

## **Network for a Healthy California Local Health Department Scope of Work FFY 2014-2016 Instructions**

### **Section I: Introduction**

For federal fiscal years (FFY) 2014-2016 (October 1, 2013 - September 30, 2016), **renewing or new** Local Health Department (LHD) grantees will be required to use the *Network* provided Scope of Work (SOW) within this funding application packet. **The Local County Health Departments to are Lake County, Monterey County, Alameda County, City of Long Beach, and Shasta. The remaining LHD's are required to continue implementing the approved SOW in their executed grant at this time.**

For this multi-year grant, informal SOW changes will not be allowed. Formal SOW amendments may be considered annually.

### **Section II: Goals and Objectives**

#### **Goals:**

The *Network* is using a single goal for all templates. No changes can be made to the goal.

#### **Objectives:**

Many of the objectives require insertion of an unduplicated number of participants who will be reached. The total number inserted **for all of the objectives** must equal the number indicated in the middle column of the table below. It is the grantee's responsibility to estimate the number reached for individual objectives, then ensure all add up to the minimum unduplicated numbers provided in the table.

The minimum unduplicated reaches are realistic expectations based on cost per participant. For example, if your grant funding level is \$200,000 you will be expected to reach around 2,000 unduplicated participants.

| <b>Federal Funding Level</b> | <b>Unduplicated Minimum Reach per Grant Year</b> | <b>Minimum SOW requirements</b>                          |
|------------------------------|--|--|
| \$200,000                    | 2,000  | Objectives 1-9   |
| \$201,000-\$300,000          | 2,100-3,000                                      | Objectives 1-9   |
| \$301,000-\$400,000          | 3,100-4,000                                      | Objective 1-10<br>\$350,000+ must select<br>Objective 11 |
| \$401,000-\$500,000          | 4,100-5,000                                      | Objectives 1-11  |
| \$501,000-900,000            | 5,100-9,000                                      | Objective 1-12 plus two<br>optional objectives           |
| \$1-1.5 million              | 10,000-15,000                                    | Objective 1-13 plus two<br>optional objective            |
| \$1.6 million-3 million      | 16,000-30,000                                    | Objective 1-13 plus three                                |

|              |       |                     |
|--------------|-------|---------------------|
|              |       | optional objectives |
| \$3 million+ | 30,00 | Objectives 1-17     |

### Section III: Templated Objectives

|              |   |   |
|--------------|---|---|
| Objective 1  | Infrastructure  | Required  |
| Objective 2  | County Nutrition Action Plan (CNAP)   | Required  |
| Objective 3  | <i>Community of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX<sup>3</sup>)</i> Assessment | Required  |
| Objective 4  | CX <sup>3</sup> Implementation  | Required  |
| Objective 5  | Community Engagement  | Required  |
| Objective 6  | Nutrition Education   | Required  |
| Objective 7  | Events and Media  | Required  |
| Objective 8  | <i>ReThink Your Drink</i>   | Required  |
| Objective 9  | Evaluation  | Required  |
| Objective 10 | Peer to Peer Education  | Optional, Required for funding over \$300,000   |
| Objective 11 | Evaluation, additional  | Optional, Required for funding over \$350,000   |
| Objective 12 | School/Afterschool  | Optional, Required for funding over \$500,000   |
| Objective 13 | Youth Engagement  | Optional, Required for funding over \$1,000,000 |
| Objective 14 | Worksite  | Optional  |
| Objective 15 | Retail  | Optional  |
| Objective 16 | Early Childhood   | Optional  |
| Objective 17 | Faith-based   | Optional  |

### Section IV: Objective Descriptions:

#### 1. Infrastructure Objective

This is a required objective that deals with required reports, trainings, and meetings.

#### 2. County Nutrition Action Plan (CNAP) Objective

This objective requires partnerships at the local level with Social Service agencies, CalFresh and other Food and Nutrition Service (FNS) partners such as (Women, Infants, and Children (WIC), Child Nutrition, etc. The CNAP is a blueprint for nutrition education messages, initiatives, and access across FNS programs. The objective includes the development and implementation of the Action Plan and an annual report of what was accomplished.

**3. CX<sup>3</sup> Assessment Objective**

This objective is required for all *Network*-funded local health departments. CX<sup>3</sup> is a neighborhood assessment of the availability of healthy foods, beverages, and physical activity in SNAP eligible low-income communities.

**4. CX<sup>3</sup> Implementation Objective**

This objective is the implementation portion of CX<sup>3</sup> plan based on the neighborhood assessment results in objective 3.

**5. Community Engagement Objective**

This objective establishes a food-policy council and engages local leaders and community members to implement a healthy food initiative that increases access and consumption of healthy foods in eligible low-income communities.

**6. Nutrition Education Objective**

This objective requires series of nutrition education classes with physical activity integration. Multiple series may be required to reach participant goals. Participants from these series can be used for the Impact/Outcome Evaluations (IOE). All materials used for the nutrition education classes must be existing materials selected from the *Network*-approved Nutrition Education Materials list.

**7. Events and Media Objective**

This objective requires the coordination and promotion of local events linked to state and local initiatives. Local media outlets should be invited to highlight these events. There is an optional activity of purchasing local media, if this is chosen please work with your Program Manager (PM) and Contract Manager (CM) to ensure the type of media qualifies and that there is enough money available in the Budget to cover the media costs.

**8. Rethink Your Drink Objective**

This is the statewide healthy beverage initiative. The objective requires trainings, education, events and healthy beverage promotions to decrease the consumption of sugar-sweetened beverages.

**9. Evaluation Objective**

This evaluation looks at tracking one healthy beverage initiative and one healthy food initiative across the four years. This includes formative research, process and outcome evaluations.

**10. Peer to Peer Education Objective**

This objective recruits and trains adult peer educators to provide nutrition education, promote food security, and promote *Network* initiatives in local communities. This objective is required for LHDs receiving over \$300,000.

**11. Evaluation, additional Objective**

This objective is required for grantees who receive over \$350,000 per grant year and is optional for other grantees. This evaluation is to assess the impact of the intervention to increase the consumption of healthy foods and beverages. Grantees must submit an annual plan for their evaluation to the *Network* Research and Evaluation Section (RES) and PM prior to implementation. Grantees must report their results on the report survey

template form provided by the RES. The *Network* prefers grantees complete an adult IOE when possible.

### **12. School/Afterschool Objective**

This is an optional objective that allows the grantee to work on building relationships with qualifying school/afterschool sites' administration, staff, parents and students to increase consumption and access of healthy foods and beverages through site based education and initiatives. When possible, grantees should build on the infrastructure of previously *Network*-funded school/afterschool-based projects and consider sub-granting with these entities. This objective is required for LHDs receiving over \$500,000.

### **13. Youth Engagement Objective**

This is an optional objective highly recommended for those grantees working with 6th grade youth and older. Through this objective, youth will receive nutrition and physical activity information, leadership development, and training to create positive, healthy changes within their community. When possible, grantees should build on the effort of previous *Network*-funded Youth Engagement projects that exist in your county. This objective is required for LHDs receiving over \$1,000,000.

### **14. Worksite Objective**

The *Worksite Program* Objective goals are to improve access to healthy foods and physical activity at qualifying worksites using the California Fit Business Kit. Grantees that want to select this optional objective will strategize with their PM and a *Network Worksite* representative to determine the feasibility of recruiting qualifying worksites in their county.

### **15. Retail Objective**

The *Retail* Objective provides grantees training, resources, and strategies to work with local retail sites to promote access and consumption of healthy foods. Grantees that want to select this optional objective will strategize with their PM and a *Network Retail* representative to determine the feasibility of maintaining and recruiting qualifying retail sites in their county.

### **16. Early Childhood Objective**

This is an optional objective recommended for those grantees who want to focus on children zero to five and their families. This objective allows the grantee to work with building relationships with qualifying early childhood care and education sites' administration, staff, parents and children to increase access and consumption of healthy foods and beverages through site based education and initiatives.

### **17. Faith-based Objective**

This optional objective targets predominantly African-American and/or Latino churches to utilize the *Body and Soul* assessment tools and provide nutrition education and physical activity lessons from the *Network Toolkit for Community Educators*. Assessment results will guide site initiatives such as environmental changes.

## **Section V: Social Ecological Model (SEM)**

SEM information has been provided for each of the templates. Please do not change.

## **Section VI: Activities**

The activities describe what will be performed in order to achieve a particular objective. These activities are written in general terms to help programs meet their requirements and at the same time follow USDA guidelines. In some cases, activities under certain objectives are optional and will need to be discussed during negotiations with your PM. No additional activities can be added.