

SECTION B

Nutrition Education Plan

Goals, Objectives,
Strategies &
Collaboration

Introduction to California's State Plan for Food Stamp Nutrition Education

The Food Stamp Nutrition Education (FNSE) California State Plan for Federal Fiscal Year 2009 (FFY 09) previews the initiatives of the California Department of Public Health (CDPH) and the University of California, Food Stamp Nutrition Education Program (UC FSNEP) and over 200 local agencies and leadership organizations. It contains the statewide needs assessment, SMART objectives, project profiles and targeting information, budgets, waivers, memoranda of understanding, and assurances required for nutrition education by the United States Department of Agriculture (USDA) Food Stamp Program. With a total of \$234 million committed by the partners, the Plan describes state share activities valued at approximately \$123 million for which federal reimbursement funds are requested starting October 1, 2008. Our audience is California's approximately six million Food Stamp Nutrition Education-eligible (FSNE-eligible) parents and children who are certified, likely or potentially-eligible for Food Stamps because their incomes fall below 185 percent of the Federal Poverty Level ($\leq 185\%$ FPL).

Major reorganizations were begun in both FSNE state agencies during FFY 08; they will continue into FFY 09 (organizational charts are included in Section C: Staffing). In the CDPH, the Cancer Prevention and Nutrition Section that housed the *Network for a Healthy California (Network)* has been reorganized, and the *Network* now consists of three sections led by the Chief, Cancer Control Branch. This is part of a larger effort to strengthen obesity prevention efforts within CDPH. UC FSNEP has been reorganized within the Office of the Dean, College of Agricultural and Environmental Sciences. Recruitment is underway for the permanent UC FSNEP Director and other staff, and an emphasis will be placed on internal infrastructure and coordination among the agencies, as described below.

This introduction tells the story of how the state and local partners will build on their experience in FFY 09. They will weave together efforts at the state, regional and local levels so as to better address the growing challenges in healthy eating and physical activity that face the low-income consumers we serve. We build our Plan around a framework of leadership and alliances, mass communications, local assistance projects, special and demonstration projects, and evaluation. By collaborating, we are able to employ a social-ecologic approach that educates, supports and empowers low-income Californians to make change at the individual, interpersonal, organization, community and societal levels. Our goal is to create norms and environments where healthy choices become the easy choices for low-income Californians.

We will first outline five major state initiatives; how our established programs will be upgraded; measures planned to strengthen the programmatic and administrative infrastructures that deliver meaningful programs to the public; and how the programs aim to overcome obstacles and take advantage of new opportunities in California's dynamic environment. The one-year State Level Objectives in SMART format are delineated in Section B.

Signature Initiatives

The state objectives identified in the next section will be supported by increasingly focused and targeted program efforts in five areas.

Building Momentum with Mass Communications: Overarching the regional and local programs, mass media support will be provided in a second phase of the *Champions for Change* ad campaign that was introduced in late FFY 07. The *Ownership* theme that used low-income

moms' voices to elevate the importance of increased fruit and vegetable consumption, physical activity and community access to healthy food will be refreshed with new advertising, now being researched with low-income consumers. The two new TV ads (each in English and Spanish) will air during similar timeframes as in FFY 07 and 08, beginning in late March/early April of 2009. A full complement of supporting media elements will again be deployed, including a refreshed Food Stamp Office Resource Kit (FSORK) developed in partnership with CDSS, and the focus on dealing with rising costs of healthy food will be increased. Continuing from FFY 08, emphasis will be placed on integrating and gaining synergy among FSNE efforts statewide.

Supporting Implementation of the new WIC Food Packages: Continued from FFY 08, the *Network* and WIC will continue to work together to gather stakeholder input and plan statewide messaging, materials, retail outreach and support, training, and evaluation to not only introduce the WIC food package – especially fresh fruits and vegetables, but also whole grains and low-fat milk products – successfully by October 1, 2009, but also to promote healthy eating and improved access to healthy food at retail stores for low-income shoppers and in low-income communities (see attachment, last page). These efforts will be linked with FSNE by encouraging FSP-eligible WIC moms to use the FSP to extend their dollars for healthy food, support CDSS efforts to re-brand the FSP as a nutrition assistance program, capitalize on local fruit and vegetable sourcing systems such as Farm-to-School and farmers' markets, and speak to the public and retail grocers about healthy eating with one governmental voice. Opportunities to maximize impact through coordination and/or co-branding among state agency partners who participate in the State Nutrition Action Plan and, where appropriate, *Fruits & Veggies—More Matters™*, will be explored. A goal is that the combined voice of state agencies that collectively administer more than \$6 billion in federal food assistance, together with the California Department of Food and Agriculture which supports farmers who grow over half of the nation's domestic supply of fruits and vegetables, will be influential in helping to create a more healthful food marketplace for low-income Californians.

Streamlining Paperwork while Increasing Reach, Effectiveness and Fiscal Controls: Since FFY 04, there have been significant losses in the number, diversity and reach of local FSNE service providers in California due in large part to the heavy administrative burden. The number of local public agencies participating in the *Network* has dropped 30 percent, while in FFY 08 almost 25 percent of county extension providers withdrew from UC FSNEP. In FFY 09, CDSS, *Network* and UC FSNEP will work together, with local stakeholders, and with WRO to find statistical, automated, and other efficient ways to demonstrate program and fiscal accountability, lessen the administrative burden to local partners, and increase the amount and effectiveness of services provided to the low-income public. In the *Network*, GIFTS automation of budgets and invoices will become fully operational and generate management reports to help tighten up fiscal processes, provide information for local fiscal training, and shrink the gap between approved and expended budgets, with an emphasis on challenged local agencies. California will collaborate with other states that are working on similar efforts. It is expected that these efforts will help bring more, and more diverse, partners into FSNE starting in FFY 10.

Stronger Programs

FSNE state agencies will continue cultivating partnerships, engaging stakeholders and providing a focal point for leadership and sustainable change in three venues:

Advisory Bodies and Partnerships: Partnership agreements will continue to be used with the *Network* Steering Committee (NSC), the *Network's* principal partnership entity and statewide collaborative. Its membership consists of over 300 *Network* partners and funded-projects, including a 12-member Executive Committee of statewide, representative leaders who advise *Network* managers on program policy and implementation. In addition, there are six NSC subcommittees that convene via teleconference to identify issues and recommend action to improve nutrition education activities in six areas: adults, children, health disparities, physical activity, food resources, and fruit and vegetable promotion. Other advisory bodies in which both FSNE programs participate are the Interagency Food Assistance Committee (IFAC), hosted by the CDSS; Food Stamp and Nutrition Education Outreach and Participation Committee (FANOut), hosted by CDPH; and the State Nutrition Action Plan (SNAP), hosted by WIC.

Other strategic partnerships are used to magnify the impact of local FSNE partners and leverage additional resources to support the *Network's* goals. Significant examples include:

- The Governor's Council on Physical Fitness and Sport partners with the *Network* in reaching out to low-resource schools via the annual Governor's Challenge.
- The Alliance for a Healthier Generation, a partnership of the William Jefferson Clinton Foundation and the American Heart Association, is bringing together major stakeholders at the state level, including the California Department of Education (CDE), the California School Boards Association, California Project LEAN, School Health Connections (funded by the Centers for Disease Control and Prevention (CDC) to provide coordinated school health), and the Dairy Council of California. Its purpose is to engage schools in its national obesity prevention awards program.
- The California Task Force on Youth and Workplace Wellness sponsors an awards program that seeks out and recognizes businesses that provide support to low-wage workers for healthy eating and physical activity.
- The California School Garden Network and California Farm to School Taskforce bring together partners in agriculture, education, food service and environmental sciences to work together to promote and increase the benefits connecting with gardens and agriculture, especially increased consumption of fruits and vegetables.

Leadership Projects: The *Network* will continue to support strategic initiatives with statewide leadership organizations that share common goals. Existing projects are targeted toward key intermediaries that work with FSNE-eligible Californians and venues that include, but are not limited to, the following areas:

- *Early childhood*, with the First 5 Association of California, in order to leverage California's Proposition 10 infrastructure to support nutrition education for FSNE-eligible families;
- *After-school programming*, in order to help direct California's Proposition 49 resources toward nutrition, physical activity and food security;
- *Local health departments*, through the California Conference of Local Health Officers and the California Conference of Local Health Department Nutritionists;
- *Physicians* committed to primary prevention who serve FSNE-audiences, through the California Medical Association Foundation;
- *Schools* and communities eligible for FSNE services in order to successfully integrate nutrition education into Farm to School and garden programs; and
- *Community* members who are committed to working with FSNE-eligible consumers from low-resource communities, through *California Women Lead*.

To the degree that resources allow in FFY 09, the Network will continue to explore opportunities for new and partnerships and leadership projects with other non-profit leadership bodies such as those representing agriculture, county government, ethnic, food system, labor, parent, and school board associations.

Building the Evidence Base: Adding to the portfolio of evaluated interventions and the six statewide surveys described above, new evaluations will be conducted. These will include Harvest of the Month (HOTM), the multi-channel *African American Campaign*, the *Retail Program* interventions, and *Worksite Program* catering truck interventions. The *Latino Campaign Body & Soul* study started in FFY 2008 will be completed. In addition to the annual Tracking Survey that measures consumer uptake of each advertising wave, a special evaluation will be conducted to compare response by low-income consumers to nutrition education materials delivered by mail versus door-hangers, a more efficient delivery approach.

Scientific collaboration on methods development of survey questions about consumer and community measures of fruits, vegetables, and physical activity will continue via three different workgroups with CDC, the National Cancer Institute, and the California Convergence. Based on expert advice obtained during the meta-evaluation funded by Robert Wood Johnson Foundation, the *Network* will complete and submit a suite of evaluation manuscripts for publication as a supplement in a peer-reviewed journal appropriate for FSNE-providers and others delivering similar interventions to low-income audiences.

Upgraded Infrastructure

The UC FSNEP will be improving its partnership with the *Network* to identify organizational resources and programmatic resources toward facilitating individual and environmental impacts for low-income families. Different educational strategies and venues will be used. The nutrition education components will be designed across MyPyramid food groups, physical activity, food resource management, and food safety. Together UC FSNEP and the *Network* will use the following approaches for partner success:

- Develop working relationships at administrative and community levels;
- Identify areas for program collaboration while respecting organizational abilities and limitations;
- Use organizations' infrastructure to optimize program goals;
- Prioritize challenges that limit success of FSNE programs and partners that deliver the FSP/SNAP;
- Integrate training in collaboration and cooperation between UC FSNEP and the *Network* at the local, regional and statewide levels;
- Find methods to better use media to focus communities on needs of low-income families and communities and the benefits of the FSP/SNAP; and
- Develop a plan for consistent messaging to staff, community partners, media, community leaders, and FSNE-eligible parents and families, as per the USDA annual guidance.

Within the *Network* and with input from local partners through the NSC Operations Subcommittee and the California Association of Nutrition and Activity Programs (CAN-Act), teams will be working to streamline:

- Scopes of work in local assistance contracts by creating templates;

- Processes for review and dissemination of educational materials, including sharing nutrition education resources between UC FSNEP and the *Network*;
- Dissemination of program recommendations;
- Review and feedback of local progress reports;
- Project summaries, EARS, and other reporting mechanisms; and
- Other administrative tasks such as GIFTS coding and tracking through delegation to trained support personnel.

This will leave more time for consulting activities such as site visits, collaboration among *Network* teams, and professional development, as recommended in USDA's 2006 Administrative Review. The development of Special Teams for major intervention channels such as health departments, after-school, and pre-K will continue. The purpose is to provide state-level focus and leadership, work with local innovators and early adopters, develop methods that take promising practices to-scale, and identify other sustainable sources of ongoing support, much as has been done in the school channel by the Nutrition Education Consultant (NEC) team.

The *Network* will be executing new contracts and/or working with new providers for much of its infrastructure in FFY 09. These include: the 11 Regional Networks, 10 Local Food and Nutrition Education projects, a new group of African-American faith projects, and the large Master Contract for Social Marketing services currently held by the Public Health Institute which expires at the end of calendar 2008.

Anticipated Challenges

Economics: California is experiencing a severe economic downturn at the same time that consumer prices for fuel, food and other necessities are rising. Charitable food organizations are reporting that they cannot meet rapidly-growing demand from low-income and lower-middle income working families, and the conditions described in some communities appear quite desperate. The Legislature and Governor are working over the summer to minimize the impact of the estimated \$15-17 billion shortfall in the state budget which may have an impact on public services, but at this writing it is not known to what degree FSNE partner organizations may experience budget cuts that reduce their ability to participate in either UC FSNEP or the *Network*. Thus, it is possible that if some partners are forced to reduce their level of participation, or even drop out, budget shifts may be needed in contracts during the summer or early fall of FFY 08/09 to allow agencies which have more State Share to increase their budgets as a means of maintaining services and FSNE infrastructure. Should this come to pass, the State offices will make every effort to help the affected partner agencies and maintain geographic presence throughout the state.

Organizational Change: Reorganizations of both FSNE organizations began in FFY 08 and will continue into FFY 09. The budget and staffing sections of the state Plan contain updated duty statements, and justifications explaining how State-level responsibilities, authority and leadership will be apportioned.

Because of the seriousness of the obesity epidemic in California, a physical activity, nutrition, and obesity branch may be created in the department. The *Network* would be the major program component of this branch.

The CDPH celebrated its one-year anniversary on July 1, 2008, but some potentially-serious administrative challenges persist. For example, when the new department was established, administrative relief from standard Department of General Services' contract requirements that had been obtained in the early 1990's was rescinded. Every effort is being made to qualify the *Network's* local assistance contracts for public health cooperative agreement status, rather than more-standard contracts that are limited to two-year terms, use only formal amendment processes for changes in budget or scopes of work, and require local government concurrence before implementation.

Information Technology: Standards for new information technology (IT) projects such as EARS must meet increasingly strenuous tests of privacy, security and integrity. This involves preparation of highly technical justifications and planning during the design stage, as well as during development and beta-testing. Every effort is being made to meet the FFY 10 start date for EARS reporting, but since large data projects can take 2 years or more, it is not clear at this time if 15 months will be adequate.

Workforce Supply: The USDA-funded survey of the public health nutrition workforce survey in 2006 suggested that a large proportion of California nutrition personnel in WIC and FSNE will reach retirement age within the 10 years. As resources allow, WIC and FSNE will work together and with California's schools of public health on ways to equip mid-career personnel for leadership and increase the number of young people entering professions used by the two programs.

STATE LEVEL OBJECTIVES

Based on your needs assessment and the current availability of other nutrition education services, identify your State's goals and objectives for FSNE. Make sure your objectives are specific, measurable, appropriate, realistic and time specific.

A. State Level Objectives

I. Behavior

Fruit & Vegetable Intake is the principal behavioral change being sought by FSNE in California. Fruits and vegetables are the most under-consumed among healthy foods, they can be viewed as key to and indicators of better health and a healthier food environment, and a number of good surveillance systems are set up in California to measure change over time.

Objective 1 (Fruits and Vegetables): By September 30, 2009, and measured by statewide surveys and other surveillance systems, the percent of FSNE-eligible Californians who are consuming at least 5 servings of fruit and vegetables a day, the goal for which all state and national surveys have been calibrated, will increase among:

- a. **Adults**: The percent of FSNE-eligible California adults who are consuming at least 5 servings of fruit and vegetables a day will increase from 42 % to 48 % which is a 14.3 % improvement, with Food Stamp Program (FSP) “certified” adults showing greater difference than FSP “likely eligibles” (income eligible for FSP but not participating) or FSP “potentially eligibles” (venues serving low-income populations based on income or FSP redemptions).
- b. **Teens**: The percent of youth, ages 12-17, living in households that are FSNE-eligible who consume at least 5 servings a day of fruit and vegetables will increase from 42% to 44% which is a 4.8% improvement, with teens from households “of color” (a surrogate indicator of low-income) self-reporting greater increases than teens from Caucasian households.
- c. **Children, ages 9-11 years**: The percent of children, ages 9-11, living in households that are FSNE-eligible who report eating at least 5 servings a day of fruit and vegetables will increase from 21% to 23% which is a 9.5 % annual improvement, with children from FSP “certified” households showing greater difference than children from other households. Please note that fruit and vegetable consumption reported by children (CalCHEEPS) dropped markedly between 2003 and 2005, coinciding with the disallowance in 2004 of advertising on children’s television. It is not known if FSNE and other efforts in school, after-school, and other settings serving children, and with parents was, or will be, sufficient to reverse this drop in 2007 and beyond.
- d. **Student participants in Harvest of the Month™ (HOTM)**: As measured by the standard HOTM evaluation instruments, children participating in the 15 projects utilizing the Network’s HOTM tools, will increase consumption of fruit and vegetables by at least 0.5 times/day.
- e. **The Women, Infant and Children’s Nutrition Program (WIC)**: Groundwork will be laid with the California WIC Program, our sister USDA-funded program that also reaches FSNE-eligible families, to capitalize on the momentum of WIC’s new food package for increasing fruit and vegetable consumption. A joint Plan will be developed during FFY 09.

Physical Activity is interwoven within most of our interventions and materials, with leadership in each *Network* Region provided by a physical activity specialist. As much as possible, we link our efforts with other entities that specialize in physical activity such as the CDPH Center for Physical Activity, the Governor’s Council on Physical Fitness and Sport, CATCH and SPARK. Measurement tools have been developed for use by *Network* partners. UC FSNEP presents new youth materials further supporting the relationship between healthy living/eating and physical activity (WalkFit/EatFit). Although directly delivered to middle school children within qualifying low income school districts, supporting parent newsletters and communications bridge the gap providing indirect awareness to the demographic served.

Objective 2 (Physical Activity): By September 30, 2009, and measured by statewide surveillance surveys, the percent of FSNE-eligible Californians who meet physical activity targets will increase among:

- a. **Adults:** Adults reporting at least 30 minutes a day of moderate and/or vigorous physical activity five or more times weekly will increase from 50% to 55% which is a 10% increase.
- b. **Mothers:** Increase the percentage of women living in Food Stamp and similar low-income households from 55% to 67% who are “know they can” be able to be physically active 30 minutes daily rather than are just “somewhat sure” or “know I cannot”.
- c. **Teens:** The percentage of youth, ages 12-17, living in FSNE-eligible households who get at least 60 minutes a day of moderate and/or vigorous physical activity will increase from 47% to 52% which is a 10.6% improvement.
- d. **Children:** As measured by a statewide biennial survey, the percentage of children, ages 9-11, living in households that are FSNE-eligible who get at least 60 minutes a day of moderate and/or vigorous physical activity will increase from 38% to 42% which is a 10.5% improvement.

II. Reach

Marketing science shows that consumers buy only after repeated exposures to messaging and *if* they have access to the intended “product”. Figures from the 1990’s indicate that an estimated \$5 billion in advertising is spent annually in California for mostly-unhealthy foods, and in low-income settings less healthy foods are cheaper and more readily available than healthy foods especially fresh fruits and vegetables. Therefore, it is critical that FSNE reach as many of the 6+ million FSNE-eligible parents and children as many times, as many ways, and in as many relevant locations as possible.

Social marketing programs focus on market segments, rather than unique individuals. We define social marketing activities as including mass communications, public relations, direct education and other types of direct and indirect contacts, along with a variety of public health approaches, as ways to increase exposure and opportunity for healthy eating and physical activity. We make every effort to estimate the number of FSNE-eligible adults and children we touch and how often, directly, indirectly, and through mass communications.

Objective 3 (Direct Contacts): By September 30, 2009, 3.3 million FSNE-eligible Californians will receive nutrition education through FSNE direct contacts (State and Local)

- *Network* local projects (1 million),

- *Regional Networks – Fruit, Vegetable and Physical Activity Campaigns* (research-based, multi-channel, large-scale social marketing initiatives conducted at the state, regional, and local levels) (2.1 million),
- UC FSNEP programs in organizations and agencies (191,000)

Objective 4 (Mass Communications): By September 30, 2009, continue the use of mass media including TV, radio, outdoor advertising, and direct marketing to reach no less than 85 percent of California FSNE-eligible women one or more times. Proven measures will be employed to deliver over half of mass media impressions to the FSNE-eligible audience, demographically defined as individuals living in households ≤ 185 % FPL. Impressions received by the FSNE-eligible audience will exceed 650 million, with total impressions exceeding 2 billion.

IV. Infrastructure, Administration, and Evaluation

In order to deliver effective interventions across the state and expend funds accountably, the FSNE state agencies must assure that skilled personnel and competent administrative infrastructures are in place. The *Network* and *UC FSNEP* will work together to implement the Education and Administrative Reporting System (EARS), USDA’s new national reporting system. The *Network* and *UC FSNEP* also will be monitoring their performance to assure that agreed-upon corrective actions from the Network’s FFY06 USDA’s Administrative Review and UC FSNEP’s FFY06 Internal Audit are addressed.

Objective 5 (Training): By September 30, 2009, ensure effective delivery of state and local FSNE programs by providing comprehensive and specialized planning, fiscal and program contract administration, fiscal and programmatic reviews, trainings, evaluation, state-level steering committees and specialized services for approximately 150 local projects (Local Incentive Awardees, Local Food and Nutrition, and faith-based projects), 11 Regional Networks, and 24 UC FSNE Programs.

Implement (UC FSNEP) a new FFY09 “training” focus ensuring programmatic compliance and effectiveness through site visits and regionally focused meetings with special attention given to trainings supporting improvements in education delivery. Identified “best practices” will be communicated statewide (e.g. successful newsletter formats particularly generating positive client response and behavioral change, enclosed lunch box series) in efforts to maximize impact at the client level. Provide regional “peer” input in support of best practices and sharings.

Sponsor or co-sponsor a variety of leadership conferences, including the *Network’s* annual social marketing conference, UC FSNEP’s annual nutrition conference, the biennial Childhood Obesity Conference, three meetings of the *Network* Steering Committee (NSC) that cover topical issues, the annual meeting of the California Conference of Local Health Department Nutritionists, and at least 30 other trainings for local partners.

Objective 6 (Contracts): By September 30, 2009 contracts with nearly 100 continuing or renewing agencies, the 11 newly-selected Regions of the *Network for Healthy California*, other local assistance and special projects, and UC FSNEP (embodying 24 county cooperative extension providers) will be fully executed. Through the regional infrastructure, all 58 counties in California will be served by:

- **Regional Campaigns:** Complete the phased-in implementation of the regional *Fruit, Vegetable and Physical Activity Campaigns* and *Programs (Children’s Power Play! Campaign and Retail Program* (all 11 regions), the *Latino Campaign and Worksite Program*

(9 of 11 regions), and *African American Campaign* (6 regions), including faith-based projects. The Regions will provide FSNE services at 3,500+ eligible sites, including but not limited to low resource schools, community youth organizations, retail food sites, churches, farmers' and flea markets, and worksites.

- **Local Projects:** Increase support for partners by providing regional training, coordination and communications support to up to 115 *Network*-funded local agencies providing FSNE at 10,000+ eligible community sites (including but not limited to low-resource schools, after-school programs, pre-schools, food banks/food pantries/meal sites, direct health service provider sites, affordable housing projects and farmers' markets).
- **UC FSNEP County Extension Providers:** providing direct nutrition education through the University of California at Davis to a minimum of 191,000 participants within 2,051 eligible community sites throughout 31 counties.
- **Regional Collaboratives:** Facilitate 11 Regional Collaboratives composed of FSNE-funded organizations and their partners to implement regional initiatives that make it easier for FSNE-eligible consumers to adopt healthy eating and physical activity lifestyles in their communities.
- **Settings:** FSNE interventions will be delivered as planned, using effective approaches and materials, through our local infrastructure, with the highest penetration of eligible sites being:
 - At about 2,160 (41 percent) of the total number (5,243) of low-resource schools statewide,
 - At 1,000 (17 percent) of the estimated total number of eligible food retail sites statewide (5,844),
 - By 25 (41%) of the State's 61 local public health departments.
 - By 22 of the 24 (92%) UC FSNEP extension provider programs that employ a nutrition professional orchestrating effective and informative nutrition education throughout their county's FSE population.

Objective 7 (Surveys, Evaluations): By September 30, 2009, continue annual monitoring and measurement activities to track change in the target audiences' nutrition- and physical activity-related knowledge, attitudes and behaviors, as well as related "upstream" measures. Conduct annual impact/outcome assessments with at least 50 of the larger local agencies, complete evaluations of Campaign media efforts and toolkits, and share findings, as appropriate, from at least half of the 6 annual/biennial statewide surveys that are conducted with different FSNE-eligible population segments. For UC FSNEP; continue to utilize existing evaluative measures for all adult populations and incorporate updated youth specific evaluation tools within a sampling of at least 15 (62%) of County extension providers. Evaluate issues impeding programmatic growth through the Advisory Committee including methods to increase collaboration (internally and externally) driving quality nutrition education delivery. UC FSNEP campus resources will be tapped to further develop partnerships (i.e. with the Center for Fruit and Vegetable Quality UC Davis with resultant goal being to develop and promote science based information/evaluation/technology increasing consumption of fruits and vegetables).

Objective 8 (Reporting Systems): By September 30, 2009, (1) in cooperation with USDA, WRO and other states through the Association of State Nutrition Network Administrators, as appropriate, complete the 2-year pilot test of the new EARS with a cross-section of local agencies, and develop methods and measures for social marketing; (2) complete a comprehensive assessment of measures and reports in the Semi-Annual Reporting System (SAAR), and streamline the *Network's* web-based program reporting system; (3) evaluate and secure approval by the Western Regional Office (WRO) of a "menu" of automated time-

reporting systems, including demographic and interventional EARS information obtainable only from educators, for use by California's diverse array of local partner agencies; and (4) prepare an implementation and training plan so that all EARS data can be obtained statewide in FFY 10. (5) Use findings from the first two-year cycle of Performance Improvement Plans, and other observations from Program Compliance Review Team site visits, to make systems changes in the State office, provide fiscal and administrative training to local partners, and help select development priorities for State staff. (6) In support of streamlined administrative processing; UC FSNEP will continue to refine and develop the Cost Share validation, Invoicing & Time Records alignment website /database to be used starting October 1, 2008.

Objective 9 (Fiscal and Administrative Integrity): By September 30, 2009, systems will be in place so *Network* managers can easily monitor and track progress toward achieving 12 corrective actions and 20 recommendations outlined in the *Network's* USDA Corrective Action Workplan which resulted from the USDA Administrative Review conducted in Spring 2006. UC FSNEP personnel will operationalize measures in the Corrective Action Plan resulting from the Internal Audit review in FFY 06-07, and CDSS can track progress for both. UC FSNEP will be instituting mid-year reporting and detailed financial trainings to ensure both fiscal and administrative integrity and transparency.

**Augmentation of *Network* Interventions by WIC
Network for a Healthy California and the WIC Program**

Type of Activity	Network for a Healthy California Resources	WIC Program Additions/Supplements
<p>Spokespeople Training</p>	<p><i>Champion Moms</i> One for each of the 11 regions; several are current or former WIC participants. Started with 11 on May 17th 2007, now have many more. The <i>Network</i> has developed:</p> <ul style="list-style-type: none"> ▪ Criteria for Champion Mom selection ▪ Recruitment guidelines ▪ Spokespeople training protocol 	<p>WIC could secure <i>Champion Moms</i> for food package roll out activities by using <i>Network</i> materials within the WIC media kit and for training allowable agency outreach committees.</p>
<p>Vendor/Retail Relations</p>	<p><i>Retail Program</i> has one Retail Specialist per region, 11 total. Activities are focused on:</p> <ul style="list-style-type: none"> • Design and Provide point-of-sale materials and education to retail partners in qualifying census tracts and high food stamp volume stores. • Training community health leaders to promote fruits and vegetables in the retail environment. • Connecting retailers to the Harvest of the Month program. 	<p>New WIC Local Vendor Liaisons from 82 local WIC agencies will provide support and technical assistance to WIC vendors. WIC will be able to:</p> <ul style="list-style-type: none"> • Co-brand and reprint additional <i>Network</i> point-of-sale materials for distribution of fruit and vegetable merchandising materials outside of <i>Network</i>-eligible sites. • Refer stores to <i>Network</i> Retail Specialists for merchandising and fruit and vegetable promotion training.
<p>Communications Co-branding</p>	<p>Develop direct mail nutrition education and disseminate in the form of four separate drops to 1.2 million FSNE-eligible households throughout the state.</p>	<p>WIC will supplement their comprehensive communication plan by collaborating with the <i>Network's</i> direct mail project to include messages about low fat, low sugar, and high fiber foods and paying for direct mail distribution to additional households outside of FSNE-qualifying census tracts in areas where high proportions of WIC Moms live. WIC will also contribute similar messaging to the Food Stamp Office Kit.</p>
<p>Nutrition Education Materials</p>	<p>The <i>Network</i> has a variety of photography, recipes, consumer materials, and staff training materials that focus on fruit and vegetable consumption.</p> <p>The <i>Network</i> was already working with First 5 Association of California on the Healthy Habits for Live curriculum developed by Sesame Workshop and will facilitate collaboration as possible.</p>	<p>WIC is using the Healthy Habits for Life materials developed by Sesame Workshop to help roll out the new Food Package. In addition, WIC will be able to use appropriate <i>Network</i> nutrition education materials that promote fruits and vegetables to supplement their consumer/training materials library.</p>

Nutrition Education Materials Summary List

Title	Source	Languages
100 Vegetables and Where They Came From	William Woys Weaver and Signe Sundberg-Hall	English
24 ESL nutrition lessons on 6 Key Messages	San Diego Community College District/ <i>Network</i>	English
4th Grade School Idea and Resources Kit	Children's Power Play! Campaign - <i>Network</i>	English/Spanish
5th Grade School Idea and Resources Kit	Children's Power Play! Campaign - <i>Network</i>	English/Spanish
A River of Recipes: Native American Recipes Using Commodity Foods	USDA (Food Assistance Programs)	English
A Seed Grows: My First Look at a Plant's Life Cycle	Pamela Hickman and Heather Collins	English
Abrams & Company Let's Eat!, My Wonderful Body, I keep Myself Healthy and My Body in Balance, Pre-K Big Books & Little Books	Abrams & Company	English, Spanish
Action for Healthy Kids	Action for Healthy Kids	English
Activity & Eating	Dairy Council of California	English, Spanish
African American Recipes	African American Campaign - <i>Network</i>	English
All About Citrus and Subtropical Fruits	Maggie Klein	English
Americans in Agriculture: Portraits of Diversity	USDA	English
Anansi & The Talking Melon	Eric Kemmel	English
Apples and Pumpkins	Anne Rockewell and Lizzy Rockwell	English
Asparagus poster	California Asparagus Commission	English
Avocado poster	California Avocado Commission	English
BAM (Body and Mind)	CDC	English
Be Active Your Way (DHS)	Food Stamp Nutrition Connection/ <i>Network</i>	English/Spanish
Botany on Your Plate	Lawrence Hall of Science/UC Botanical Garden	English
Breakfast Nutrition Education Lessons	ABC Unified School District - <i>Network</i>	English
Bugs! Bugs! Bugs!	Bob Barner	English
Building a Healthy Me!	Dairy Council of California	English/Spanish
Building Blocks For Fun and Healthy Meals	CA Healthy Kids Resource Center	English
Buried Treasure: Roots and Tubers	Meredith Sayles Hughes and Tom Hughes	English
Calcium Connection	Dairy Council of California	English, Spanish
Calcium For Strong Bones and Teeth	American Dietetic Association	English
CANFit Super Manual	CANFit	English
Cantaloupe poster	Cantaloupe Advisory Board	English
Captive Kids: Selling Obesity at School	California Project LEAN	English/Spanish
Carlos and the Squash Plant by	Jan Romero Stevens	English, Spanish
Carrots Love Tomatoes: Secrets of Companion Planting for Successful Gardening	Louise Riotte	English
Celebre con una Fiesta al Aire Libre	California Project LEAN	Spanish
Changing the Scene	USDA	English
Child & Adult Care Food Program, Meal Pattern Chart For Infants & Children	California Department of Education	English
Chinese translated nutrition education materials, usually HOTM	Alhambra USD - <i>Network</i>	Chinese
Color Me Healthy Pre-K	North Carolina State University	English, Spanish
Color My Pyramid	Dairy Council of California	English
Commodity Fact Sheets	CA Foundation for Agriculture in the Classroom	English
Community Youth Organization Idea & Resources Kit	Children's Power Play! Campaign - <i>Network</i>	English and Spanish
Cool as a Cucumber Hot as a Pepper: Fruits Vegetables	Meredith Sayles Hughes	English
Creative Pockets Apron	Produce for Better Health	English
Creative Pockets Teaching Cards	Produce for Better Health	English
Cycle I,II,III Cookbooks	Harvest of the Month	English/Spanish
Date poster/picture	California Date Commission	English
Deal Me In...Food and Fitness	Dairy Council of California	English

Nutrition Education Materials Summary List

Title	Source	Languages
Dictionary of Horticulture	National Gardening Association	English
Dietary Guidelines for Americans 2005	USDA	English
Digging Deeper: Integrating Youth Gardens into Schools and Communities	Joseph Kiefer, Martin Kemple	English
Discover the Secret Cookbook	<i>Network for a Healthy California</i>	English/Spanish
Dried Plum poster	California Dried Plum Board	English
Easy Recipes Using Commodity Foods	California Project LEAN - <i>Network</i>	English
Eat Fruits & Vegetables the CA Way	Food Stamp Nutrition Connection/ <i>Network</i>	English/Spanish
Eat Smart Play Hard	Food Stamp Nutrition Connection/ USDA	English
Eat Smart with Fruits and Vegetables, Choices for Good Health, Smart Steps, Cooking Smart, Living Smart	American Cancer Society	English, Spanish
Eat Your Peas Louise	Pegeen Snow	English
EATfit	Cooperative Extension (EFNEP, FSNEP)	English
Eating fruit and vegetables	Food Stamp Nutrition Connection/Clemson University	English
Eat More, Weigh Less	CDC	English
Eating Right Is Basic	Cooperative Extension (EFNEP, FSNEP)	English
Emergence of Agriculture	Bruce D. Smith	English
Empowering Youth with Nutrition and Physical Activity	USDA Team Nutrition	English
Exercise Your Options	Dairy Council of California	English/Spanish
FAME (Families of African American Ancestry Manifesting our Excellence)	San Bernardino County Dept of Public Health	English
Family Trees: The Peach Culture of the Piedmont	Mike Corbin	English
Farmers Market Idea & Resource kit	Children's Power Play! Campaign - <i>Network</i>	English/Spanish
Farmer's Market: Families Working Together	Marcie Rendon and Cheryl Bellvill	English
Farming and Food	Jane Shuter	English
Fast Food and Soft Drinks: How to Make Healthier Choices	UCCE/USDA	English/Vietnamese
Fast Food Survival Guide, 2008	San Bernardino County Dept of Public Health	English
Fast Meals, Quick Snack Teens Cookbook	<i>Network for a Healthy California</i>	English
Feed Me Give Me What I need!	USDA	English
Feeding Challenges: Tips for Preventing Hassles	Cooperative Extension (EFNEP, FSNEP)	English
Fig poster/picture	California Fig Advisory Board	English
Fight BAC!	FDA	English
First Day in Grapes	L. King Perez	English
Fit WIC Material	WIC	English/Spanish
Food and Me	Cooperative Extension (EFNEP, FSNEP)	English
Food For Thought for ESL Instructors	San Diego Community College District/ <i>Network</i>	English
Food on the Run	California Project LEAN	English
Food Power Classroom Activities	University of Missouri/Outreach/Extension	English
Food stamps help put healthy food on your table	Food Stamp Nutrition Connection	English/Spanish
Food Stamps Work	California Food Policy Advocates	English
Food, Health, and Exercise classroom TV series	Human Relations Media	English
Foundation for a Healthy Start	USDA	English
Four Seasons in Five Senses: Things Worth Savoring	David Matsumoto	English
French Fries and the Food System: A Year Round Curriculum Connecting Youth with Farming and Food	The Food Project	English
From the Garden - A counting book about growing food	Michael Dahl and Todd Ouren	English
Fruit and Vegetable Photo Cards	California Department of Education	English
Fruit Crate Art	Joe Davidson	English

Nutrition Education Materials Summary List

Title	Source	Languages
Fruit, Vegetable, and Physical Activity Toolbox for Community Educators	<i>Network for a Healthy California</i>	English, Spanish
Fruits and Vegetables: For Your Health, Your Community, & Your Life	<i>Network for a Healthy California</i>	English, Spanish
Garden Detectives: A Guide to Using Your Powers of Observation to Solve the Mystery of Creating a Healthy Garden	CA Healthy Kids Resource Center	English
Gardening for Optimal Nutrition	Trisha & E. Forrest McDowell	English
Generation Fit	American Cancer Society	English
Genetically Modified Food	Nigel Hawkes	English
Go, Glow and Grow	Cooperative Extension (EFNEP, FSNEP)	English/Spanish
Good Food News	L.A. Regional Collaborative	English/Spanish
Green Power: Leaf and Flower Vegetables	Meredith Sayles Hughes	English
Gregory the Terrible Eater	Scholastic	English
Growing Seasons	Elsie Splear	English
Handouts for children, health snacks for home and school	Dairy Council of California	English
Harvest of the Month Essay and Art Contest Guidelines and forms	Tulare County Office of Education	English
Harvest of the Month Toolkit	<i>Network for a Healthy California</i>	English/Spanish
Harvest of the Month Workbooks (gr. K-5)	Downey Unified School District	English
Harvest Year	Cris Peterson	English
Have Fun and Be Healthy	Children's Power Play! Campaign - <i>Network</i>	English
Health and Nutrition from the Garden	Texas Agricultural Extension Service	English
Health Framework for California Public Schools, Kindergarten Through Grade Twelve	California Department of Education	English/Spanish
Healthy Beginnings	Shasta County Public Health Department	English
Healthy Choices, Healthy Me	Dairy Council of California	English/Spanish
Healthy Food Options: What to Eat More Of and What to Eat Less Of	UCCE/USDA	English/Vietnamese
Healthy Habits for Life Child Care Resource Kit	Sesame Street	English, Spanish
Heart Healthy Home Cooking African American Style	National Institutes of Health	English
HeartPower!	American Heart Association	English
HOTM Cafeteria to Classroom Promotions	Merced County Office of Education	English
HOTM Educator Newsletter	Merced County Office of Education	English
HOTM Fun Food Fact Calendar	Merced County Office of Education	English
HOTM Parent Newsletter	Merced County Office of Education	English/Spanish/Hmong
HOTM Physical Activity Page	Merced County Office of Education	English
HOTM Preschool Packet	Merced County Office of Education	English
HOTM Student Workbooks	ABC Unified School District - <i>Network</i>	English
HOTM Worksheets	ABC Unified School District - <i>Network</i>	English
How to Avoid Portion Size Pitfalls to Help Manage your Weight	CDC	English
How to Use Fruits and Vegetables to Help Manage your Weight	CDC	English
How to Teach Nutrition to Kids	Connie Liakos Evers, MS, RD	English
I Will Never Not Ever Eat a Tomato	Lauren Child	English
In the Three Sister's Garden	Joanne Dennee	English
Inch by Inch: the Garden Song	David Mallett	English
It's Easy Recipe Book (Es Facil! Libro de Recetas)	LA County DPH	English/Spanish
James and the Giant Peach	Roald Dahl	English
Jump Start Teens	California Project LEAN	English
Kids Cook Farm Fresh	California Department of Education	English
Kids Get Cooking cook book	Children's Power Play! Campaign - <i>Network</i>	English/Spanish
Latino Recipes With Love/Recetas Latinas Saludables	<i>Network for a Healthy California</i>	English & Spanish
Lesson 1: Getting the Most Nutrition From Your Food	USDA	English

Nutrition Education Materials Summary List

Title	Source	Languages
Let's Get Moving! Working Together to Promote Active Lifestyles in Young Children	UC Berkeley Center for Weight and Health	English/Spanish
Lets Play "Food" Ball	Cooperative Extension (EFNEP, FSNEP)	English
Lightning Meals videos	California Project LEAN	English
Linking Food with the Environment (LiFE)	Columbia University	English
Looking Good, Feeling Fit - Build Strong Bones	Dairy Council of California	English
Making Content Accessible for ESL	San Diego Community College District/ <i>Network</i>	English
Making it Happen	CDC	English
Making Meals Matter for your young child	Dairy Council of California	English/Spanish
Making Raisins	Marvin Buckley	English
Manila Nutrition Community Calendar	<i>Network for a Healthy California</i>	English
Math in the Garden	UC Botanical Gardens	English
Math Potatoes: Mind-stretching Brain Food	Greg Tang and Harry Briggs	English
Melon poster	California Melon Research Board	English
Melons for the Passionate Grower	Amy Goldman	English
Melvin's Melons	Sherry Vaughn	English
Misc curriculum Materials	Dairy Council of California	English
Monthly bookmarks linked to HOTM	Harvest of the Month	English
MyActivity Pyramid & Log	Cooperative Extension (EFNEP, FSNEP)	English
MyPyramid Bingo	Cooperative Extension (EFNEP, FSNEP)	English
MyPyramid Cut & Fold Activity	Cooperative Extension (EFNEP, FSNEP)	English
MyPyramid for Kids	Dairy Council of California	English
MyPyramid.gov	USDA	English
Need Help Buying Food?	<i>Network</i>	English/Spanish
Never Eat Cabbage on Thursday	Nancy Libbey Mills and Shan Wells	English
New Junior Garden Book	Felder Rushing	English
Nibbles for Health	USDA	English
Nutrition Advisory Council survey	School Nutrition Association (SNA)	English, Spanish
Nutrition Essentials	USDA	English/Spanish
Nutrition Explorations website	Dairy Council of California	English
Nutrition Pathfinders Camp Eatawella	Dairy Council of California	English/Spanish
Nutrition Resource Guide (pamphlet)	San Bernardino County Dept of Public Health	English
Nutrition Role Play (ELAC)	Local Nutrition Network	English
Nutrition to Grow On	Cooperative Extension (EFNEP, FSNEP)	English
Nutrition to Grow On: My Pyramid Lessons	California Department of Education	English/Spanish
On Good Land: An Autobiography of an Urban Farm	Michael Ableman	English
On the Trail of Fiber	USDA	English
OPT for Fit Kids - LEAP for Preschoolers, Families	California State University, Chico, Research Foundation (SCNAC)	English
Peach Boy: A Japanese Legend	Sakurai Sakurai	English
Peach poster/picture	CA Cling Peach Growers Advisory Board	English
Physical Activity: For Your Health, Your Community, & Your Life	<i>Network for a Healthy California</i>	English, Spanish
Pick! Pull! Snap! Where Once a Flower Bloomed	Lola Schaefer	English
Planet Health	CA Healthy Kids Resource Center	English
Plants on my Plate	Cathy Smith	English
Playing the Policy Game	California Project LEAN	English
Plum poster/picture	California Plum Marketing Program	English
Portion Distortion	CA Healthy Kids Resource Center	English
Potato: How the Humble Spud Rescued the Western World	Larry Zuckerman	English

Nutrition Education Materials Summary List

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Power Panther	USDA	English
Pregnancy-A Special Time for Nutrition	Dairy Council of California	English/Spanish
Raisin poster	California Raisin Marketing Board	English
Reading Across MyPyramid	Cooperative Extension (EFNEP, FSNEP)	English
Resources for Learning	Project Food Land and People	English/Spanish
Retail Recipes	<i>Network for a Healthy California</i>	English, Spanish
Rethink your Drink	CDC	English
School Garden Kits	California Department of Education	English/Spanish
School Nutrition...by Design!	California Department of Education	English
Science and Our Food Supply	CA Healthy Kids Resource Center	English
Seasonal Guide to Fruits and Vegetables	Retail Program - <i>Network</i>	English/Spanish
Seedfolks	Paul Fleischman	English
Sell What You Sow	Eric Gibson	English
Service Learning	Alameda County Office of Education (Rock La Fleche Community School)	English
Slide Guide-How Many Cups of Fruits and Vegetables Do I Need?	<i>Network for a Healthy California</i>	English, Spanish
SnackSmart	USDA	English
SPARK	SPARK	English
Spill the Beans and Pass the Peanuts: Legumes	Meredith Sayles Hughes	English
Spring Into Health 2007	American Cancer Society	English
Squashed	Joan Bauer	English
Storybooks/Literature Links	Harvest of the Month	English
Strawberry Poster	California Strawberry Commission	English
Take 10! K-5	International Life Sciences Institute	English
Taking Action for Healthy School Environments	California Department of Education	English
Tall and Tasty Fruit Trees	Meredith Sayles Hughes	English
Tangerine	Colin Cheong	English
Teaching Points, Food Fact Calendars, Stickers, Overhead Transparencies, Teacher Assessment Tool, Recipe (<i>Network</i> -developed) Cards, Posters - These items will be included in the TCOE Harvest of the Month Toolkit	Tulare County Office of Education	English, Spanish
Team Nutrition	USDA	English
The Back Yard Orchardist	Stella Otto	English
The Color Way Plan	Produce for Better Health	
The Enormous Potato	Aubrey Davis	English
The Fig Can Teach You a Lot About Nutrition	California Fig Advisory Board	English
The Garden and Farming Books of Thomas Jefferson	Robert Baron	English
The Garden-Fresh Vegetable Cookbook	Andrea Chesman	English
The Good Food News (LA Regional Network)	Food Stamp Nutrition Connection/Network	English/Spanish
The Growing Classroom: Garden Based Science Activity Guide	Life Lab	English/Spanish
The Honey Makers	Gail Gibbons	English
The Joy of Hispanic Cooking Celebre la cocina hispana	National Institutes of Health	Spanish
The Legend of Sleepy Hollow	Washington Irving	English
The Pea Blossom	Amy L. Poole	English
The Power of Choice: Helping You Make Healthy Eating and Fitness Decisions	USDA	English
The Reason for a Flower	Ruth Heller	English
The Talking Vegetables	Won-Ldy Paye, Margaret H. Lippert and Julie Paschkis	English
The Very Smart Pea and the Princess to Be	Mini Grey	English

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Title	Source	Languages
The Vineyard	Idwal Jones	English
The World's Largest Plants: A Book About Trees	Susan Blackaby	English
There is Life Before The Grocery Store...	CA Foundation for Agriculture in the Classroom	English
Thoreau's Garden: Native Plants for the American Landscape	Peter Loewer	English
Tiny Green Thumbs	C.Z. Guest and Loretta Krupinski	English
Tomato poster	California Tomato Commission	English
Tomatoes	Elaine Landau	English
Tomatoes from Mars	Arthur Yorinks and Mort Drucker	English
Traditional Foods Can Be Healthy	National Cancer Institute	English
Trees are Terrific	Sandra Stotksy	English
TWIGS	Cooperative Extension (EFNEP, FSNEP)	English
Two Old Potatoes and Me	John Coy	English
Using MyPyramid in your Life - Children and Youth	Cooperative Extension (EFNEP, FSNEP)	English
Visual Recipes for HOTM	Merced County Office of Education	English
Walking Club materials	American Cancer Society	English
Watermelon Day	Kathi Appelt	English, Spanish
What Grows From a Tree?	Lola Schaefer	English
What is a Plant?	Bobbie Kalman	English
What's for Lunch? Potatoes	Claire Llewellyn	English, Spanish
WIC Works website	WIC	English/Spanish
Yearly desk calendar with nutrition messages	Alhambra USD - <i>Network</i>	English
yourSELF!	USDA	English