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# Funding Alert

January 23, 2009

## **Network for a Healthy California (Network) Request for Application (RFA) Funding Application Package (FAP) Solicitation #10 Local Incentive Award and Non-Profit Incentive Award**

The *Network for a Healthy California (Network)* will be releasing Request for Application #10 soliciting Local Incentive Awardee (LIA) and Non-Profit Incentive Awardee (NIA) applications from eligible local government agencies and non-profit organizations.

**RFA Release Date:** February 2, 2009 (tentative)  
The RFA will be available on the *Network* website at:  
<http://www.cdph.ca.gov/programs/CPNS/Pages/default.aspx>

**Proposal Due Date:** April 3, 2009 (tentative)

**Funding:** The funding for the Food Stamp Nutrition Education Plan (FSNE) is made possible by in-kind contributions from public agencies and non-profits that qualify for federal financial participation dollars from United States Department of Agriculture's (USDA) Food Stamp Program. For every dollar an organization spends on qualifying nutrition education activities, USDA reimburses the *Network* a dollar. The *Network* then reimburses each organization fifty cents to enhance their nutrition education program and uses the other fifty cents to fund technical assistance, media and public relations services, a regional infrastructure, materials production and development for participating contractors, evaluation and branded social marketing campaigns and programs. The *Network* is 100% federally funded through USDA.

**Goals:** The mission of the *Network* is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity and food security with the goal of preventing obesity and other diet-related chronic diseases. The overall goal of the *Network* is to reform the norm which accepts the conditions that cause overweight, obesity, and sedentary lifestyles and replace it with a norm that expects fresh, healthy food and active living. We must focus on eliminating the disparities that place low-income California families at greater risk of so many chronic diseases and

empowering them to make healthy choices. To achieve our goal, we specifically focus on increasing fruit and vegetable consumption, increasing physical activity levels, increasing food security and preventing diet-related chronic diseases. These are the four pillars of the *Network for a Healthy California*. These in turn support the key USDA FSNE behavioral outcomes:

- Eat fruits and vegetables, whole grains, and fat-free or low-fat milk products every day;
- Be physically active every day as part of a healthy lifestyle;
- Balance caloric intake from food and beverages with calories expended.

**Term:** October 1, 2009 through September 30, 2012

To receive a hard copy of RFA LIA #10 via mail (U.S. Postal Service), please complete the requested information below and mail or fax the request no later than February 20, 2009 to:

Chris Florendo  
California Department of Public Health  
Network for a Healthy California  
P O Box 997377, MS 7204  
Sacramento, CA 95899-7377  
Fax: (916) 449-5414

Agency Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Attention: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_