



Regional Networks for a Healthy California

The 11 *Regional Networks* are a critical part of the *Network's* multi-level infrastructure in delivering services and creating a movement for healthy change with and for SNAP-Ed-eligible Californians. Competitively selected, the *Regional Networks* are organized based on California's media markets, to facilitate greater media penetration statewide, helping raise public awareness and ultimately influence individual and community change. The three primary objectives or key components of the funding for the *Regional Networks* are as follows:

1. Maintain a Regional Infrastructure for SNAP-Ed-Funded Projects—Provide coordination and support in the areas of media/communications, technical assistance, and training to maximize the regional impact. The primary target is all *Network* Local Projects (NLPs). The secondary target includes other USDA funded programs (e.g., WIC) and partners in the region actively working in the areas of nutrition education, physical activity promotion, healthy food access, obesity prevention, and other diet- and physical activity-related chronic disease prevention efforts aimed at SNAP-Ed-eligible families.
2. Foster Regional Collaboration for Community Education and Action—Convene a Regional Collaborative that brings together SNAP-Ed intermediaries (especially NLPs), partners, stakeholders and non-traditional partners. An overarching priority is to help local organizations and stakeholders, including non-traditional partners, coordinate initiatives that cut across traditional political, geographic, and organizational jurisdictions to foster healthy changes for SNAP-Ed-eligible Californians. This includes developing region-wide nutrition education initiatives (e.g., *Rethink Your Drink*) that educate SNAP-Ed-eligible Californians on ways to improve access to healthier foods and physical activity opportunities in low-income communities. The region-wide initiatives are implemented in concert with relevant regional campaigns and programs, NLPs, Collaborative partners, and stakeholders through community events, public relations activities, promotions and other activities.
3. Empower SNAP-Ed-eligible Consumers through FVPA Campaigns and Programs—Implement regional Fruit, Vegetable, and Physical Activity (FVPA) campaigns and programs designed to reach SNAP-Ed-eligible consumers where they shop, learn, work, play, worship, and live, empowering them to eat the recommended amounts of fruits and vegetables and enjoy the recommended levels of physical activity every day. These campaigns and programs include the Physical Activity Integration and Promotion Program (11 regions), *Children's Power Play! Campaign* (11 regions), *Latino Campaign* (9 of 11 regions), *African American Campaign* (6 of 11 regions), *Worksite Program* (7 of 11 regions) and *Retail Program* (11 regions).

FVPA Campaigns & Programs	African American Campaign	Latino Campaign	Power Play! Campaign	Physical Activity Integration & Promotion Program	Retail Program	Worksite Program
Regions						
1. Bay Area	X	X	X	X	X	X
2. Central Coast		X	X	X	X	
3. Central Valley	X	X	X	X	X	X
4. Desert Sierra	X	X	X	X	X	X
5. Gold Coast		X	X	X	X	
6. Gold Country	X	X	X	X	X	X
7. Los Angeles	X	X	X	X	X	X
8. North Coast			X	X	X	
9. Orange County		X	X	X	X	X
10. San Diego/Imperial	X	X	X	X	X	X
11. Sierra Cascade			X	X	X	

For information about your local *Regional Network*, please contact the lead agency directly:

<http://www.cdph.ca.gov/programs/cpns/Pages/RegionalNetworks.aspx>

<http://www.cdph.ca.gov/programs/cpns/Documents/RegionalNetworkmapandLeadAgencyList.pdf>