

California 5 a Day—Be Active! Worksite Program
FFY 07 RNN Scope of Work

| Target Audience | Activity/Methods | Level of Social Ecological Model | Evaluation Measures | Timeframe | Responsible Staff |
|---|---|--|---|--|--|
| Goal: Promote increased consumption of fruits and vegetables and daily activity to the recommended levels among FSNE-eligible working adults through the implementation of the <i>California 5 a Day—Be Active! Worksite Program</i> . | | | | | |
| Objective 1: Facilitate relationships and communication between FSNE-qualifying worksites and the Regional Nutritional Network (RNN) by securing agreements from a minimum of 20 FSNE-qualifying worksites to implement <i>California Fit Business Kit</i> activities and the <i>Take Action! 10-Week Plan</i> . | | | | | |
| RNN LIA Collaborative Partners | 1) Work with state-level <i>5 a Day—Be Active! Worksite Program</i> (Program) staff, appropriate Regional Nutrition Network staff, regional collaborative members, Local Incentive Awardees, and other regional members, to identify qualifying worksites throughout the region that employ to FSNE-eligible workers. | Institutional Community | Database of low-wage worksites (as documented on Activity Tracking Form) | October-December 2006 | RNN Project Director RNN Worksite Coordinator |
| Worksites located in qualifying (FSNE-eligible) census tracts | 2) Establish formal relationships with a minimum of 20 worksites having at least 50 employees that employ FSNE-eligible working adults and enlist them in conducting activities from the <i>California Fit Business Kit</i> and the <i>Take Action! Employee Wellness Program</i> at their facilities. | Institutional | Partner Agreements List of worksites (as documented on completed Activity Tracking Form) | Quarterly October 2006- September 2007 | RNN Worksite Coordinator |
| Worksites located in qualifying (FSNE-eligible) census tracts | 3) Participate in 3 Regional Coordinators Training Meetings, and other ongoing technical assistance opportunities as specified by CPNS staff. Share information from the training meetings with worksite partners at the local level, as appropriate. | Individual Interpersonal Community | Record of Meeting Participation Completed Activity Tracking Form | December 2006 May 2007 August 2007 | RNN Worksite Coordinator |
| Worksites located in qualifying (FSNE-eligible) census tracts | 4) Participate in ongoing communications with worksite program state staff, including email correspondence and teleconferences. | Individual Interpersonal Institutional | Communications Log | Monthly October 2006- September 2007 | RNN Worksite Coordinator |

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| Worksites located in qualifying (FSNE-eligible) census tracts | 5) Participate in the Joint Steering Committee meetings, as appropriate. Share information from the meetings with worksite partners at the local level, as appropriate. | Community | Record of Meeting Participation Completed Activity Tracking Form | November 2006 February 2007 May 2007 | RNN Worksite Coordinator |
| | 4) Submit completed Activity Tracking Form to CPNS staff. | Institutional | Maintain a database of participating worksites using the Activity Tracking Form provided by the <i>California 5 a Day—Be Active! Worksite Program</i> . The Activity Tracking Form must be submitted to CPNS quarterly and upon request. | Quarterly | RNN Worksite Coordinator |
| Objective 2: Assist with the implementation of <i>California Fit Business Kit</i> activities and the <i>Take Action! 10-Week Plan</i> in at least 20 FSNE-qualifying worksites to achieve a minimum of 5,000 direct impressions annually. | | | | | |
| Worksites located in qualifying (FSNE-eligible) census tracts | 1) Work with 20 businesses identified in Objective 1, activity 2 to implement the <i>California Fit Business Kit</i> and the <i>Take Action! Employee Wellness Program</i> to improve the health of FSNE-eligible employees by educating them about the benefits of fruits and vegetables and physical activity. At a minimum, each worksite must implement: | Institutional | Completed Activity Tracking Form | Quarterly October 2006- September 2007 | RNN Worksite Coordinator |
| | a) Check for Health tool, prior- to and post-implementation | Interpersonal Institutional | Copy of completed Check for Health tool from each business | October 2006- September 2007 | RNN Worksite Coordinator |
| | b) <i>Take Action! Employee Wellness Program</i> , promoting fruit and vegetable consumption and physical activity. | Individual Interpersonal Institutional | Documentation of Plan Implementation Completed Activity Tracking Form | October 2006- September 2007 | RNN Worksite Coordinator |

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| | c) Two additional tools from the <i>California Fit Business Kit</i> , one from each grouping below. All 7 tools must be represented throughout individual regions. In addition to Check for Health, the <i>Kit</i> includes: | Individual Interpersonal Institutional | Record of tool implementation for each worksite (as documented in Completed Activity Tracking Form) | October 2006-September 2007 | RNN Worksite Coordinator |
| | GROUP A: i) Vending Machine Food and Beverage Standards ii) Healthy Dining Menu Guidelines iii) A Guide to Ordering Farm Fresh Produce for the Worksite iv) A Guide to Establishing a Worksite Farmers' Market | Individual Interpersonal Institutional | Completed Activity Tracking Form | October 2006-September 2007 | RNN Worksite Coordinator |
| | GROUP B: i) Healthy Meeting Policies ii) Healthy Stairwells Tool iii) Guide to Creating Worksite Walking Clubs | Individual Interpersonal Institutional | Completed Activity Tracking Form | October 2006-September 2007 | RNN Worksite Coordinator |
| | 2) After qualifying worksites have been recruited, provide training and technical assistance to ensure the efficient and effective implementation of the program, including: | Individual Interpersonal Institutional | | October 2006-September 2007 | RNN Worksite Coordinator |
| | a) Convene a minimum of 1 standardized training session at each participating worksite on the <i>California Fit Business Kit</i> and <i>Take Action!</i> Employee Wellness Program. | Individual Interpersonal | Sample training agenda; Summary of post-training evaluations | April 2007 | RNN Worksite Coordinator |
| | b) Provide regularly scheduled and ongoing support and technical assistance to participating worksites. | Individual Interpersonal | Technical Assistance log (as documented in Completed Activity Tracking Form) | October 2006-September 2007 | RNN Worksite Coordinator |
| | c) Provide Nutrition Education Reinforcement Items (NERI) for <i>Take Action!</i> in the following | Individual Interpersonal | Record of Materials Distribution (as documented in Completed Activity Tracking Form) | October 2006-September 2007 | RNN Worksite Coordinator |

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| | increments: <ul style="list-style-type: none"> • Week 1 (Kick Off) • Week 5 (Mid-Point) • Week 10 (Closing Celebration) • Solicit additional NERI from community-based businesses to enhance sustainability. | | | | |
| Objective 3: Conduct detailed program evaluations at 2 randomly selected worksites of the 20 FSNE-eligible worksites implementing the worksite program. | | | | | |
| Worksites located in qualifying (FSNE-eligible) census tracts | 1) Conduct pre- and post-implementation evaluations of a random sample of employees chosen from two randomly selected worksites. (CPNS staff will provide the tools to conduct the evaluation at the December Regional Coordinators Training Meeting.) | Individual Interpersonal Institutional | Completed baseline and follow-up surveys. | Pre- No later than April 2007 Post- No later than September 2007 | RNN Worksite Coordinator |
| | 2) Obtain pre- and post-implementation absenteeism and productivity data from Human Resource managers at the two randomly selected worksites above, as able. | Individual Institutional | Baseline and follow-up absenteeism and productivity data; changes in worker absenteeism and productivity. | Pre- No later than April 2007 Post- No later than September 2007 | RNN Worksite Coordinator |
| | 3) Case studies from 2 randomly selected worksites. | Institutional | Using the guidelines provided by CPNS staff, develop two individual case studies representative of the 2 randomly selected worksites involved in the detailed program evaluation. | No later than September 2007 | RNN Worksite Coordinator |