



CHAMPIONS
for CHANGE™

Supplemental Nutrition Assistance Program – Education (SNAP-Ed) Stakeholders' Meeting

Go-to-Training ID: 454-139-236

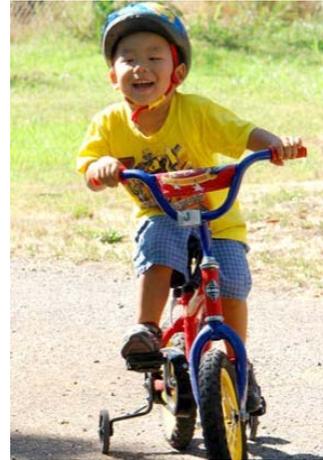
September 23, 2014 | 9:30am – 12:30pm



**California Department of Public Health
Nutrition Education and Obesity Prevention Branch**



Welcome



2014-15 California State Budget

Trailer Bill Language



“Between July 1, 2014, and October 31, 2015, inclusive, the State Department of Public Health shall convene a quarterly meeting of stakeholders, including, but not limited to, **community organizations, food banks, nonprofit organizations, program contractors, and counties**, to solicit input and receive feedback on the **development, integration, and evaluation of nutrition education and obesity prevention programs**, and to help minimize any disruption to services in the Supplemental Nutrition Assistance Program Education (SNAP-Ed) program during the transition of work from contracted vendors to the civil service.”

Stakeholder Meeting Timeline

July 1, 2014 – October 31, 2015

September 23, 2014

January 5, 2015

TBD
April/May 2015

TBD
July 2015

TBD
October 2015

Meeting Aims

- Solicit input and receive feedback from SNAP-Ed stakeholders on the development, integration, and evaluation of the SNAP-Ed program
- Provide a foundational framework for statewide SNAP-Ed stakeholders on the purpose, function, and direction of the SNAP-Ed program within California, specifically the Nutrition Education and Obesity Prevention Branch of the California Department of Public Health



Meeting Agenda

Start Time	Topic	Presenter or Facilitator
9:30am	Welcome, review meeting aims, agenda contents, and structure of meeting	Selma Abinader
9:40am	Welcome from the California Department of Public Health	Kathleen Billingsley
9:45am	Welcome from the California Department of Social Services	Todd Bland
9:50am	Presentation Nutrition Education and Obesity Prevention Branch, SNAP-Ed Program	John Talarico Gil Sisneros Michele van Eyken
10:45am	BREAK	
11:00am	Stakeholder Input and Feedback	Selma Abinader
12:25pm	Next steps and closing	John Talarico
12:30pm	Adjourn	



Input and Feedback

- **Today's Input and Feedback Session:**
 - 11:00am - 12:25pm
 - Comments from room participants and from webinar
- **Input and Feedback Worksheets** on table
 - Leave completed forms in the designated box at the front of the room
- **Website/Email** listed on agenda
 - neopstakeholders@cdph.ca.gov

Meeting Record and Follow-Up

- **NEOPB Partners and Stakeholders webpage**
 - Meeting Summary Notes
 - Presentation Slides
- **NEOPB email inbox**
 - neopbstakeholders@cdph.ca.gov





Principles for a Productive Discussion

- **Be willing to go with the process as structured for today**
 - First of five quarterly meetings
- **Be a teacher and learner**
 - See value in your contributions and other contributions
- **Commit to inclusiveness - make room for all views**
- **Use CDPH-NEOPB SNAP-Ed past efforts and values to develop recommendations supporting forward movement**
- **Be respectful**
 - No side conversations; one speaker at a time
- **Silence electronics; take calls outside the meeting room**



Housekeeping Items

- Restrooms and water fountains are right out the meeting room
- Onsite Participants
 - Use of Input and Feedback Worksheet
- Webinar participants
 - On mute
 - Use chat function to share your input throughout the meeting as it will be read to all participants
 - All webinar input will be captured through chat report
- All Participants
 - Email us at: neopstakeholders@cdph.ca.gov

Welcome from the California Department of Public Health



Kathleen Billingsley, RN

Chief Deputy Director of Policy and Programs

Acting Deputy Director for the Center for Chronic Disease Prevention and Health Promotion



Opening Remarks from the California Department of Social Services



Todd Bland

Deputy Director of Welfare to Work Division within Benefits and Services



CDPH SNAP-Ed Program Leadership

Nutrition Education and Obesity Prevention Branch (NEOPB)



- **John Talarico, DO, MPH**
 - *Branch Chief*
- **Gil Sisneros, MPH**
 - *Assistant Branch Chief of Administration*
- **Michele van Eyken, MPH, RD**
 - *Assistant Branch Chief of Program*



United States of Agriculture (USDA)
Food and Nutrition Service (FNS)

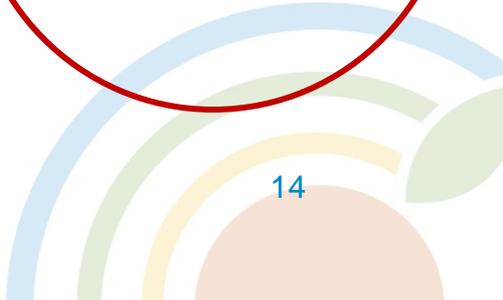
California Department of Social Services
SNAP-Ed Oversight Agency

California Department of Public Health
Nutrition Education and Obesity Prevention Branch

California Department of Social Services
CalFresh Branch

California Department of Aging

University of California
CalFresh Nutrition Education Program



NEOPB Mission

To create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other diet related chronic diseases.



Food and Nutrition Service (FNS) Role

- **U.S. Department Agriculture (USDA), FNS**
 - **Funder**
 - **Annual Guidance**
 - Specifies priorities, expectations, requirements
 - Changes occur yearly
- **State Plan**
 - Submitted plan must comply with USDA Annual Guidance
 - Changes require amendments and approval from the CA Department of Social Services and FNS

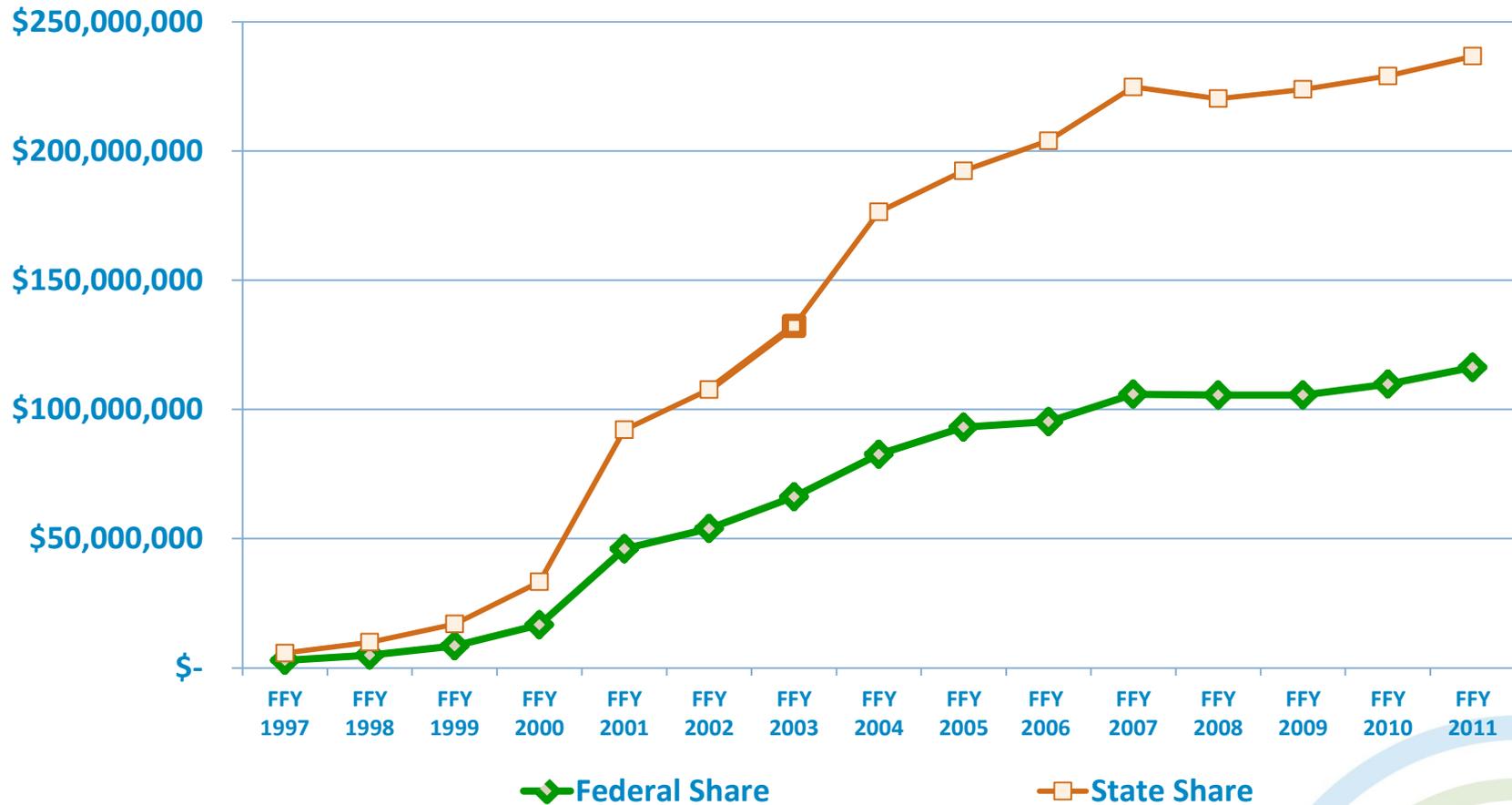
Before the Healthy Hungry Free Kids Act of 2010

- **USDA provided a 50% match**
 - **Approximately \$140M SNAP-Ed funds to CA**
 - **CA received over 40% of SNAP-Ed funds nationally**
- **Only nutrition education allowed**
- **No obesity prevention interventions allowed**
- **More than 140 local contractors**



Growth in CDPH Snap-Ed Funds

Under the Food and Nutrition Act (1997-2011)



The Healthy Hunger-Free Kids Act of 2010 (HHFKA 2010) mandates administrative and programmatic SNAP-Ed changes



Healthy Hunger-Free Kids Act 2010

FUNDING

- **Eliminates the match requirement**
- **Caps future funding**
- **Revises the funding formula through 2018**
 - **Funding increasingly dependent on a State's share of the total number of SNAP participants nationally**

Healthy Hunger-Free Kids Act 2010 PROGRAM

- **Added support for obesity prevention activities**
- **Allows the integration of policy, systems, and environmental supports with nutrition education with USDA approval of State Plan**



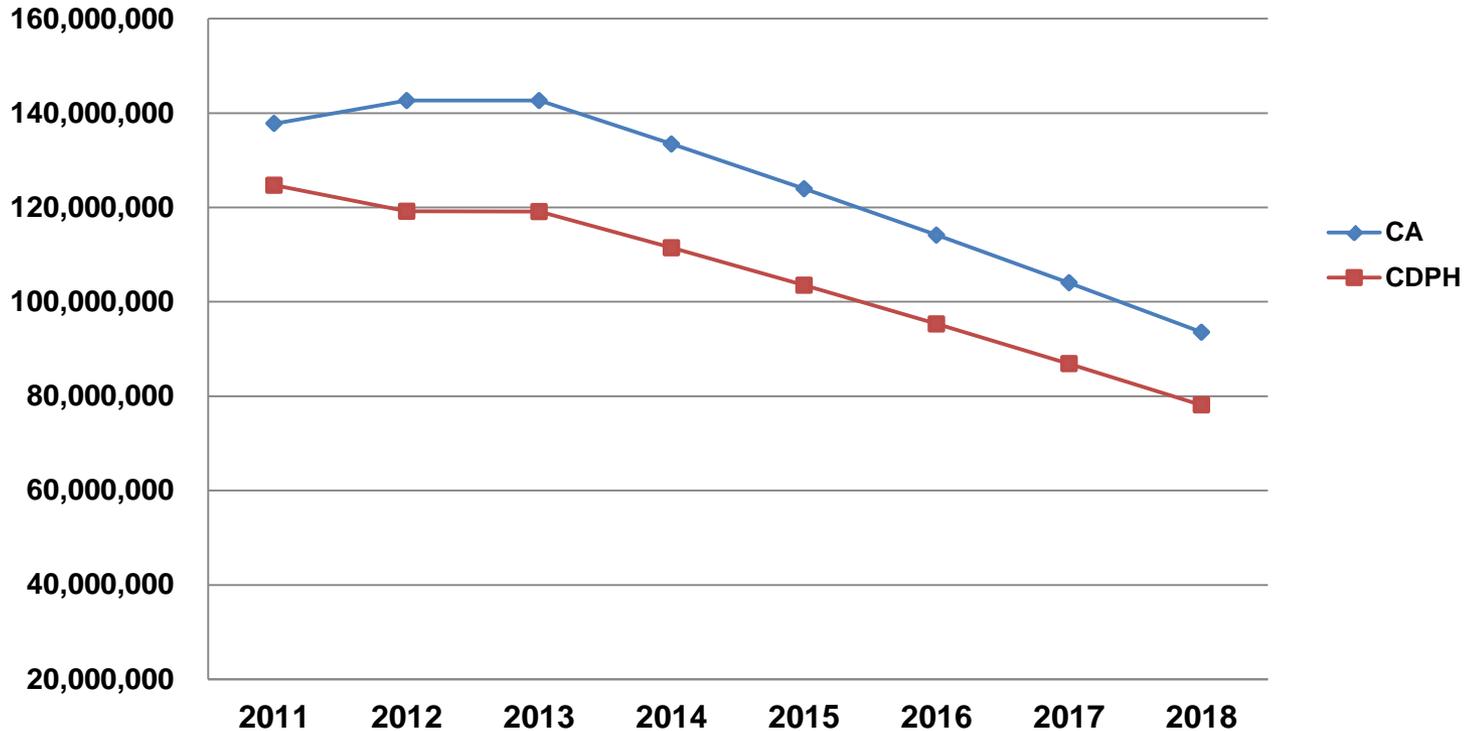
Healthy Hunger-Free Kids Act 2010

IMPACTS

- **California, as a whole, will experience a 35% reduction from \$144M to \$94M annually**
 - **CDPH – NEOPB funding will drop to approximately \$80M**
 - **Planned reductions began in FFY 2014 (October 1, 2013) and reductions are planned through FFY 2017**
 - **Activities now must include obesity prevention efforts including policy, systems, environmental interventions**

Projected SNAP-Ed Funds to CDPH

Federal funding is capped and will decrease



CDPH - NEOPB total allocation expected to decline by 30 percent to approximately \$80 million by 2018



CDPH Response to Healthy Hunger-Free Kids Act 2010



Three-year transition plan

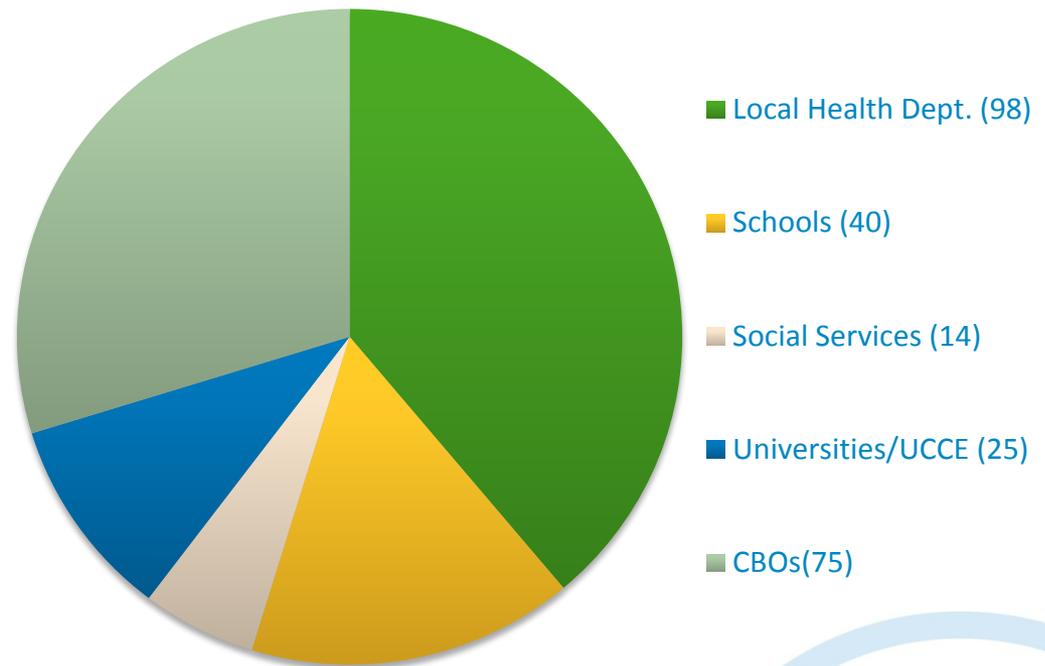
Demographics of Stakeholder Meetings

252 stakeholders provided input to the NEOPB transition

123 participants who were *Network* contractors

129 participants who were not *Network* contractors

Organizations



Stakeholder Recommendations

- **Programmatic Priorities**
 - Increase access to and consumption of healthier foods
 - Decrease consumption of unhealthy foods and beverages, and increase water consumption
 - Increase physical activity opportunities

- **Funding Priorities**
 - Population-based funding for local health departments
 - For awards over \$300,000 must subcontract a portion of funds to public and non-profit organizations
 - Contracts to non-profits, education and/or governmental agencies through competitive process

Sustain Activities with Reduced Funding

- **Leveraging other resources for obesity prevention**
- **Building on an existing public health infrastructure not dependent on SNAP-Ed funds**
- **Require local partnership-building and evidence-based interventions to support community change**

AND

- **Meet with USDA requirements, separate from HHFK, to distribute SNAP-Ed funds more equitably**

Response: LHD Model

Successful Local Health Department Models in Public Health

- Immunizations
- Tobacco
- Tuberculosis
- HIV/AIDS





Local Health Department Model

BENEFITS

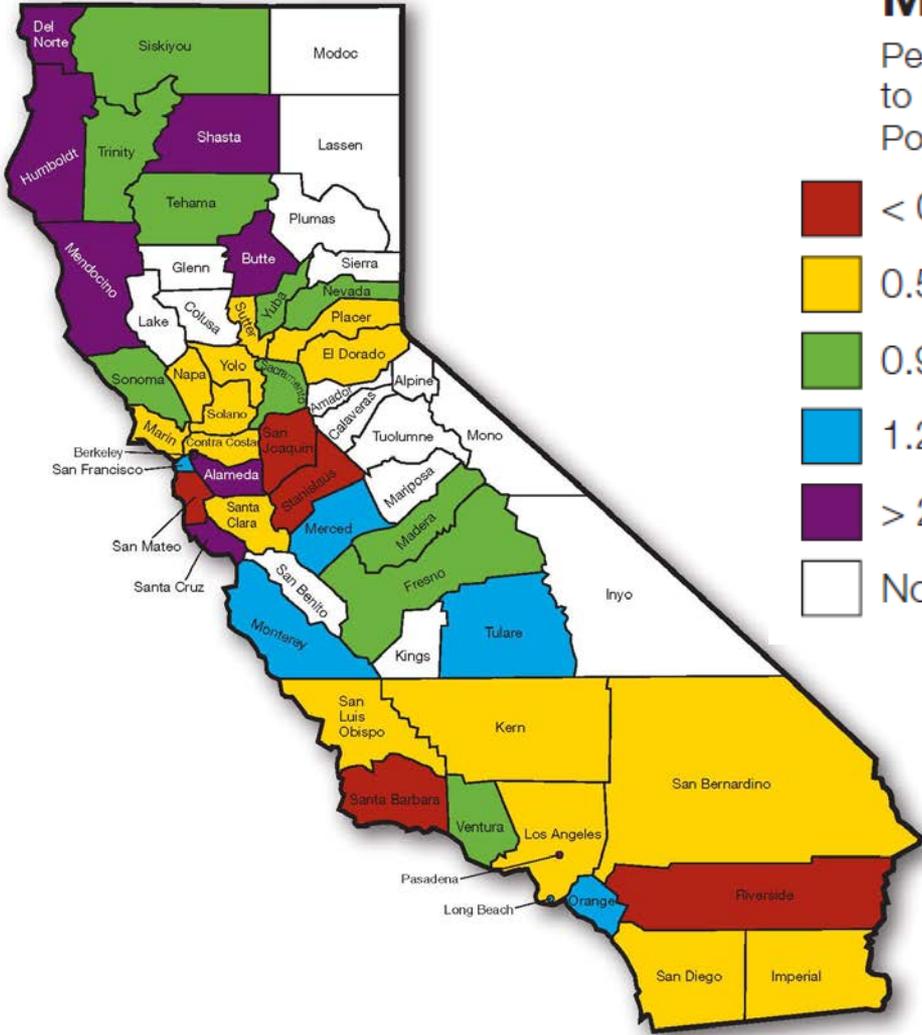
- **Approved by the USDA FNS to ensure equitable distribution of SNAP-Ed funds to all those eligible**
- **Geographic equity/population-based funding**
- **Ensures the program remains State guided and locally implemented**
- **Supports creation of localized obesity prevention partnerships, locally coordinated strategies, and better coordinated community change interventions**



CDPH Strategies for Managing Local Health Department Model

- **Distribute funds based on the target population**
- **Designate a local lead agency**
- **Require subcontracting with community-based organizations**
- **Require a coordinated blend of strategies proven to provide outcomes**
- **Establish statewide objectives, support, and partnerships**

CDPH FFY 2012-2013 SNAP-Ed Funds



Map Key

Percent of Total State SNAP-Ed Funds to Percent of Total State SNAP-Ed Eligible Population

- < 0.5
- 0.5–0.8
- 0.9–1.1 or funding at <\$150,000 baseline
- 1.2–2.0
- > 2.0
- No Funds

CDPH FFY 2012-2013 SNAP-Ed Funds



CDPH FFY 2014-2015 SNAP-Ed Funds

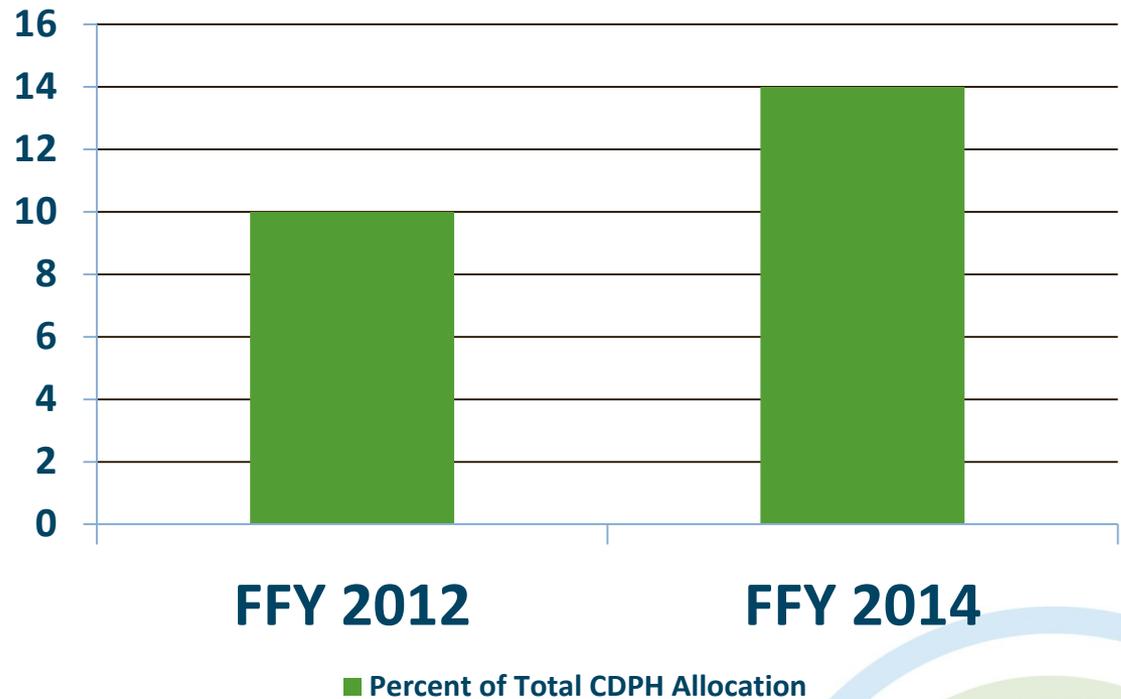


The local health department model provides a more equitable distribution of nutrition education and obesity prevention funds

Require Subcontracts with Community-Based Organizations



% of Total CDPH Allocation





Implement a Coordinated Blend of Strategies

- **Assessment of community needs related to obesity prevention**
- **Jurisdiction-focused work plan, coordinated with all local SNAP-Ed grantees and other partners, outlining activities in support of healthy eating and active living for SNAP-eligible families:**
 - **Family education**
 - **Youth/other training and engagement**
 - **Community events that align with media messages**
- **Develop partnerships with organizations that have a cause in common with obesity prevention**

Establish Statewide Objectives

- Increase access to, and consumption of healthy foods, emphasizing fruits and vegetables (*decrease access to, and consumption of, unhealthy foods*)
- Increase access to, and consumption of, water and other healthy beverages (*decrease access to, and consumption of, unhealthy beverages*)
- Increase access to, and participation in, physical activities (*decrease participation in sedentary activities*)
- Implement community supports for the above.

CDPH SNAP-Ed Program

Statewide Evaluation

Statewide Media Campaign

Statewide Partnerships

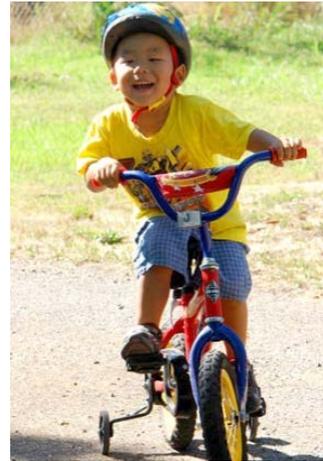
59 Local Health
Department
Coalitions

Training Resource
Centers

Health Executives and
Health Officer Associations

200 subcontracting entities: school-based,
community-based and faith-based

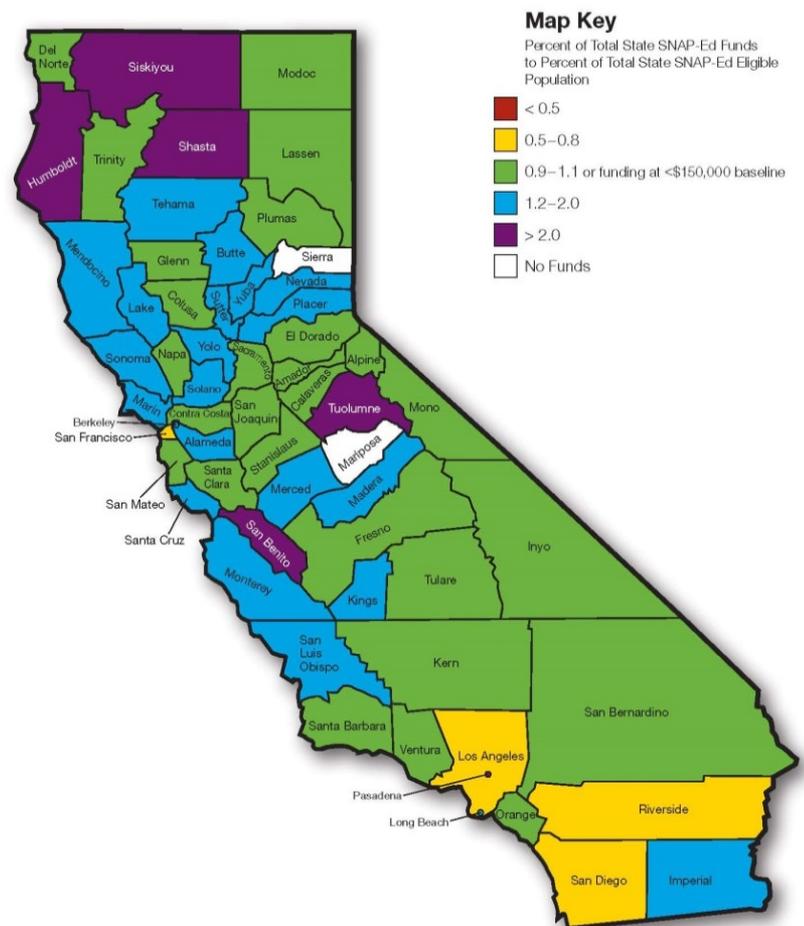
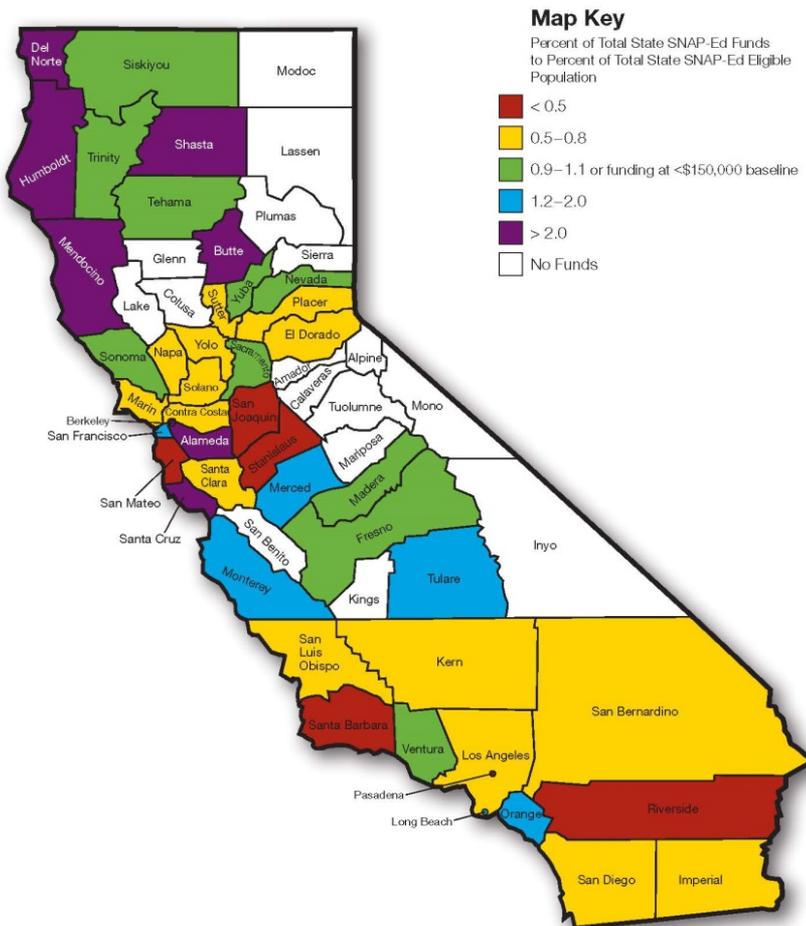
Before & After HHFK 2010



CDPH SNAP-Ed Funds

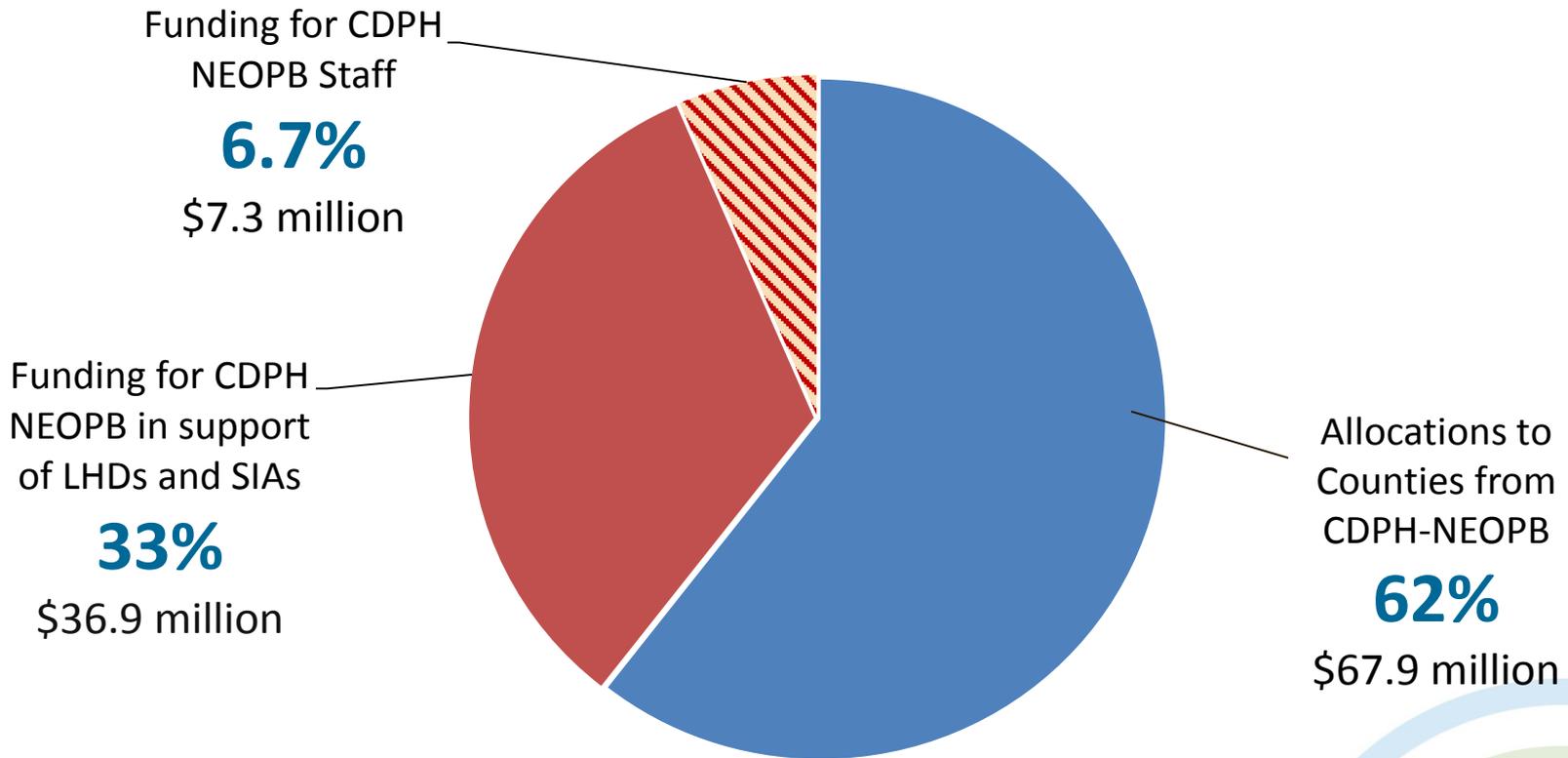
CDPH FFY 2012-2013 SNAP-Ed Funds

CDPH FFY 2014-2015 SNAP-Ed Funds



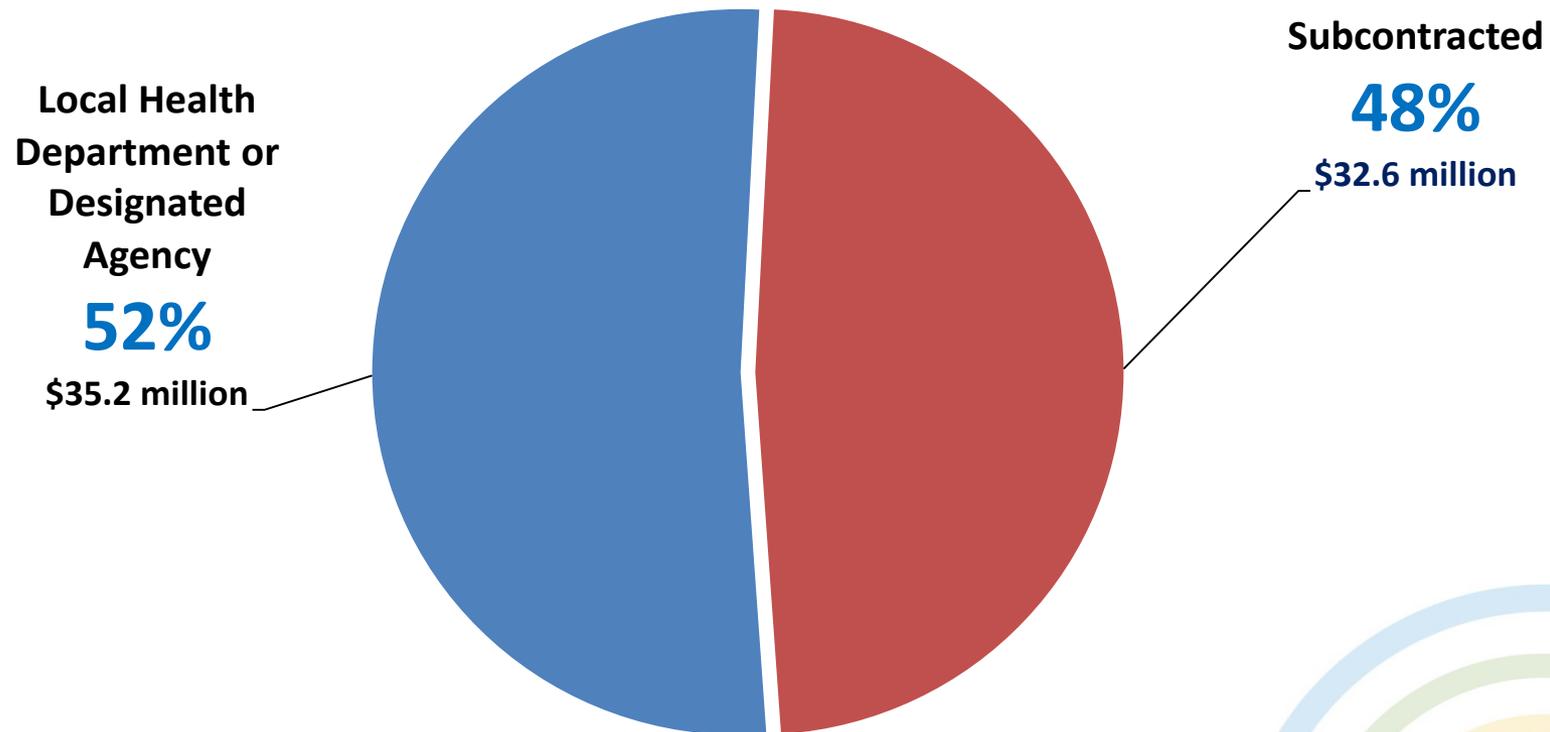
Allocation of Total CDPH SNAP-Ed Funds (FFY 2014)

CDPH-NEOPB and Local Health Departments (some local designated agencies)



Allocation of Total County Funds (FFY 2014)

Percent of Total County Funds that Stayed with Local Health Department (or Designee) and Subcontracted to Local Agencies



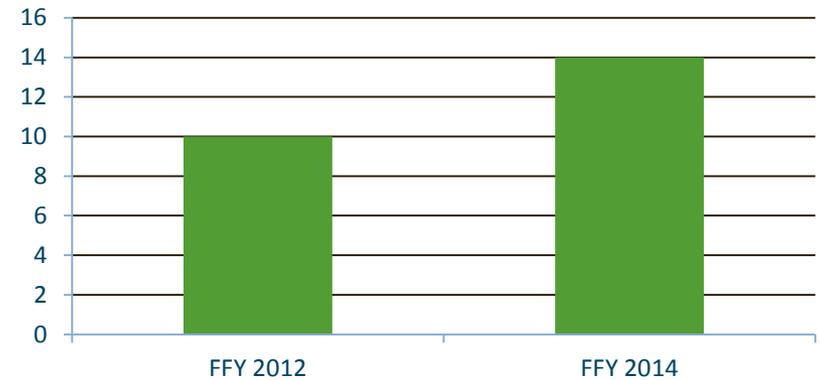
Community-Based Organizations

Funding to CBOs (in millions)



■ Funding to CBOs (in millions)

% of Total CDPH Allocation



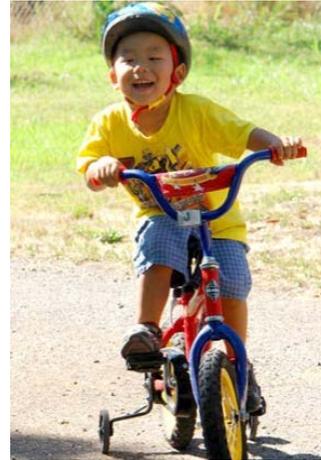
■ Percent of Total CDPH Allocation



■ Number of CBO Contractors

42

Contract Conversion



Contract Conversion

- **Budget Change Proposal (BCP)**
 - For 45 positions
 - 40 for program and funded by USDA
 - Replaces 53 of the 70 positions in the Public Health Institute contract
 - Reduction of 17 positions
 - Cost Savings by approximately \$11.7M
 - More than \$7M going for more direct services to population

Contract Conversion

- **Overview of Transition Plan**

- **Regional Training Resource Centers (TRCs)**
- **University of California, Berkeley (UCB)**
 - Center for Weight and Health for research
 - 13 positions
- **Public Health Institute (PHI)**
 - 1 year contract for transfer of knowledge and training of new state staff (through 9/30/2015)
 - PHI staffing: 55 persons / 39.4 FTE
- **Change to the local health department model (LHDs) requires changes to the NEOP Branch infrastructure to support LHDs**

Contract Conversion

- **Transition Status**
 - **1-year contract with Public Health Institute**
 - Knowledge transfer
 - Training of new staff
 - Effective 10/1/2014
 - **UC Berkeley Interagency Agreement**
 - Center for Weight and Health
 - Research and Evaluation
 - Executed August 2014
 - Candidate pool

BCP Contract Conversion

- **State Positions**

- Interviews completed 38/40 (95%)
- Offers accepted 32/40 (80%)
- Anticipate 32/40 to be fully approved (80%)

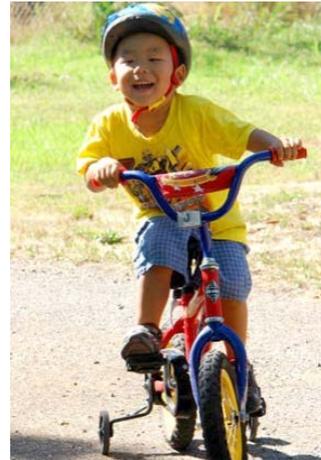
- **Staff Credentials**

- 2 PhDs, 1 PhD candidate
- 12 Masters level (public health, nutrition science, urban planning)
- Certifications (dietary managers, learner-centered education, international cultural affairs, and safe routes to school)
- 9 who speak Spanish, Arabic, and Vietnamese
- 4 PHI Staff; 6 NEOPB Staff

Contract Conversion

- **Training Resource Centers (TRCs)**
 - Role to ensure smooth transition
- **Evaluation**
 - Food and Nutrition Service required evaluation based on SNAP-Ed reach and biometric data

NEOPB SNAP-Ed in FFY 2015



State Activities

- **Statewide coordination of obesity prevention efforts**
 - Evaluation and data analysis
 - Media and social marketing
 - Partnership development based on State Partnership Plan.
- **Support for local SNAP-Ed and other obesity prevention efforts**
 - Policy direction on evidence-based interventions
 - Sequenced training for local SNAP-Ed agencies
 - Technical assistance for local health departments
 - Collaboration with SNAP-Ed State Implementing Agencies

Noteworthy Initiatives

All previous NEOP noteworthy initiatives and pilots were submitted to USDA for approval to continue

Initiatives

- African American Campaign
- Communities of Excellence 3 (CX³)
- Harvest of the Month
- Latino Campaign
- Retail Program
- Rethink Your Drink
- Worksite Program

Pilots

- Cuerpo y Alma
- Beauty Salon
- Soul Sisters
- Asian-American Campaign
- American Indian, Alaska Native Campaign
- 90-Day Challenge
- Champion Providers
- Physical Activity Integration

State Support for Policy, Systems and Environmental Change (PSE)

- **Teleconferences, webinars, resources and best practice examples will be offered to other SNAP-Ed agencies in FFY 2015**
- **RE-AIM framework for evaluation of policy, systems and environmental interventions**
- **Statewide meetings**
- **PSE Compendiums (formerly Manual)**

Continuity of Services: Education

- **Local health departments continue to provide high quality events and educational encounters to SNAP-Ed eligible families**
 - **Rethink Your Drink (education focus in FFY 2015)**
 - **Harvest of the Month predominant in schools**
 - **Education and recruitment of Champions, expanding the “Moms” campaign to Alliance to emphasize the peer-to-peer engagement process**
 - **Zumba classes integrated with nutrition education interventions**

Continuity of Services: PSE Initiatives

- **Local health departments are working in partnership with others to add community and environmental changes to support their educational efforts.**
- **Key PSE areas of focus:**
 - **School and community “edible gardens”**
 - **Wellness policies at schools, worksites, parks facilities, and churches**
 - **Food market “makeovers” to improve produce offerings**
 - **Support for walking clubs at churches and worksites**
 - **Healthy vending at schools, worksites, and churches**

Continuity of Services: Partnerships

- **Partnerships**

- Local health departments continue to convene **County Nutrition Action Partnerships (CNAPs)** with USDA-funded partners
- Expanded alliances to include CBOs, health clinics, welfare departments, schools and others
- SNAP-Ed Integrated County Work Plans have created alignment around the education, activities between UC education in schools, LHD education in food banks
- Training & Resource Center collaboratives

Continuity of Services: Rural Counties

- **Very Small and Rural Counties have leveraged their small SNAP-Ed allocations to:**
 - **Establish a Farmer's Market in a tiny rural hamlet, the area's first local source of fresh produce**
 - **Partner with a local food bank to provide Zumba classes**
 - **Enable the county's Public Health Nurse to provide quality nutrition education and materials at the Indian reservation's community center**

Break



Process Points

- **Alternate input from room and webinar**
- **Will strive for diversity of viewpoints**
 - Onsite: Turn you name tent the long way to speak
 - Webinar: Use the chat function
- **Speak when recognized by facilitator**
 - Microphones will be brought to you
 - 2 minutes to share - (30 seconds, 5 seconds, and end)
- **NEOPB Staff are here to listen and provide clarity, as needed**
- **May not get to everyone**
 - Use Input and Feedback Worksheets and email please!

Input and Feedback

Individual Input/Feedback

- Share NEOPB program elements that support SNAP-Ed mission and why
- Share NEOPB program elements that are concerning and why

Recommendations

- Table team develop two (2) recommendations to share
- Individual webinar participants share recommendations through chat function

Input and Feedback

1. What program elements enhance NEOPB's ability to carry out the SNAP-Ed mission and why?
2. What elements of the NEOPB SNAP-Ed program are concerning and why?



Team Recommendations

With your Table Teams:

1. Share your insights on program improvements
2. Develop two (2) recommendations for NEOPB consideration
3. Script each recommendation on separate sheet of paper
 - Write big and fill the page
4. Identify a table mate (spokesperson) to share with full group

Webinar participants

1. Use the chat box to share your recommendations

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Thank You and Next Steps

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