

STATE LEVEL PROJECT SUMMARY FFY 2015

1. **Project Title:** Policy, Planning & Partnerships

Budget: CA Department of Food and Agriculture Farm to Fork \$100,000; Champion Physicians \$244,200

a. Related State Objectives: This project supports 1, 2, 3, and 4 of the State Level Objectives.

b. Audience:

Gender: Males and Females

Ethnicity: White, African American, Latino/Hispanic populations, and all other racial/ethnic groups

Languages: English and Spanish

Ages: Adults, Teenagers, and Children

c. Food and Activity Environments: Retail outlets, Beauty Salons, Institutions of Faith, Schools & After-school sites, school and community gardens, and other qualifying sites as funding becomes available

d. Project Description and Educational Strategies:

The Policy, Planning & Partnerships Section will continue activities that: develop, pilot, and expand promising practices for new avenues and/or messages for nutrition education, create and sustain partnerships to leverage and extend SNAP-Ed resources and message reach, and develop policy, systems and environmental change tools and resources, associated trainings, and technical assistance packages to support local health departments to support policy, systems and environmental change efforts for improved access to healthy foods and beverages and physical activity for SNAP-Ed eligible Californians. Activities will be conducted with support from state staff as well as staff available through the Public Health Institute's subcontract; for more detailed information see related project summary.

Focal Area: Develop, pilot, and expand promising practices for new avenues for public health approaches to obesity prevention

In FFY 15, staff will review findings and make recommendations for addressing challenges and expanding efforts, if indicated, for the following pilot programs that were implemented through the Master Contract with Public Health Institute (PHI) in FFY 14: Cuerpo y Alma, Sister Circles, Healthy Diva Salon, 90 Day Body & Soul Challenge, Body & Soul Youth Initiative, Mobile Health Promotion, Communities of Excellence School Neighborhood & Afterschool Tools, Retail Recognition, Farm to Fork, school and preschool, Asian Interventions Pilot, Native American/Alaska Native pilot.

For promising pilots, NEOPB staff in partnership with Public Health Institute subcontractors will create phase II roll-out plans that include materials revisions (if needed), training, technical assistance and communications elements to support

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sharing through the Training Resource Centers and implementation by Local Health Departments. For those pilots that experienced significant challenges, staff will review and assess next steps. (Please see also Local Health Department Support Project Summary and Public Health Institute Project Summary).

Staff will expand and revisit the critical analysis of the fruit, vegetable, healthy beverage, and physical activity campaigns and programs conducted in FFY 12, updating recommendations to reflect newly allowable SNAP-ED PSE approaches and the shift in NEOPB program infrastructure as well as adding content for *Rethink Your Drink*, Asian Interventions pilot, Native American/Alaska Native pilot, and potentially others. Materials, trainings, and LHD communications will be updated to support and implement recommendations.

As funding becomes available, staff will pursue additional grant funding and/or cross-branch and cross-department collaborations to extend and enhance nutrition education and policy, systems and environmental change efforts through SNAP-Ed. Considerations will be made for state-level work with retail chain(s) to promote nutrition-education policy and practices, including pricing policies that increase access to fruits and vegetables and healthy beverages, marketing policies that favor predominance of healthy food and/or beverage advertising, and efforts that promote the retail grocer as a point of community health and nutrition information. Additional considerations will be made for projects conducted in partnership with CA Department of Education, to promote increased nutrition education and accompanying policy, systems and environmental changes that support increased access to healthy foods, beverages and/or physical activity in the school, afterschool and/or early care environments. Finally, *Rethink Your Drink* education may be extended through inter-departmental partnerships. Project summaries and budget justifications will be provided for USDA review and approval prior to award and implementation.

Focal Area: Create and sustain partnerships to leverage and extend SNAP-Ed resources and reach of nutrition education messages and public health approaches to obesity prevention.

In partnership with PHI subcontractor and TRCs, staff will implement FFY 14 NEOPB Partnership Plan recommendations in the areas of technical assistance, training, and partnership building, including: specialized CNAP technical assistance and training to build capacity for collaboration building and strategic planning, state-coordinated partnership teams to promote targeted outreach to state and regional partners having the capacity to support broad-scale nutrition education interventions, hosting a SNAP-Ed partnership summit, and continued support of the Physician Champions pilot. (Please see also Local Health Department Support Project Summary and PHI Transition Project Summary).

Concurrently, annual NEOPB SNAP-Ed meetings and trainings, such as the Annual SNAP-Ed forum will include capacity building and best practices to showcase partnership efforts at the State, regional and/or local levels.

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NEOPB will continue to partner with California Department of Education (CDE) in coordinated work the California Department of Food and Agriculture (CDFA), however in order to eliminate administrative barriers, in FFY 15 NEOPB will contract directly with CDFA, but continue to host programmatic meetings jointly with CDE. Activities for FFY 15 will build on those initiated in FFY 14 and work to expand identification of best practices related to school garden resources and use of student-grown produce in school functions and institutional purchasing such as buying collaboratives and/or food hubs, on site farm stands and/or farmer's markets, and food distribution models. CDFA will create communication tools, present at local and regional SNAP-Education meetings conferences and trainings, and update web content with best practices to support the increased awareness of resources to support increased access to fresh, local, fruits and vegetables in schools and afterschool environments. In addition, CDFA will extend partnership efforts by increasing presence at farm to fork and farm to school collaboratives, meetings, trainings, and form a strategic planning team to help provide collaboration and coordination among Farm to Fork experts in the field.

As funding becomes available, staff will pursue additional grant funding and/or cross-branch collaborations to extend and enhance nutrition education and social marketing partnership efforts through SNAP-Education.

Focal Area: Develop policy, systems and environmental change tools and resources, associated trainings, and technical assistance packages to support local health departments to enact policy, systems and environmental change efforts for improved access to healthy foods and beverages and physical activity

Staff will work in coordination with the Training Resource Centers and PHI subcontract staff to orient LHDs and their subcontractors to the materials and resources to support policy, systems and environmental change strategies to increase access to healthy foods and beverages and physical activity, including those contained within the *SNAP-Education Strategies and Interventions: An Obesity Prevention Toolkit for States* as well as the PSE Resource Guide, developed by NEOPB in FFY 14. Staff will conduct one update to PSE Resource Guide contents. Staff will coordinate with Training Resource Center activities to communicate those changes broadly.

Staff will continue to coordinate the policy webinars and teleconferences to share promising practices, tools and resources pertinent to NEOPB SNAP-Education work.

- e. Developing New Materials:** PSE and Pilot Intervention introductory webinars. Pilot program materials may be revised based on pilot results.
- f. Evidence Base:** Evidence base is consistent with documentation provided for each project in the approved FFY 14 plan.

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g. Environmental Supports: N/A

h. Use of Existing Educational Materials: Pilot programs build from the existing materials from the respective campaigns and programs and the vast number of USDA approved NEOPB nutrition education materials: recipe cards, posters, pamphlets, cookbooks, etc..

i. Development of New Educational Materials: N/A

j. Key Performance Measures/Indicators:

Key performance measures will be identified and informed by the pilot experience. Considerations for ease of implementation, tracking and contractor/consumer compliance will inform performance measures that are ultimately selected and identified as a part of the roll-out plans. Some considerations include:

- Cuerpo y Alma
 - Number of faith institutions implementing the program, number of individuals reached
- Sister Circles; 90 Day Body & Soul Challenge
 - Number of faith and/or other institutions implementing the program, number of individuals reached; knowledge, attitudes, self-efficacy, empowerment, and reported fruit and vegetable- and physical activity-related behaviors.
- Healthy Diva Salon
 - Number of salons implementing the program, number of individuals reached; knowledge, attitudes, self-efficacy, empowerment, and reported fruit and vegetable- and physical activity-related behaviors.
- Body & Soul Youth Initiative,
 - Number of faith institutions implementing the program, number of individuals reached
- Mobile Health Promotion
 - Knowledge, attitudes, self-efficacy, empowerment, and reported fruit and vegetable- and physical activity-related behaviors.
- Communities of Excellence School Neighborhood & Afterschool Tools
 - PSE changes as documented in the Activity Tracking Form (ATF); number of schools and afterschool programs participating, number of individuals reached
- Retail Recognition
 - Number of retail establishments implementing the program; increased access to fruits and vegetables.
- Farm to Fork, school and preschool initiatives,
 - staff will document technical assistance contacts and follow-up by type of SNAP-Ed eligible venue and implementation strategy to be used. SNAP-

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Ed reach and participant feedback on technical assistance will be collected through online surveys, interviews or training assessments

- Asian Interventions Pilot, Native American/Alaska Native pilot-
 - Knowledge, attitudes, self-efficacy, empowerment, and reported fruit and vegetable- and physical activity-related behaviors.
- Champion Physicians
 - This project is a continuation of a pilot program that launched in FFY 2014 that harnesses the influence, power and respect of health care providers to build healthier communities for low-income families in California. The program trains and supports motivated providers throughout the state to add their professional influence and experiences to support obesity prevention efforts through policy, systems and environmental changes.
 - Implementation of the next phase will be achieved through a partnership between NEOPB, UCSF, and Local Health Departments
 - FFY 15 activities will focus on deepening and expanding support and training for the Champion Providers, and priming the local health departments and key stakeholders in their communities for engagement and collaboration. NEOPB staff and CSUS conference logistics support will go towards:
 - Ongoing training and support to *Champion Providers*
 - Fostering connections and engagement between Champion Providers, LHDs, TRCs, locally elected officials and CBOs.
- Partnership & PSE activities
 - the number of meetings, trainings, and webinars; number of participants; amount and type of technical assistance provided as reported on contractor activity reports; evaluation feedback from trainings and webinars;

2. Evaluation Plans N/A

- a. Name
- b. Type
- c. Questions
- d. Evaluation

3. **Coordination Efforts:** Coordination efforts are as described and approved in the FFY 14 plan for each pilot program. These coordination efforts will be assessed and conclusions will be incorporated into each roll-out plan to assist LHDs to enlist partners in support of nutrition education interventions. Primary partnerships include faith institutions, WIC, retail outlets, federally qualified community medical and dental clinics, beauty salons, schools and afterschool programs, agencies serving the Native American/Alaska Native populations, and the California Department of Education.