



Network for a Healthy California 2012 Statewide Conference

Accelerating the Movement: SNAP-Ed to NEOP

March 5-6, 2012 • Sacramento Convention Center

Request for Proposals (RFP) – Poster Presentations

Deadline: November 18, 2011, 5:00 p.m. Pacific Time.

The *Network for a Healthy California (Network)* invites proposals for poster presentation sessions for the 2012 *Network* Conference. The *Network* Statewide Conference's overall goals are to accelerate the movement by:

1. Delivering comprehensive information and training relevant to the transition from Food and Nutrition Services (FNS) Supplemental Nutrition Assistance Program Education (SNAP-Ed) to FNS Nutrition Education and Obesity Prevention Program (NEOP) and the Network's new focused strategic priorities, to maximize program effectiveness in California.
2. Exchanging evidence-based success stories about increasing consumption of healthier foods, increasing physical activity, and increasing healthy beverage choices among California's seven million low-income parents, children and youth.
3. Strengthening attendees' cultural, geographic and generational competencies to ensure meaningful community engagement with California's diverse low-income populations.
4. Developing stakeholder partnerships, skills and opportunities to: leverage resources; implement large-scale, evidence-based, public health approaches; and carry out relevant evaluation.

Poster presentation will illustrate the findings of the study/program/activity by displaying graphs, photographs, diagrams, and limited text on poster boards. The poster boards measure four feet by eight feet. Posters will be displayed in a highly visible central location during the conference. Poster presenters will be assigned a designated time to be present, to interact with conference attendees and provide handouts.

Proposals should address current issues and/or skills development in the area of obesity prevention in low-income Californians through four themed tracks:

Track #1: Decrease Consumption of Sugary Beverages and Increase Consumption of Water

Strategies: Educating on increasing access to safe drinking water
Nutrition education
School, worksite and government procurement and vending
Public relations/media relations/marketing campaigns

Track #2: Increase Consumption of Healthier Foods

Strategies: Access to Federal food programs
Cost strategies to increase access
Distribution/procurement systems
Local retail strategies
Marketing

Track #3 Increase Physical Activity

Strategies: Active transport
 School physical activity
 Workplace-based physical activity
 Zoning and planning

Track #4: Overarching sessions

Topics Consistent messaging
 Community/youth engagement
 Current and emerging issues
 Grassroots organizing
 Partnership building and expansion
 Promotora/peer to-peer education

Proposals should also focus on at least one of the following:

- Incorporating cultural, geographic and/or generational competencies
- Leveraging resources
- Providing evidence-based best practices and success stories

Proposals should be operating at one of the following levels of the socio-ecological model:

- Changing organizational practices
- Fostering coalitions and networks
- Educating providers
- Promoting community education

Who Should Submit Proposals?

- *Network* contractors and partners
- Non-funded partners
- Organizations not currently affiliated with the *Network* but having similar goals, objectives and activities, regardless of funding source
- State and Federal agencies, including CDE, USDA, CDPH, CDSS and others

The online submission form must be used. We encourage you to develop the descriptions offline before submitting. Apply spell checking and word count features to the description prior to cutting and pasting into the form fields. Submission of a proposal is not a guarantee of its acceptance.

PLEASE NOTE – Survey Monkey will not allow you to print the online form. Please save the offline description for your records.

We encourage diversity in race, ethnicity, gender, age, and perspective/discipline of session participants. The *Network* thanks you for your interest, and we look forward to seeing you at the 2012 *Network* Conference!

RFP Submission - <https://www.surveymonkey.com/s/NetworkPosterProposals>

Download the Offline Worksheet at the Conference Website - <http://www.cdph.ca.gov/programs/cpns/Pages/NetworkStatewideConf-RFP.aspx>

Funded by the California Department of Public Health's *Network for a Healthy California*, with funding from the United States Department of Agriculture Supplemental Nutrition Assistance Program, known in California as CalFresh (formerly Food Stamps).

These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help by nutritious foods for better health.