835	Posters (myPyramid)			
Schools (2)					2,700	2,700	Calendars (Food Service inserts on Nut Messaging)			
State Pre-Schools (1)					18,500	18,500	Print Articles (All eligible schools)			
Public Schools (26)					3,768	3,768	Meeting, Event, Conferences, Presentation			
Public Schools Afterschool onsite (4)					600	600	Festival☐			
					1,000	1,000	Health Fair☐			
					200	200	Retail/Food Demo.☐			
Contra Costa	Total Sites = 39 Extenders = 82	42%	58%	4,054	1,192	5,246				
Adult education & Job Training Sites (6)	SNAP-Ed eligible			1,059		1,059	MiniWorkshops (1-3) 3 hrs	My Pyramid, Physical Activity, Food Safety, Fat Free/Low Fat Foods, Lean Meat and Beans, Fruit and Vegetables, Whole Grains, Food Shopping and Preparation, Limit added sugars or calories	FBC, Pre/Post tests; ERS data reported;	Impact Outcome Process
Community Centers (1)	Adults						<i>Eating Smart Being Active (ESBA), MEDC</i>			
Elderly Service Centers (2)				10		10	<i>Loving your Family...</i>			
Public Housing (1)	Children in Qualifying SNAP-ed			2,985		2,985	Series based (1-6) ESBA			
Public/Community Health Centers (3)							F2F 1, GGG, RAMP, PP!, EF, N2GO, MT-HungerA, F2F K			
Head Start Programs (1)	Indirect Education				92	92	Newsletter/ FAQ sheet/ pamphlets ☐			
Shelters (3)							Print Articles ☐			
Youth Ed site (1)					879	879	Event Presentation			
Public Schools Afterschool onsite (6)							Health Fair☐			
Public Schools (12)					221	221				
Other Youth Education Sites (parks & Rec) (3)										

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Project Name	Delivery Locations	Audience					Methods	Content	Evaluation	
		Audience Focus (Unduplicated for all)								
County	Delivery Sites type and #	Total M	Total F	# DIRECT ED	# INDIRECT ED	# TOTAL DIRECT + INDIRECT	Frequency, Duration and Type of Educational Methods	Key Messages	Key Measures	Type and Status
Fresno	Total Sites = 91 Extenders = 524	51%	49%	9,985	11,313	21,298				
Adult education & Job Training Sites (1)	SNAP-Ed eligible Adults			299		299	Series based (1-6) 6 hrs ESBA	My Pyramid, Physical Activity, Food Safety, Fat Free/Low Fat Foods, Lean Meat and Beans, Fruit and Vegetables, Whole Grains; Garden based Nutrition Education Food Shopping and Preparation / Limit added Sugars or calories	ERS Data Reported, Food Behavior Checklist, pre post, Piloted the Teacher Tasting Tool and the Teacher Observation Tool.	Impact Formative Process
Community Centers (1)				414		414	Series based (7+) 8 hrs ESBA			
Extension Offices (1)				80		80	MiniWorkshops (1-3) 3 hrs			
Food Stamp offices (5)	Children in Qualifying SNAP-ed Schools			9,192		9,192	HHM, F2F K, F2F 1, F2F 2, RAMP, PPI, TWIGS, EF, EF/Dairy Council, WF, N2GO, AginCl, Jumpstart Teen			
Cooper Middle School (1)				-		0				
Jane Addams Elementary (1)	Indirect Education				7,000	7,000	Newsletter/ FAQ sheet/ pamphlets ☐			
Carver Middle School (1)					25	25	Print Articles ☐			
Lowell Elementary (1)					4,237	4,237	Event, Conference			
Burroughs Elementary (1)					38	38	Health Fair☐			
Powers-Ginsberg Elementary (1)					13	13	Farmers Markets☐			
Rowell Elementary (1)										
Norseman (1)										
Garden of the Sun (1)										
Ahwahnee Middle School (1)										
Jefferson Elementary (1)										
Public Schools (63)										
Other Youth Education Sites (parks & Rec) (3)										
PreSchools (located in non CDS coded site) (6)										
Imperial	Total Sites = 15 Extenders = 46	44%	56%	1,029	510	1,539				
Adult education & Job Training Sites (2)	SNAP-Ed eligible Adults			34		34	MiniWorkshops (1-3) 3 hrs ESBA	My Pyramid, Physical Activity, Food Safety, Fat Free/Low Fat Foods, Lean Meat and Beans, Fruit and Vegetables, Whole Grains; Food Shopping/Preparation Limit added sugars or Calories	ERS data/ FBC	Impact Formative Process Teacher Evals
Community Centers (1)				93		93	Series based (1-6) 6 hrs ESBA			
Public/Community Health Centers (2)	Children in Qualifying SNAP-ed Schools			902		902	RAMP, F2F K, F2F 1, F2F 2			
Head Start Programs (3)										
Shelters (1)	Indirect Education				80	80	Print Articles ☐			
Public Schools (6)					4	4	Coalition/alliance meeting			
					426	426	Health Fair / Farmer's Markets			

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Project Name	Delivery Locations	Audience				Methods	Content	Evaluation		
		Audience Focus (Unduplicated for all)								
County	Delivery Sites type and #	Total M	Total F	# DIRECT ED	# INDIRECT ED	# TOTAL DIRECT + INDIRECT	Frequency, Duration and Type of Educational Methods	Key Messages	Key Measures	Type and Status
Kings	Total Sites = 11 Extenders = 70	50%	50%	1,491	4,650	6,141				
Public Schools (11)	Children in Qualifying SNAP-ed Schools			1,491		1,491	F2F K,1,2,RAMP Eat Fit/WalkFit AginCI, 5 a Day, PPI, Dairy Council	Fat free and low fat foods, Fruits and Vegetables, Lean Meat and Beans, MyPyramid, Physical Activity, Whole Grains, Food Safety, Garden enhanced Nut Education	Hand Tally Results	Process Teacher Evals
	Indirect Education				1500 100 350 250 2450	1,500 100 350 250 2,450	Newsletter/ FAQ sheet/ pamphlets ☐ Calendars Distributed to Adults Print Articles (parents of enrolled children) Event/Trainings/Festivals Presentation (Farm Days) All 3rd graders in County: Nut Ed presentation and handouts/activities for the children			
Los Angeles	Total Sites = 48 Extenders = 28	34%	66%	954	1,220	2,174				
Adult education & Job Training Sites (1) Elderly Service Centers (2) Emergency Food Assistance Sites (3) Head Start Programs (12) Public Schools (27) Public/Community Health Centers (3)	SNAP-Ed eligible Adults Children in Qualifying SNAP-ed Schools Indirect Education			394 18 542		394 18 542	MiniWorkshops (1-3) 3 hrs MEDC <i>Loving your Family...Eating Right is Basic</i> Series based (1-6) Other <i>Eating Right is Basic</i> RAMP, EF Meeting (collaborative - external) Event/Trainings/Presentations Festival☐ Health Fair☐	Fat free and low fat foods, Fruits and Vegetables, Lean Meat and Beans, MyPyramid, Physical Activity, Whole Grains, Food Safety, Garden enhanced Nut Education Food Shopping/Preparation, Limit sugars or calories	ERS data/ FBC / Pre post workshop changes	Outcome Process
					35 727 58 400	35 727 58 400				
Merced	Total Sites = 14 Extenders = 15	48%	52%	331	488	819				
Community Centers (2) Emergency Food Assistance Sites (6) Food Stamp offices (1) Churches (2) Public Schools (3)	SNAP-Ed eligible Adults Children in Qualifying SNAP-ed Schools Indirect Education			14 43 274		14 43 274	MiniWorkshops (1-3) 3 hrs ESBA Series based (7+) 8 hrs ESBA PPI, RAMP, EF/WF Newsletter/ FAQ sheet/ pamphlets ☐ Meetings, Events, Trainings, Conferences Presentation Festival☐ Health Fair☐ Retail/Food Demo.☐	My Pyramid, Physical Activity, Food Safety, Fat Free/Low Fat Foods, Lean Meat and Beans, Food Shopping / Preparation, Limit added sugars or calories Fruits and Vegetables/ Nutrition links in gardening	ERS data reported, FBC, pre post changed	Impact Outcome Formative Process
					71 5 1 3 8	71 5 1 3 8				

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Project Name	Delivery Locations	Audience					Methods	Content	Evaluation	
		Audience Focus (Unduplicated for all)								
County	Delivery Sites type and #	Total M	Total F	# DIRECT ED	# INDIRECT ED	# TOTAL DIRECT + INDIRECT	Frequency, Duration and Type of Educational Methods	Key Messages	Key Measures	Type and Status
San Diego	Total Sites = 33 Extenders = 148	48%	52%	8,078	3,450	11,528				
Adult education & Job Training Sites (5)	SNAP-Ed eligible			375		375	MiniWorkshops (1-3) 3 hrs ESBA	My Pyramid, Physical Activity, Food Safety, Fat Free/Low Fat Foods, Lean Meat and Beans, Food Shopping / Preparation, Limit added sugars or calories/ Garden enhanced Nutrition Education	ERS data reported FBC / workshop evals pre post change	Outcome Formative Process
Adult Rehab center (2)	Adults			163		163	Series based (1-6) 6 hrs ESBA			
Community Centers (1)	Children in									
Elderly Service Centers (1)	Qualifying SNAP-ed			7,540		7,540	F2F K, F2F 1, F2F 2, TWIGS, HHM, RAMP GGG, N2GO			
Food Stamp offices (2)	Schools									
Head Start Programs (4)	Indirect Education				850	850	Newsletter/ FAQ sheet/ pamphlets ☐			
Shelters (1)					540	540	Posters, Print Articles			
Family Resource Center (1)					584	584	Meetings, Events, Trainings, Conferences			
Low-income housing unit (4)					451	451	Presentation			
School parent groups (12)					525	525	Festival☐			
					500	500	Health Fair☐			
San Joaquin	Total Sites = 102 Extenders = 228	46%	54%	9,057	15,430	24,487				
Adult education & Job Training Sites (1)				205		205	MiniWorkshops (1-3) 3 hrs	My Pyramid, Physical Activity, Food Safety, Fat Free/Low Fat Foods, Lean Meat and Beans, Food Shopping / Preparation, Limit added sugars or calories/ Fruits and Vegetables / Garden enhanced Nutrition Education	Food Behavior Checklist, pre/post changes; ERS data entered	Outcome Process
Adult Rehab center (2)	SNAP-Ed eligible						Lorena Hoyos Parent Education Workshops			
Community Centers (1)	Adults			5		5	Series based (1-6) 6 hrs ESBA			
Emergency Food Assistance Sites (2)				148		148	Series based (1-6) 6 hrs Loving your Family...			
Extension Offices (1)	Children in			7,831		7,831	Series based (1-6) 6 hrs: Other mixed			
Libraries (1)	Qualifying SNAP-ed						HHM, PPI, RAMP, GGG, JumpstT, EF, MT-HungerA, TWIGS			
Churches (1)	Schools									
Head Start Programs (1)	Indirect Education				7,114	7,114	Newsletter/ FAQ sheet/ pamphlets ☐			
Shelters (2)					8,132	8,132	Event ☐			
Elementary Schools (9)					184	184	Health Fair☐			
Pre-schools (3)										
SICOE-Migrant Education (1)										
Public schools (56)										
PreSchools (located in non CDS coded site) (19)										
Other Youth Education Sites (parks & Rec) (2)										

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Project Name	Delivery Locations	Audience					Methods	Content	Evaluation	
		Audience Focus (Unduplicated for all)								
County	Delivery Sites type and #	Total M	Total F	# DIRECT ED	# INDIRECT ED	# TOTAL DIRECT + INDIRECT	Frequency, Duration and Type of Educational Methods	Key Messages	Key Measures	Type and Status
Santa Clara	Total Sites = 63 Extenders = 127	48%	52%	3,948	1,212,850	1,216,798	** adjusted minus radio = 6,619 unduplicated			
Adult education & Job Training Sites (15)	SNAP-Ed eligible			179		179	MiniWorkshops (1-3) 3 hrs ESBA	My Pyramid, Physical Activity, Food Safety, Fat Free/Low Fat Foods, Lean Meat and Beans, Food Shopping / Preparation, Limit added sugars or calories/ Fruits and Vegetables / Garden enhanced Nutrition Education	Food Behavior Checklist, pre/post changes; ERS data entered	Impact Outcome Process
Adult Rehab center (1)	Adults			342		342	Series based (7+) 8 hrs ESBA			
Community Centers (4)				22		22	Series based (1-6) 6 hrs MEDC			
Libraries (1)	Children in									
Churches (1)	Qualifying SNAP-ed			3,405		3,405	GGG, HHM, RAMP, PPI, EF			
Public/Community Health Centers (1)	Schools									
Head Start Programs (5)					1,300	1,300	Newsletter/ FAQ sheet/ pamphlets ☐			
Shelters (2)					600	600	Posters, Events, training			
Public schools (13)	Indirect Education				800	800	Festival☐			
PreSchools (located in non CDS coded site) (11)					150	150	Health Fair☐			
Other Youth Education Sites (parks & Rec) (4)				*	1,210,000	1,210,000	Spanish Speaking radio broadcast 11-28-08			
After school (located in non CDS coded site) (5)							<i>Represents impressions</i>			
San Francisco/Sai	Total Sites = 26 Extenders = 124	49%	51%	4,203	1,731	5,934				
Food Stamp offices (1)	SNAP-Ed eligible			99		99	MiniWorkshops (1-3) 3 hrs ESBA	My Pyramid, Physical Activity, Food Safety, Fat Free/Low Fat Foods, Lean Meat and Beans, Food Shopping / Preparation, Limit added sugars or calories/ Fruits and Vegetables / Garden	Food Behavior Checklist, pre/post changes; ERS data entered	Impact Outcome Process
Public Housing (1)	Adults			29		29	Learn At Home (1-6)			
Head Start Programs (1)	Children in			4,075		4,075	F2F K, F2F 1, F2F 2, HHM, GGG, RAMP, PPI, EF			
Pre-school (2)	Qualifying SNAP-ed					-				
Family Resource Center (2)	Schools					-				
Elementary School (1)	Indirect Education				1,500	1,500	Newsletter/ FAQ sheet/ pamphlets ☐			
Public schools (17)					39	39	Training			
Libraries (1)					192	192	Health Fair☐			
Shasta/Trinity	Total Sites = 60 Extenders = 892	53%	47%	4,501	27,061	31,562				
Adult education & Job Training Sites (2)	SNAP-Ed eligible			427		427	MiniWorkshops (1-3) 3 hrs	Fat free and low fat foods, Fruits and Vegetables, Lean Meat and Beans, MyPyramid, Physical Activity, Whole Grains, Food Safety, Garden enhanced Nut Education, Fruits and Vegetables Limit added sugars or calories	Food Behavior Checklist, pre/post changes	Impact Outcome Formative Process
Adult Rehab center (7)	Adults			69		69	Series based (1-6) 6 hrs and Learn at Home			
Community Centers (1)	Children in			4,005		4,005	F2F K, F2F 1, F2F 2, TWIGS, HHM, PPI, RAMP, GGG, JumpstT, EF/WF, Junior Master Grdnr (Health/Nutrition) 5 a Day, N2GO			
Emergency Food Assistance Sites (4)	Qualifying SNAP-ed									
Food Stamp offices (1)	Schools									
Public Housing (1)	Indirect Education				3,781	3,781	Newsletter/ FAQ sheet/ pamphlets ☐			
Public/Community Health Centers (1)					9,000	9,000	Print Articles ☐			
Head Start Programs (3)					2,480	2,480	Meeting, Event, Training, Presentations			
Shelters (1)										
WIC Program (2)					11,275	11,275	Festival (11,200), Health Fair (75)			
Public Schools (37)							Retail/Food Demo (50); Farmer's Market (475)			
					525	525				

Appendix A. TEMPLATE 1. SECTION A : State Nutrition Education Final Report Summary

Section A: State Summary of Projects

Project Name	Delivery Locations	Audience				Methods	Content	Evaluation		
		Audience Focus (Unduplicated for all)								
County	Delivery Sites type and #	Total M	Total F	# DIRECT ED	# INDIRECT ED	# TOTAL DIRECT + INDIRECT	Frequency, Duration and Type of Educational Methods	Key Messages	Key Measures	Type and Status
San Luis Obispo	Total Sites = 19 Extenders = 89	51%	49%	2,587	500	3,087				
Public schools (18) PreSchools (located in non CDS coded site) (1)	Children in Qualifying SNAP-ed Schools			2,587	500	2,587 -	F2F K, F2F 1, TWIGS, HHM, PPI, RAMP, EF, 5 a Day Newsletter/ FAQ sheet/ pamphlets ☑	Fat free and low fat foods, Fruits and Vegetables, Lean Meat and Beans, MyPyramid, Physical Activity, Whole Grains, Food Safety, Garden enhanced Nut Education	ERS data reported	Formative Process
Solano	Total Sites = 44 Extenders = 78	45%	55%	1,979	380	2,359				
Adult Rehab center (9) Worksites (1) Community Centers (1) Emergency Food Assistance Sites (5) Food Stamp offices (2) Public Housing (1) Libraries (2) Churches (1) Head Start Programs (6) Shelters (3) WIC Program (1) Public schools (11) PreSchools (located in non CDS coded site) (1) After school (located in non CDS coded site) (2)	SNAP-Ed eligible Adults Children in Qualifying SNAP-ed Schools Indirect Education			258 308 1,413		258 308 - 290 90	MiniWorkshops (1-3) 3 hrs Series based (1-6) 6 hrs MEDC and other and Learn at Home (all 1-6) HHM, PPI, RAMP, EF, JumpstT Newsletter/ FAQ sheet/ pamphlets ☑ Print Articles ☑	Fat free and low fat foods, Fruits and Vegetables, Lean Meat and Beans, MyPyramid, Physical Activity, Whole Grains, Food Safety, Garden enhanced Nut Education; Food Security, Fish Consumption, Food Shopping Skills, Resource management	ERS data reported	Impact Outcome Process
Stanislaus	Total Sites = 11 Extenders = 148	49%	51%	2,811	3,015	5,826				
Adult education & Job Training Sites (1) Community Centers (1) Head Start Programs (2) Public schools (7)	SNAP-Ed eligible Adults Children in Qualifying SNAP-ed Schools Indirect Education			35 96 29 129		35 96 29 129	MiniWorkshops (1-3) 3 hrs ESBA Series based (1-6) 6 hrs ESBA Series based (7+) 8 hrs ESBA Series based (1-6) 6 hrs MEDC F2F K, F2F 1, F2F 2, TWIGS, HHM, PPI, RAMP, GGG, EF, N2GO, Dairy Council Newsletter/ FAQ sheet/ pamphlets ☑ Meeting (collaborative - external) Training Farmers Markets ☑	Fat free and low fat foods, Fruits and Vegetables, Lean Meat and Beans, MyPyramid, Physical Activity, Whole Grains, Food Safety, Garden enhanced Nut Education; Food Security, Fish Consumption, Food Shopping Skills, Resource management	ERS data reported; FBC; Pre post	Impact Outcome Process

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Section A: State Summary of Projects

Project Name	Delivery Locations	Audience					Methods	Content	Evaluation	
		Audience Focus (Unduplicated for all)								
County	Delivery Sites type and #	Total M	Total F	# DIRECT ED	# INDIRECT ED	# TOTAL DIRECT + INDIRECT	Frequency, Duration and Type of Educational Methods	Key Messages	Key Measures	Type and Status
Tehama/Glenn	Total Sites = 25 Extenders = 75	48%	52%	2,294	370	2,664				
School - Family Nights (2)	SNAP-Ed eligible Adults			50		50	MiniWorkshops (1-3) 3 hrs Nut topic based	Fat free and low fat foods, Fruits and Vegetables, Lean Meat and Beans, MyPyramid, Physical Activity, Whole Grains, Food Safety	ERS data reported; FBC; Pre post	Impact Outcome Formative Process
Public Schools (23)	Children in Qualifying SNAP-ed Schools			2,244		2,244	HHM, RAMP, GGG, Dairy Council, EF, MT-HungerA, MEDC			
	Indirect Education				100	100	Newsletter/ FAQ sheet/ pamphlets ☒ Print Articles, Trainings and presentations			
					270	270				
Tulare	Total Sites = 40 Extenders = 324	52%	48%	4,886	5,424	10,310				
Adult education & Job Training Sites (7)	SNAP-Ed eligible Adults			709		709	MiniWorkshops (1-3) 3 hrs ESBA	Fat free and low fat foods, Fruits and Vegetables, Lean Meat and Beans, MyPyramid, Physical Activity, Whole Grains, Food Safety, Garden enhanced Nut Education; Food Shopping / Preparation, Limit added sugars or calorie	ERS data reported; FBC; Pre post	Impact Formative Process
Worksites (1)	Children in Qualifying SNAP-ed Schools			90		90	Series based (1-6) 6 hrs ESBA			
Community Centers (3)	Indirect Education			239		239	Learn At Home (1-6)			
Public/Community Health Centers (1)				3,848		3,848	HHM, RAMP, PPI, EF, Dairy Council			
Head Start Programs (12)						-				
Shelters (2)						1,020	Newsletter/ FAQ sheet/ pamphlets ☒			
WIC Program (2)						11	Meeting (collaborative - external)			
Schools (11)						1,200	Event ☒			
Migrant Ed (1)						502	Training			
Community Centers (2)						400	Conference☒			
Public schools (37)						70	Presentation (presenter/development)			
PreSchools (located in non CDS coded site) (1)						2,221	Health Fair (learn at home distributed)			
Yolo	Total Sites = 48 Extenders = 128	47%	53%	1,406	2,865	4,271				
Community Centers (17)	SNAP-Ed eligible Adults			17		17	MiniWorkshops (1-3) 3 hrs	Fat free and low fat foods, Fruits and Vegetables, Lean Meat and Beans, MyPyramid, Physical Activity, Whole Grains, Food Safety	Food Behavior Checklist, pre/post changes	Outcome Process
PreSchools (located in non CDS coded site) (15)	Children in Qualifying SNAP-ed Schools			1,389		1,389	HHM, F2F K			
Public schools (16)	Indirect Education				1,049	1,049	Newsletters to parents of enrolled children			
					305	305	Meeting, trainings, Presentations			
					500	500	Festival☒			
					1,011	1,011	Health Fair☒			

Appendix A. TEMPLATE 1. SECTION A : State Nutrition Education Final Report Summary

Section A: State Summary of Projects

Project Name	Delivery Locations	Audience					Methods	Content		Evaluation
		Audience Focus (Unduplicated for all)								
County	Delivery Sites type and #	Total M	Total F	# DIRECT ED	# INDIRECT ED	# TOTAL DIRECT + INDIRECT	Frequency, Duration and Type of Educational Methods	Key Messages	Key Measures	Type and Status

County	Delivery Sites type and #	Total M	Total F	# DIRECT ED	# INDIRECT ED	# TOTAL DIRECT + INDIRECT	Impressions (Duplicated Impact of Nut Ed Delivery)			
TOTAL UC FSNEP PROGRAM = 1,222 SITES		42,558	45,295	87,853	1,342,693	1,430,546				
		48%	52%							

Direct Delivery information		# Direct	Avg Contacts per participant	Duplicated Direct Ed interventions
Youth Delivery (1)		78,678	79	6,215,562 <i>Avg youth delivery approx 30 min x 79 instances* Q1-Q3 results</i>
Adult Delivery		9,175		29,266
	<i>1-3 Miniworkshops</i>	4,962	2	9,924 <i>Avg delivery instance 2 per participant for miniworkshops @ 1.0 hr</i>
	<i>1-6 Series Based</i>	3,383	4	13,532 <i>Avg delivery instance 4 per participant for series based 1-6 @ 1.0 hr</i>
	<i>7+ Series Based</i>	830	7	5,810 <i>Avg delivery instance minimum 7 per participant @ 1.0 hr</i>

Enrolled participants have on average 2 children resulting in 58,532 (9,175 x 2 = 58,532) children being reached/impacted by UC-FSNEP delivery

Unduplicated participants receiving direct education	87,853	6,244,828
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Indirect Delivery information		# Indirect	Frequency/year	Duplicated Indirect Ed interventions
	<i>Distributed Indirect Education</i>	82,395	4	329,580
	<i>Delivered Indirect Education</i>	25,354	2	50,708
	<i>Spanish radio Indirect Education Santa Clara</i>	1,210,000	1	1,210,000
Unduplicated participants receiving indirect education delivered by UC FSNEP		1,317,749		1,590,288
	<i>minus radio</i>	107,749		380,288

*Indirect Education improvement/collaboration in communities**

Meetings, Events, Presentations, Trainings		24,944		
Total Impact UC-FSNEP FFY09 Unduplicated and Duplicated	87,853	1,342,693	1,430,546	7,835,116
<i>restated duplicated interventions minus Santa Clara radio and trainings</i>	87,853	1,07,749		6,625,116
Unduplicated UC-FSNEP participants direct/indirect		195,602		

Youth "impressions" were derived by analyzing the recorded teacher hours by month and total hours reported for Q1 through Q3. These three quarters were used since 80% of UC-FSNEP delivery is completed within during this time. By taking these calculations, it shows that each participant on average, over the course of the year, is provided an education lesson or program 79 times per participant. To arrive at this calculation, the Q1-Q3 hours by each teacher were divided by .50 (30 minutes). The interventions by teachers were then averaged across all programs yielding approximately 79 interventions at 30 min each. This then resulted in an overall average of approximately 40 hours per teacher for the entire program. However, please note, there is variation within the different delivery channels, (i.e. preschool, afterschool, in-classroom--K-12). When the individual teacher time is reviewed there is variance and may result in a higher number of hours delivered than the 40 hours for statewide averages. Since the average impression calculation of 79 impressions represent only Q1 through Q3, UC-FSNEP reported duplicated interventions are understated by approx 20%. We estimate total impressions would be approx 7.87M for the entire year. The FFY10 Final report will include a true reporting of these numbers based on the newly created EARS reporting tools.



Preliminary Final Impact Evaluation Report

FFY 2009

12/14/09

Andy Fourney, DrPH
Evaluation Specialist

Amanda Linares, MS
Research Associate IV

Sharon Sugerman, MS, RD,
FADA
Research Scientist II

California Department of Public Health
Cancer Control Branch
Policy, Planning and Evaluation Section
Research and Evaluation Unit

Funded by the USDA's Food Stamp Program, an equal opportunity provider and employer. For information on obesity prevention or food stamps, call 1-888-328-3483.

Section B: State Nutrition Education Final Report Summary FYY 09

Section B. Final Report Summary for Evaluations.

Provide the information requested below for any significant evaluation efforts (costing greater than \$400,000) that were completed during the previous year.

In FY 2004 the *Network* asked contractors receiving over \$500,000 in Federal Share to conduct outcome or impact evaluation to proactively demonstrate fiscal responsibility. The term “outcome” refers to evaluation conducted to assess change among individuals exposed to an intervention. The term “impact” refers to evaluation conducted to assess change in a group exposed to an intervention and a group not exposed to the intervention or an alternative intervention. Twelve contractors participated in the first year and in FY 05 the *Network* lowered the participation threshold to \$350,000 in Federal Share which resulted in a peak participation of 48 in FY 07 and most recently to 43 in FFY 09. Some of the participants in FY 07 had volunteered but they did not continue and two others discontinued their work with the *Network* accounting for the decrease in participation and change in sample size by channel. The number of contractors participating by channel also changed due to new agencies volunteering to participate, like the one in the LFNE channel. The 43 contractors in FY 09 represented over \$49 million in Federal funds, or 50% of the *Network’s* federal funding. The total cost of the evaluations conducted by these 43 contractors was approximately \$660,000 with a maximum of just over \$234,000, well below the USDA’s reporting requirement. In FY 2008 USDA guidance specified “If any proposed FSNE evaluation activity exceeds \$400,000 in a State in any year, it is highly recommended that the State agency include an impact assessment that meets the criteria described in the FNS Principles of Sound Impact Evaluation found at: www.fns.usda.gov/oane/menu/Published/NutritionEducation/Files/EvaluationPrinciples.pdf

1. Name of Project or Social Marketing Campaign

If multiple projects or campaigns were part of a single impact evaluation, please list them all.

ABC USD	School/District
Alameda County Health Care Services Agency	Local Health Department
Alameda County Office of Education(Coalition) Hayward USD	School/District
Alhambra USD	School/District
Alisal Union School District	School/District
Berkeley USD	School/District
California State University, Chico Research Foundation - SCNAC	College/University
Compton USD	School/District

Contra Costa County Health Services	Local Health Department
Del Norte USD	School/District
East Los Angeles College	College/University
El Monte City School District	School/District
Hawthorne School District	School/District
Health Education Council	Local Food and Nutrition Education Project
Humboldt County Office of Education	County Office of Education
Huntington Beach Union High School District	School/District
Kernville Union School District	School/District
Long Beach Unified School District	School/District
Long Beach, City of, Department of Public Health	Local Health Department
Los Angeles County Office of Education	County Office of Education
Los Angeles Trade-Technical College	College/University
Los Angeles Unified School District	School/District
Marin County, Dept. of Health and Human Services	Local Health Department
Merced Office of Education	County Office of Education
Monrovia Unified School District	School/District
Monterey County Health Department	Local Health Department
Mount Diablo Unified School District -After School Program	School/District
Newport-Mesa Unified School District	School/District
Orange County Health Care Agency	Local Health Department
Orange County Superintendent of Schools - ACCESS	County Office of Education
Orange County Superintendent of Schools - Coalition	County Office of Education
Pasadena Unified School District	School/District
Riverside, County of, Health Care Services Agency	First 5 Children and Families Commission
San Bernardino, County of, Department of Public Health	Local Health Department
San Francisco Unified School District	School/District
Santa Ana Unified School District	School/District
Shasta County Health and Human Services Agency, Public Health Branch	Local Health Department
Shasta County Office of Education	County Office of Education
Tulare County Office of Education	County Office of Education
Tulare, County of, Health and Human Services Agency	Local Health Department
Ukiah Unified School District	School/District
University of California, Cooperative Extension of Alameda County	University of California Cooperative Extension
Ventura Unified School District	School/District

2. Key Evaluation Impact(s)

Identify each impact being assessed by the evaluations. For example are FSNE participants more likely than non-participants to report they intend to increase their fruit and vegetable intake? Or do a greater proportion of FSNE participants choose low-fat (1% or skim) milk in the school cafeteria compared to non-participants?

The primary outcome for the impact evaluation project was fruit and vegetable consumption. The secondary outcomes were factors that influence it including those listed in Table 1.

1. Fruit and vegetable consumption	6. Perceived parental consumption
2. Access fruit and vegetables	7. Perceived peer behavior
3. Attitudes and beliefs	8. Preferences
4. Knowledge	9. Self-efficacy
5. Outcome expectations	10. Teacher encouragement

3. Evaluation participants.

Describe the population being evaluated and its size. For example, all (1200) kindergarten students at public schools in on school district.

Forty-three contractors, in seven channels, collected data from a total of 8,619 individuals (Table 2). Most of the contractors provided nutrition education in schools even though they were not in the school channel. The sample was 80% school-age youth and 53% female.

Channel of Impact/Outcome Evaluation Contractor	Number of Matched Surveys- Intervention	Number of Matched Surveys- Control	Total
School/District (20)	3,096	1,159	4,255
College/University (4)	692	379	1,071
County Office of Education (7)	1,265	135	1,400
First 5 Children and Families Commission (1)	50	0	50
Local Health Department (9)	1,454	162	1,616
University of California Cooperative Extension (1)	59	0	59
Local Food and Nutrition Education Projects (1)	168	0	168
Total (43)	6,784	1,835	8,619

4. Assignment to intervention and control or comparison conditions

a. Describe the unit of assignment to intervention and control groups.

For example, an intervention focused on kindergarten students may assign school districts, individual schools, classrooms, or individual student to intervention and control groups.

Individuals were the unit of assignment. Impact was assessed by measuring change in individuals that had both a pre-test and a post-test.

b. Describe how assignment to intervention and control groups was carried out.

Be explicit about whether or not assignment was random. For example, ten kindergarten classrooms were randomly assigned to intervention and control groups.

Contractors recruited participants using **convenience sampling** methods. One contractor endeavored to select schools or classrooms randomly but all others did not use random assignment.

c. Describe how many units and individuals were in the intervention and control groups at the start of the intervention.

A total of 8,619 individuals participated in the evaluation. Of these, 6,784 received the contractor-specific intervention and 1,835 were in a control group selected by the contractor. Of both the intervention and control subgroups, 47% of the participants were male. Table 3 shows the individuals by age group.

- Intervention: 6,784 (79%)
- Control: 1,835 (21%)

Table 3: Individuals By Age And Condition Of Assignment			
Age Category	Intervention Group Participants	Control Group Participants	Total (%)
<5	0	0	0 (0%)
5-8	105	5	110 (1%)
9-17	5,601	1,196	6,797 (79%)
18+	1,078	634	1,712 (20%)
Total	6,784	1,835	8,619

5. Impact Measure(s)

For each evaluation impact, describe the measure(s) used. Descriptions should indicate if the focus is on knowledge, skills, attitudes, intention to act, behavior or something else. Each measure should also be characterized in terms of its nutritional focus, e.g. low fat food preparation, number of whole grain servings consumed, ability to accurately read food labels. Finally indicate if impact data were collected through observation, self-report, or another method.

Table 4 shows the name of the tools used to measure the change in fruit and vegetable consumption, the number of contractors that used the tool and the number that showed a statistically significant difference.

Table 4. Measures of fruit and vegetable consumption and physical activity for adults and children[*]	# of contractors that used the tool (# with statistically significant results)
Measures of fruit and vegetable consumption for adults	
• Food Behavior Checklist (FBC) (Townsend, 2003)	8 (5)
• Fruit and Vegetable Checklist (FVC) (Townsend, et al., 2006) with instruction guide (Townsend et al., 2007)	3 (2)
Measures of fruit and vegetable consumption for elementary – middle school age students	
• Day in the Life Questionnaire (DILQ) (Edmunds and Ziebland, 2002)	11 (3)
• Consumption School and Physical Activity Nutrition project (SPAN) (Hoelscher 2003)	12 (2)
• Consumption questions from the California Health Kids Survey (CHKS)	4 (0)
• Other consumption questions approved by the <i>Network</i>	5 (3)

^{**} The number of contractors in Table 4 adds up to 45 because CSU Chico and Del Norte had multiple interventions in sites with varying ages.

Measures of fruit and vegetable consumption for elementary – high school age students	
• Consumption questions from the Youth Risk Behavior Survey (YRBS)	2 (2)

Contractors measured change in eight factors using eleven different survey tools. Table 5 shows the name of the factors used to measure factors that influence fruit and vegetable consumption for adults and children.

Table 5: Measure of factors that influence fruit and vegetable consumption	
Factors that were measured (reference) for elementary – middle school age students	# of contractors that measured this outcome (# with statistically significant results)
• Perceived peer behavior (Vereecken et al. 2005 ¹)	5 (1)
• Perceived parental consumption (Vereecken et al., 2005 ¹).	4 (0)
• Socialization-encouragement (Vereecken et al., 2005 ¹)	4 (0)
• Access (Hearn 1993 ²)	7 (1)
• Self Efficacy for Eating, Asking and Preparing Survey (Reynolds, et al., 2002 ³)	1 (1)
• Self Efficacy for Eating Fruits and Vegetables (Baranowski, et al., 2000 ⁴)	1 (0)
• Self Efficacy for Asking and Shopping (Baranowski, et al. 2000 ⁴)	4 (1)
• Preferences Survey (Domel et al., 1993 ⁵)	5 [†]
• Outcome Expectations Survey (Reynolds, et al., 2002 ³ and (Baranowski, et al., 2000 ⁶)	3 (2)
• Knowledge Survey (adapted from Reynolds et al., 2002 ³ and Hoelscher et al., 2004 ⁷)	6 (4)
• General Knowledge Survey	2 (1)

a. Describe the points at which data were collected from intervention and control group participants.

For example, these points may include pre-test or baseline, midway through the intervention, post-test as intervention ends or follow-up some weeks or months after the intervention ends.

The pre-test took place before the beginning of intervention and post-tests took place after the last intervention session. The span of time between pre-test and post-test varied widely between contractors. For some it was less than four weeks and for others it was greater than 40 weeks.

6. Results

Compare intervention and control groups at each measurement point, by individual measure. Report the number of intervention and the number of control group participants measured at each point. Describe any tests of statistical significance and the results.

[†] The five contractors measured several different produce items. Changes in some items were significant.

Fruit and vegetable consumption by adults

The Food Behavior Checklist (FBC) and Fruit and Vegetable Checklist (FVC) were used to measure adult consumption of fruit and vegetables as indicated above. These surveys were validated with low-income populations in California making them a strong measure of consumption for this evaluation. There are two versions of both the FBC and FVC. One tool measures consumption in cups and the other in servings.[‡] Contractors provided data using the FBC in servings and cups or the FVC in cups only from 739 individuals in intervention and control. Results showed that 246 individuals reported an increase of 0.34 total consumption in servings, and 493 individuals showed an increase of .47 cups (Table 6a and 6b). The increase in cups and servings was statistically significant (p<0.001).

Table 6a. FBC and FVC intervention results

	N	Pre-test	Post-test	Difference	p-value
FBC-Servings					
Total Consumption	246	4.16	4.50	0.34	0.019
Fruit		2.86	3.02	0.16	0.104
Vegetable		1.30	1.47	0.17	0.010
FBC-Cups					
Total Consumption	272	2.25	2.97	0.72	0.000
Fruit		1.15	1.52	0.37	0.000
Vegetable		1.06	1.41	0.35	0.000
FVC-Cups					
Total Consumption	221	1.56	1.71	0.15	0.001
Fruit		0.77	0.86	0.09	0.003
Vegetable		0.78	0.84	0.06	0.032

Table 6b. FBC and FVC combined results in cups, intervention and control

	N	Pre-test	Post-test	Difference	p-value
Intervention					
Total Consumption	493	1.94	2.41	0.47	0.000
Fruit		0.98	1.23	0.25	0.000
Vegetable		0.94	1.15	0.21	0.000
Control					
Total Consumption	179	2.65	2.94	0.29	0.001
Fruit		1.33	1.49	0.16	0.002
Vegetable		1.32	1.46	0.14	0.010

Fruit and vegetable consumption by youth

[‡] How many serving/cups of fruit/vegetables do you eat each day

Ten contractors collected data from 1,121 youth with the Day in the Life Questionnaire (DILQ). There are two versions of this survey, one for children ages 7-9 years and one for children aged 9-11 years. The 7-9 age group tool measures the number of times they ate fruit, vegetables and juice “yesterday”. The 9-11 age group tool measures the number of times they ate fruit, vegetables, and juice “yesterday” and “this morning”. At pre-test, children reported eating fruit and vegetables an average of 1.17 times “yesterday” and 1.58 times at post-test (Table 7). The increase of 0.41 times was statistically significant with all contractors combined. The measure of consumption “this morning” showed children reported eating fruit and vegetables an average of 0.64 times at pre-test, and 0.70 times at post-test with all 9-11 age group contractors combined (table not shown). This was not a statistically significant finding.

Table 7. DILQ results, 7-9 and 9-11 survey results combined for “yesterday” data

	N	Pre-test	Post-test	Difference	p-value
Intervention					
Total Consumption	1121	1.17	1.58	0.41	0.000
Fruit		0.78	1.10	0.32	0.000
Vegetable		0.39	0.55	0.16	0.000
Control					
Total Consumption	80	0.78	0.90	0.13	0.606
Fruit		0.46	0.65	0.19	0.125
Vegetable		0.31	0.25	-0.06	0.415

A total of 29 contractors collected fruit and vegetable consumption data from 2,689 children using the DILQ, School and Physical Activity Nutrition Project (SPAN), California Healthy Kids Survey (CHKS), and Youth Risk Behavior Survey (YRBS) (Table 8). SPAN results showed a significant increase in fruit consumption only. Results from the CHKS yielded no significant increases in fruit, vegetable, or juice consumption. Results from the YRBS showed significant increases in the number of times respondents ate fruit, vegetable, and/or juice during the past seven days. The fruit consumed includes fruit and fruit juices. Vegetables include green salad, potatoes (excluding French fries, fried potatoes, and potato chips), carrots and other vegetables. Respondents had eaten these items an average of 7.26 times at pre-test and 8.60 at post-test over the last seven days ($p < 0.01$).

Table 8. Fruit and vegetable consumption survey results

Survey	N	Pre-test	Post-test	Difference	p-value
SPAN Fruit	856	1.71	1.83	0.12	0.010
SPAN Vegetable		1.41	1.43	0.02	0.558
SPAN Juice		1.44	1.44	0.00	0.939
SPAN FVJ		4.56	4.71	0.15	0.076
CHKS Fruit	718	2.54	2.63	0.09	0.158
CHKS Vegetable		2.21	2.19	-0.02	0.872
CHKS Juice		2.18	2.14	-0.04	0.518
CHKS FVJ		6.93	6.99	0.06	0.717
DILQ Fruit	1121	0.78	1.10	0.32	0.000
DILQ Vegetable		0.39	0.55	0.16	0.000
DILQ FV		1.17	1.58	0.41	0.000
YRBS Fruit	149	1.85	2.21	0.36	0.015
YRBS Vegetable		3.82	4.38	0.56	0.022
YRBS Juice		1.59	2.01	0.42	0.013
YRBS FVJ		7.26	8.60	1.34	0.002

Cognitive, Social, and Environmental Factors

As mentioned in Table 5, some contractors measured changes in eight cognitive and social factors using eleven different modular surveys offered in the *Network Compendium of Surveys*. Contractors could pick and choose the sets of questions that matched their interventions and administered a survey with those questions. When possible, the data from these surveys were aggregated and analyzed together yielding a larger sample size.

Cognitive Factors

Several contractors measured the changes observed in cognitive factors (Table 9). Contractors used two knowledge surveys. For the 5-item survey the scores from six contractors (n=607) for the five knowledge questions ranged from 0, all incorrect, to 5, all correct. The score of 3.99 at post-test means that the respondents, on average, answered one question incorrectly. The question answered incorrectly most often was: Almost all fruits and vegetables contain a lot vitamins and [fiber]. Despite this, students did significantly better on this question at post-test ($p < 0.001$). With combined results for this survey, student knowledge increased by 0.85 ($p < 0.001$) (Table 9). Results from the 7-item General Knowledge survey were more robust. Two contractors used this survey with 223 students. Students improved 1.5 points from pre-test to post-test ($p < 0.001$).

Change in outcome expectations was assessed by three contractors (n=316) using a 7-item instrument validated by Reynolds, et al., 2002³. The three response categories were: disagree=1, not sure=2, agree=3 leading to a summary scale that ranged from 7-21. The increase of 0.58 to 17.78 at post-test

was significant (Table 9). The question with the lowest average score at pre-test was “I will get sick more often if I don’t eat fruit and vegetables.” This question also had the lowest average score at post-test, though it improved by 0.08 points.

Six contractors measured changes in self-efficacy using three different validated tools. Four contractors measured self-efficacy for asking and shopping for fruit and vegetables from over 524 youth using an eight-item instrument (Baranowski, et al. 2000⁵). Response categories ranged from ‘I disagree very much’ (coded as 1) to ‘I agree very much’ (coded as 5) and scores ranged from 8 – 40. Results for contractors using this survey were not significant.

Another contractor (n=117) assessed change in self-efficacy for eating, asking and preparing with a 17-item tool (Reynolds, et al., 2002³). The p-values were significant for this group with an increase of 2.36 from pre-test to post-test (p=0.001) (Table 9).

One contractor used a 13-item tool (Baranowski, et al., 2000⁶) to assess change in self-efficacy for eating fruits and vegetables. These results were not significant.

Table 9. Changes observed in cognitive factors

Survey	N	Pre-test	Post-test	Difference	p-value
Knowledge 7-item (General Knowledge, Reynolds & Hoelscher)	223	3.16	4.66	1.50	0.000
Knowledge 5-item (Hawthorne & Russell)	607	3.14	3.99	0.85	0.000
Outcome Expectations 7-item (NES)	316	17.20	17.78	0.58	0.001
Self Efficacy 8-item (Asking, Shopping, Baranowski)	524	30.41	31.00	0.59	0.123
Self Efficacy 17-item (Eating, Asking, Preparing, Reynolds)	117	39.69	42.05	2.36	0.001
Self Efficacy 13-item (HOTM)	80	46.25	44.30	-1.95	0.230

Social Factors

Several contractors measured the changes observed in social factors, including perceived peer behavior, socialization and encouragement, and perceived parent consumption (Table 10). Five contractors measured perceived peer behavior using a 6-item instrument (Vereecken, et al., 2005¹) with a range of (range 0-12

for six items combined). The difference observed between pre-test and post-test was not significant. Both the 8-item socialization-encouragement (range 0-16 for questions combined) and the 2-item parent consumption factors (range 0-8 for two items combined) (Vereecken, et al., 2005¹) showed increases between pre-test and post-test, however, neither was significant (Table 10). The socialization-encouragement survey asked students to complete the sentence “Does your teacher tell you...” with a variety of statements about fruits and vegetables. The answer choices were *yes*, *no*, and *I don’t know*. The statement students most often answered *no* to was “Does your teacher tell you that vegetables taste good?” There was not a significant change in the answer to this question between pre-test and post-test.

Table 10. Changes observed in social factors

Survey	N	Pre-test	Post-test	Difference	p-value
Perceived Peer Behavior 6-item	531	5.63	5.60	-0.03	0.875
Socialization-Encouragement 8-item (range 0-16)	373	11.88	12.24	0.36	0.074
Perceived Parent Consumption 2-item (range 0-8)	376	5.22	5.43	0.21	0.087

Access to fruit and vegetables

A total of 869 students answered questions about access to fruit and vegetables. The questions were: At your *home* do you have fruits / vegetables to eat? The four response categories ranged from never to always, with an ‘I don’t know’ option. This led to scores from 0-6 and the increase of 0.16 to 5.24 at post-test was statistically significant (Table 11). At post-test 0.8% said they never have fruit at home compared to 34% who said always. These numbers were similar for vegetables: 1.6% and 32% respectively. In both cases nearly 2/3 of children answered “I don’t know” to questions about access to fruits and vegetables at home.

Table 11. Changes observed in access

Survey	N	Pre-test	Post-test	Difference	p-value
Access -2-item	869	5.08	5.24	0.16	0.000

Physical Activity

The 2-item physical activity survey asked: Over the *past 7 days*, on how many days were you physically active for a total of at least 60 minutes per day? and Over a *typical or usual week*, on how many days are you physically active for a total of at least 60 minutes per day? Response categories ranged from 0-7 days creating a summary score ranging from 0-14. At pre-test, respondents reported

being physically active for 60 minutes 4.8 times this past week, which was higher than the number of times during a typical week (4.6 times). For both measures, at post-test the score increased to 5.0 times. The combined scores (range 0-14) showed an increase of 0.56 times from 9.38 at pre-test to 9.94 at post-test ($p < 0.001$) (Table 12).

Table 12. Changes observed in physical activity

Survey	N	Pre-test	Post-test	Difference	p-value
Physical Activity -2-item	647	9.38	9.94	0.56	0.000

Five contractors measured preferences (Appendix 1). Though each measured a different combination of featured Harvest of the Month (HOTM) and non-HOTM produce, their data was combined to yield impressive results. The three items featured by the most contractors were persimmons, asparagus, and spinach. Of the 26 HOTM featured items 57.7% showed significantly improved preference at post-test, while this was true for only one of the five non-HOTM items.

Summary

In sum, data were collected from 8,619 individuals by 43 contractors in seven channels. Contractors measured consumption, physical activity and ten factors that influence those behaviors.

The results show that contractors increased consumption, both in the child and adults populations. The FBC showed adults increased consumption by 3.03 cups and the FVC showed an increase of 0.67 cups “yesterday”. The Day in the Life Questionnaire showed an increase of 0.54 times “yesterday” and the YRBS showed an increase of 0.36 times in the past seven days. Though CHKS and SPAN did not show significant combined fruit, vegetable, and juice results, consumption increased from pre-test to post-test for both.

The interventions implemented could reasonable be expected to change only some of the factors that were measured. The results showed statistically significant change for some of these including outcomes related to students’ fruit and vegetable-related knowledge, outcome expectations, and self-efficacy for eating, asking and preparing fruit and vegetables. But it was not significant for other dimensions of self-efficacy (asking, shopping, eating).

Interventions did not target some other factors but they were measured to help explain change. Two factors related to children’s perception of their teachers and parents. If the behavior of teacher’s or parents did not change then it would be reasonable to see no significant change in the results for those factors. Socialization-encouragement refers to children’s perception of teachers’ behavior and perceived parent consumption refers to the child’s perception of parental

behavior. In this evaluation, interventions targeted the children directly and not their teachers or parents. Even though access was not directly targeted by the interventions results showed a slight increase that was statistically significant. The evaluation suggests that some nutrition education intervention activities work others need to be strengthened in certain areas.

While very positive, these results do not capture the full impact of *Network*-funded nutrition education. The changes reported here resulted from varied interventions implemented in settings where contractors have little control over conditions that influence fruit and vegetable consumption. Advertising, availability of high quality fruit and vegetables in schools and homes, policies that favor the consumption of calorie dense foods are among those that limit the impact of the nutrition education delivered by *Network*-funded contractors.

7. Reference

Provide a contact for additional details and a reference to any other report of the evaluation.

Andy Fourney
andy.fourney@cdph.ca.gov
(916) 449-5386

Appendix 1: Produce items featured, pre-test and post-test means, and paired t-test p-value of difference between pre and post-test.

Item	N	Pre-test	Post-test	Difference	p-value	Number of Contractors Featuring Item
HOTM Fall Produce						
Kiwifruit	56	3.89	3.75	-0.14	0.073	1
Pear	48	2.13	2.4	0.27	0.046	1
Persimmon	398	1.56	2.59	1.03	0.000	4
Winter Squash	213	2.58	2.99	0.41	0.000	1
HOTM Winter Produce						
Broccoli	49	2.06	2.02	-0.04	0.719	1
Cabbage	368	2.75	3.12	0.37	0.000	2
Mandarins	589	2.39	2.62	0.23	0.000	2
Orange	49	2.78	2.86	0.08	0.420	1
Sweet Potatoes	425	2.87	3.14	0.27	0.000	3
Tangerines	80	3.33	3.28	-0.05	0.728	1
HOTM Spring Produce						
Asparagus	879	1.88	2.17	0.29	0.000	4
Avocado	213	2.61	3.00	0.39	0.000	1
Carrots	646	2.60	2.58	-0.02	0.495	3
Dates	49	0.55	0.76	0.21	0.262	1
Dried Fruit	213	2.89	3.31	0.42	0.000	1
Dried Plums	588	1.54	1.86	0.32	0.000	2
Peas	611	1.40	1.86	0.46	0.000	2
Raisins	49	1.63	1.67	0.04	0.674	1
Spinach	474	2.65	2.94	0.29	0.000	4
Strawberries	575	2.81	2.81	0.00	0.639	2
HOTM Summer Produce						
Figs	48	0.73	1.17	0.44	0.002	1
Grapes	49	2.98	2.84	-0.14	0.070	1
Green Beans	211	2.98	3.15	0.17	0.006	2
Melons	292	3.64	3.73	0.09	0.029	3
Peaches	80	3.68	3.61	-0.07	0.449	1
Salad Greens	106	2.69	2.74	0.05	0.618	2
Non-HOTM Produce						
Banana	48	2.50	2.44	-0.06	0.497	1
Celery	49	1.78	1.63	-0.15	0.197	1
Cherries	526	2.66	2.74	0.08	0.005	1
Jicama	48	1.56	1.65	0.09	0.522	1
Pumpkin	49	1.59	1.61	0.02	0.871	1

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¹ Vereecken AC, Damme WV, Maes L. Measuring Attitudes, Self-Efficacy, and Social and Environmental Influences on Fruit and Vegetable Consumption of 11- and 12-Year-Old Children: Reliability and Validity. *J. Am Dietetic Association*. 2005; 105(2) 257-261.

² Hearn DH, Baranowski T, Baranowski J, Doyle C, Smith M, Lin LS, Resnicow K. Environmental Influences on Dietary Behavior Among Children: Availability and Accessibility of Fruits and Vegetables Enable Consumption. *Journal of Health Education* 1998; 29(1): 26-32.

³ Reynolds K, Yaroch A, et al. Testing mediating variables in a school-based nutrition intervention program. *Health Psychol* 2002; 21(1): 51-60.

⁴ Baranowski T, Davis M, Resnicow K, Baranowski J, Doyle C, Smith M, Lin L, Wang DT. Gimme 5 fruit and vegetables for fun and health: Outcome Evaluation. *Health Education & Behavior* 2000; 27(1):96-111.

⁵ Domel SB, Baranowski T, Davis H, Leonard SB, Riley P, Baranowski J: Measuring fruit and vegetable preferences among fourth and fifth grade students. *Prev Med* 22(6):866-879, 1993.

⁶ Baranowski T, Davis M, Resnicow K, Baranowski J, Doyle C, Smith M, Lin L, Wang DT. Gimme 5 fruit and vegetables for fun and health: Outcome Evaluation. *Health Education & Behavior* 2000; 27(1):96-111.

⁷ Hoelscher D, Day RS, Lee ES, Frankowski RF, Kelder SH, Ward JL, Scheurer ME. Measuring the prevalence of overweight in Texas school children. *American Journal of Public Health* 2004; 94: 1002-1008.

ANNUAL BENCHMARK SURVEY OF MEDIA IMPACT—FFY09 INTERIM REPORT

The *Network* continues to conduct an annual tracking survey that measures advertising awareness and knowledge, attitudes and beliefs related to fruit, vegetable, and physical activity consumption. The following data provide a brief overview of the *Network*'s Benchmark Study findings for advertising activity in 2008. A full evaluation of 2008 and 2009 Benchmark findings will be provided in May, 2010, after 2009 data is fully assessed by Field Research.

Overall, campaign awareness levels among SNAP Moms were up slightly from 2007 to 2008, while SNAP-eligible Moms not receiving food stamps declined. Consistent with previous years, awareness among recipients outpace non-recipients.

<i>Network for a Healthy California</i>			
Aided Recall of Any <i>Network</i> Campaign Ad*			
	<u>2004</u>	<u>2007</u>	<u>2008</u>
SNAP Moms	66%	56%	59%
SNAP Eligibles not receiving FS	63%	53%	47%
*During three months prior to survey			

Source: *Network for a Healthy California 2008 Tracking Survey*

Awareness trends that were identified in previous years continue to track in similar patterns: 1) Latino and African American moms, especially SNAP recipients, have higher awareness than non-Hispanic White or “other” populations. 2) geographic markets receiving greater concentrations of advertising weight generally report higher awareness.

<i>Network for a Healthy California</i>			
Aided Recall of Any <i>Network</i> Campaign Ad*			
by Race/Ethnicity			
	<u>2004</u>	<u>2007</u>	<u>2008</u>
<u>SNAP Moms</u>			
African American	68%	59%	63%
Hispanic	70%	59%	61%
Caucasian	58%	50%	54%
All Other	64%	48%	60%
<u>SNAP Eligibles Not Receiving FS</u>			
African American	64%	52%	46%
Hispanic	66%	47%	59%
Caucasian	61%	41%	49%
All Other	46%	55%	43%

***During three months prior to survey**

Source: *Network for a Healthy California 2008 Tracking Survey*

Note: 2007 marked the introduction of the new Champions for Change brand and Ownership campaign.

<i>Network for a Healthy California</i>		
2008 Aided Recall of Any Network Campaign Ad*		
by Advertising Weight Level		
	<u>SNAP Moms</u>	<u>SNAP Eligibles Not Receiving FS</u>
<u>Highest Advertising Weight Level</u>		
Los Angeles	65%	60%
Fresno	62%	54%
Bakersfield	57%	30%
<u>Medium Weight</u>		
Sacramento	59%	47%
<u>Minimal Advertising Weight Level</u>		
San Diego	43%	33%
Bay Area (San Francisco)	45%	48%
*During three months prior to survey		

Source: *Network for a Healthy California 2008 Tracking Survey*

One surprising and inconsistent finding in the 2008 data is a significant decline from 2007 awareness levels in Fresno and Bakersfield. Even though these markets received among the highest levels of advertising exposure, and the same ads ran in both years, awareness declined significantly. One possible explanation may be the dramatically disproportionate increases in unemployment rates in Fresno and Bakersfield (currently at +20%) and higher food insecurity rates vs. other markets in California, causing low-income populations who are in “survival mode” to quickly disregard health messaging. Getting food onto the table, regardless of nutrition content, is a top concern.

<i>Network for a Healthy California</i>				
2008 vs. 2007 Aided Recall in Fresno and Bakersfield				
	SNAP Moms		SNAP Eligibles Not Receiving FS	
	2007	2008	2007	2008
Fresno	71%	62%	59%	54%
Bakersfield	73%	57%	39%	30%

Source: Network for a Healthy California 2008 Tracking Survey

This same reasoning may also be impacting one of the Benchmark’s belief measures related to the seriousness of childhood obesity. When asked if “being overweight or obese is a serious problem among children in California,” the percentage of SNAP Moms “Strongly Agreeing” with this statement declined significantly.

“Being overweight or obese is a serious problem among children in California.”			
	<u>2004</u>	<u>2007</u>	<u>2008</u>
<u>Strongly Agree</u>			
SNAP Moms			
SNAP Eligible Moms Not Rec. FS	77%	84%	67%
	74%	77%	69%
<u>Somewhat Agree</u>			
SNAP Moms			
SNAP Eligible Moms Not Rec. FS	17%	11%	20%
	17%	15%	18%

Source: The *Network for a Healthy California* 2007 Benchmark Survey

These areas of concern will be closely analyzed when the 2009 data is available, and a full report will be provided.

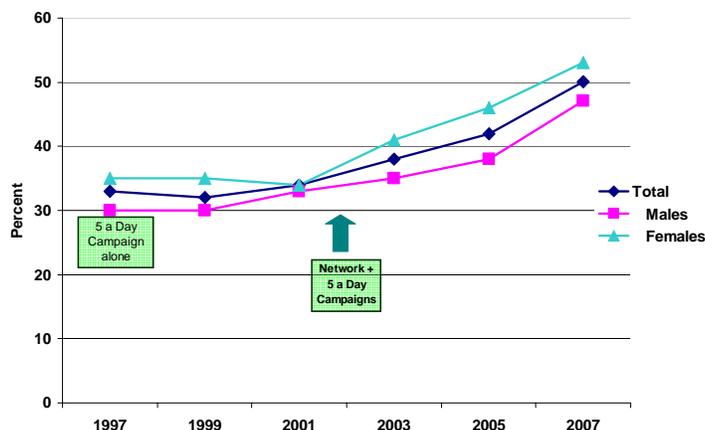
Are Californians Eating More Fruit and Vegetables?

This brief analysis reports survey data available to the *Network* for fruit and vegetable consumption reported by California adults through 2007. For the later years, it includes trends for relatively small population segments, such as Asian/Pacific Islanders and Food Stamp participants, that were revealed through over-sampling.

The Cancer Prevention and Nutrition Section of the California Department of Health Services developed the *California Dietary Practices Survey (CDPS)* as a surveillance instrument for tracking key dietary behaviors among adult Californians. It is the most extensive dietary assessment of adults 18 years and older in the state of California, particularly for fruit and vegetable (FV) consumption. It was initially developed in 1989 to biennially (n ~ 1,400/survey) collect data on dietary and FV consumption trends to track progress toward meeting recommendations from the United States Department of Agriculture (USDA) *Dietary Guidelines for Americans*, the *California Daily Food Guide*, and the *California 5 a Day—for Better Health! (5 a Day) Campaign*. The CDHS methodology is through a self-reported, random digit dial, simplified 24-hour recall focusing on FV consumption, as well as other measures for different food groups, physical activity, and determinants of behavior. At the time data collection began, the goal for fruit and vegetables was 5 or more servings/day.

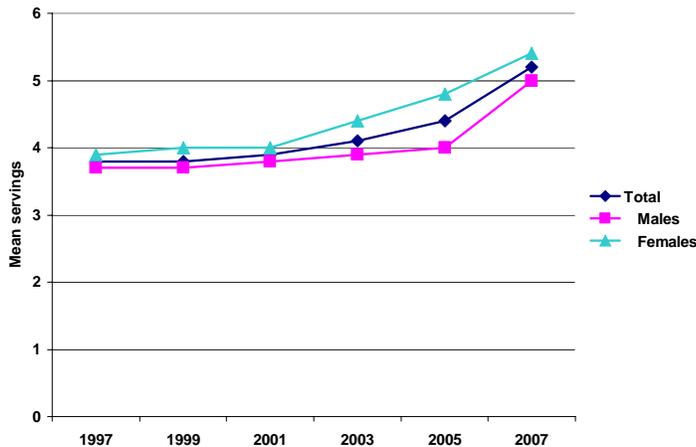
To the question “Are Californians Eating More Fruit and Vegetables?”, the answer is yes. See Figure 1 below. In 1997, prior to the establishment in 1998 of the *California Nutrition Network*, 33 percent of adult Californians self-reported consumption of 5 or more daily servings of fruit and vegetables. That figure had reached 50.1 percent by 2007. Statistically significant improvement occurred during that time period for the total population, men and women of nearly all age groups, three racial/ethnic groups, all educational levels, and nearly all income levels, including very low-income individuals ($p < 0.01$ or better for all segments). The difference between men and women in 2007 shown here is significant, 47.1 percent and 53.1 percent, respectively ($p < 0.01$).

Figure 1. California Adults Who Reported Eating 5+ Servings Fruits and Vegetables, 1997-2007 California Dietary Practices Survey



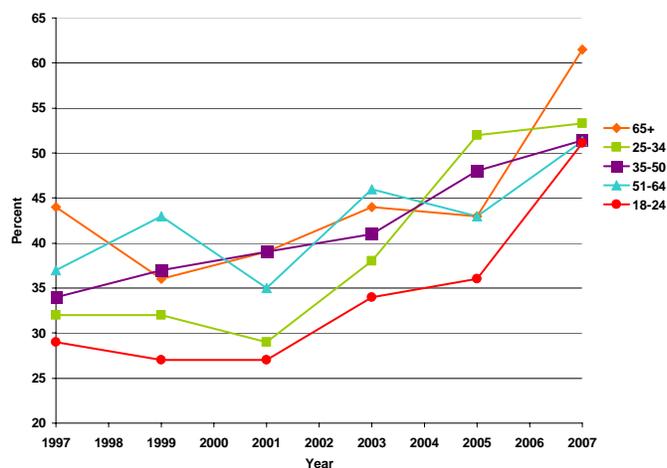
The original goal was for all adults to eat 5 servings of fruits and vegetables/day. By 2007, this goal was achieved by both men and women as can be seen by Figure 2. Mean servings rose from 3.8 in 1997 to 5.2 in 2007. The difference between genders is non-significant.

Figure 2. Average Servings of Fruit and Vegetables, California Adults 1997-2007



Despite starting as low as 29 percent in 1997, at least 50 percent of women in all age groups reported eating at least 5 daily servings by 2007. Differences among age groups were non-significant in 2007. See below Figure 3.

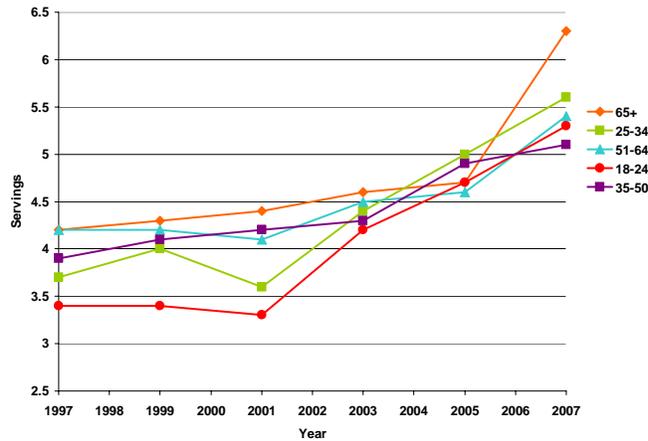
Figure 3. California Women by Age Group Who Reported Eating 5+ Servings Fruits & Vegetables, 1997-2007



Sample weighted to the 2000 U.S. Census: N (18-24)=1,606,913, N (25-34)=2,535,262
 N (35-50)=3,891,682, N (51-64)=2,375,284, N (65+)=2,081,784.

As Figure 4 shows below, mean servings among women of all age groups rose significantly between 1997 and 2007. By 2007, women in all age groups had exceeded the original 5 serving/day goal.

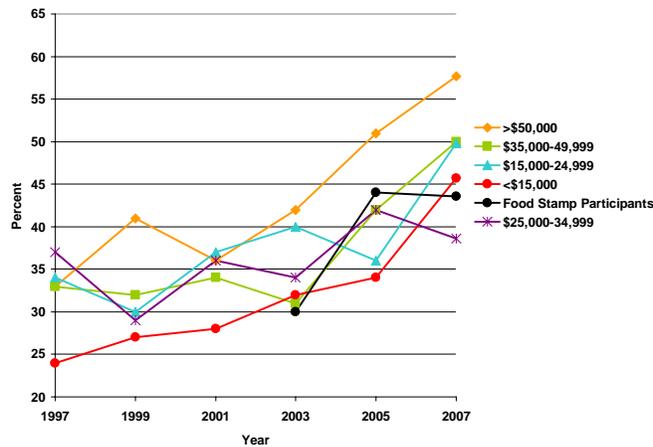
Figure 4. Average Servings of Fruit & Vegetables for Women by Age Group, 1997-2007



Sample weighted to the 2000 U.S. Census: N (18-24)=1,606,913, N (25-34)=2,535,262
N (35-50)=3,891,682, N (51-64)=2,375,284, N (65+)=2,081,784.

Except for adults earning \$25,000-\$34,999, the percentage of Californian adults from all income groups who reported 5 or more daily servings increased significantly between 1997 and 2007, with 50 percent or more in the \$15,000-\$24,999, \$35,000-\$49,999, and \$50,000 brackets achieving this target. See Figure 5 below. About 46 percent from the < \$15,000 income bracket—the lowest income group—reached the 5+ goal, exceeding their 1997 levels by 50 percent, the steepest increase of all brackets. Food Stamp participants increased sharply between 2003, but leveled off between 2005 and 2007.

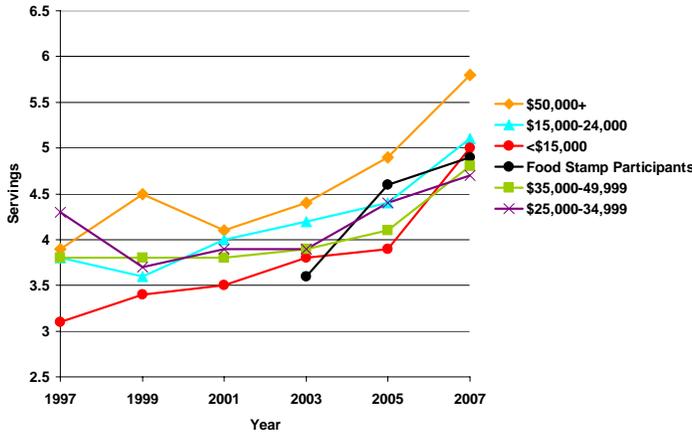
Figure 5. California Adults Who Reported Eating 5+ Servings Fruits & Vegetables by Income, 1997-2007



Sample weighted to the 2000 U.S. Census: N(<\$15,000)=11,602,000, N(\$15,000-24,999)=4,130,000,
N(\$25,000-34,999)=3,039,000, N(\$35,000-49,999)=2,917,000, N(>\$50,000)=4,795,000.

As Figure 6 below displays, three of the five income brackets had reached the 5 a Day goal by 2007, the two lowest income segments (5.0 and 5.1, respectively) and the highest income bracket (6.1). Again, the lowest income group showed the steepest increase, 61 percent over baseline. Mean servings among Food Stamp participants rose steadily between 2003 and 2007, from 3.6 to 4.9 servings.

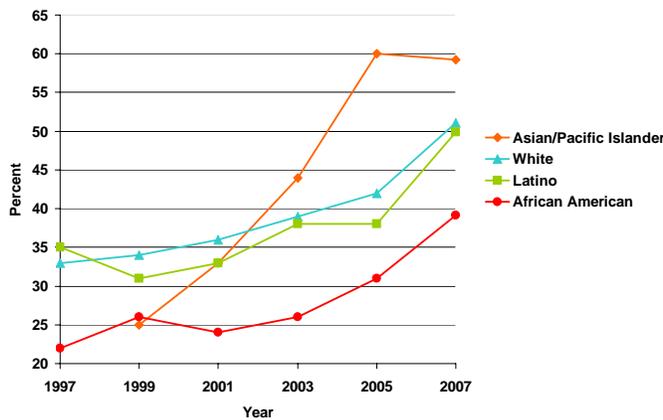
Figure 6. Average Servings of Fruits & Vegetables by Income, 1997-2007



Sample weighted to the 2000 U.S. Census: N(<\$15,000)=11,602,000, N(\$15,000-24,999)=4,130,000, N(\$25,000-34,999)=3,039,000, N(\$35,000-49,999)=2,917,000, N(>\$50,000)=4,795,000.

Statistically significant increases, reaching the 5+ goal in the time period 1997-2007, were evident for white, Hispanic, and African American ($p < .01$ or more), and visually evident for Asian/Pacific Islander Californian adults for 1999-2007 as shown in Figure 7. White and Latino Californians reached about 50 percent. African Americans reached only 39 percent but started at only 22 percent; making their 77 percent increase greater than white and Latino.

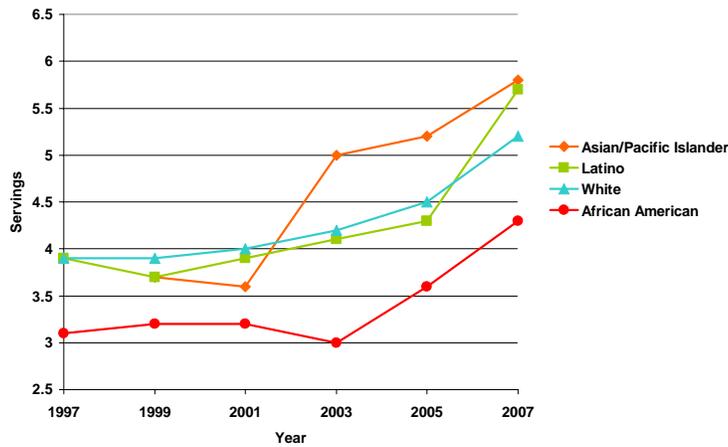
Figure 7. Californians Who Reported Eating 5+ Servings Fruits & Vegetables by Race/Ethnicity, 1997-2007



Sample weighted to the 2000 U.S. Census: N (White)=13,013,000, N (Hispanic)=6,896,000 N (African American)=1,632,000, N (Asian/Other)=3,177,000.

All four racial/ethnic groups reported substantial increases in mean servings/day of FV, with both Asian/Pacific Islander and Latino adults exceeding 5.5 servings, white adults exceeding 5 servings, and African American adults reaching 4.3 servings. See Figure 8 below.

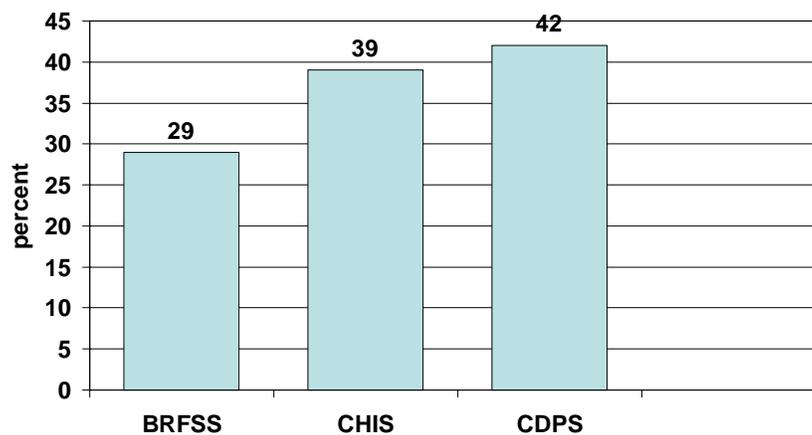
Figure 8. Average Servings of Fruit & Vegetables by Race/Ethnicity, 1997-2007



Sample weighted to the 2000 U.S. Census: N (White)=13,013,000, N (Hispanic)=6,896,000
N (African American)=1,632,000, N (Asian/Other)=3,177,000.

As Figure 9 demonstrates, the methodology used to collect fruit and vegetable intake has an effect on reported consumption. We are confident in CDPS reported consumption. The year 2005 is the only year for which the *Network* has clean comparison data that include fruit, vegetables, and 100% juice across three major surveys: CDPS (n = 1,408), the larger California Health Interview Survey (CHIS - n = 43,020 for adults), and the Behavioral Risk Factor Surveillance System (BRFSS – n = 5,744 for California). While the percent reporting 5 or more daily servings is quite close using either the CHIS or CDPS methodology, 39 and 42 percent, respectively, the BRFSS methodology reporting 5 times/day is substantially lower, at 29 percent. CHIS data is reported without French fries or legume beans so that it includes only the same vegetables as the other two surveys.

Figure 9. Percent of California Adults Self-Reporting 5+¹ Fruits and Vegetables, 2005: A Comparison Using Different Measurement Instruments



¹ 5+ BRFSS = Times/day; 5+ CHIS = Servings/day; 5+ CDPS = Servings/day

U.S. National, State, & Territorial rankings for Fruit and Vegetable consumption, BRFSS 2007

CDC <http://apps.nccd.cdc.gov/5ADaySurveillance/>

The BRFSS data are low for all states. California tied with two New England states for third highest among the 50 states.

BRFSS 2007 5 FV, Times/Day State:	5+ times a day
District of Columbia	33.1
Virgin Islands	32.5
Vermont	30.7
Hawaii	29.3
California	29.2
Connecticut	29.2
New Hampshire	29.2

Arizona	29.0
Maine	28.9
New York	28.5
Massachusetts	28.2
Oregon	28.1
New Jersey	28.0
Tennessee	27.5
Florida	27.0
Maryland	27.0
Virginia	27.0
Washington	26.8
Colorado	26.3
Pennsylvania	26.2
Rhode Island	26.2
Georgia	26.0
Texas	25.8
Montana	25.7
Alaska	25.4
Wyoming	25.2
Illinois	24.8
Nationwide	24.8
Nebraska	24.8
Wisconsin	24.6
Guam	24.1
Utah	23.6
Indiana	23.4
Idaho	23.0
Arkansas	22.9
New Mexico	22.9
North Carolina	22.7
North Dakota	22.6
Nevada	22.4
Louisiana	21.8
Alabama	21.7
Michigan	21.7
Ohio	21.6
Delaware	21.5
West Virginia	20.7
Missouri	20.6
Iowa	20.5
Kentucky	19.7
Minnesota	19.5
South Carolina	19.5
Kansas	19.4
South Dakota	19.0
Mississippi	18.7
Oklahoma	17.2
Puerto Rico	14.3

Do Network Interventions Work?

Network Outcome/Impact Contractor Evaluations

See full report FFY 09 Final Report: Preliminary Final Impact Evaluation Report Youth Participant Contractors

Twenty-nine contractors collected self-reported FV consumption data from 7,054 school-age children. Matching (same youth) pre-tests and post-tests were provided by 2,689 children using one of four validated instruments.

Results:

- Contractors representing about 50% of the 2,689 youth reported statistically significant increased consumption of fruit, vegetables, and total consumption of fruit and vegetables from pre- to post-test.
- Those representing about 80% of the youth reported increased consumption of fruit from pre- to post-test.
- Increases ranged from 1/8 serving of fruit to 1 1/3 servings of total FVJ, most falling in between the extremes.

Adult Participant Contractors

An additional 11 contractors collected FV consumption data from 1,565 adults. Matching pre-tests and post-tests from intervention and comparison groups were provided by 1,029 adults using one of three validated instruments

Results

- All adult impact evaluations of intervention groups using the “cups” measurement instrument showed statistically significant improvement in vegetable, fruit, and total fruit and vegetable consumption (n = 493).
- Impact evaluations of intervention groups using the “servings” instrument showed increases in vegetables and total fruit and vegetables with a trend towards increased fruit consumption (n=246)
- Control group participants also showed increases in consumption.

An Evaluation of the Fruit, Vegetable and Physical Activity Toolbox for Community Educators—the African American Campaign

Full report provided in FFY 08 Final Quasi-experimental study:

African-American women age 18-54; 156 treatment; 171 control

Intervention: Six one-hour *Toolbox* classes conducted in community settings-faith, health centers

Results:

- After the six weeks of classes taught by health educators, women in the treatment group reported significant change pre- to post- test while control group women did not and reported significantly higher proportions than controls that were eating at least 3.5 cups FV/day and meeting the PA goal.
- Significantly higher proportions of women in the treatment group compared to the control group reported that they purchased and prepared more fruits and vegetables since the intervention had started
- Treatment groups also significantly more likely to report ordering more fruits and vegetables when eating out and eating them more at work.
- Treatment group reported significant changes in nine measures of attitude, vs. one measure in the control group, and 12 measures of confidence and five measures of empowerment for which the control group showed no changes.

2. UC FSNEP – FFY 09 Final Report

Section II. Final Report Summary for Evaluations.

Provide the information requested below for any significant evaluation efforts (generally considered as costing greater than \$400,000) that were completed during the previous year.

See pages 6-8 for instructions.

1. Name of Project or Social Marketing Campaign

If multiple projects or campaigns were part of a single impact evaluation, please list them all.

Adult FSNEP Nutrition Education classes either mini workshops (1-3) or series based 6-8 lessons (Total Participants 9,175). Lesson content was based on curriculum identified in the 2008/09 plan and used by UC-FSNEP. They include: EFNEP Core Curricula “Eating Smart, Being Active” [ESBA] 8 lesson series, “Making Every Dollar Count” [MEDC] 5 lesson series, “Eating Right is Basic”, [ERIB] Loving Your Family, Feeding your Future and the UC-FSNEP “Learn at Home”[LAH] modules (8 lesson series). These curricula focus on the Dietary Guidelines for Americans and other key elements such as thrifty shopping food preparation. The classes were taught using the following methods: weekly classes, mini-workshops or mailed information to enrolled participants. The Family Record Form was used to collect demographic information on income level, enrollment in federal programs, number of children, ethnicity and gender, size of community. An on-going evaluation was used to collect pre and post test evaluation results on a sample of the population served.

Youth FSNEP Nutrition Education classes of 6-8 lessons delivered along with related activities (78,678 Total Participants)

Lesson content for youth was based on curricula identified in the 2008/09 plan and utilized by UC-FSNEP. Key curricula delivered include Cooperative Extension developed and delivered “Reading Across my Food Guide Pyramid” 8 lesson series, “Happy Healthy Me” 9 lesson series, “Farm to Fork K-2 grades” 8 lesson series, “TWIGS” 15 lesson series. These curricula focus on the Dietary Guidelines for Americans and other key elements such as the link between healthy eating and physical activity and the relationship between healthy foods and their source, gardens. These curricula were delivered via teacher extenders trained by UC-FSNEP staff to children in eligible schools. Teachers delivered curricula based on planned series length and accompanying extension activities.

2. Key Evaluation Impact(s)

Identify each impact being assessed by the evaluations. For example are FSNE participants more likely than non-participants to report they intend to increase their fruit and vegetable intake? Or do a greater proportion of FSNE participants choose low-fat (1% or skim) milk in the school cafeteria compared to non-participants?

Outcome Evaluation - Adult was conducted on 50% of all enrolled adult participants in series based education throughout UC-FSNEP. This is part of the ERS on-going evaluation UC-FSNEP uses for the FSNE Adult program. Preliminary impacts are for the 2,128 enrolled participants (a subset of those served by the entire UC-FSNEP in series delivery 4,213) who were evaluated using pre and post results from the Food Behavior Checklist evaluation instrument described below (see note*):

- increases in fruit/vegetable consumption (47.8% of FSNE enrolled participants are more likely than non-participants to report that they have increased their fruit and vegetable consumption and variety)
- decreases in fat consumption (36.3% of FSNE enrolled participants are more likely than non-participants to report that they have decreased their fat consumption)

- decreases in soda drink consumption (**39%** of FSNE enrolled participants are more likely than non-participants to report that they have decreased their soda drink consumption);
- improvements in food planning, shopping and preparation skills (**45.7%** of FSNE enrolled participants are more likely than non-participants to report that they have improved in food planning, shopping and preparation skills);
- improvement in Food Label comparison and management skills (**57.3%** of FSNE enrolled participants are more likely than non-participants to report that they have improved in their resource management skills; and
- improvement in food safety skills (**43.7%** of FSNE enrolled participants are more likely than non-participants to report that they have improved in their food safety skills).

*Note: The Food Behavior Checklist (FBC) is a 21-item instrument. Six of the 21 questions have been validated: vegetable variety, fruit variety, soda consumption, eating low fat, removing skin from chicken, and selecting healthy food choices. In addition, three food safety questions are needed as a measure of decreasing food borne illnesses. The 21-item FBC provides outcome data on improvements in fruit and vegetable consumption (2 questions), decreases in fat (2 questions), decreases in soda consumption (1 question), improvements in food planning and shopping preparation skills (4 questions) and in food safety skills (3 questions).

UC-FSNEP sought secondary validation of FBC results in a small evaluation study performed in Fresno County. This validation focused on individual participant reflections (self supplied stories and anecdotes). UC Cooperative Extension in Fresno County developed a Health Champion form to be given to participants at their last class. The purpose was to collect participants' nutrition stories in their own words. Qualitative analysis was used to determine themes. Resulting story themes were compared to FBC quantitative results. Participants' stories affirm that key food-related behavior changes are occurring. The stories also suggest that the standard checklist does not fully capture some important outcomes. Six major themes emerged from these stories. *(Please note: all included FBC results noted below represent Fresno County only.*

- **Eating healthier:** 33 percent said they were eating healthier foods or more balanced meals; 37 percent improvement was shown on the healthy food FBC question in Fresno County.
- **Plan, shop, and save:** 50 percent reported success by planning meals, using the grocery list provided, comparing prices and reading labels. FBC improvements included 51 percent read food labels, 40 percent did not run out of food by the end of the month, 37 percent used grocery lists, and 31 percent compared prices.
- **Eating more fruits and vegetables:** 30 percent reported increasing fruit and vegetable consumption while the FBC showed 37 percent increased fruit variety and 40 percent increased vegetable variety.
- **Make a change:** Stories included reducing fat (30 percent) by using less oil, baking meats, and changing to low-fat dairy; reducing sugar (22 percent) by consuming fewer sweets and soda; and reducing salt (21 percent). FBC improvements included 42 percent ate low-fat food items, 35 percent did not add salt to food and 32 percent reduced soda consumption.
- **Increased physical activity:** 20 percent noted positive changes. The FBC didn't ask about physical activity.
- **Parental responsibilities:** 40 percent included children in their success stories: portion sizes, not forcing children to eat, decreasing sugar and fat, eating less junk food, eating breakfast. The FBC does not contain a question regarding children.

Of great notice is the emphasis on family unit improvement (**parental responsibilities**) as UC-FSNEP continues to move towards educating the entire family [family centered education] and driving behavior change from the bottom up (educating and changing preferences in the children) while simultaneously educating the parents who hold the key to purchasing (top down).

Outcome Evaluation – Youth evaluation tools were developed and pilot tested during the plan year FFY09. The initial findings provide promising preference change results for youth receiving UCCE delivered nutrition education and taste testings. Two evaluation instruments were developed and both tools (the Teacher Observation Tool (TOT) and Taste Testing Tool (TTT)) were designed in collaboration with UC Davis Nutrition Specialist support and with key UCCE advisors. The Teacher Observation Tool (TOT) is designed as a “teacher observation” and designed to measure perceived behavior modifications as they relate to healthy foods, food choices and receptiveness to new healthy foods at the end of delivery (observation by the teacher). The Taste Testing Tool (TTT) is specifically designed to record youth willingness to try and ask for fruits, vegetables and other healthy foods provided in the food tasting. Each tool seeks to validate modes of delivery utilized by UC-FSNEP; direct nutrition curricula delivery (measured by TOT) and taste testing of healthy foods to increase awareness and preferences (TTT). Both evaluation tools are included within UC Davis’s IRB protocol.

Although traditional pre-and-post tests conducted immediately following the lessons delivered provide data on the measured change, the TOT measures the degree to which delivered information actually impacts choice and potential behavior change made by the student. This tool includes five questions pertaining directly to the students and five questions related to the teacher’s behavior in the classroom. Although UC-FSNEP’s primary intent and focus is direct education to the children and to measure the impact of the education, the ancillary result of extended nutrition education through teachers is the teacher’s potential behavior change as it relates to healthy choices in the classroom. The TOT asks five questions around teacher lead healthy changes to the classroom setting – UC-FSNEP postulates that teacher reinforced (modeled) behaviors and settings that are receptive to healthy eating and choices better support children’s progress in absorbing and retaining nutrition education received in the classroom.

The TOT student focused impacts are (compared to the beginning of school year prior to nutrition education delivery):

- Healthy snacks: children bring fruits or vegetables as a snack to school.
- Safe food handling: children wash hands more often before handling food.
- Healthy food identification: children are able to identify healthy food choices.
- Healthy food receptiveness: children are more willing to try new foods offered at school.
- Healthy food active choice: children actively choose fruits and/or vegetables in cafeteria or during classroom parties.

Teacher focused impacts are:

- Healthy food choices available to students (parties, snacks, rewards): Teacher makes available.
- Breakfast reinforcement: Teacher encourages students to eat breakfast.
- Healthy party snack reminders to families: Teacher reminds families.
- Physical Activity reinforcement: Teacher encourages students to be physically active.
- Teacher healthy food choices: Teacher reflects on personal choices regarding healthy foods (modeling).

The Taste Testing Tool (TTT), similarly, provides feedback (post taste testing) on children’s baseline exposure to healthy foods, their receptiveness to food presentation and their resultant willingness to either ask for and/or eat this food again either at school or home. The TTT is administered after each new healthy food is tasted for the group selected.

The TTT student focused impacts are (compared to the before the tasting)

- Student awareness of food tasted: number of students who have seen food before (baseline).
- Student taste awareness of food tasted: number of students who have tasted food before (baseline).
- Active tasting: number of students who tasted food.
- Student willingness to eat food again at school: number who indicate yes.

- Student willingness to eat food again at home: number who indicate yes.
- Student willingness to ask for this food at home: number who indicate yes.

The goal of both tools is to identify and validate pathways to changing children's choices both in school and at home. The TTT tool directly bridges education and interventions received in the classroom and determines whether children are able to advocate, articulate and potentially realize healthy food choices at home. FFY10 evaluation plans include assessment of parallel tastings for both children and parents – UC-FSNEP postulates that parents who recognize and have tasted the same healthy foods as their children are more likely to change buying behavior towards healthy foods.

3. Evaluation participants.

Describe the population being evaluated and its size. For example, all (1200) kindergarten students at public schools in on school district.

9,175 Adult participants: 4,213 participants received series based delivery (1-8 sessions) in classroom settings including but not limited to venues such as SNAP (food stamp) recruitment sites, recovery programs, low income housing sites, shelters, food pantries/banks and parents of children in eligible school locations. 4,962 received mini-workshop delivery in similar settings (1-3 sessions). Learn at home modules (1-6 sessions) were used for approximately 400 of the series based delivery above.

Pre/post evaluations were collected on 50% of enrolled series based adult FSNEP clients. For FFY 09, 2,128 of 4,213 Adult clients were evaluated with the Food Behavior Checklist.

78,678 Youth participants received UC-FSNEP nutrition education via teachers in local schools throughout 29 Counties. The youth pilot evaluations (TOT) and (TTT) were administered in three counties (Fresno, Tulare and Santa Clara counties) with differing participating rates due to confidential and voluntary nature of the assessment.

The Teacher Observation Tool (TOT) was returned by 34 teachers covering 946 students (avg grade 4.4)
The Taste Tasting Tool (TTT) was returned by 9 teachers covering 168 students (K-3)

4. Assignment to intervention and control or comparison conditions

a. Describe the unit of assignment to intervention and control groups.

For example, an intervention focused on kindergarten students may assign school districts, individual schools, classrooms, or individual student to intervention and control groups.

Adult: interventions focus on the changes in knowledge, behavior and attitudes of FSNE participants who received 3 to 8 hours on nutrition education lessons by a nutrition education assistant or trained FSNEP extender. Lessons on the Dietary Guidelines for Americans were taught weekly in groups with group size ranging from 3 to 15 eligible participants. A pre/post test format was used with the pretest designed to be a control for each participant evaluated.

Youth: as the youth evaluations for FFY09 were pilot evaluations, no control groups were established. All identified participants were counted as interventions.

b. Describe how assignment to intervention and control groups was carried out.

Be explicit about whether or not assignment was random. For example, ten kindergarten classrooms were randomly assigned to intervention and control groups.

Adult: Assignment of intervention was not random. Participants were enrolled based on interest and all participants were given instruction.

Youth: see above.

c. Describe how many units and individuals were in the intervention and control groups at the start of the intervention.

For the Adult Intervention of direct delivery (class instruction spanning 3-8 lessons), 4,213 eligible participants were enrolled. Of the 4,213 eligible, 2,128 have matched pre/post test results.

5. Impact Measure(s)

a. Describe the points at which data were collected from intervention and control group participants.

For example, these points may include pre-test or baseline, midway through the intervention, post-test as intervention ends or follow up some weeks or months after the intervention ends.

For class instruction (Adult FSNEP lessons), pre/post evaluations measures were collected at baseline (during enrollment into FSNEP) and at graduation (after completing 3-8 weekly lessons).

For youth; the Teacher Observation Tool was administered in the pilot group at the end of nutrition education delivery and the Taste Testing Tool was administered immediately after individual taste testings.

6. (a) Results : Adult Food Behavior Checklist aggregation on 2,123 enrolled FSNE participants show the following pre and post test results:

- 52% Improved meal planning skills.
- 53% Improved comparing prices before purchasing foods
- 36% Improved food security; did not run out of food as frequently at the end of the month.
- 51% Improved on shopping with a grocery list
- 30% Improved on safe food handling practices.
- 57% Improved on safe food thawing practices.
- 45% Improved on considering healthy foods when deciding what to feed their families.
- 46% Improved on preparing foods without salt.
- 60% Improved on reading "Nutrition Facts" on food labels.
- 31% Improved on feeding their children within 2 hours of waking.
- 37% Improved on removing chicken skin (reducing fat) before eating.
- 47% Improved on purchasing low salt packaged foods.
- 39% Decreased consumption of soda beverages
- 38% Decreased worry around food security.
- 48% Increased intake of low fat foods.
- 35% Increased intake of lower fat milk.
- 47% Increased intake of fruits each day.
- 49% Increased intake of vegetables each day.
- 43% Increased intake of whole wheat bread.
- 36% Improved perceptions on nutritious foods being too expensive to eat.
- 15% Decreased weekly frequency of eating out in restaurants.

6. (b) Results: Youth Pilot

Teacher Observation Tool: (34 teachers, 946 students three counties) over the past year:

- 41.2% more children bring fruits or vegetables as a snack to school.
- 94.1% children wash hands more often before handling food.
- 100% of the children were better able to identify healthy food choices.
- 70.5% of the children are more willing to try new foods offered at school.
- 52.9% of the children actively choose fruits and/or vegetables in cafeteria or during classroom parties.

Teacher focused impacts are:

- 64.7% of the teachers made healthy food choices available to students (parties, snacks, rewards).
- 67.6% of the teachers reinforced breakfast for the children..
- 58.8% of the teachers remind families about healthy party snacks
- 82.3% of the teachers remind students to be physically active.
- 73.53% of the teachers made healthier food choices personally.

Taste Testing Tool: (9 teachers, 168 students three counties) over the past year:

- 63% reported eating the food for the first time
- 49% were willing to try the food again
- 50% were willing to ask for the food at home

County Accomplishments:

County final reports were sampled and a few are highlighted below. These brief descriptions provide examples of successful interventions and collaborations; increases in either participant count and nutrition education delivery and promising practices. Although FFY09 focused heavily on fiscal improvements, programs worked on enhancing internal and external partnership, and on strategies for reaching un/underserved populations to facilitate program growth based on community needs and gaps. Programs also looked for ways to enhance and utilize novel means to engage teacher extenders and continued to develop links from the school to the family for “family centered” education. Below are selected segments of the final reports from counties particularly noteworthy in increasing interest, enrollment and access to both eligible children and parents.

- **Butte County: Targeting needs and actively responding; leveraging partnerships:** FFY08 success in partnerships and collaborative delivery allowed Butte County to expand programs in FFY09. Butte was able to deliver important nutrition education programming to remote, previously unserved communities and schools targeting SNAP-Ed eligible participants. FFY09 analysis showed no services (Network or otherwise) within these communities [Feather Falls, Bangor, Berry Creek, Spring Valley and Concow] due to the remoteness of these locations. Students and their families in these communities were provided nutrition education through classroom lessons, parent enrichment nights and healthy food demonstration events. Additionally, key partnerships continue to provide Butte County creative and successful youth intervention opportunities ~ Butte’s staff was involved in the planning and execution of these Agricultural and Nutrition oriented events: Student Nutrition-based Agriculture Field Day, The Threshing Bee, Day at the Farm with students and a series of Nutrition Decathlons. Butte County Department of Employment Services partnered with UCCE to provide financial incentive for its CalWorks clients utilizing federal stimulus funds to provide SNAP vouchers for each client that completed a comprehensive series of nutrition education classes. UC-FSNEP offered the Making Every Dollar Count component of these nutrition classes. In total the clients received roughly 13 weeks of nutrition education. As recognition for completion, clients were “awarded” \$100.00 vouchers.

- Contra Costa County: Enhancement of family centered delivery; Partnerships strengthen program:** Contra Costa UCCE forged a successful partnership with John Muir Health Alliance paving the way for comprehensive (student/parent/teacher) nutrition education delivery in two new elementary schools located in the “Monument Corridor”. This allowed Contra Costa to provide “end to end” student, teacher and parent interventions in these previously un-served locations of eligible SNAP Ed recipients. Contra Costa partnered with EFNEP when staffing limitations could not support additional requested adult delivery (8 nutrition education lessons). This partnership ensured parents of FSNEP participating children at Rodeo Child Development Centers received comprehensive, multi-session nutrition education; including “family centered” approaches. Continued partnerships with the Farm Bureau, food banks and with external grant funding, they were able to provide nutrition education and “agriculture and nutrition field trips” to Mangiani Farm’s “Day of Nutrition” [Farm to Table] for 11 enrolled teachers and approx 150 children. UC-FSNEP staff delivered garden based nutrition education to the students as they experienced the links to gardening. *(Costs related to field trip came through partnerships or district funds outside of UC- FSNEP SNAP-Ed funding)*. Although the Cooperative Extension was zeroed out in the initial county budgets, Contra Costa’s FSNE program’s and its commitment to educating low income clients has allowed Contra Costa UCCE to remain supported by the County throughout FFY09 and FFY10. Future support by the County will be reexamined during the next county budget cycle.
- Fresno: Validation of adult impact evaluations; building partnerships for stronger and more comprehensive programs:** UC system-wide hiring freezes affected Fresno’s ability to fill open adult positions (3 vacancies). The nutrition advisor, existing program staff and 7 part time dietetic interns¹ were able to reach 716 adult participants at Fresno County Temporary Employment Service (TES). The program was also able to complete evaluations on a total of 567 of the 716 adults participating. Close to 200 participants completed “health champion” forms. This allowed for a validation of the evaluation as described above in the evaluation section of the report. It served as a way to share success stories around skills learned in the nutrition education classes. Fresno county also forged new partnerships with the Fresno County Library’s Fit for Life Brain Health Program. The UC-FSNEP Advisor developed an interactive display booth as support for nutrition messages and mini-workshops from the Eating Smart Being Active Curriculum.

Youth implementation in Fresno County changed significantly in FFY09 to create a comprehensive strategy called “Time Out for Healthy Kids”. The goal was to provide teachers with a structured, coordinated, easy way of including nutrition education in their classrooms each month. It provided ways to explore new healthy foods with their students, and ways to extend nutrition education to the home and parents (monthly). Monthly Time Out resources for teachers included taste-testing materials, parent newsletters, and tools for integrating nutrition education into the classroom. UC-FSNEP Fresno cultivated teachers who were vested in the program and committed to consistent nutrition education. This strategy helped increase teacher enrollment from 367 in FFY 08 to 524 in FFY09. It also strengthened relationships with teachers through regular interaction and training. It also allowed the program to provide the teachers with additional resources and tools for the classroom and the program was better able to provide prompt responses to questions and requests.

The logistics of providing high quality taste-testing materials to 524 teachers monthly was challenging. The staff labor cost to source, procure and deliver healthy foods monthly to the FSNEP roster of teachers was potentially prohibitive. A partnership was developed with a local grower, Bella Frutta to directly “drop ship” fruits and vegetables to participating teachers. Overall, the slight increase in cost was immediately offset by the decrease in time required for preparation and allowed for greater support

¹ Interns were not cost shared nor federally paid for their time spent extending UCCE ESBA education.

to assist the education. FSNEP staff was able to increase teacher training and improve further on direct program delivery.

UC-FSNEP Fresno highlighted linkages between the now annually planned calendar of Bella Fruta taste testings and our curricula/supporting activities. The parent newsletter includes information on tasted fruits and healthy foods and provided related recipes.

- **Imperial County: New UCCE partnerships allow FSNEP to reach more SNAP-Ed eligible participants:** UCCE Imperial County partnered internally with the UC Extension Desert Research Center to bring nutrition education to a farm based setting to eligible participants. UCCE's existing site; the Desert Research hosts a program titled "MY AGRILICIOUS FOOD PYRAMID" – "From seed to shelf" As part of the existing education provided at the Desert Research Center, students were taught and gained an understanding of the processing and marketing of food. However, with the partnership from the UC-FSNEP, students now also learn the importance of making healthy food/eating choices from the nutrition education activities and taste tests related to the "harvest". This concept of presenting nutrition education in a fun, field trip format allows children to immerse themselves in the concepts of healthy foods literally from "the ground up". Additional UCCE internal partnerships with 4-H brought UC-FSNEP Farm to Fork nutrition education into 5 previously un-served eligible 4-H day camps hosted by the Imperial Valley Housing authority. Eligible children, in partnership with 4-H's messaging on farming and gardening, were instructed on nutrition and healthy food origins providing a fun and informative delivery strategy for the children. The UC-FSNEP 4-H partnership in Imperial county will serve as a model to increase the overall state program's ability to reach and deliver quality comprehensive programming to a larger segment of California's eligible SNAP-Ed population while at the same time meet the goals of 4-H.
- **San Joaquin County: Cultivated Partnerships provide nutrition education program increases:** UCCE San Joaquin's prior year relationships paid off dividends; carefully constructed extender training and contacts yielded some of the highest comprehensive parent/child education ratios within the state – 1,226 parents and 1,052 children received multi session nutrition education. UC-FSNEP extended adult education (minimum 4 hours each) through Wellness works (CalWorks) was delivered to 390 adults with 823 children. Ninety-nine percent of the participants were food stamp recipients. A sampling of the Wellness WORKS! participants (n=69) who completed the pre/post California Food Behavior Checklist indicated 74% improved in one or more food resource management practice, 85% improved in one or more nutrition behavior, and 55% improved in one or more food safety practice. Fifty percent increased the variety of fruit they ate each day and 40% the variety of vegetables. One-third of the respondents drank soda less often and ate whole bread more often. Further leveraging another important partnership, San Joaquin and the Emergency Food Bank (EMF) brought the "Nutrition on the Move" program to site clients. The goal was to increase the EMF's clientele's skills at making healthy food choices and planning nutritional meals using the Loving you family, Feeding your Future curricula as well as extracts from the Eating Smart Being Active curricula. One hundred and forty-eight FSNE-eligible adults, representing a total of 229 children, attended one or more Nutrition on the Move sessions.
- **Shasta Trinity County: Creative events shape children's excitement around healthy foods!** In addition to providing quality multi session curricula to eligible adults and youth, UCCE Shasta Trinity has integrated two key annual events that helps place nutritious, healthy foods directly into youth consciousness; the annual "Treats for Trade" drive and the annual "Lean-N-Green" celebrations!
 - **Treats for Trade** encourages children to make healthy choices. Every year the annual event challenges low-income school-grade kids, their families and their teachers to share the candy they collect during Halloween and donating it to the US troops. The day of the event, students and teachers participate by dressing up like troops in their camo gear and turning in their

Halloween candy to the “snack monster”. The candy is weighed to see which class has the most candy, and determine the winners of a healthy smoothie party! When the results are posted, the entire school gathers on the blacktop for a photo with the local newspaper, receives a toothbrush (donated by the local dentist), nutrition education and a healthy snack. They also play fun and enjoyable nutrition games, get to write letters and make art to send to the troops. Every year the event has been more and more successful. It has grown in popularity and now incorporates more low income schools in Shasta County. The kids enjoy the event, are very proud of the donation to the troops, their letters to the troops and learn more about a nutritious diet and healthy life style

- Shasta FSNEP participates in healthy eating workshops for low income community members and organizes and implements the **Lean-N-Green** day celebration. During the day of the Lean-N-Green celebration, local low income schools walk to the event and parents, students and school staff are invited to participate in nutrition education and food demonstrations activities, nutrition and physical activity games, nutrition booths based on MyPyramid: meat and beans, fruit and vegetables, milk, whole grains, fats and sugar demonstrations, rethink your drink, and garden in a glove booths. Students visit each booth, receive the education lesson and given a stamp on their MyPyramid pass. Students who have collected all the booth stamps participate in a raffle at the end of the event. Non-food Prizes are donated by local businesses.

7. Reference

Provide a contact for additional details and a reference to any other report of the evaluation.

Contact:

David Ginsburg, UC-FSNEP Director, One Shields Avenue, Meyer Hall-Room 1107, University of California, Davis, CA 95616 dcginsburg@ucdavis.edu

UC-FSNEP Advisory Committee FFY08

- Susan Donohue (Butte County) Chair
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- David Ginsburg (State Office)
- Tu Jarvis (CAES Dean’s Office)
- Gladis Lopez (State Office)

Name of Agency: California Department of Public Health
 Federal Fiscal Year 2009 (10/1/08 - 9/30/09)
 FISCAL REPORTING FOR EARS - California
 Reconciled to billings through invoice #CPNS08-014
 Corrected 1/19/2010

9. Expenditures by Sources of Funding - Food Stamp Nutrition Education

	Total Expenditures To Date (Oct/08 - Sep/09) (Whole \$ only--no cents)
1. Public Cash Contributions - State and Local Tax Revenue only	\$ 47,946,241
2. Public and Private Cash Contributions - other than State and Local Tax Revenue	\$ 3,233,921
3. Sum of Lines 1 & 2	\$ 51,180,162
4. Public In-Kind Contributions (non-cash)	\$ -
5. Private Cash Contributions to State Food Stamp Agency only	\$ -
6. Indian Tribal Organization Contributions	\$ 370,759
7. Sum of Lines 4, 5 & 6	\$ 370,759
8. Federal Reimbursement	\$ 43,627,563
9. TOTAL FSNE EXPENDITURES: Sum of Lines 3, 7 & 8	\$ 95,178,484

(This total should equal Line 3 in Question 10.)
(Total FSNE Expenditures should match Net Outlays to Date (Line E, Column 17) of SF-269 (FS) for this Fiscal Year.)

10. Expenditures by Category of Spending - Food Stamp Nutrition Education

	Total Expenditures To Date
1. Total Expenditures for FSNE Program Delivery	\$ 74,809,226
2. Total Expenditures for Administrative Costs	\$ 20,369,258
3. TOTAL FSNE Expenditures (State and Federal): Sum of Lines 1 & 2	\$ 95,178,484

(This total should equal the total reported in Line 9 of Question 9.)