

# California Department of Public Health

## Nutrition Education and Obesity Prevention Branch

---

### Questions and Responses

Supplemental Nutrition Assistance Program - Education (SNAP-Ed)

Stakeholders' Meeting - Friday, July 31, 2015

This document addresses the collective questions received from SNAP-Ed Stakeholders through the following mechanisms:

- July 31, 2015: In-Person Meeting
- August 19, 2015: Follow-Up Webinar Session
- Input and Feedback Worksheets
- Go-to-Training Chat Logs

The following questions and responses have been grouped by theme and may be paraphrased to consolidate questions that address the same topic.

As a reference, during the July 31, 2015 meeting, NEOPB shared information and updates on the following topics:

- NEOPB state staffing and training
- Transitional contracts
- Proposed NEOPB activities within the FFY 2016 SNAP-Ed State Plan
- Administration and fiscal report
- NEOPB Training Transition Plan
- NEOPB Strategic Planning
- Partnerships

Email: [NEOPBStakeholders@cdph.ca.gov](mailto:NEOPBStakeholders@cdph.ca.gov)

Webpage: [NEOPB Partners and Stakeholders webpage](#)

### *Programs, Interventions, and Curriculum Development*

- 1. Question:** I understand the curriculum development for Harvest of the Month is broken into two areas: 1) classroom; and 2) beyond schools. Is the classroom curriculum going to be comprehensive and sequential?
  - **NEOPB Answer:** Yes. NEOPB is working with a Local Health Department to formalize the foundational series of lessons for 4<sup>th</sup> – 6<sup>th</sup> graders with core competencies.
- 2. Question:** For the proposed pilots, have specific Local Health Departments been identified to take on the pilots? Is the selection still currently open for negotiation?
  - **NEOPB Answer:** The pilots are part of the proposed activities for Federal Fiscal Year (FFY) 2016, which is currently under consideration by the California Department of

Social Service (CDSS) and the United States Department of Agriculture (USDA), Western Regional Office (WRO). Recruitment for Local Health Department engagement has not yet happened—once NEOPB has more information and details regarding which pilots are approved, NEOPB will have discussions with Local Health Departments.

### **Transitional Contracts**

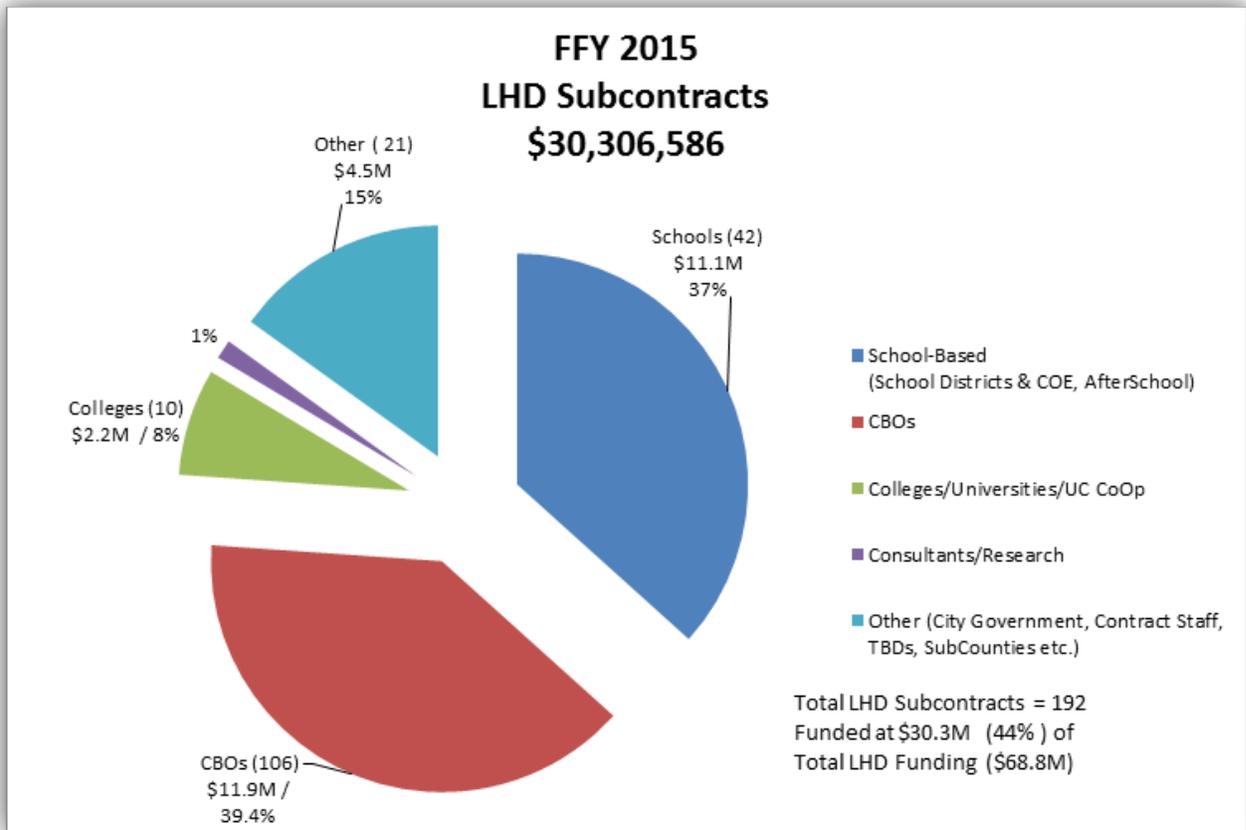
3. **Question:** On the transition of capacity from the Public Health Institute (PHI) and the Training and Resources Centers (TRCs), how is the State staff being evaluated to ensure they are capable to cover these functions?
  - **NEOPB Answer:** NEOPB has hired experienced staff; staff members' expertise expands in different areas. The current PHI non-competitively bid contract (NCB) is written to allow for gradual transfer of knowledge, including evaluation of new staff through training and coaching sessions. Staff training is continuous and extends beyond NCB contract (ends 9/30/2015). As NEOPB receives new information, existing subject matter experts as well as new staff will receive training and support to continue to build staff expertise and capacity.
4. **Question:** I am concerned about evidence-based testing. What are the quality assurances NEOPB is using to ensure the 40 new State staff know SNAP-Ed/how to execute it against the model?
  - **NEOPB Answer:** NEOPB has built modules and evaluations into the transition process. There are trainings for each module; there are multiple components to each module, it is not just one training course, but rather pieces that need to be fulfilled before the field training can occur. NEOPB staff learn the curriculum, learn how to teach it, and receive feedback from their peers and Public Health Institute staff.

### **Administration and Fiscal Report**

5. **Question:** (RE: SNAP-Ed fund reductions for California) As SNAP-Ed federal funding remains the same, the state's match funding is being reallocated and therefore the California is experiencing a reduction?
  - **NEOPB Answer:** The Healthy Hunger-Free Kids Act of 2010 (HHFKA 2010), modified SNAP-Ed significantly by re-establishing SNAP-Ed from a "match-based program" to a "Nutrition Education and Obesity Prevention Grant Program" with a funding equation that is based on SNAP participation and expenditure rate. At its peak, California was receiving 40% of the national SNAP-Ed budget. With the revised funding equation under HHFKA 2010, California's SNAP-Ed funds will be going down through FFY 2018 as other states' funding may be going up. As a result, even as SNAP-Ed funding stays about the same nationally ( $\approx$ \$400M), California's SNAP-Ed funds are being allocated to support additional states with SNAP-Ed activities.
6. **Question:** (RE: Projected SNAP-Ed fund reductions for California and NEOPB) Will reductions be across the board equally for all Local Health Departments (LHDs)?
  - **NEOPB Answer:** No. During the match-based program allocation, some of California's LHDs were able to generate a significant amount of funds through "match;" some amounts were greater than the percentage of their county's SNAP-Ed population. In

order to avoid these specific LHD from experiencing a drastic reduction in SNAP-Ed funding initially, NEOPB has worked with the impacted LHDs to support slow decreases over the past few years. NEOPB is trying to minimize the amount Local Health Department funding that is reduced each year. By the end of FFY 2018, the SNAP-Ed funding to LHDs from NEOPB will be proportionate to their SNAP-Ed eligible population. Projected reductions through FFY 2018 have been shared with the LHDs and are available on the NEOPB [website](#).

7. **Question:** Historically, in California, who was matching the funds?
  - **NEOPB Answer:** Funds were being matched by the Federal government (USDA), but the matching portion came from the SNAP-Ed contractors, largely schools.
  
8. **Question:** The decrease in SNAP-Ed funding for California is not because SNAP-Ed is nationally decreasing, correct?
  - **NEOPB Answer:** Yes, correct. California dollars are being reallocated. As SNAP-Ed funding stays the same nationally, funds are being allocated to support additional states in SNAP-Ed activities. Funding allocations are based on SNAP participation and expenditure rate.
  
9. **Question:** If California could raise SNAP participation, would that increase our dollars?
  - **NEOPB Answer:** Yes, it would help a little, but not significantly.
  
10. **Question:** Since funding for the Training and Resource Centers (TRCs) and the Public Health Institute (PHI) is going away, doesn't that offset the reallocation?
  - **NEOPB Answer:** No. NEOPB has utilized the savings to move the money to the Local Health Departments so they do not experience as large of a decrease. Additionally, NEOPB may show an increase in dollar amounts in some line items because NEOPB will provide training and technical assistance to all State Implementing Agencies (SIAs), Local Implementing Agencies (LIAs), and subcontractors in FFY 2016.
  
11. **Question:** How many non-public agencies are receiving money (presumably via LHDs)?
  - **NEOPB Answer:** During previous stakeholder meetings, NEOPB shared this information. NEOPB will confirm that the information is posted on the appropriate webpage. Approximately 40-50% of funds are subcontracted out by the Local Health Departments – this includes a good mix of organizations/entries: schools, community-based organizations, and non-profits. Please see pie chart for a summary of FFY 2015 LHD subcontract allocations.



**12. Question:** Will yearly cuts be reflected in the Local Health Department budgets?

- **NEOPB Answer:** The projected future percentage decrease for SNAP-Ed funding to NEOPB shared today (i.e. FFY 2017: 8.2%; and FFY 2018: 9.5%) will probably be reflected in each line item. Projected reductions through FFY 2018 have already been shared with the Local Health Departments. NEOPB is trying to minimize the amount Local Health Department funding that is reduced each year.

**SNAP-Ed Evaluation**

**13. Question:** Moving forward, how would statewide evaluation be coordinated?

- **NEOPB Answer:** A statewide evaluation committee (led by the California Department of Social Services) exists to address these types of questions. This committee includes representatives from each of the SNAP-Ed State Implementing Agencies (SIAs). Beginning in August 2015, California's SNAP-Ed SIAs will engage in strategic planning (led by the California Department of Social Services). Strategic planning will also inform SNAP-Ed evaluation for California (i.e. what key areas do we focus on and how to coordinate the evaluation). Stakeholder questions regarding evaluation will be shared with the SIAs at the strategic planning workgroup meetings. NEOPB is one SNAP-Ed SIA in California; the data collected by other SIAs and LIAs will be a part of the planning process as well.

California's SIA work very closely to work on these issues with CDSS and the other SIAs. NEOPB is striving for strong, efficient integration at the state-level; NEOPB is part of a coordinated effort.

**14. Question:** Do you have evidence regarding the uptake occurring with other dollars of interventions that have been successful? Are you collecting info on how this money is being leveraged?

- **NEOPB Answer:** Data collection is always challenging, yet very important. NEOPB is collecting various types of data, including quantitative data (Activity Tracking Form (ATF), and qualitative data (Local Health Department success stories, including policy, systems and environmental change strategies). Unfortunately, it is difficult to get partners to report data on their activities; although a challenge and barrier, it is important for NEOPB to identify a plan to work with partners on this topic.

With the development and implementation of the local integrated work plans (IWP), there has been a paradigm shift; local partners are asked to develop a localized SNAP-Ed Plan with a different lens (i.e. how efforts are to being absorbed in the community, what do they want to see in their community and how does SNAP-Ed funding and activities fit in with community change goals). With this new framing, it helps NEOPB share information on community successes, best practices, and lessons learned and have a stronger understanding of community goals and the role of SNAP-Ed.

**15. Question:** Will University of California (UC) – Nutrition Policy Institute (NPI) be evaluating only CDPH-funded projects or all SNAP-Ed funded projects in CA; will this lead to a consolidated report for the IWP that LIAs have been requesting?

- **NEOPB Answer:** UC-NPI's scope of work includes a comprehensive evaluation of the collective impact of SNAP-Ed interventions. An integrated report is not a current requirement of the Local Implementing Agencies (LIAs).

CDPH-NEOPB, in collaboration with the California Department of Social Services and the additional State Implementing Agencies (SIAs), submits a State-level SNAP-Ed Annual Report to USDA/WRO each year as directed by the SNAP-Ed Guidance. As a requirement, the report describes the SNAP-Ed Plan project activities, outcomes, and budget for the prior year. Additional details on the SNAP-Ed Annual Report requirements may be obtained in the [FFY 2016 SNAP-Ed Guidance](#).

### ***NEOPB Training Transition Plan***

**16. Question:** Will NEOPB be offering webinar archives online with usable links?

- **NEOPB Answer:** Yes, NEOPB will provide this service for SNAP-Ed local implementing agencies, including Local Health Departments. NEOPB will post existing webinar trainings to the dedicated [NEOPB Training Webpage](#). This webpage includes a user-friendly and searchable event calendar. As new trainings are developed in this upcoming fiscal year, NEOPB is exploring ways to implement online trainings that can be interactive for the user following the "live" training session.

- 17. Question:** Will the webinars be available for a long period of time so that new staff may be directed to the website for training resources. How long does NEOPB anticipate archived webinars will be kept online?
- **NEOPB Answer:** NEOPB has a dedicated [Training Webpage](#). NEOPB intends for trainings to have a long shelf-life supporting current and new SNAP-Ed staff. NEOPB is committed to messaging to LHDs and other LIAs of website updates, revisions, and changes for program planning and staff development. On a case-by-case basis, NEOPB will support training requests through appropriate communication channels.

- 18. Question:** How will training topics needs be collected? Will all Local Implementing Agencies (LIAs) be invited?

- **NEOPB Answer:** The Federal Fiscal Year (FFY) 2016 Training Plan is informed by:
  - i. California Department of Social Services (CDSS) and State Implementing Agency (SIA) requested trainings;
  - ii. FFY 2016 LIA Integrated Work Plan (IWP) data (proposed activities and interventions);
  - iii. LHD TRC survey (2015) and LHD needs assessment survey (2014);
  - iv. SNAP-Ed 2.0 meetings (SIA leadership meetings);
  - v. LIA Forum (LIAF) taskforce meetings (comprised of all SIA representatives); and
  - vi. Event Evaluation Reports: LIA Forum (2015) and LHD Project Directors' Meeting (2014)

By the second quarter of FFY 2016, NEOPB, in collaboration with the other SIAs and CDSS, will develop, conduct, and analyze a training needs assessment survey to inform statewide multi-year planning for FFY 2017 and onwards. This will be a collaborative, ongoing process.

- 19. Question:** Are the findings from the needs assessments on the website?

- **NEOPB Answer:** The needs assessments are not posted on the NEOPB website. The comprehensive FFY 2016 Training Plan is informed by many factors (listed above); the needs assessments are one component. Past needs assessments have been conducted in a survey format; reports from these surveys are not formatted for web posting. SNAP-Ed Local Implementing Agencies may work with their respective State Implementing Agency to discuss training needs.

- 20. Question:** Can stakeholders be part of the sharing of the written NEOPB Training Transition Plan with Local Health Departments? This will aid the Training and Resource Centers (TRCs) in their transition.

- **NEOPB Answer:** The NEOPB Training Transition Plan will be released in August. NEOPB will share Training Transition Plan with Local Health Departments, State Implementing Agencies, Local Implementing Agencies; the Training Transition Plan will also be posted on our [website](#) and shared on conference calls, and e-newsletters.

- 21. Question:** What methods will be used to gain input from stakeholders not funded by SNAP-Ed?

- **NEOPB Answer:** During today's meeting, NEOPB will share information on current strategic planning efforts for NEOPB, focused on the next three years. Partnerships will also be discussed.

**22. Question:** Will trainers be exclusively state staff, or will you be able to bring in outside experts to meet LIA training needs?

- **NEOPB Answer:** State staff will be the primary trainers for Local Implementing Agencies (LIAs), which include the Local Health Departments (LHDs). Non state staff involvement, include services provided by California State University, Sacramento (CSUS) for conference and event support.

## **Partnerships**

**23. Question:** Where are non-SNAP-Ed partners reflected on the NEOPB Partnership infographic?

- **NEOPB Answer:** Non-SNAP-Ed partners are interwoven within the identified sectors: 1) agriculture; 2) communities of faith; 3) education; 4) government; 5) health care; 6) retail. Partners can belong to more than one category.

**24. Question:** How was the decision made to add the “government sector” to the infographic?

- **NEOPB Answer:** There are a lot of unique opportunities to partnering with government agencies. NEOPB is well-positioned to spearhead partnerships with other sister agencies and leverage government agencies to move things forward; this sector could include for example, the Tobacco Control Program (Healthy Stores (Retail)/Healthy Communities), the California Department of Education, Caltrans, and others with common causes. Food access issues cut across the missions of many partners and programs.

**25. Question:** (RE: Government) Is the focus less about policy-makers and legislators and more about government?

- **NEOPB Answer:** On the partnership infographic, the government sector is not meant to imply advocacy. Information and education is woven throughout the infographic to support the Social Ecological Model (SEM).

**26. Question:** How is evaluation woven into partnerships?

- **NEOPB Answer:** Strong planning is the first step in evaluation. NEOPB is currently engaged in a strategic planning process that will assist with determining focus areas for the future. From these focus areas, priority partnerships will be enlisted to extend and enhance the reach of SNAP-Ed programming and support policy, system and environmental change efforts. From there, NEOPB will report on activities and results of partnerships as a part of the USDA Annual report.

## **Nutrition Education Materials – Web Storefront**

**27. Question:** What is the website for the newly launched public web storefront for nutrition education materials?

- **NEOPB Answer:** The public web storefront will be live in October 2015. Information regarding this resource, including the website link, will be communicated in a timely manner by NEOPB.