

**EXHIBIT A  
SCOPE OF WORK**

*Network for a Healthy California*  
RFP No. 08-85554

Activity/Methods	Evaluation Measures	Timeframe	Responsible Staff
<p>h) Reports should outline program recommendations to increase specifics and expected outcomes. Identifying and disseminating promising practices is a priority.</p> <p>Please note: FVPA Campaigns and Programs are covered separately.</p>	<p>Evaluation Reports</p>	<p>Annually</p>	
<p><b>11) FVPA State-directed Campaigns and Programs: Impact Evaluation.</b>            Conceptualize and prepare a plan to conduct outcome or impact evaluation studies of the various FVPA Campaigns and Programs in the context of the <i>Network's</i> infrastructure. Each Campaign and Program must be evaluated appropriately for the phase, scope and intensity of the contract term. Following are considerations for evaluating the various Campaigns and Programs.</p>	<p>FV/PA impact evaluations             Evaluation studies             Reports</p>	<p>Ongoing</p>	
<p>a) <i>Power Play! Campaign</i> - formal evaluation to design and test <i>PP!</i> Interventions were conducted 12 years ago. Propose and, upon <i>Network</i> approval, conduct an evaluation study that takes into account current program/funding parameters of the Campaign and, where possible, synergy with other <i>Network</i>-funded school-based projects (i.e., LIAs), as well as the Latino and/or African American campaigns. Identify and recommend possible funding sources;</p>	<p>Evaluation conducted             Report findings</p>	<p>September <del>2009</del> <b>2010</b></p>	
<p>b) Latino Campaign - formal evaluation to design and test Latino Campaign interventions was conducted and published in 2003. Propose and, upon <i>Network</i> approval, conduct an evaluation to take into account current program/funding parameters and synergy with other <i>Network</i>-funded projects as well as <i>Power Play!</i> and/or African American campaigns. Identify and recommend possible funding sources;</p>	<p>Evaluation conducted             Report findings</p>	<p>September <del>2010</del> <b>2011</b></p>	
<p>c) African American Campaign - Conduct an outcome evaluation study to assess the individual or combined impact of church, festival, farmers' market, grocery store, direct health service provider and media interventions. Identify and recommend possible funding sources;</p>	<p>Evaluation conducted             Report findings</p>	<p>September <del>2010</del> <b>2012</b></p>	

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<p>d) Retail Program - Conduct and evaluate results of retail shopper exit interviews/surveys with participating retail stores to adjust the program and assess impact. Other research approaches/methodologies may also be proposed and conducted to enhance perceived value of program to retailers. Prepare a report with recommendations based on findings; and</p>	<p>Evaluation conducted  Report findings</p>	<p>September <del>2011</del> <b>2012</b></p>	
<p>e) Worksite Program - Propose and, upon <i>Network</i> approval, conduct an evaluation to take into account current program/funding parameters, implementation by regional contractors as well as implementation by other <i>Network</i> contractors (e.g., health departments) if appropriate. Prepare a report with recommendations based on findings.</p>	<p>Evaluation conducted  Report findings</p>	<p>September <del>2011</del> <b>2012</b></p>	
<p><b>12) <u>Technical Assistance.</u></b> Provide technical expertise to <i>Network</i> staff, the FVPA campaign programs, media, FSO and local contractors regarding program planning and evaluation specific to fruit and vegetable consumption, physical activity promotion, food security including participation in federal nutrition assistance programs, and obesity prevention. Use approaches and instruments that are consistent with the Social Ecological Model and the Evaluation Framework for Obesity Prevention of the Institute of Medicine (2006) that are used for design of interventions and evaluation by <i>Network</i>. Provide standardized, validated program planning and evaluation tools and/or guidance (e.g., a fruit and vegetable assessments, CX<sup>3</sup>, impact evaluations, environmental assessments and community food security assessments, and GIS) for <i>Network</i> staff and local contractors. Compile results from local contractors using the above tools for <i>Network</i> funders and partners. Provide other technical expertise on applied research and evaluation internally, regionally, and locally on an as-needed basis.</p>	<p>Technical Assistance</p>	<p>Annually  Ongoing</p>	