

II. ADMINISTRATIVE SECTION

1100. Attribution/Acknowledgement Guidelines

1101. General Information

RNN Contractors are required to use specific USDA/*Network* acknowledgements when developing all types of materials, including but not limited to: educational materials, marketing materials, research/evaluation materials, Nutrition Education Reinforcement Items (NERI), and Web sites. Additional California Department of Health Services acknowledgements are required for publications, written reports, and documents if the costs to develop the product exceed \$5,000.

REMINDER: All new educational materials being developed must be submitted to the assigned CPNS Program Manager/Lead for approval prior to printing, filming (send video script), or disseminating. If the material is in a language other than English, also submit a copy of the English text. Refer to Section 1000 “Educational/Promotional Materials Guidelines” of the *RNN* Program Guidelines Manual.

1102. USDA/*Network* Acknowledgement Requirements

The type of acknowledgements generally required for materials developed with USDA/*Network* funds are:

1. Funding Acknowledgement:

Preferred: Principal funding is from the USDA Food Stamp Program (FSP) through the *California Nutrition Network for Healthy, Active Families*, which is an initiative of the California Department of Health Services.

Spanish Translación: La mayor parte del patrocinio proviene del Programa de Cupones para Alimentos (FSP) del Departamento de Agricultura de Los Estados Unidos (USDA) a través de *La Red de Nutrición de California para Familias Saludables y Activas*, que es una iniciativa del Departamento de Servicios de Salud de California.

Space-Limited Version: "Funded by the USDA's Food Stamp Program."

Spanish Translation: "Fondos proporcionados por el Programa de Cupones para Alimentos del Departamento de Agricultura de los Estados Unidos (USDA para sus siglas en inglés)."

2. Non-Discrimination Statement:

Preferred: "In accordance with Federal law and U.S. Department of Agriculture's policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, religion, political beliefs, or disability. To file a complaint of discrimination, write USDA Director, Office of Civil Rights, 1400 Independence Ave, SW, Washington, D.C. 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TTY). USDA is an equal opportunity provider and employer."

Spanish Translation: De acuerdo con leyes federales y las políticas del Departamento de Agricultura de los EE.UU. (U.S. Department of Agriculture, USDA), esta institución está prohibida de discriminar a base de raza, color, origen nacional, genero, edad, religión, credo político, o incapacidad. Para presentar una queja sobre discriminación, escriba a USDA, Director, Office of Civil Rights, 1400 Independence Ave, SW, Washington, D.C. 20250-9410, o llame al (202) 720-5964 (voz y TDD). USDA es un proveedor que ofrece oportunidad igual para todos.

Space-Limited Version: "This institution is an equal opportunity provider and employer."

Spanish Translation: "Esta Institución es un proveedor y empleador que ofrece igualdad de oportunidad a todos."

--OR----

"Esta Institución es un proveedor y empleador que ofrece oportunidad igual para todos."

3. Food Stamp Program (FSP) Outreach Message:

Preferred: “The Food Stamp Program provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact [enter your local office or the toll free number (1-888-328-3483), or other useful information to help identify how to get services].”

Spanish Translation: “El Programa de Cupones para Alimentos ofrece asistencia relacionada a la nutrición para gente con bajos ingresos. Le puede ayudar a comprar comida nutritiva para una mejor dieta. Para obtener más información, comuníquese con la oficina de servicios sociales de su condado o llame 1-888-328-3483.

4. *Network* Logos

Electronic versions are available on the Cancer Prevention Nutrition Section website at http://www.dhs.ca.gov/ps/cdic/cpns/press/media_library.html. (Contact the assigned CPNS Program Manager/Lead for electronic versions of *RNN*/Collaborative logos.) These will be updated after the *Network* re-branding launch event in April 2007.

1103. USDA/*Network* Acknowledgement Reference Table

All materials listed in the below table require *Network* approval prior to finalization and release. Contact your *Network* Program Manager/Lead with questions about any materials not included in the table.

Types of Materials	Type of Acknowledgements
Nutrition Education Reinforcement Items (NERIs)	
T-shirts, tote bags, aprons, cutting mats, water bottles, colanders, measuring spoon, Frisbee, etc.	Logos – Required. Note: All NERIs are required to contain a Nutrition message.

1103. USDA/Network Acknowledgement Reference Table (cont).

Educational Materials	
<p><u>Instructional Materials</u> Curricula, workshop manuals, conference binders, guidebooks, training videos/DVDs, PowerPoint presentations, CD-ROMs, etc.</p> <p>*Acknowledgement should appear on the cover, table of contents, reference/citation pages, and tools.</p> <p><u>Outreach/Informational Materials</u> Brochures, newsletters, flyers, PowerPoint presentations, etc.</p> <p>(Includes, nutrition and physical activity promotion materials with information for the FSNE eligible population about pursuing healthy nutrition systems, environment, and policy changes on their own behalf.)</p>	<p>“Principal funding is from the USDA Food Stamp Program (FSP) through the <i>California Nutrition Network for Healthy, Active Families</i>, which is an initiative of the California Department of Health Services. These institutions are equal opportunity providers and employers. The FSP provides nutrition assistance to people with limited incomes that can help them buy nutritious foods for a better diet. For information, call 1-888-328-3483.” (space limited version allowable as needed)</p> <p>Logos—Required.</p>
Marketing/Media Materials	
<p>Radio and television public service announcements, billboards, paid commercials and print advertisements, cable and television shows, etc.</p> <p>Murals (please contact your assigned CPNS Program Manager/Lead)</p>	<p>“Principal funding is from the USDA Food Stamp Program (FSP) through the <i>California Nutrition Network for Healthy, Active Families</i>, which is an initiative of the California Department of Health Services. These institutions are equal opportunity providers and employers. The FSP provides nutrition assistance to people with limited incomes that can help them buy nutritious foods for a better diet. For information, call 1-888-328-3483.” (space limited version allowable as needed)</p> <p>Logos—Required.</p>

1103. USDA/Network Acknowledgement Reference Table (cont).

<p>Newspaper articles (including editorials) and periodical articles</p>	<p>“Principal funding is from the USDA Food Stamp Program (FSP) through the <i>California Nutrition Network for Healthy, Active Families</i>, which is an initiative of the California Department of Health Services. The FSP provides nutrition assistance to people with limited incomes that can help them buy nutritious foods for a better diet. For information, call 1-888-328-3483.”</p> <p>Logos- Not required.</p>
<p>Fact Sheets, Event Flyers</p>	<p>“Principal funding is from the USDA Food Stamp Program (FSP) through the <i>California Nutrition Network for Healthy, Active Families</i>, which is an initiative of the California Department of Health Services. These institutions are equal opportunity providers and employers. The FSP provides nutrition assistance to people with limited incomes that can help them buy nutritious foods for a better diet. For information, call 1-888-328-3483.” (space limited version allowable as needed)</p> <p>Logos- Required.</p>

1103. USDA/Network Acknowledgement Reference Table (cont).

<p>Research articles published in journals</p>	<p>“This research project (or study) was conducted with support from the <i>California Nutrition Network</i> and funded (or partially funded) by the USDA Food Stamp Program.”</p>
<p><i>RNN/Collaborative Meeting and/or Training Documents</i></p>	
<p>Announcements (flyers, brochures, etc.)</p> <p>Registration Materials (forms, etc.)</p> <p>Agendas</p>	<p>“Principal funding is from the USDA Food Stamp Program (FSP) through the <i>California Nutrition Network for Healthy, Active Families</i>, which is an initiative of the California Department of Health Services.”</p> <p>Logos—Required.</p>
<p>Other</p>	
<p>Web sites, music or game videos/DVDs, CDs, etc.</p> <p>Corporate Identity Items (e.g., letterhead, folders, etc.)</p>	<p>“Principal funding is from the USDA Food Stamp Program (FSP) through the <i>California Nutrition Network for Healthy, Active Families</i>, which is an initiative of the California Department of Health Services. These institutions are equal opportunity providers and employers. The FSP provides nutrition assistance to people with limited incomes that can help them buy nutritious foods for a better diet. For information, call 1-888-328-3483.” (space limited version allowable as needed)</p> <p>Logos—Required.</p>

1104. Publications, Written Reports, and Documents Exceeding \$5,000.

Any publication, written report, or document (excluding progress reports, financial reports, and normal contract communications) prepared as a requirement of the *RNN* contract must contain, in a separate section preceding the main body of the document, the number and dollar amounts of all contracts and subcontracts relating to the preparation of the publication, written report, and/or document, if the total cost to produce the product exceeds \$5,000.