

III. PROGRAM PLANNING AND RESOURCES SECTION
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100 Introduction

This Section includes:

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101 Purpose of Section

The purpose of the Program Planning and Resources Section is to assist with the planning, implementation, and evaluation of *the Network for a Healthy California (Network)* community-based projects. Each subsection provides guidance in developing strategies to support the *Network* goals of improving the dietary habits of Supplemental Nutrition Assistance Program Education (SNAP-Ed) eligible Californians as well as promoting physical activity, federal nutrition assistance programs, and obesity prevention. Specifically, the *Network goals* are to increase: (1) fruit and vegetable consumption; (2) physical activity levels; (3) food security; and (4) chronic disease prevention starting with obesity.

The Program Planning and Resources Section includes information about:

- Annual Project *Synopsis*;
- Planning and developing a Scope of Work (SOW);
- Social marketing tools;
- Guidelines for conducting nutrition education activities and developing new materials;
- Evaluation tools and resources;
- *Network* campaigns, programs, and resources;
- Progress reports;
- Technical assistance and support availability; and
- Making changes to *Network* forms.

The Program Planning and Resources Section Appendix includes:

- List of commonly used *Network* acronyms;
- *Network* forms and templates; and
- Fact sheets and other informational materials.

This Program Planning and Resources Section can be found on the *Network* website at www.networkforahealthycalifornia.net.

102 Program Management Overview

A Program Manager and a Contract Manager are assigned to each Local Incentive Awardee and Non-Profit Incentive Awardee contract. Program Managers are generally assigned by geographic region to provide program oversight and technical assistance to contractors.

Oversight includes:

- Reviewing annual Request for Applications (RFAs), newly developed/revised materials, and informal and formal contract revisions;
- Identifying allowable/unallowable activities, materials, and expenses;
- Verifying SNAP-Ed eligible intervention sites and/or participants;
- Conducting site visits to review documentation and ongoing activities;

- Analyzing progress reports and supporting documentation and providing timely feedback to contractors; and
- Sharing community-level issues, successes and concerns with other *Network* staff and management.

Technical Assistance includes:

- Assisting in the planning and development of SOWs;
- Sharing expertise and resources to enhance program implementation, integration and synergy;
- Helping local partners build on the new *Network* brand attributes of empowerment, champion and change;
- Communicating United States Department of Agriculture (USDA)/*Network* guidelines, including any changes that may develop;
- Offering suggestions to resolve program challenges;
- Providing timely feedback to contractor inquiries, progress reports, and newly developed/revised materials; and
- Serving as a liaison to other *Network* contractors, *Network* staff, and partners to provide networking opportunities.

Contractors are encouraged to contact their assigned Program Manager for specific questions regarding any programmatic aspect of their contract. For school-based contractors or contractors working with youth, a regional Nutrition Education Consultant (NEC) is assigned to a *Network* Region to provide additional leadership and technical assistance in the development, implementation and evaluation of nutrition education intervention strategies. Section 600, School-Based Programs, provides more information about the regional NECs and their services.

103 Contractor Expectations

The *Network* provides a wide array of technical assistance and resources, as outlined in the Program Planning and Resources Section, to assist contractors in successfully meeting goals and objectives. To allow for continued success and support of the *Network*, it is important that contractors follow *Network* requirements and procedures.

As a partner of the *Network*, contractors are expected to:

- Adhere to the most current USDA SNAP-Ed Plan Guidance and - once California is nationally licensed - to license requirements for Fruits and Veggies—More Matters®, and ensure subcontractors (if applicable) are also in compliance;
- Collect income targeting documentation to demonstrate State and Federal Share activities are reaching the SNAP-Ed eligible population;
- Ensure all State and Federal Share activities focus on nutrition education/promotion;
- Utilize Federal Share time and resources to complete objectives, activities, and timelines as described in the SOW;
- Complete Semi-Annual, Annual Progress Reports, attachments, and other USDA required reporting requirements on schedule;
- Meet deadlines for submitting progress reports, RFAs, and other documents;
- Develop, compile or revise existing educational/promotional materials in accordance with current program guidance and submit to *Network* State staff for approval prior to finalization;
- Notify *Network* State staff of changes made to State/Federal Share staff and contact information; and
- Communicate regularly as needed with *Network* state staff through telephone, e-mail, mail, or fax.