

Network Local Projects Competitive RFA

California Department of Public Health (CDPH)

GLOSSARY

Activity: Refers to actual work performed by program personnel to implement objectives in the Scope of Work.

Administrative Costs: Refers to the financial costs characterized by the following types of activities:

- Dollar value of salaries and benefits associated with staff time dedicated towards the *administration* of SNAP-Ed.
- Cost of training for performing administrative functions like record keeping and accounting, etc.
- Cost of reporting SNAP-Ed activities.
- Operating Costs.
- Indirect Costs for those administrative staff that are not covered above.
- Other overhead charges associated with administrative expenses e.g. Human Resource services.

Applicant: Refers to person/household who has actually applied for CalFresh.

Behaviorally Focused Nutrition Messages: Messages that are related to:

- (a) Healthy food choices, for example, eating lower fat foods;
- (b) Other nutrition-related issues, for example physical activity;
- (c) The environmental impact of dietary practices, including safe food handling;
- (d) food shopping practices that increase purchasing power and availability of food such as purchasing food in bulk; and
- (e) Food security such as applying for nutrition assistance programs (i.e. WIC, CalFresh, Child Nutrition Programs, Food Distribution Programs, etc.).

CalFresh: The name of the Supplemental Nutrition Assistance Program (SNAP) in California. Formerly known as the Food Stamp Program

CalFresh Eligible: are persons who meet criteria for participation in CalFresh as described in Federal legislation and regulations. Persons that participate in the formal CalFresh certification process and are determined eligible (e.g., CalFresh participants) clearly meet these criteria. Some persons who are eligible for CalFresh do not apply. These non-participating eligibles are not as easy to identify because they typically have not participated in a formal certification process. CalFresh eligibles are the recognized target audience for SNAP-Ed.

California Department of Public Health (CDPH): The California agency which is responsible for the administration of the federally funded SNAP-Ed.

Cancer Prevention and Nutrition Section (CPNS): The section of the California Department of Public Health where the *Network* is administered.

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Capital Equipment: Is non-expendable property having a value of \$5,000 or more per item at the time of acquisition. Capital equipment must be inventoried and accounted for every two years by a physical inventory process. Capital equipment must be disposed of in accordance with Federal property management requirements.

Census Tracts: Are small, relatively permanent geographic entities within counties (or the statistical equivalent of counties). Generally, census tracts have between 2,500 - 8,000 residents and boundaries that follow visible features.

Client-level Data: is defined as specific data elements such as demographics (e.g., race/ethnicity, age) and services (e.g., number of classes attended) collected and entered into a database for each individual client. Client-level databases require a system for identifying individual clients (i.e., records), such as a unique identification number.

Cognizant Federal Agency: The Federal agency identified by Office of Management and Budget (OMB) that is responsible for establishing indirect cost rates for a given organization.

Control Group: A group of individuals randomly assigned to not participate in an intervention represents a control group. Ideally, evaluation measures are collected at the same points in time among control or comparison individuals as they are from intervention participants

Contract Manager (CM): *Network* staff person assigned to each contract to help monitor fiscal issues such as Budgets, invoices and fiscal requirements. The CM also provides technical assistance.

Contractor: The organization or person to which a State agency makes an agreement to conduct SNAP-Ed activities. The contractor is accountable to the State for the use of funds provided, and the State is accountable to the Food and Nutrition Service for the use of all Federal funds provided.

Comparison Group: A group of individuals similar to intervention participants from which evaluation data can be collected represents a comparison group. Ideally, evaluation measures are collected at the same points in time among control or comparison individuals as they are from intervention participants

Cooperative Agreement: An agreement between the department and a unit of local government, any other unit of state government, or a nonprofit organization that provides for a contract under California Health and Safety Code Section 38070 et seq.

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Direct Service Contract: A contract for Services assistance or subvention programs or both. [California Health and Safety Code Section 38020(b)].

Education and Administrative Reporting System (EARS): is an annual data collection process completed by SNAP-Ed Agencies. It collects uniform data and information on nutrition education activities during each fiscal year.

Evidence-Based or Practice-Based Approaches: for nutrition education and obesity prevention is defined as the integration of the best research evidence with best available practice-based evidence. The best research evidence refers to relevant rigorous nutrition and public health nutrition research including systematically reviewed scientific evidence. Practice-based evidence refers to case studies, pilot studies and evidence from the field on nutrition education interventions that demonstrate obesity prevention potential.

Federal Fiscal Year (FFY): A Federal Fiscal Year begins on October 1st and ends on September 30th of the following year. The *Network* funding cycle corresponds with the Federal Fiscal Year rather than the state fiscal year or the calendar year.

Federal Poverty Level (FPL): See Poverty Guidelines

Food and Nutrition Service (FNS): The agency within the United States Department of Agriculture (USDA) that has oversight of SNAP.

Food Bank: Is a public or charitable institution that provides food or edible commodities or the products of food to food pantries, soup kitchens, hunger relief centers, or other feeding centers that provide meals or food to needy persons on a regular basis.

Food Pantry: Is a public or private nonprofit organization that distributes food to low-income and unemployed households, including food from sources, other than USDA, to relieve situations of emergency and distress.

Fruit, Vegetable and Physical Activity Campaigns and Programs: Statewide initiatives to empower Californians to consume to eat the recommended amount of fruits and vegetables every day and be physically active at least 30 minutes a day for adults and 60 minutes a day for children.

Full-Time Equivalent (FTE): Employment, as defined by the Federal government, means the total number of straight-time hours (i.e., not including overtime pay or holiday hours) worked by employees divided by the number of compensable hours (2,080 hours) in the fiscal year. According to this definition, annual leave, sick leave, Compensatory Time Off (CTO) and other approved leave categories are considered “hours worked” for the purposes of defining FTE employment. States may define FTEs

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differently than Federal Standard. States may use their own definition of FTEs in their SNAP-Ed Plan, but must clearly state the definition and the basis for the calculation.

Grantee: The State agency responsible for administering CalFresh.

Healthy Food: Supports health and, to the maximum extent possible, is fresh and minimally processed. Healthy food should be accessible and affordable to everyone, and ideally locally and sustainably grown.

Impact/Outcome Evaluation (IOE): Impact and outcome evaluation both involve the assessment of intervention effects. Impact evaluation involves collecting data from a control or comparison group to examine changes in measures over time in comparison to changes observed among intervention participants. Outcome evaluation examines changes over time among intervention participants without a control or comparison group. Ideally, for either an impact or an outcome evaluation, data are available to examine changes over time among intervention participants by demographic characteristics and service dosage.

Indirect cost rate: Is a rate typically calculated by dividing the total of all indirect costs by the total of Modified Total Direct Costs. The resulting percentage is applied to each grant to determine their share of the indirect or overhead costs. Indirect cost rates applied in the SNAP-Ed plan must be documented through an indirect cost plan that is approved by a cognizant agency. If the rate is not approved, the computation of the rate must be acceptable to FNS.

Latino Campaign: Regional initiative designed to motivate and empower Latino adults, ages 18-54 years, to meet the fruit and vegetable and physical activity goals. The campaign also works to establish environmental and policy changes that make these behaviors easy to do and socially supported.

Lobbying: Is any activity or material to influence Federal, State, or local officials to pass, or sign legislation or to influence the outcomes of an election, referendum, or initiative.

Local Incentive Awardee (LIA): Public entity (such as a school district, health department, city government, etc.) that receives funding through the *Network for a Healthy California* for allowable nutrition education activities. (Currently known as Network Local Project)

Local Support: In-kind contributions provided directly or through donations from public (federal, state or local governments) or private entities and may be cash or in-kind including but not limited to facilities costs, equipment, personnel time or services. These contributions support the general SNAP-Ed efforts and support program sustainability.

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Low-Income Persons: People who are participating in or applying for CalFresh, as well as people with low financial resources defined as gross household incomes at or below 185 percent of poverty. National School Lunch Program data on number of children eligible for free and reduced price meals, which represent children in families with income at or below 185 percent of poverty, or census data are data sources also used to identify low-income populations. Participation in Special Supplemental Food Program for Women, Infant and Children (WIC) may also be used as a proxy for low-income since WIC participants have gross incomes at or below 185 percent of poverty.

Medical Nutrition Therapy Services: Means the assessment of the nutritional status of patients with a condition, illness, (such as diabetes, hypertension, gout, etc.), or injury that puts them at risk. This includes review and analysis of medical and diet history, laboratory values, and anthropometric measurements. Medical Nutrition Therapy Services are not allowable SNAP-Ed costs.

Modified Total Direct Costs (MTDC): Regardless of the determined indirect cost rate, the applied indirect cost rate cannot exceed 26 percent of the total Modified Direct Costs (Total Direct Costs less subcontractors and equipment) or 25 percent of Total Personnel Costs. An MTDC base consists of salaries and wages, fringe benefits, materials and supplies, services, travel, and up to the first \$25,000 of the each subgrant or subcontract (regardless of the period covered by the subgrant or subcontract).

Needs Assessment: Is the process of identifying and describing the extent and type of health and nutrition problems and needs of individuals and/or target populations in the community.

Network for Healthy California (Network): Represents a statewide movement of local, state and national partners collectively working toward improving the health status of low-income Californians through increased fruit and vegetable consumption and daily physical activity. Multiple venues are used to facilitate behavior change in the homes, schools, worksites, and communities of low-income Californians to create environments that support fruit and vegetable consumption and physical activity.

Network Local Project (NLP). Public entity (such as a health department, city government, etc.) that receives funding through the *Network* for allowable nutrition education activities. Formerly known as LIA

Non-Capital Equipment: Is the property having a value of less than \$5,000 per item at the time of acquisition. This equipment is generally treated as supplies and is not required to be included in any property management system. Treatment and disposition of non-expendable equipment should be done in accordance with State or local property management requirements.

Non-Contracted Activities: State outreach plan activities, which are implemented directly by the State agency using State personnel.

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Non-Federal Public Agency: Is a State or local government agency or entity, including State universities and colleges, and instrumentalities of the State, such as organizations that are chartered by State or local governments for public purpose.

Nutrition Education: A set of learning experiences designed to facilitate the voluntary adoption of eating and other nutrition-related behaviors conducive to health and well-being for those on a limited budget.

Nutrition Education Obesity Prevention Branch (NEOP): The branch within the California Department of Public Health (CDPH) that administers SNAP-Ed. (Formerly known as Cancer Control Branch)

Nutrition Education Plan: Is an official written document that describes SNAP-Ed services to be provided. It should clearly describe goals, priorities, objectives, activities, procedures used, and resources including staff and budget, and evaluation method.

Office of Management and Budget (OMB): A Cabinet-level office, and is the largest office within the Executive Office of the President of the United States with the mission to assist the President in overseeing the preparation of the federal budget and to supervise its administration in Executive Branch agencies. OMB will review Federal agency regulations and implementation of Circular Letters, and will provide interpretations of policy requirements and assistance to ensure uniform, effective and efficient implantation.

Outreach: Is providing information or assistance to individuals who might be eligible for CalFresh in order to help them make an informed decision whether or not to apply for the Program. State CalFresh agencies seeking Federal funding for outreach activities may annually submit an Outreach Plan to CalFresh for approval.

<http://fns.usda.gov/fsp/>

Outreach Plan: An official written document that describes outreach activities to be delivered. It should clearly describe goals, priorities, objectives, activities, procedures used, and resources including staff and budget, and evaluation method.

Plan Confirmation: A time and effort reporting process that is an acceptable alternative to time studies or time records for only universities and colleges. The use of Plan Confirmation is allowable only for those schools that have submitted a request to the Division of Cost Allocation, United States Department of Health and Human Services (DHHS), and have had an audit completed which supports the use of Plan Confirmation. Universities which have pending requests, and for whom audit approval has not been received, will be required to continue to use time records to account for charges to FNS.

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Poverty Guidelines: Are an administrative version of the Federal poverty measure and are issued annually by DHHS in the Federal Register. Sometimes referred to as the Federal Poverty Level, these guidelines are often used to set eligibility for certain programs. <http://aspe.hhs.gov/poverty/index.shtml>.

Poverty Thresholds: Are the statistical version of the Federal poverty measure and are released annually by the Census Bureau. They are used to estimate the number of persons in poverty in the United States or in the states and regions. www.census.gov/hhes/www/poverty.html

Program Access Activities: Activities that help current participants maintain and continue their participation, and include pre-certification efforts, but fall short of activities that are essentially certification. For example, projects intended to increase retention rates of participants; support a client friendly environment; simplify applications or the application process; or educate persons who are losing Temporary Assistance for Needy Families (TANF) benefits about their possible continued eligibility.

Program Compliance Review (PCR): Review of a Contractor's management and operation of the *Network's* fiscal and administrative compliance requirements associated with USDA SNAP-Ed.

Program Informational Activities: Activities to inform low-income households about the availability, eligibility requirements, application procedures and the benefits of the FSP. Program Informational Activities are also known as outreach.

Program Manager (PM): *Network* staff person assigned to each contract to monitor program issues such as SOW activities, allowable nutrition education materials and annual program progress reports. The PM also provides technical assistance.

Project: Means a discrete unit of nutrition education intervention at the local level, which is distinguished by a specifically identified low-income target population. The term "Project" is intended to apply to a geographic area primarily for the purpose of developing and supporting a request for an exclusivity waiver.

Public Education Outreach Message: Is a brief message providing information on the availability, benefits, and application procedures for CalFresh. Additional information about local application sites, a toll-free number, or other useful information on how to find services may be included. When SNAP-Ed is provided to low-income persons not participating in CalFresh, by virtue of approved waivers, a critical component of the nutrition message must be to provide an educational message about the availability and benefits of the program and how to apply. This should be done in the context of nutrition education sessions to help low income persons achieve a better diet.

Public Housing: Public housing was established by the U.S. Department of Housing and Urban Development to provide decent and safe rental housing for eligible low-

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income families, the elderly, and persons with disabilities. Public housing comes in all sizes and types, from scattered single family houses to high rise apartments for elderly families.

Public Service Announcement: An announcement in a newspaper, on radio or television at no cost to the sponsor as a public service to the community by the media organization.

Recruitment: An activity intended to persuade an individual who has made an informed choice not to apply for food stamp benefits to change his or her decision. Recruitment is unallowable.

Request for Applications (RFA): California Department of Public Health is requesting applications to apply for funding to perform services in support of SNAP-Ed. A request, where multiple awards are to be made based on the information provided in the application and evaluated against the methodology and criteria specified in the RFA. Successful completion of this RFA will result in a three-year contract with CDPH.

Scope of Work (SOW): The part of the contract with the *Network* that describes in detail who an organization specifically targets, the work that will be completed, when it will be done, who will do it, and how it will be documented and evaluated. The SOW is a **legally binding** document. If, due to unforeseen circumstances, a contractor is unable to complete the SOW, it may be necessary to request a change in the SOW through a contract amendment.

Secondary Prevention Interventions: Activities that help people who already have a chronic disease cope with and control these conditions in order to prevent additional disability. Secondary prevention interventions are not allowable costs in the SNAP-Ed program.

Single Language Minority: A group of low- income households that speak the same non-English language and do not contain adults fluent in English.

SNAP-Ed: Supplemental Nutrition Assistance Program Nutrition Education at the Federal Level.

Social Ecological Model (SEM): A framework to examine the multiple effects and interrelatedness of social elements in an environment.

Social Marketing: Is defined as a disciplined, consumer-focused, research-based process to plan, develop, implement and evaluate interventions, programs and multiple channels of communications which are designed to influence the voluntary behavior or a large number of people in the target audience. (Adapted from Alan Andreasen 1995 and Social Marketing Division of Society for Nutrition Education.)

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Soup Kitchen: Is a public or charitable institution that maintains an established feeding operation to provide food to needy homeless persons on a regular basis.

State Agency: The agency of State government, including the local offices thereof, which is responsible for the administration of the Federal public assistance programs within the State, and in those States where such assistance programs are operated on a decentralized basis, it includes the counterpart local agencies which administer such assistance programs for the State agency.

State Nutrition Action Plans (SNAP): Are statewide cross-program nutrition education plans for USDA nutrition assistance programs. These plans focus on a single goal and promote collaboration and use of integrated nutrition education approaches across FNS Programs to connect the efforts and resources of all the USDA programs to achieve that goal.

Subgrantee: The organization or person to which a State agency, as grantee, enters into an agreement to conduct activities. The subgrantee is accountable to the grantee for the use of funds provided and the grantee is accountable to USDA/FNS for the use of Federal funds provided.

Subvention/Local Assistance: Providing assistance to local governments and aid to the public directly or through an intermediary, such a non-profit corporation organized for that purpose.

Target Audience: Inward levels or families who are eligible for CalFresh or who have gross household incomes at or below 185 percent of the Federal Poverty level.

Unduplicated Count: Refers to the number of different individuals who receive any SNAP-Ed direct education. Each individual counts as one participant, regardless of the number of times he or she has participated in direct education activities.

United States Department of Agriculture (USDA): USDA is the source of funding for the *Network* program and FNS is the agency within USDA that oversees SNAP. In California *Network* funding is administered through the CDSS and the CDPH.

Western Regional Office (WRO): Refers to the regional office of the USDA that oversees the *Network for a Healthy California's* SNAP-Ed Plan.