

**Network for a Healthy California
Network Orientation
Presenter Guide**

GENERAL INFORMATION FOR PRESENTER PREPARATION

ITEM	DESCRIPTION				
Module Goal	This presentation is intended for individuals new to working for the <i>Network</i> (at any level, state, regional, or local) and or potential partners. It provides a brief overview of the <i>Network</i> goals, brand, funding processes, and structure at local, regional, or state levels.				
Performance Objective	The participant will increase their awareness of the <i>Network for a Healthy California</i> and understand the use of social marketing of the Social Ecological Model to advance the <i>Networks</i> goals.				
Prerequisites	None				
Class Size	N/A				
Module Structure	This is one module				
Class Time	Follow this time frame to complete the module in (Insert the number of hours and/ days) (minimum recommendation):				
Total = average 45 minutes	<table border="1"> <thead> <tr> <th align="center">Module</th> <th align="center">HOURS</th> </tr> </thead> <tbody> <tr> <td align="center">1</td> <td align="center">Network Orientation 45 minutes approximately</td> </tr> </tbody> </table>	Module	HOURS	1	Network Orientation 45 minutes approximately
Module	HOURS				
1	Network Orientation 45 minutes approximately				
Instructor Prep Time	2 hours				
Instructor Qualifications	State, Regional, or Local level person in leadership position with a strong Network background and experienced enough to explain the key concepts expressed within the presentation.				
Materials, Equipment & Handouts	<p>Presenters are responsible for obtaining the necessary training materials. Visit www.networkforahealthycalifornia.net to access the PowerPoint and instructor guide.</p> <p><u>Materials:</u></p> <p>1. Power Point Network Orientation Presentation</p> <p><u>Equipment:</u></p> <p>NOTE: Check the equipment at least 60 minutes before class to ensure that it's operational.</p> <p>1. Computer 2. LCD Projector 3. Slide screen</p>				

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	<p><u>Handouts:</u> Some handouts you may want to consider using: Regional Organizational Chart Local Materials Regional Nutrition Network Fact Sheet Contact Information and Phone List Information about upcoming events The CPNS Master Calendar</p> <p>(Insert a numbered list of items the Instructor will use for the module.)</p>
Items to be provided by the Students	<p><u>Items provided by the Students:</u></p> <p>Pencil and paper</p>
Optional Slides:	<p>Slides 12 and 16 are optional. Be sure to review, edit, and/or remove these slides prior to presenting the module.</p>

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
<p>Slide 1</p> 	<p>Welcome everyone and introduce yourself (your <i>Network</i> background and your role in presenting this information) and introduce the teaching team (if applicable) and their backgrounds.</p> <p>Ask the Participants to introduce themselves (where they're from and how their background brought them to this presentation).</p> <p>Example: Welcome to the <i>Network for a Healthy California</i>. This is your Network. You're joining what I think is one of the most exciting, innovative nutrition education programs in the country <u>and</u> the largest social marketing network in the world. We're glad you're here. We can use your help!</p> <ul style="list-style-type: none"> • My name is _____. (Describe role.) I want to also introduce the other <i>Network</i> staff that are here: • Raise your hand if you have been a part of the <i>Network</i> for more than 6 weeks, 1 year, 2 years, 3 years or longer? • And welcome as well to those of you who are not new, but are here for some additional information.
<p>Slide 2</p> <p>Today we aim to achieve:</p> <ol style="list-style-type: none"> 1) Recognition of the four pillars of the Network for a Healthy California (Network) 2) Awareness of the components and functions of the Network 3) An understanding of the Network funding source 4) An overview of the Social Ecological Model 5) An understanding of the role of the Regional Networks in supporting other funded projects  <p>Overview, Goals and Objectives</p>	<p>Give a brief overview of the module to include the following:</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1) Recognition of the four pillars of the <i>Network for a Healthy California (Network)</i> 2) Awareness of the components and functions of the <i>Network</i> 3) An understanding of the <i>Network</i> funding source 4) An overview of the Social Ecological Model 5) An understanding of the role of the Regional Networks in supporting other funded projects <p>Emphasize that they are a part of a large scale, multi-component statewide effort to change the nutrition and physical activity behavior of low-income Californians.</p> <p>Say: You are a Champion for Change!</p>

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
Learning Activities	Add in real life examples where possible. Do not read these notes verbatim.
New	Introduce the new material (if applicable). Include why the Participants need to learn this material well.
Content	<p>Emphasize the connectivity of the <i>Network</i>. The participants may have needs for understanding more than what is in their immediate day-to-day frame of reference.</p> <p>Use your experience and knowledge of the Network to present applicable examples and scenarios. You are the experienced presenter.</p>
<p>Slide 3</p> 	<p>The <i>Network</i> aims to increase:</p> <ul style="list-style-type: none"> • fruit and vegetable consumption • food security • physical activity • chronic disease prevention <p>(the four pillars) through:</p> <ul style="list-style-type: none"> • Local Incentive Awards • Regional Networks • Fruit, Vegetable, & Physical Activity Campaigns and Programs • Statewide Special Projects <p>Slide Notes:</p> <ul style="list-style-type: none"> • A network is a series of connections, which we are making every day as organizations working with organizations, community groups working with community groups, etc. Collectively, the <i>Network</i> is a powerful force in the lives of Californians linked by a common desire to make a difference through the promotion of a healthier lifestyle. • So, what is the Network for a Healthy California? The <i>Network</i> is a social marketing campaign funded by the United States Department of Agriculture (USDA) that addresses four pillars: fruit and vegetable promotion, physical activity promotion, food security, and chronic disease prevention. Particularly focusing on obesity prevention and targeting food stamp eligible populations. • The <i>Network</i> is a collection of regions, local incentive awardees, and special projects which can be independent but coordinated nutrition projects throughout California all working toward the same goals. The <i>Network</i> represents a statewide movement of local, state, and national partners collectively working toward improving the health status of low-

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Network for a Healthy California Network Orientation

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	<p>income Californians through increased fruit and vegetable consumption and daily physical activity.</p> <ul style="list-style-type: none"> Here you see a map of California with a dot showing the location of each of the Network’s projects. When you connect the dots, we really do form a <i>Network</i> of people across the state working together for common goals.
<p>Slide 4</p> <p style="text-align: center;">Mission Statement</p> <p><small>The mission of the Network for a Healthy California (Network) is to create innovative partnerships that work with 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.</small></p> 	<p>Slide 4: Network Mission Statement</p> <p>Read the Mission Statement</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> The <i>Network for a Healthy California</i> is a statewide social marketing initiative funded by the USDA and led by the California Department of Public Health’s (CDPH) Cancer Prevention and Nutrition Section (CPNS). Its primary focus is to increase the consumption of fruits and vegetables to the recommended levels in the United States Dietary Guidelines for Americans. Secondary goals are to promote physical activity to at least 30 minutes a day for adults and 60 minutes a day for children as well as striving to reduce hunger/food insecurity by promoting the Food Stamp program to eligible Californians. These nutrition and physical activity behavioral objectives are designed to reduce the risks of obesity and diet-related chronic diseases, especially cancer, heart disease and type 2 diabetes. <p>Source: State Plan (mention web link to the plan in case folks want to access/reference it http://www.dhs.ca.gov/ps/cdic/CPNS/FFY2008-Plan.html)</p>
<p>Slide 5</p> <p style="text-align: center;">Network Audience</p> 	<p>Slide 5: Network Audience</p> <p>Mothers and children eligible for food stamps</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> All of the targeted campaigns and programs funded by the USDA are designed to reach Food Stamp Nutrition Education (FSNE) eligible consumers where they shop, learn, work, worship and live. The audience also includes the 1.8 million Californians who, in any given month are receiving Food Stamps, and the entire 10 million population of low-income Californians (with gross incomes less than or equal to 185% Federal Poverty Level) who, because of California’s high cost of living, are potentially eligible for Food Stamps. <p>Discussion:</p>

Network for a Healthy California Network Orientation

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	<p>Ask the participants to guess what the annual income is for a family of four living at 185% of the Federal Poverty Level.</p> <p>Answer: For a Family of four, \$37,000 is 185% of the Federal Poverty Level</p>
<p>Slide 6</p> 	<p>Slide 6: Reaching the Audience</p> <ul style="list-style-type: none"> • Food Stamp Offices • Public Housing • Food Banks & Food Pantry’s • Community Activities and Events • Schools & After School Programs • Worksites • Retail & Grocery Stores • Qualifying Census Tracts <p>Slide Notes:</p> <ul style="list-style-type: none"> • The <i>Network’s primary audience</i> is persons who are eligible for the Food Stamp Program. One way to reach this audience is by conducting interventions at Food Stamp /TANF offices, public housing or food banks. • However, because it is sometimes not possible to provide Food Stamp Nutrition Education exclusively to Food Stamp Program eligible families without inadvertently reaching other audiences, local projects may reach audiences where at least 50 percent of the population has gross household incomes that are at or below 185% percent of poverty. • In these instances, documentation must be provided. Contractors and partners work closely with <i>Network</i> staff to identify qualifying sites with appropriate documentation. Approximately 65% of eligible food stamp recipients live outside of qualifying census tracts. <p>Other methods used to reach our audience include:</p> <ul style="list-style-type: none"> • Community Activities and Events such as Farmer’s Markets, Flea markets, and Festivals • Through Community Based Organizations • We do our best to reach our audiences where low income families naturally congregate <p>NOTE: Add detail or story or photo illustrating creative strategies you’ve used to reach the audience.</p>
<p>Slide 7</p>	<p>Slide 7: Geographic Information Systems</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • GIS is one method of capturing documentation to illustrate that we’re

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
 <p>Network for a Healthy California Geographic Information System</p>	<p>reaching the target audience at qualifying sites.</p> <ul style="list-style-type: none"> This slide depicts all of the local health departments in California and all of the Census Tracts in California. The areas in purple depict census tracts with 50% or more of the population living at or below 185% of the Federal Poverty Level. The dots are local health departments. You can use the GIS mapping system to identify the FSNE qualifying census tracts in your region and/or county.....all with the click of your mouse. As you work with the <i>Network</i>, you will receive more guidance about locating the target audience, but your most important resource will be the GIS map viewer located at http://www.calnutritionnetworkgis.org There is a tutorial available on the site to walk through using the GIS. In addition, the <i>Network</i> offers in person training and GIS training through the Communities of Excellence program (CX3) <p>Possible Activity:</p> <ul style="list-style-type: none"> Tailor this slide. Go online and use the GIS tool to create a map of your region. Share the CPNS Master Calendar.
<p>Slide8</p>  <p>Social Marketing? Buckle Up Eat 5 a Day Use of marketing principles to influence human behavior in order to improve health or benefit society. Get a Mammogram Stop Smoking Don't Litter</p>	<p>Slide 8: Social Marketing? Definition: Use of marketing principles to influence human behavior in order to improve health or benefit society.</p> <p>Slide Notes: As mentioned earlier, the <i>Network</i> is a social marketing campaign.</p> <ul style="list-style-type: none"> The <i>Network's</i> interventions use a social marketing model that includes large-scale, targeted media and retail approaches to change the knowledge and attitudes of low-income Californians so they are empowered to become Champions for Change in their families and communities by choosing fruits and vegetables and engaging in physical activity every day. The <i>Network</i> operates using a highly effective partnership system that extends the reach of our programs across California and into local communities. Through our Local Incentive Awardees (LIAs) and collaboration with our Regional Networks, our partners conduct the hands-on work necessary to create change within communities. The <i>Network</i> pursues its goals using a multi-dimensional, integrated

Network for a Healthy California Network Orientation

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	<p>model composed of: LIAs and Special Projects, Regional Networks and the <i>Network for a Healthy California</i> Campaigns and Programs. These projects are the channels or organized systems through which we deliver interventions designed to increase fruit and vegetable consumption, increase physical activity, increase food security and prevent chronic disease.</p> <ul style="list-style-type: none"> As mentioned, the LIAs help to extend the reach of the <i>Network's</i> Champions for Change message across the state and into local communities. Their three largest categories include school districts, local health departments and county offices of education.
<p>Slide 9</p> 	<p>Slide 9: California's Transition</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> Discuss history behind each logo and their merge to become the <i>Network for a Healthy California</i>. Many of you may be familiar with the Network's previous social marketing efforts conducted under the brand and program names shown on this slide. Thanks to Sue Foerster and the overall efforts of the California Department of Health Services (now CDPH) the 5 a Day program began as a California based program and expanded with the aid of the National Cancer Institute to become a nationally recognized program and brand. As more advances in nutrition science were unveiled and the 2005 Dietary Guidelines for Americans were released stating that most Americans need to double the amount of fruits and vegetables they consume, it became apparent that "5 a day" must adapt and naturally it needed to change. The <i>California 5 a Day Campaign</i> and <i>California Nutrition Network for Healthy, Active Families</i> conducted formative research with the target population and after a year of testing created a new logo and name... <i>Network for a Healthy California</i>. The new brand unifying our two main efforts was launched on May 17, 2007 in Sacramento. The new <i>Network</i> name and brand identity help to integrate and strengthen the roles played by the former 5 a Day Campaign and California Nutrition Network for Healthy, Active Families in order to reach new, aggressive public health targets for healthy eating, physical activity and obesity prevention.

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	<ul style="list-style-type: none"> The new brand identity also builds on the heritage, success and equity of California’s prior campaigns to communicate more powerfully and provide even more tools that empower and enable families to eat more fruits and vegetables and be more active for better health. Why the change? Consumers told us they wanted to know what we did for them, not just about the programs we supported. “Champions for Change” is our rallying cry and embodies our character and our commitment to helping all Californians and their families live healthier, happier lives. Our new brand design represents California, our network, and growth. The sun is us – Californians. Those who provide us with the inspiration to do what we do. Radiating out is our multi-faceted Network with each ring representing one of our four commitments: Fruits & Vegetables, Physical Activity, Food Security, and Chronic Disease Prevention. The leaf represents all the wonderful growth and success we create.
<p>Slide 10</p> 	<p>Slide 10: Brand Architecture: This slide illustrates the Brand Architecture</p> <p>Our roof is in two parts – Our Name and our Brand Character. The <i>Network for a Healthy California</i> is the realization of our passions and vision. The <i>Network</i> is about helping our fellow Californians. It’s also about setting lofty goals, and achieving them.</p> <p>Our Brand Character is:</p> <ul style="list-style-type: none"> Empowerment Champions Change Agents <p>Four primary messages form the pillars of the Network. They are:</p> <ul style="list-style-type: none"> Increasing Fruit & Vegetable Consumption Increasing physical Activity Levels Increasing Food Security Increasing Chronic Disease Prevention <p>The brand character and pillars help to guide the work of the <i>Network</i> at multiple levels of the Social Ecological Model (– the theory that guides the <i>Network’s</i> design).</p> <p><small>*Source: CDPH, CPNS, Our Playbook for a Strong Brand, May 2007</small></p>
<p>Slide 11</p>	<p>Slide 11: Social Ecological Model</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> THE NETWORK’S RECENT SOCIAL MARKETING EFFORTS ARE THE FIRST OF ITS KIND IN A LONG TIME TO TAKE THE SCIENCE AROUND SELF EFFICACY AND NORMATIVE CHANGE SERIOUSLY

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
<p>Using the Social-Ecological Model To Guide Program/Partnership Development and Delivery</p> 	<p>(I.E. "IF SHE CAN DO IT, SO CAN I.")</p> <ul style="list-style-type: none"> • The SEM provides the theoretical framework for the <i>Network's</i> interventions. • The outer ring of the model is the Social Structure, Policy, Society: Local, state, and federal policies that regulate or support healthy actions. These activities are accomplished through working with non-<i>Network</i> funded partners and empowering the audience to create these changes....thus becoming "Champions for Change". Due to the funding restrictions of the USDA we rely heavily on our non-funded partners to assist us with change at the outer rings of the Social Ecological Model. • Community: Social networks, norms, standards (e.g., public agenda, media agenda), or other existing channels. • Institutional/Organizational: Rules, regulations, policies and informal structures (schools, worksites, religious groups). • Interpersonal/Social Networks: Interpersonal processes and primary groups (family, peers, social networks, associations) that provide social identify and role definition. • Individual: Individual characteristics that influence behavior, such as knowledge, attitudes, beliefs, and personality traits. <p>In order to successfully function at each of the layers of the SEM, the <i>Network</i> is reliant on partners to advance our mission, but providing programs at all levels has proven to be effective.</p> <p>TIME PERMITTING ASK: What types of change efforts do you/will you facilitate through your projects?</p> <p>Example: If it became a societal norm to eat more fruits and vegetables that would be a society level change. Imagine a world where restaurant children's meals routinely included a fruit or colorful vegetable . . . and if they wanted <u>something else</u>, they would have to ask for a substitute. Now, <u>that would be</u> a switch, wouldn't it?</p>
<p>Slide 12 (Optional)</p> <p>CPNS Leadership</p> 	<p>OPTIONAL SLIDE:</p> <p>Slide Notes:</p> <p>Not pictured are Rosanne Stephenson and Denny Derenzy, who oversee the fiscal processes of the FSNE funds; Sharon Suger from Research and Evaluation; Matthew Marsom, from Partnerships; and, Susan Pannel from</p>

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	Communications and Media.
<p>Slide 13</p> 	<p>Slide 13: Local Incentive Awardees/Nonprofit Incentive Awardees</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> LIAs and NIAs consist of the groups listed on this slide. The Local Incentive Awardees are the backbone of the Network. Each LIA has a unique Scope of Work containing nutrition education and physical activity promotion activities. Each Scope of Work is individually negotiated and the possibility for true innovation exists here. At the regional collaborative meetings, you will see representatives of all the targeted campaigns and of course, the LIAs and NIAs. When LIAs develop innovative best practices, they often share their work with each other. (And you will see some of that innovation at the regional sharing forum.) The next slide is a great example of this practice.
<p>Slide 14</p> 	<p>Slide 14: Harvest of the Month</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> One of those programs which was an idea that many LIAs developed and greatly expanded upon, is the Harvest of the Month Program Visit the web site at: www.harvestofthemoth.com <p>FSORK is another resource that is a product of the Network, the California Department of Social Services and USDA:</p> <ul style="list-style-type: none"> Development of the Food Stamp Office Resource Kit (FSORK) was a collaboration of the Network, the California Department of Social Services FS Program, and the Western Regional Office of the U.S. Department of Agriculture's Food and Nutrition Service, with input from the California Welfare Directors Association. Panel reviews from FS clients provided focused feedback on materials in development. Visit the website at www.goodfoodtv.org
<p>Slide 15</p> 	<p>Slide 15: Regional Networks</p> <p>Slide Notes:</p> <p>This slide illustrates the 11 Regional Networks across the state. Each Regional Network is responsible for the following:</p>

Network for a Healthy California Network Orientation

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	<p>Regional Networks</p> <ul style="list-style-type: none"> • Coordinate with <i>Network</i>-funded projects and non-funded partners in the region • Implement Fruit, Vegetable, and Physical Activity Campaigns and Programs (Latino & African American as applicable, Power Play!, Retail, & Worksite in all regions) • Host and Support Regional Collaborative (Could also mention mini-grants, web resources, etc.) • Plans & implements <i>Network</i> trainings <p>NOTE: Tailor this slide to reflect your unique region (e.g., which campaigns/programs you operate and who the respective contacts are...)</p> <ul style="list-style-type: none"> • Example: Supports local health departments implementing CX3
<p>Slide 16 (Optional Slide)</p> <p style="color: #800000; font-size: small;">Regional Network</p> <p style="color: #800000; font-size: x-small;">• Tailor this slide for your Region</p> 	<p>Slide 16: Regional Networks Leadership</p> <p>OPTIONAL SLIDE: Consider adding photographs of your regional leadership and/or other key players in your region</p>
<p>Slide 17</p> <p style="color: #800000; font-size: small;">Regional Collaboratives</p> <ul style="list-style-type: none"> • Engage partners around the <i>Network</i>'s four pillars • Implement regional and local nutrition education initiatives • Highlight and celebrate useful information and resources • Support regional and local partners • Operate strategically • Join resources to effect change 	<p>Slide 17: Regional Collaboratives</p> <p>Slide Notes: Regional Collaboratives (Tailor for your region)</p> <ol style="list-style-type: none"> 1. Fruits and Veggies, Physical Activity, Food Security, and Chronic Disease 2. List region-specific initiatives 3. Refer to region web site, regional directories, etc. 4. Mention key partners and/or examples of support available and/or provided 5. Refer to the region's strategic plan (include where/how it can be accessed or provide copies as handouts) 6. Provide region's meeting schedule, highlight the next meeting and tentative agenda

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	<p>Note: Tailor this slide to reflect your unique region (how the collaborative operates, who makes up the collaborative leadership and membership, etc.)</p>
<p>Slide 18</p> <p><i>Network for a Healthy California— Campaigns and Programs</i></p> <ul style="list-style-type: none"> • Formerly “5 a Day” • Targeted campaigns and programs extend healthy eating and physical activity messages <ul style="list-style-type: none"> – Children’s Power Play! Campaign – Latino Campaign – African American Campaign – Workplace Program – Retail Program 	<p>Slide 18: Fruit, Vegetable, and Physical Activity Campaigns and Programs</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • BE SURE TO MENTION THE PROPER NAME OF THE CAMPAIGNS/PROGRAMS <p>Example: NETWORK FOR A HEALTHY CALIFORNIA—ORANGE COUNTY REGION LATINO CAMPAIGN OR NETWORK FOR A HEALTHY CALIFORNIA—LATINO CAMPAIGN ORANGE COUNTY REGION.</p> <p>Possible Activity:</p> <ul style="list-style-type: none"> • Set up displays for people to review resources. • Discuss opinions, activities, etc.
<p>Slide 19</p> <p><i>Network for a Healthy California— Children’s Power Play! Campaign</i></p> 	<p>Slide 19: Children’s Power Play Campaign</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • The <i>Children’s Power Play! Campaign</i> provides high-quality, research-based nutrition education materials designed to help 9- to 11- year old students develop healthy behaviors. • The Campaign has School Idea & Resource Kits for 4th and 5th grade teachers, as well as a Community Youth Organization (CYO) Idea & Resource Kit for K-6 out-of-school settings. • The Idea & Resource Kits include interactive nutrition education lessons that encourage students to eat the recommended amount of fruits and vegetables and enjoy 60 minutes of power play every day. Power play is a kid-friendly, kid-approved term for physical activity. • On this slide there is a picture of children enjoying a Nutrition Decathlon activity. The slide also features a Parent Brochure and a Kids...Get Cookin’ cookbook, featuring kid-friendly, healthy recipes and popular teen celebrities. • In FFY07, over 4000 teachers and youth leaders participated in the Campaign, reaching over 244,000 9-11 year old children with the message of fruits, vegetables, and power play every day. <p>Extra background info:</p>

Network for a Healthy California Network Orientation

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	<p>ASK: <i>Why does the Children’s Power Play! Campaign target 9-11 year olds?</i> Because this is a transitional age for children. Control of the child’s diet is shifting from the parent’s responsibility to a shared responsibility with the child (lunch money, allowance, hanging out afterschool, etc.) Children are often responsible for making their own afterschool snacks. Food preferences, which often carry over for a lifetime, are being established. Children are impressionable by the media, their parents, teachers, and other role models.</p> <p><i>Channels:</i> classrooms and cafeterias, community youth organizations, after school and summer programs, farmers’ markets, grocery stores. Parent education materials are also available.</p>
<p>Slide 20</p> 	<p>Slide 20: Latino Campaign</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • The <i>Latino Campaign</i> engages in community outreach and education by providing nutrition education at festivals, community events, health fairs, farmers’ and flea markets, and food demos at local grocery stores. • The picture in the upper right shows the work of the <i>Latino Campaign</i> in the Central Valley....they worked together with partners to turn a drainage canal into a Skate Park! • The picture in the upper left was taken during a Latino Health Awareness month event at the L.A. Sports Arena. Participants were lined up to spin the prize wheel and learn about nutritious fruits and veggies. • Nutrition education is also conducted using the Fruit, Vegetable, and Physical Activity Toolbox. We train partners to use the Toolbox with small groups of adults, in settings such as doctor’s offices and community centers. • The Latino Campaign operates in the following Regions: Gold Country, Bay Area, Central Valley, Central Coast, Gold Coast, Desert Sierra, Los Angeles, Orange County, San Diego & Imperial • Most of the <i>Network’s</i> educational material is printed in English and Spanish, and specific <i>Latino Campaign</i> resources include: <ul style="list-style-type: none"> • Fruits and Vegetables for Your Health, Your Neighborhood, and Your Life • Physical Activity for Your Health, Your Neighborhood, and Your Life • Issue Brief • Fruit, vegetable, and Physical Activity Toolbox for Community

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	<p>Educators!</p> <ul style="list-style-type: none"> • Healthy Latino Recipes Made with Love
<p>Slide 21</p> <p><small>Network for a Healthy California-- African American Campaign</small></p> 	<p>Slide 21: African American Campaign</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • The <i>African American Campaign</i> uses a combination of culturally appropriate education, advocacy and policy development on healthy eating and physical activity to promote behavioral change and create healthier environments for low-income African American adults and their families. • Through the work of six <i>Regional Networks</i> and 16 Faith-based Community Projects, the <i>African American Campaign</i> provides services to the nearly 40% of African Americans in California who are low-income. • The Regional Network-based African American Campaigns are centered on Consumer Empowerment Forums held during Black History Month. • The <i>Campaign</i> develops tools and resources to aid community health educators, faith-based organizations, and other health advocates to teach low-income African Americans to make healthier food choices and engage in physical activity. Each resource was designed and tested with input from the African American community, and intermediaries to ensure the priorities and preferences of African Americans are achieved. <p>Resources include:</p> <ul style="list-style-type: none"> • Healthy Eating and Physical Activity Tips • “Get Your Calcium the Fruit and Vegetable Way” Brochure • “A Day in the Life” Video [WMV format 63.9MB]
<p>Slide 22</p> <p><small>Network for a Healthy California-- Worksite Program</small></p> 	<p>Slide 22: Worksite Program</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • The <i>Be Active! Worksite program</i> includes interventions for low-income people at their worksites. • The <i>Worksite Program</i> features the “California Fit Business Kit” to encourage employers to be Champions for Change at work by creating healthier food and physical activity environments for their employees. Take Action is a multi-week wellness program, which includes several environmental assessment tools. <p><i>California Fit Business Kit!</i> The <i>Network for a Healthy California -- Worksite Program</i> developed this suite</p>

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	<p>of tools and resources to help employers develop and implement a culture and environment at their workplaces that support healthy eating and physical activity among workers. This <i>Kit</i> contains ten individual components, all of which have been evaluated by a diverse mix of businesses from across the state and have been designed to be easily implemented at any worksite.</p> <p>These tools can be used individually or as part of a comprehensive worksite wellness program. Most importantly, the tools can assist employers and employees who are interested in combating declining employee health and ever-increasing health care costs.</p> <p>The <i>Kit</i> includes: Check for Health Healthy Meeting Policies Vending Machine Food and Beverage Standards Healthy Dining Menu Guidelines Simple Steps to Ordering Farm Fresh Produce for the Worksite A Guide to Establishing a Worksite Farmers' Market Healthy Stairwells Tool A Guide to Creating Worksite Walking Clubs Take Action! – Creating a Worksite Wellness Team</p>
<p>Slide 23</p> <p style="font-size: small; color: orange;">Network for a Healthy California-- Retail Program</p> 	<p>Slide 23: <i>Retail Program</i></p> <p>Slide Notes: The <i>Retail Program</i> works with qualifying California supermarkets, small chains, and independent grocery stores to increase the purchase and consumption of fruits and vegetables among low-income families in an effort to reduce risk of chronic diseases such as heart disease, cancer, and type 2 diabetes, and obesity.</p> <p>Helping Retailers be Champions and Connect with their Communities The <i>Retail Program's</i> services are designed to meet the needs of grocery stores that want to position themselves as champions in nutrition and health in the communities they serve. The <i>Retail Program's</i> team of Regional Retail Specialists provides materials and promotional activities that enable retailers to create an environment that promotes healthy choices at the point-of-sale. <i>Retail Program</i> services include:</p> <ul style="list-style-type: none"> • Providing a variety of in-store merchandising, such as bilingual seasonal signage, recipe cards, in-store audio, and Harvest of the Month newsletters. • Conducting promotional activities such as food demonstrations, store tours, or retail-sponsored community events. • Supplying advertising copy, recipes, and photography that enable retailers to promote their efforts to local media. <p>These services help retailers link to the <i>Network's</i> Campaigns and Programs; raise awareness about the importance of eating the recommended amounts of fruits and vegetables; increase customer loyalty, sales, and profits; and better</p>

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	<p>serve their customers and the health of their families.</p> <p>As of February 2008, there were over 600 stores participating in the Retail Program across the state.</p> <p>Activity: Discuss how many stores are participating from your Region and the process you went through to gain their involvement.</p>
<p>Slide 24</p>  <p>Regional Physical Activity (PA) Specialists</p> <p>Regional contact and resource for physical activity promotion and integration.</p>	<p>Slide 24: Regional PA Specialists</p> <p>Slide Notes: Here we begin a transition to discussing state level resources.</p> <ul style="list-style-type: none"> • Provide physical activities and resources to FSNE population • Develops innovative partnerships with programs such as the Governor’s Council on Fitness and Sports • Partnership with Professional Athletes Council, UCLA, and Dr. Yancey has produced an exciting 10 minute physical activity DVD, Instant Recess, that can be used anywhere! • PA is an important component to obesity prevention and must always accompany nutrition education • Aim to integrate PA into all <i>Network</i> funded campaigns, programs, initiatives, and efforts. • Each Specialist is responsible for: PA Forums, low cost/free PA directories, PA “brokers,” providing technical assistance, and physical activity education.
<p>Slide 25</p>  <p>CPNS Information & Technology Unit</p>	<p>Slide 25: Information and Technology Unit</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • One way to get more detail about all the projects, initiatives, and most everything that is going on at the <i>Network</i>, is to go to one of two web sites which are located at www.cachampionsforchange.net and www.dhs.ca.gov/ps/cdic/cpns/. • Visit the http://www.dhs.ca.gov/ps/cdic/cpns/ site for policy information, reports, and specific contractor guidance. <ul style="list-style-type: none"> • Since the Network is a part of state government, you can see that it says Cancer Prevention and Nutrition Section at the top of the http://www.dhs.ca.gov/ps/cdic/cpns/ site. The state site is under

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	<p>revision. There are a variety of tools and resources specific to managing FSNE funds available here. One resource to be aware of is the Calendar of Events lists all the scheduled meetings, trainings, events sponsored by the <i>Network</i> at the state level as well as many of the regional events such as collaborative meetings and even some non-<i>Network</i> events of interest. Please be sure to check the Calendar of Events before planning your local events to avoid overlap and duplication. And then, don't forget to post your events once the dates are set!</p> <ul style="list-style-type: none"> • The www.cachampionsforchange.net site is a consumer site geared toward our target audience with specific tools and resources. <ul style="list-style-type: none"> • This site is available in both English and Spanish and provides consumers with nutrition, physical activity, and community change information. The site contains tools to assist consumers in making healthy nutrition and physical activity changes a part of their lifestyle. Tools include recipes, tips, calendar of events, food stamp information, and guides to initiating community change. Go to this site to learn more and be sure to direct your consumers to this valuable site. • The <i>Network</i> IT team manages these two sites for CPNS. <p>Possible Activity: Have the learners go to each site and find a resource to share.</p>
<p>Slide 26</p> 	<p>Slide 26: Partnership Team</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • The role of the NSC is to bring together FSNE local programs (including LIA contractors), <i>Network Campaigns and Programs</i>, <i>Regional Networks</i> Collaboratives, researchers, state and federal agencies, community based organizations and other partners to actively promote the goals of the <i>Network</i> • The NSC Executive Committee is an advisory and consultative body of the <i>Network and the NSC. This Committee develops recommendations/resolutions to be brought forward to the larger NSC for approval. This committee meets 3-4 times a year and meetings are coordinated by the members of Partnership Team.</i> • The Partnerships Team conducts NSC Action Team teleconferences which bring together members of the NSC to coordinate FSNE activities across the state, encourage collaboration between programs, and

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	<p>recommend program measures that would advance the healthy eating and physical activity goals of FSNE.</p> <ul style="list-style-type: none"> By strategically connecting the activities of the funded programs with community organizations, and with state and federal partners, the NSC and its Subcommittees can provide leadership, advice, and support for influencing and promoting improved nutrition and increased physical activity of food stamp eligible Californians. In addition, both the NSC and its Action Teams present an excellent opportunity to strengthen the linkages and coordination with the eleven Regional Collaboratives. The Partnerships Team also manages projects that provide leadership and training/technical assistance with goals of improving nutrition education, increasing physical activity, and supporting strategies that prevent overweight among food stamp eligible populations.
<p>Slide 27</p>  <p>CPNS Research and Evaluation</p> <ul style="list-style-type: none"> Implement Statewide Surveillance Surveys providing surveillance data from regional and external sources Oversee Impact Evaluation Project with approximately 50 research contractors Monitor and further develop Network information systems or resources for contractors Coordinate or provide reports on network information, health evaluations and case study reports Ensure the scientific integrity of publications and other materials disseminated by the Network 	<p>Slide 27: Research and Evaluation Unit</p> <p>Slide Notes:</p> <p>Statewide Surveillance Surveys include:</p> <ul style="list-style-type: none"> California Dietary Practice Survey of Adults (CDPS) California Teen (12-17 yrs) Eating, Exercise and Nutrition Survey (CaITEENS) California Children’s (9-11 yrs) Healthy Eating and Exercise Practices Survey (CaICHEEPS) <i>Network</i> Communications Benchmark Annual Survey. <p>Conducted outside CPNS</p> <ul style="list-style-type: none"> Behavioral Risk Factor Surveillance System (BRFSS) California Women’s Survey (CWHS) California Health Interview Survey (CHIS) Pediatric Nutrition Surveillance System (PedNSS) FitnessGram <p>Impact Evaluation Project – trainings, technical assistance and materials (handbook, example surveys, etc.) to approximately 50 LIAs to do impact evaluation.</p> <p>Network informational systems/resources include:</p> <ul style="list-style-type: none"> Online Semi-annual Activity Report (SAAR) which is a process monitoring tracking and data collection system to identify the extent to which contractors conduct different types of social marketing activities. <i>Network</i> Geographical Information System (GIS) http://www.cnngis.org is an interactive, internet-based mapping

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	<p>application that allows users to view and query mapped nutrition data.</p> <ul style="list-style-type: none"> • Communities of Excellence (CX3). An approach for measuring neighborhood indicators and assets for healthy eating, physical activity and food security that would be indicative of Communities of Excellence for obesity prevention. <p>REU also either conducts or provides input into a variety of intervention focused evaluations and/or case studies each year. Recent examples include, Harvest of the Month evaluation, Food Stamp Resource Kit evaluation, Grassroots Media evaluation, and Nutrition Education and Farm to School Programs Case Study report.</p> <p>REU fact checks all major reports, briefs, press releases, and resolutions disseminated from the <i>Network</i> at the State level to ensure that accurate data is used and that it is correctly interpreted.</p>
<p>Slide 28</p> 	<p>Slide 28: LFNE Projects</p> <p>Slide Notes:</p> <p>The LFNE projects are comprised primarily of non-profit organizations that work directly with the FSNE-eligible customer.</p> <ul style="list-style-type: none"> • This includes nutrition education at food bank settings • Nutrition education in tandem with a Moveable Market that brings low cost food to customers (we pay for only the nut. ed.); • Peer-to-peer nutrition education with homeless individuals at temporary housing sites; • Nutrition education via a telenovela to farm workers; • Participatory nutrition education in garden and classroom setting combined • All are innovative approaches to bring nutrition education to direct service environments. • The LFNE projects have a strong background in advocacy and providing a leadership role in their respective community around healthy food access. You will also see the LFNE projects at collaborative meetings. <p><i>The photo on the slide captures children learning about nutrition in the Second Harvest garden.</i></p>

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
<p>Slide 29</p> <p>CPNS Media and Communications</p> 	<p>Slide 29: Media and Communications Unit</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • The Communications Unit oversees and coordinates the development and delivery of the Network’s advertising, public relations, and production activities. All advertising and public relations media developed at the local level must be approved by the CPNS Communications Unit to ensure consistent messaging and coordinated delivery. • In May 2007, the <i>Network</i> launched the new Champions for Change campaign highlighting that everyday people have the ability to take charge and protect their families’ health at home and in their communities. As can be seen in the ad featured here, the <i>Network</i> enlisted Champions for Change moms in the 11 <i>Network</i> regions to demonstrate the key role moms play in healthy eating and physical activity and to empower other moms to make the change toward a healthier life. • The role of the Network’s Communications & Media Unit is to ensure all <i>Network</i> communications are strategic and bound to this idea of “Champions for Change”, are scientifically sound and resonate among the <i>Network</i>’s target populations. • Operationally, the Unit is divided into three areas: advertising; public relations; and, production. • Advertising: <i>Network</i> advertising encompasses a statewide campaign designed to increase public exposure to the <i>Network</i>. The advertising campaign includes television and radio spots and outdoor advertising in California and provides local <i>Network</i> partners with broad scale reinforcement for their local campaigns and interventions. • Public Relations: The <i>Network</i>’s public relations efforts help promote and enhance the <i>Network</i>’s messages of empowerment and Champions for Change. PR staff assist the regions in a variety of media relations activities including coordination and implementation of local and statewide press events; media trainings for <i>Network</i> partners; and, providing media relations technical assistance to local partners on an as-needed basis. • Production: The <i>Network</i>’s production includes the development and distribution of items that help reinforce the <i>Network</i>’s messages of fruit and vegetable consumption and physical activity. Items are distributed to

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	<p>the regions via an electronic ordering system and an electronic cost recovery system.</p> <p>Possible Activity:</p> <ul style="list-style-type: none"> • Have participants rise and state “My Kitchen, My Rules” and other campaign messages they have heard or seen in the community.
<p>Slide 30</p> 	<p>Slide 30: Network Program Compliance and Review Team</p> <p>Slide Notes:</p> <p>The Program Compliance and Review Team conducts reviews of locals partners to assist them in meeting USDA guidelines and CPNS objectives. The review process consists of the following steps:</p> <ol style="list-style-type: none"> 1) Review Notification Packet is sent 8 weeks prior to review date (includes letter, agenda, instructions for review) 2) Pre-Review Meeting is scheduled one week before the review date. The PCRT receives an overview of the project from CPNS Contract Manager and Program Manager 3) PC Review (1-2 days) <ul style="list-style-type: none"> • Includes review of fiscal records & administrative procedures • Exit Conference: Summarize key findings/recommendations, Program Improvement Plan and Timeline (Next Steps) 4) Post Review Meeting (1-2 weeks after Review) <ul style="list-style-type: none"> • Discuss Draft Review Report with assigned CM & PM 5) PC Review Report PC Team finalizes with CM/PM and contractor 6) Program Improvement Plan If necessary, Contractor will develop a PIP to address key findings/recommendations. 7) The Closure Letter is sent once the PIP is reviewed and approved. <ul style="list-style-type: none"> • 1 year to implement the PIP. • A desk review is conducted by the assigned CM 1 year after the PIP. <p>Use your experience: Tell a story describing a time when the PCRT made a site visit to your agency. What was it like? Give details.</p>
<p>Slide 31</p> 	<p>Slide 31: Regional Operations and Training Unit</p> <p>Slide Notes:</p> <p>Regional Networks</p> <ul style="list-style-type: none"> • Coordinate with <i>Network</i>-funded projects and partners in the region • Implement Fruit, Vegetable, and Physical Activity Campaigns and Programs (Latino & African American as applicable, Power Play!, Retail,

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	<p>& Worksite in all regions)</p> <ul style="list-style-type: none"> • Host and Support Regional Collaborative <p>CX3=Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention</p> <ul style="list-style-type: none"> • Program planning framework that involves taking an in-depth look at communities to identify areas in need of improvement • CX3 indicators and assets set standards of “excellence.” They define what a community itself should look like in order to help prevent the devastating chronic diseases related to overweight and obesity for its residents • The local data compiled in evaluating the indicators and assets shows how your community currently “measures up” and where it needs to improve to become a community of excellence for its residents <p>TRAINING:</p> <ul style="list-style-type: none"> • Coordinates and delivers the Annual <i>Network</i> conference • Contracts with UC Davis to deliver cutting edge training for local partners • Explores new training methods and strategies for local partners and Network staff • Provides technical assistance on training methodologies, development, and implementation <p>Youth Empowerment:</p> <ul style="list-style-type: none"> • Supports the coordination of youth groups, most within school settings, to engage in participatory action research to identify and assess an issue in their community (i.e., access to fresh f/v, pa, eating patterns) • 10 pilot projects are placed with Local Incentive Awardees. They include: Hayward Unified School District, San Francisco Unified –middle and high school, Santa Cruz LFNE project, Lamont Unified – middle, Los Angeles LFNE project, San Bernardino Parks and Rec., San Diego- faith project, Orange Unified – middle and high school. <p>Activity: Group Discussion Describe your experience attending the annual Network Conference. Have you ever submitted a poster presentation or been a speaker? Ask the learners of their experiences presenting at conferences.</p> <p>OR Discuss your participation in CX3 and how it is contributing to how you formulate your local interventions.</p> <p>OR Discuss your experience with youth empowerment projects.</p>
<p>Slide 32</p> 	<p>Slide 32: Community Development Team</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • The Community Development Unit within the <i>Network</i> at CPNS provides support for local government, school, city agencies as well as non profit

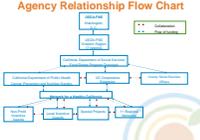
Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	<p>agencies that are conducting FSNE allowable Nutrition Education and Physical Activity promotion at the local level.</p> <ul style="list-style-type: none"> • Local programs' FSNE allowable work is matched in dollars from the USDA FSNE reimbursement program administered at the state level. • This reimbursement funding forms the financial funding stream for the entire <i>Network for a Healthy California</i>. • The <i>Network</i> conducts community interventions funded through over 160 local assistance contracts with a variety of local governments and community based organizations (LIAs/NIAs). • The Community Development unit is comprised of Program Managers, each assigned to a specific region of the state, with expertise in nutrition and/or public health. • Program Managers provide technical assistance to LIAs and NIAs to navigate the FSNE funding process, plan allowable unique scopes of work, and evaluate the interventions. • Contract Managers from the Administration Team work with contractors and Program Managers to provide expertise on the fiscal and administrative components of the funding process. • Nutrition Education Consultant's (NECs) are part of the community development team and are located in regions across the state and provide nutrition expertise to schools and organizations working with youth. • If the agencies doing nutrition education are public, they are called Local Incentive awardees (LIAs) • If the agencies are private non-profits, they are called Non-profit incentive awardees (NIAs) • State level Program & Contract Managers and Nutrition Education Consultant's assist Local Incentive Awardees (LIAs) and Non-profit Incentive Awardees (NIAs) to secure FSNE funding • LIAs and NIAs provide local nutrition education and are the primary funding source for the <i>Network</i> <p>Describe your experience working with the Community Development</p>

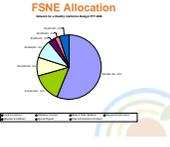
Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	Team to secure FSNE funds.
<p>Slide 33</p> <p>Food Stamp Nutrition Education</p> <p>How does the funding work?</p> <ul style="list-style-type: none"> • The federal Food Stamp Program is not a match program. • It is a reimbursement program. • The State agency pays 50% of approved, reasonable and necessary nutrition education costs submitted by local agencies. 	<p>Slide 33: How the funding works</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • Part of the money is returned to the local agencies and part remains at the state. • The next few slides illustrate this in greater detail. <p>Tip: Open this next section of slide with a story describing your experience with the <i>Network</i>. Mention the length of time it took for you to fully understand the funding process and the complexity of the <i>Network</i>.</p>
<p>Slide 34</p> 	<p>Slide 34: Where do Network funds come from and how are they used?</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • Each year the Network submits a nutrition education plan and outreach plan to the USDA for approval to access funds. • LIA and NIAs document the amount they spend in nutrition education activities for FSNE eligible populations and submit that information to CPNS. CPNS compiles all of the information and budgets into one statewide budget. \$1 expenditure of allowable Food Stamp Nutrition Education from LIA Contractors generates \$1 reimbursement from USDA. USDA's \$1 "match" is distributed among Contractors and CDPH. • The state uses \$.40 for various programs and activities lead by CPNS as listed here: <ul style="list-style-type: none"> • Administration and Technical Assistance; Materials; Website; Special Project Contracts (Faith-based, Food Security, EBT Farmers Market and Healthy Cities); Regional Nutrition Network Lead agencies ; Program Administration; Media and public relations; Research and Evaluation; Leadership Projects; Physical Activity Integration Projects; Targeted campaigns such as Latino, African American, worksite, retail, <i>Power Play!</i>, and the Local Food and Nutrition Education Projects (Nutrition Education at food banks and other similar organizations.); Campaign/Network Training; Network conference. • The remaining \$.10 goes to supporting the Regional Network Infrastructure • USDA requires documentation of \$2 expenditures: \$1.50 of expenditures from local agency= \$1 State share from local agency and \$.50 federal

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
	<p>share reimbursement and \$.50 documentation of CDPH federal share from CDPH (includes regional expenditures)</p> <ul style="list-style-type: none"> • The <i>Network</i> also receives funds from the Food Stamp Program Access Improvement Plan which supports Food Stamp outreach as well as a separate amount from Prevention Block Grant to cover middle income people in the worksite campaign. • CPNS currently contracts with the PUBLIC HEALTH INSTITUTE (PHI) FOR STATEWIDE COMPONENTS OF the SOCIAL MARKETING CAMPAIGN (e.g. targeted campaigns and programs). This contract opens every 5 years and goes through a competitive bid process. • If the <i>Network</i> receives funding from other sources in the future, we may make some different choices on how we approach targeting campaigns and programs.
<p>Slide 35</p> 	<p>Slide 35: Agency Relationship Flow Chart</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • Explain the organizational relationships between USDA, DSS, CDPH and Network • USDA Headquarters: sets federal guidance and policy regarding the Food Stamp Nutrition Education (FSNE) and Food Stamp outreach (FSO) programs. • USDA Regional Office: local USDA project staff who monitor states programs. WRO monitors 7 western states • CDSS: Food Stamp Agency for California. Provides oversight to CDPH and UCCE as well as County Social Services Offices. • CDPH and UCCE: have separate interagency agreement with CDSS to carry out the activities in the annual Food Stamp Nutrition Education Plan. • UCCE and Network are recent partners; must submit joint application to USDA for funding which is due to CDSS every July 1. CDSS submits FSNE Plan to USDA by August 15 every year. • CDPH: Operated the <i>Network for a Healthy California</i>, which funds NIAs, LIAs, Special Projects and <i>Regional Networks</i>.

Network for a Healthy California Network Orientation

ITEM	DESCRIPTION
<p>Slide 36</p> 	<p>Slide 36: FSNE allocation</p> <ul style="list-style-type: none"> • FSNE funds come to CDPH through the Department of Social Services. The funds are then allocated as shown on this slide...with some variations from year to year. • Notice over 50% of the funds are sent to the local incentive awardees • 9% support the Regions with a majority of those funds going directly to the regions • Less than 18% support the F, V, and PA Campaigns at the state level • 9% fund the statewide media and public relations efforts • 5% is retained by CDPH to support the administration of the funds • 2% is allocated to special projects (LFNE, training projects, etc)
<p>Slide 37</p> 	<p>Slide 37: It's Your Network</p> <p>Slide Notes:</p> <ul style="list-style-type: none"> • Review the objectives achieved today..... • Review the future of where we see the <i>Network</i> moving and what that might look like....greater collaboration among Campaigns and LIAs, seamless program delivery, unified messaging and broad understanding of the <i>Network</i> purpose. • Thank you for coming, and Welcome to the <i>Network</i>.