

**Project Synopsis Instructions
FFY 2013 (October 1, 2012 – September 30, 2013)**

The *Network for a Healthy California (Network)* requires all contractors submit a Project Synopsis. The Project Synopsis provides the United States Department of Agriculture (USDA) and the California Department of Public Health (CDPH) Nutrition Education Obesity Prevention Branch with comprehensive information about each *Network* contractor for the annual state plan, facilitates collaboration among contractors and other partners, and is used to respond to queries and questions asked by other State agencies and partners.

Instructions for the Project Synopsis are provided below. Since this form is designed for data collection, we cannot allow any formatting changes. Your Project Synopsis will be reviewed by both the Program Manager (PM) and Contract Manager (CM) to ensure all entries are within the approved Scope of Work (SOW) and are consistent with the Budget Justification for FFY 2013.

Overview - Unless otherwise noted, follow these three general guidelines:

- 1) Base all responses on the nutrition education activities you conduct with your *Network* funding.
- 2) Check all boxes that apply or type in text.
- 3) If you check an "Other" category, specify the information requested.

Use the shaded areas to input project information as it pertains to your project.

1. State Level Goals and Objectives

Remains the same for all contractors. Do not enter anything in this field.

2. Description of Projects/Interventions for Each Project

Project Title: Enter your organization's name.

Program Area: Enter the type of organization your contract best identifies with.

Contract Number: Your Program Manager will enter a contract number later if necessary.

a) Related State Objectives

Do not enter anything in this field.

b) Target Audience

Check all the boxes that apply to your target audience and enter the

percentages for gender, ethnicity, language, and age groups. Within each area (gender, ethnicity, language, age group), the percentages should sum to 100% for each category. Please round percentages to the nearest percent and do not use decimals.

Languages: Enter the primary language you will use to conduct interventions with the target audience, not the primary language spoken in their homes.

c) Focus on SNAP-Ed Eligibles

Income Targeting Data Source: Check all that apply. Fill in Census Tract and Free/Reduced Price Meal (FRPM) Percentage Data Sheets on Project Synopsis form, as applicable. See Section 5 and/or 6 below for detailed instructions. If you check "Other" you must indicate the data source and estimate the percentage (%) of your target audience that is equal to or below 185% of the FPL. You are not required to submit this qualifying data, but are required to have it on file.

Means-Tested Low Income Assistance Programs (Formally known as Location Based Proxy Sites): Check all boxes that apply and indicate the percentage of your target audience that are at these locations. No additional income targeting data are needed for these delivery sites unless otherwise noted.

d) Project Description

Key Methods: Check the primary methods that apply to your program.

Website: If your agency has a *Network*-funded webpage/site, please enter the website address.

Print Media: Print media may include, press releases, media alerts, media tip sheets, editorial articles or letters, advertisements on billboards and bus stops.

NOTE: Only select this method if *Network* funds are being used for print media, radio and TV. Additionally, for these types of media activities, you must have documentation that demonstrates at least 50 percent of the target audience (at or below 185% FPL) is being reached.

Environmental Support: examples include Worksite, Schools, Organization, Institution, City, County, Regional, and State-Level.

Nutrition Education Classes, Community Education Events,
Training/Workshop/Conference, Point of Purchase, or other direct education:

For the methods where you have direct contact with your target audience(s), please estimate the frequency and average duration of the interventions. If multiple interventions fall under one method, enter the average duration, not the sum for that method.

Other: Activities that are not classified as nutrition education classes, community education events, training/workshop/conference, point of purchase, or other direct education, please include here.

Key Educational Messages: Remains the same for all contractors. Do not enter anything in this field.

SNAP-Ed Delivery Sites by Type of Setting: For each type of setting your project targets, enter the number of different sites/locations. For example, if your agency plans to conduct nutrition education at three CalFresh offices, enter “3” in the space before “CalFresh Offices.” If your nutrition education intervention and/or activity involves more than one location, choose the location that best reflects the primary delivery of service or the group you are attempting to reach. For instance, if you are a contractor working with schools and you have nutrition education activities in a school garden, please use the school category, and do not list as gardens.

In general, a site should only be listed under one location; however, a site can be listed twice if the site is used to conduct activities for more than one target audience. For example:

- If a preschool and an afterschool program are housed at the same location, list them separately under “Schools – students (Preschool)” and “Schools – students (Afterschool Program).”
- If an afterschool program is housed at a K-12 school site and no other nutrition education activities are conducted during regular school hours, only list under “Schools – students (Afterschool Program).”
- If your program reaches both parents and students at the same school, then list the school twice under “Schools – students (K-12)” and “Schools – Parents.”

NOTE: Per *Network* Program Letter #10-04, “New sites being added to your SNAP-Ed plan should not overlap with other programs from either the *Network* or UC-FSNEP. It is important to contact other *Network* programs or the County UC-FSNEP offices to learn more about how and where they are

delivering programs and to verify there are not any SNAP-Ed programs being delivered at the proposed location.” Contact information for county UC-FSNEP offices is available on the UC-FSNEP website at <http://fsnep.ucdavis.edu/contact-us/contact-us/county>.

Projected Number of Unduplicated Participants: Enter an estimate of the projected number of unduplicated participants. This count refers to the actual number of participants served, with each individual counted **only once**, no matter how many times they receive a service. For example, if David attends a 6-session nutrition education class series, he would be counted as one unduplicated participant.

Narrative: The narrative is a brief description of your overall SNAP-Ed program, covering main intervention approaches and highlighting any unique aspects of your project. Please complete as appropriate to reflect your planned SNAP-Ed activities. Write in the third person (do not use “I” or “we”), do not use bullets and limit to 200 words.

e) Summary of Research

Do not enter anything in this field.

f) Modification of Project Methods/Strategies

As this SNAP-Ed Project is new for FFY 2013 there will be no modification of project methods/strategies.

g) Use of Educational Materials

Use only materials from the master Nutrition Education Materials list. (Appendix 14).

h) Development of New Education Materials

There will be no new education materials developed using *Network* funds for FFY 2013.

i) Key Performance Measures/Indicators

List the key measures/indicators of implementation or performance that you will capture or collect. For example, this could be the type(s) of evaluation you will perform, as well as a description of the specific indicators your project intends to measure (knowledge, changes in behavior, skill improvement, new partnerships, organizational change, etc.) as well as process indicators.

3. Evaluation Plans

Do not enter anything in this field.

4. Coordination Efforts

In 100 words or less, describe efforts to coordinate with, compliment and supplement other programs in order to deliver consistent behavior-focused nutrition messages. Include participation in Regional Collaboratives of the *Regional Network for a Healthy California*, a County Nutrition Action Plan (CNAP), or other local coalitions addressing the SNAP-Ed population. Also, include how you will coordinate with local California Department of Social Services' activities.

Please clearly state if your agency is coordinating with an organization or program to accomplish Scope of Work activities. If so, you must provide a memorandum of understanding (MOU). For example, if XYZ Nutrition Education Program uses a Boys and Girls Club facility to provide nutrition education to a group of low-income adults in the community, an MOU must be provided to state the agreement between XYZ Nutrition Education Program and Boys and Girls Club for use of the space.

You must also have an MOU if a subcontract is not in place and there is an exchange of *Network* funds that will affect SOW implementation.

5. Census Tract Data Sheet

All intervention sites that do not qualify by FRPM or Child and Adult Care Food Program (CACFP) data must be entered on the Census Tract Data Sheet. Contractors are required to use the American Communities Survey (ACS) as targeting data source to qualify census tracts. ACS contains census tract information and is found in Appendices 7 and 10. Intervention sites may qualify by census tract, census blocks (Appendices 8 and 11) or race/ethnicity subgroups (Appendices 9 and 12).

To complete the Census Tract Data Sheet:

- Enter type, site name, address, city, zip, and census tract for all entries.
- In the Type column, locations must match the sites identified in section 2d (SNAP-Ed Delivery Sites) on the Project Synopsis.
- For intervention sites that qualify by census tracts, enter the qualifying percentage (at least 50%) in the 185% FPL column.

Network Local Project RFA

Attachment J
RFA NLP-2013

- In the Ethnicity column, please use all races (AR) if not using a subgroup. See example below.
- **If using Ethnicity subgroups at 100% FPL** designate the ethnicity and then enter the qualifying percentage. See example below.
- For intervention sites that qualify as Means-Tested Low Income Assistance Programs indicate in the Notes column that this is a Means-Tested Low Income Assistance Program site. See example below. These entries should match section 2c (Means-Tested Low Income Assistance Programs Sites).
- Intervention sites that qualify by other targeting data (excluding FRPM/CACFP data); indicate in the Notes column how this site will qualify. This should also be identified in section 2c (Income Targeting Data Source) on the Project Synopsis.
- WIC sites qualify because 98.45% of WIC participants are at or below 185% FPL. This data is from a 11/30/2011 CDPH WIC ISIS report; please add this information to the Notes column.
- You may use the *Network's* GIS system to identify a census tract for an intervention site, which is available online at www.cnnngis.org.
- Enter in actual percentages to two decimal points. Do not round numbers.

If the intervention site does not qualify by census track use the census blocks data. Enter the census block number in the Census Tract column and identify as a census block.

Examples:

Type	Site Name	Address	City	Zip	Census Tract	Ethnicity *	100% FPL	185% FPL	Notes
Farmers Market	Southern Market	2 Elm Street	Vista	90000	06067000000	AR		57.22 %	
Church	Vista Church	3 Elm Street	Vista	90000	06067000001	H	58.40 %		100% FPL
Public Housing	Elm Complex	4 Elm Street	Vista	90000	06067000002				Means-Tested Low Income Assistance Program
WIC	Main Office	5 Elm Street	Vista	90000	06067000003			98.45 %	CDPH WIC ISIS 11/30/11

*All Races-AR, American Indian or Alaska Native-AI, Asian-AS, Black/African American-B, Native Hawaiian or Other Pacific Islander-NH, Hispanic/Latino-H, White-W, OR-Other race

6. Free/Reduced Price Meal Percentage Data Sheet

All school sites that qualify by FRPM or CACFP data must be entered on the FRPM Percentage Data Sheet. Please do not include qualifying school sites if you are not conducting *Network* activities. To provide a consistent reference point for USDA auditing purposes, the *Network* has provided the most current (October 2010) FRPM Data (Appendix 13) from the California Department of Education (CDE) in a modified, user-friendly format. Use this data as your source for the FRPM data. Do not use the CDE website information, which may change during the application period. The USDA will be using the *Network's* FRPM database to check your data and differences may require clarification, possibly delaying your application process.

To complete the FRPM Percentage Data Sheet:

- Enter the school name, district name, CDS (County, District, School) Code, percentage enrolled in Free Meals, percentage enrolled in Reduced-Price Meals, and combined percentage of FRPM enrollment for each school site that qualifies through FRPM data.
- Enter the school name, district name (if applicable), percentage enrolled in Free Meals, percentage enrolled in Reduced-price Meals, and combined percentage of FRPM enrollment for each school site that qualifies as a CACFP site. Because CACFP sites do not have CDS codes, in the CDS Code column write CACFP Site and include the month and year of the CACFP FRPM data being used. See example below.
- For each school site listed, please use abbreviations provided to indicate whom you will be working with at that site. Multiple abbreviations can be applied to a school site, for example Parents (P) and K-12 School (S).
- Do not list school sites more than once.
- Enter in actual percentages to two decimal places. Do not round numbers.

If you cannot qualify a school site using the *Network* FRPM database and determine that more current FRPM data from the school site would qualify the school, your next step would be to contact the Food Service Director of the site to obtain the most current FRPM data. If the food service data qualifies the school site please take the following three actions:

- 1) Enter the school information and FRPM data as noted in the instructions above.
- 2) Next to the school name write in "(School Food Service)" and
- 3) Include the month and year of the FRPM data used.

This notation will indicate that you are not using the *Network* FRPM database but more current school food service data. See example below.

If you cannot qualify a school by FRPM or CACFP data, the next option is to search the *Network* GIS system for the specific census tract and assess the ACS data to determine if the census tract meets the qualifications. If qualifying a school site by census tract, enter the school name, district name, CDS Code and add the qualifying census tract number in parentheses. Leave the percentage columns blank. See example below. The school site and census tract number must be entered on the Census Tract Data Sheet.

Examples:

<i>School Name</i>	<i>District Name</i>	<i>CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free & Reduced Meal %</i>
Vista Preschool (P)	Vista School District	(CACFP Site, April 2010)	59.57%	19.14%	78.71%
Vista Middle School (S)	Vista School District	02716395230000 (School Food Service, March 2010)	40.31%	10.01%	50.32%
Vista High (S) (06007000603)	Vista School District	04614240430000	--%	--%	--%