

# Introduction to FSNE Work Plan for California

## STATE LEVEL GOALS & OBJECTIVES

*Based on your needs assessment and the current availability of other nutrition education services, identify your State's goals and objectives for FSNE. Make sure your objectives are specific, measurable, appropriate, realistic and time specific.*

California's state plan for Food Stamp Nutrition Education (FSNE) in Federal Fiscal Year 2008 (FFY 08) builds on the needs assessment described in Section A, continues work described in FFY 07, and includes commitments made in December 2006 to WRO for corrective actions and recommendations stemming from the June, 2006, Administrative Review. The FFY 08 Plan describes new activities associated with rebranding of the *California Nutrition Network for Healthy, Active Families* to today's *Network for a Healthy California (Network)* and new projects of the University of California, Davis' Food Stamp Nutrition Education Program (*UC FSNEP*). All activities build on evaluation and other learning acquired over the last several years.

The *Network* is housed in the Cancer Prevention and Nutrition Section of the Chronic Disease and Injury Control Division in the California Department of Public Health where correcting long-standing health disparities and reversing the state's rising rates of overweight and obesity are considered to be among the state's most urgent of public health priorities. The UC FSNEP is housed in the Department of Nutritional Sciences, University of California, Davis, one of the nation's strongest agriculture universities. UC-FSNEP is overseen by the College of Agricultural and Environmental Sciences Dean's Office.

To achieve public health goals, our objectives reflect how we work our way "upstream" as recommended by the Institute of Medicine. Longer-term health outcomes will derive from intermediate *outcomes* in (1) behavioral change for eating and exercise; (2) cognitive and social change; (3) structural, institutional and systemic changes; and (4) environmental improvements. These *outcomes* will result from *strategies and actions* that include interventions, partnerships, and infrastructural improvements. These changes result from *resources and inputs* that include leadership, planning, commitment, funding and capacity development within different *sectors* such as government, non-profit, and business. A diagram of this logic model follows in the discussion of California's evaluation design for FSNE.

### A. State Level Goals

#### Long-term and intermediate goals:

By continuing to work with other organizations and funded partners, California aims to (1) build strong statewide technical capacity and infrastructure, (2) achieve changes in consumer awareness, belief, self-efficacy, ability and behavior relative to healthy eating and physical activity, (3) help create empowered communities where it's both expected and a reality that healthy choices will be the easy choices, and (4) thereby effect substantial health improvements among low-income Californians over the coming decade. The following aggressive public health goals were set in FFY 07 for California's seven million FSNE-eligible low-income parents and children:

- **Disease Incidence:** By 2015, contribute to the American Cancer Society's national goal of cutting cancer deaths in half by reducing the incidence of those cancers that are diet-

exercise- and obesity-related. California's FSNE activities will contribute towards this goal for low-income FSNE-eligible adults. The fraction of total cancer deaths that could be reduced through healthy eating, exercise and normal weight is projected to be at least one-eighth. The same factors also will reduce substantial fractions of type 2 diabetes—especially in young people—heart disease, and stroke.

- **Health Impact:** By 2010, reduce by 30 percent the prevalence of obesity to 15% and reduce by over 20 percent the proportion of overweight in adults, to 29%; in children, reverse the upward trajectory. (California has evidence of a downturn in adult overweight, especially among men, but not obesity in 2006 compared to 2005; there is no evidence of any improvement with children or teens. Trends for low-income adults as reported in BRFSS not yet available.)
- **Food Security:** By 2010, collaborate with other stakeholders to promote the Food Stamp Program and other USDA nutrition assistance programs in order to help increase participation and lower rates of food insecurity.
- **Population Behavior Change:** By 2010, double the proportion of FSNE-eligible adults who eat the minimum 5 daily servings of fruits and vegetables and get the minimum 30 minutes of daily moderate or vigorous physical activity, to 70 percent. (The proportion of low-income adults who reported meeting the minimum fruit/vegetable goal continued to rise in 2005; statistics for physical activity are not yet available.)
- **Community-based Changes:** By 2010 and as requested by WRO, do more to evaluate progress toward achieving community-based objectives. For children, we will benchmark against objectives adapted from the Institute of Medicine and for adults add measures in *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX<sup>3</sup>)*. For low-income Californians and in low-income neighborhoods and schools, we look to collaborate with non-FSNE funded partners to promote and expand programs to increase:
  - Walking and biking to school; walking or getting other physical activity at work
  - Access and affordability of fruits and vegetables
  - Availability and use of community recreational facilities
  - Play and physical activity opportunities
  - Advertisement messages that promote energy balance at a healthy weight
  - Availability and affordability of healthful foods and beverages in supermarkets, grocery stores and farmers' markets
  - Organizational and environmental policies that promote energy balanceFor CX<sup>3</sup>, the sites for intervention will include neighborhoods, pre-schools, schools and after-school locations, worksites, communities, and government. (Note: The first six counties have completed pilot testing of indicators in selected settings, with promising results.)
- **Infrastructural Changes:** By 2010, establish a permanent public/private infrastructure in line with the *California Obesity Prevention Plan* (2006) to support healthy eating, physical activity and food security within State government, multi-county regions, and in counties, cities, school districts and worksites. This will include a major effort to transition from *5 a Day—for Better Health! Campaign* to *Fruits & Veggies—More Matters™*. It is expected that the *Network* will serve as the umbrella for four pillars of concerted emphasis in line with our strategic objectives: fruit and vegetable promotion, physical activity, food security, and chronic disease prevention, with obesity leading the way. State statutes will be updated as needed. *Note that the 5 a Day campaigns are now known as Fruit, Vegetable, and Physical Activity Campaigns.*

## B. State Level Objectives

### I. Behavior

**Fruit & Vegetable Intake** is the principal behavioral change we seek. They are the most under-consumed of healthy foods, and they are key to both better health and a healthier food environment.

**Objective 1:** By September 30, 2008 and measured by statewide surveillance surveys, the percent of Food Stamp Nutrition Education (FSNE) eligible Californians who are consuming at least five servings of fruit and vegetables a day will increase by:

- a. **Adults:** The percent of Food Stamp Nutrition Education (FSNE) eligible California adults who are consuming at least 5 servings of fruit and vegetables a day will increase from 42% to 55%, which is a 15% annual improvement, with Food Stamp Program (FSP) “certified” adults showing greater difference than FSP “likely eligibles” (income eligible for FSP but not participating) or FSP “potentially eligibles” (venues serving low-income populations based on income or FSP redemptions).
- b. **Teens:** The percent of youth age 12-17 living in households that are Food Stamp Nutrition Education (FSNE) eligible consuming at least 5 servings a day of fruit and vegetables will increase from 42% to 46%, which is a 5% annual improvement, with children from FSP “certified” households showing greater difference than teens from other FSNE eligible households.
- c. **Children:** The percent of children age 9-11 living in households that are Food Stamp Nutrition Education (FSNE) eligible consuming at least five servings a day of fruit and vegetables will increase from 21% to 25%, which is a 20% annual improvement, with children from FSP “certified” households showing greater difference than teens from other FSNE eligible households. Targeted eligible schools will work with children to increase fruit and vegetable consumption as part of their curriculum.
- d. **Children HOTM:** As measured by the standard Harvest of the Month (HOTM) evaluation instrument, children participating in the 15 projects utilizing Network Harvest of the Month tools, will increase consumption of fruit and vegetables by at least .5 times/day.

**Physical Activity** is interwoven physical activity within all our interventions. As much as possible, we link our efforts with other entities that specialize in physical activity.

**Objective 2:** By September 30, 2008 and measured by statewide surveillance surveys, the percent of Food Stamp Nutrition Education (FSNE) eligible Californians will:

- a. **Adults:** Adults reporting at least 30 minutes a day of moderate and/or vigorous physical activity five or more times weekly will increase from 53% to 76%, which is a 20% increase.
- b. **Mothers:** Increase the percentage of women living in Food Stamp households from 55% to 75% who are “very sure” in their ability to be physically active 30 minutes daily rather than “somewhat sure” or “unsure”.

c. **Teens:** The percentage of youth age 12-17 living in households that are Food Stamp Nutrition Education (FSNE) eligible participating in at least 60 minutes a day of moderate and/or vigorous physical activity will increase from 47% to 57%, which is a 10% annual improvement.

d. **Children:** As measured by a statewide biennial surveillance survey, the percentage of children age 9-11 living in households that are Food Stamp Nutrition Education (FSNE) eligible participating in at least 60 minutes a day of moderate and/or vigorous physical activity will increase from 38% to 46%, which is a 10% annual improvement.

## II. Community/Empowerment

To be sustainable, FSNE-eligible adults and youth have to decide on and make the changes they want in their own environments. FSNE will help by assisting residents to focus on the most important contributors to healthy eating and physical activity and helping them making effective decisions and develop skills to secure change. By selecting a relatively small number of priorities, a critical mass of effort may be mounted, groups will learn from each other, momentum will accelerate, and – from an administrative perspective – local contracts and evaluation will become more efficient.

**Objective 3:** By September 30, 2008, develop leadership for change at the local and state levels through participation in the *Network's CX<sup>3</sup>* (Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention©) initiative, 21 local public health departments will engage in a program planning framework for (1) developing community-based interventions and programs through empowerment of residents and community organizations; and evaluating community-level progress that will improve local nutrition and physical activity environments and for (2) leadership organizations through partnerships with diverse organizations.

## III. Reach

Marketing science shows that consumers buy only after repeated exposures to messaging and *if* they have access to the intended “product”. With competition from an estimated \$5 billion in unhealthy food advertising and a food environment in low-income settings where less healthy products are cheap and readily available, it is critical that FSNE reach as many of the 7 million FSNE-eligible parents and children as many times and in as many relevant locations as possible. While social marketing programs focus on market segments, rather than unique individuals, California defines social marketing as including mass communications, public relations, direct education and other types of direct and indirect contacts as ways to increase exposure and opportunity for healthy eating and physical activity. We make every effort to estimate the number of FSNE-eligible adults and children we touch and how often, both directly and through mass communications. These totals may be lower than is optimal due to geographically-based targeting rules.

**Objective 4:** By September 30, 2008, at least 3.4 million FSNE-eligible Californians will receive nutrition education through FSNE direct contacts (State and Local)

- *Network* local projects (1.55 million),
- *Regional Networks – Fruit, Vegetable and Physical Activity Campaigns* (research-based, multi-channel, large-scale social marketing initiatives conducted at the state, regional, and local levels) (1.7 million),
- UC FSNEP programs in organizations and agencies (208,000).

**Objective 5:** By September 30, 2008, use mass media including TV, radio and outdoor advertising, and direct mail (pending evaluation outcomes) to reach no less than 85 percent of California FSNE-eligible women one or more times. Proven measures to deliver over half of mass media impressions to the FSNE target, demographically defined as individuals living in households  $\leq$ 185 percent of federal poverty level, will be employed. Impressions received by the FSNE target will exceed 650 million, with total impressions exceeding one billion.

#### **IV. Infrastructure/Administration/Evaluation**

In order to deliver effective interventions across the state and expend funds accountably, the State FSNE program must assure that skilled personnel and competent administrative infrastructures are in place and excellence is maintained. The *Network* and *UC FSNEP* will work together to implement EARS, USDA's new reporting system. The *Network* and *UC FSNEP* will be monitoring their commitments to assure that agreed-upon corrective actions from the FFY 06 Administrative Review and the FFY 07 UC FSNEP fiscal investigation, respectively, are addressed.

**Objective 6:** By September 30, 2008, ensure effective delivery of state and local FSNE programs by providing comprehensive and specialized planning, fiscal and program contract administration, fiscal and programmatic reviews, trainings, evaluation, state-level steering committees and specialized services for approximately 100+ local projects (Local Incentive Awardees, Local Food and Nutrition and faith-based projects), 11 Regional Nutrition Networks, 2 UC Cooperative Extension Programs and 34 UC FSNEP Programs.

**Objective 7:** By September 30, 2008, the 11 *Network for Healthy California* Regions will be fully operational. *Regional Network for a Healthy California* agencies covering all 58 counties in California will:

- **Regional Campaigns:** Complete the phased-in implementation of the regional branded *Fruit, Vegetable and Physical Activity Campaigns and Programs (Children's Power Play! Campaign, Retail Program and Worksite Program)* in all 11 regions, *Latino Campaign* in 9 regions, and *African American Campaign* in 6 regions including faith-based projects and provide FSNE services at 3,500+ eligible sites (including but not limited to low resource schools, community youth organizations, retail food sites, churches, farmers and flea markets, and worksites).
- **Local Projects:** Increase infrastructure support by providing regional training, coordination and communications support services to up to 120 + *Network* funded local agencies providing FSNE at 10,000+ eligible community sites . (including but not limited to low-resource schools, after-school programs, pre-schools, food banks/food pantries/meal sites, direct health service provider sites, affordable housing projects and farmers markets)
- **Collaboratives:** Facilitate 11 Regional Collaboratives to implement regional initiatives that make it easier for FSNE eligibles to adopt healthy eating and physical activity lifestyles in their communities.
- **Overall:** FSNE is provided:

- At 2,700 (52 percent) of the total number (5,243) of low-resource schools statewide,
- At 1,000 (17 percent) of the estimated total number of eligible food retail sites statewide (5,844),
- By 28 (46%) of the State's 61 local public health departments.
- By 38 of the 42 (90%) Cooperative Extension county programs that employ a nutrition professional to oversee the county.

**Objective 8:** By September 30, 2008, continually monitor and measure change in the target audiences' nutrition and physical activity related knowledge, attitudes and behaviors, as well as related upstream measures, through annual impact/outcome assessments with at least 50 major local agencies, evaluation of Campaign media efforts and toolkits, and 6 annual or biennial statewide surveillance surveys with a variety of populations at the statewide level.

**Objective 9:** By September 30, 2008, through (1) Education and Administrative Report System (EARS) pilot testing with a cross-section of local agencies and (2) a comprehensive assessment and potential streamlining of the current computer-based program reporting system (Semi-Annual Reporting System SAAR) prepare an EARS implementation and training plan to be rolled out in FFY 09 so that all appropriate components of EARS data can be submitted by 12/31/10.

**Objective 10:** By September 30, 2008, continually monitor and track progress of 12 corrective actions and 20 recommendations outlined in the CPNS USDA Corrective Action Workplan which resulted from the USDA Administrative Review conducted in Spring 2006.

## **CALIFORNIA MODEL**

**Theory-Based Foundations:** California has established the Social-Ecological Model as its scientific underpinning (Figure 1). Based on the FSNE white paper published in the *Journal of Nutrition Education (Supplement, Sept. 2001)*, our programs promote positive change for healthy eating and physical activity in five spheres of behavioral influence: individual, interpersonal, institutional/organizational, community, and social / policy / systems that influence dietary and physical activity behaviors in FSNE-eligible parents and children.

(see figure 1 next page)

**Figure 1.** California’s Social-Ecological Model for Nutrition, Physical Activity and Obesity Prevention Program Design and Evaluation



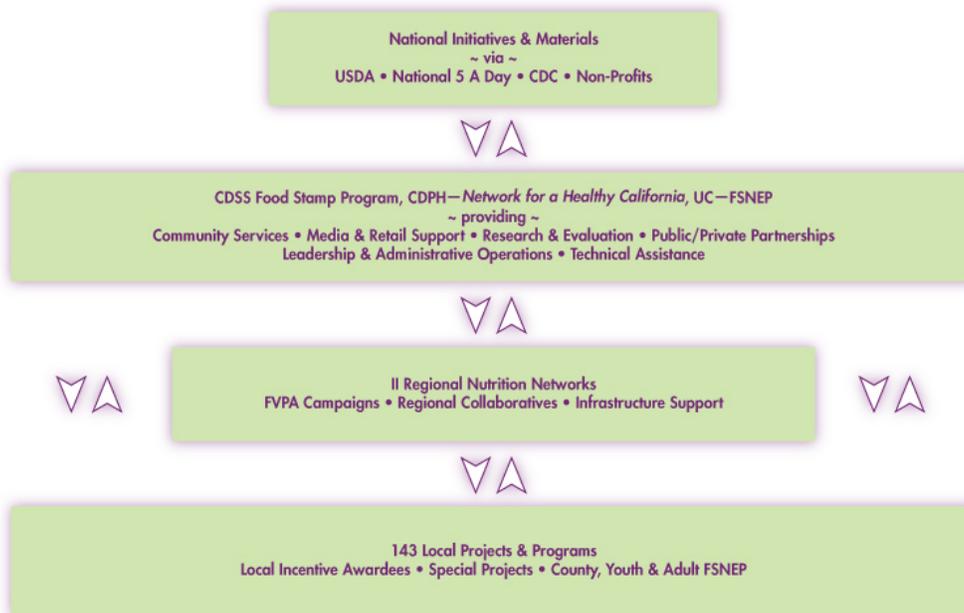
**Population-based approaches:** We will continue using both direct service and targeted, large-scale approaches to organize integrated, complementary interventions that facilitate healthier eating and physical activity. We will reach eligible Californians in five ways: (1) in the 1,300+ low-income census tracts where about a third of FSNE-eligible persons live; (2) in California’s 5,100+ low-resource schools; (3) in “proxy” service sites that do not need targeting waivers such as Food Stamp offices, shelters, food banks, and job training centers; (4) through “earned media” events and public relations that secure free or public service media coverage; and (5) through paid time in English- and Spanish-language media outlets where over half the impressions reach FSNE-eligible adults. We will continue working with community partners and USDA to find ways to reach FSNE-eligible people where they live, work, go to school, socialize, worship, buy food, and get physical activity, especially through mass communications.

The approaches we will use are those recommended for population change: education, marketing and policy change. Messaging will be based on behavioral science that finds positive messaging and substitution behaviors more effective than fear and elimination of specific foods. We will strive for sustainable interventions and to understand the economics of change, looking for win-win approaches. Finally, we will remain aware that education, marketing, and policy work together. The public must desire and then support policies for them to work, but policy change is cost efficient and yields results faster. Education and marketing can empower consumers to desire, seek, and support environmental change and organizational practices that enable them to eat healthy and exercise regularly. These are crucial considerations in achieving our aggressive objectives.

**How we organize our efforts:** We will continue to vertically integrate our efforts to take advantage of any effective interventions available at the national level, capitalize on the assets of other State agencies and statewide organizations, coordinate across service delivery channels and

the public, non-profit, and business sectors in 11 distinct regional media markets, and help local partners work together to deliver more comprehensive, effective services.

FIGURE 2. HOW CALIFORNIA FSNE PUTS IT ALL TOGETHER



The *Network* will continue to use the effective coordinating mechanisms that were created over the last few years. The recently renamed *Network Steering Committee (NSC)* will continue to bring together stakeholders the business, non-profit and government sectors at the state, regional and local levels three times a year to focus on specialized subjects raised by its six *Action Teams* on issues of cross-cutting concern. Within state government, four state agencies work together on the *Interagency Food Assistance Committee (IFAC)* that is chaired by the Food Stamp Program, and five work on the *State Nutrition Action Plan (SNAP)* that is convened through WIC. The latter enables FNS-funded state agencies and the California Department of Food and Agriculture to join efforts to increase fruit and vegetable consumption. The *Food Assistance, Nutrition Education and Outreach Team (FANOut)* led by the *Network* brings together State and local government, non-profits and advocates to share intelligence, generate solutions, and otherwise coordinate efforts to help increase food security.

**Coordination:** The *Network* focuses on horizontal coordination at the State office, in the Regions and in the counties. With UCD-FSNEP the *Network* will focus on increasing coordination among the nine operational Units in the *Network* (Administration, Regional Operations, *Fruit, Vegetable, and Physical Activity Campaigns*, Community Development, Communications, Research and Evaluation, Physical Activity Integration, Policy and Partnerships, and Information Technology). At the Regional and local levels, we will engage our partners and work with the new California Association of Nutrition and Activity Providers (CAN-Act), the California Conference of Local Health Department Nutritionists (CCLHDN), and the California Conference of Local Health Officers (CCLHO) to assess, pilot test, and then implement ways to strengthen coordination and ease the growing administrative burden.

Projects such as CX<sup>3</sup> and the County Nutrition Action Plans (C-NAP) are expected to be the principal leadership activities.

**Evaluation:** For each sphere of influence, evaluation measures have been established. In FFY 07, the *Network* adapted the logic model approach recommended by the Institute of Medicine in its 2007 report, *Progress in Preventing Childhood Obesity—How Do We Measure Up?* to create an evaluation framework that enables us to use multiple data sources for evaluation purposes.

Evaluation Framework for Childhood Obesity Prevention Policies and Interventions.

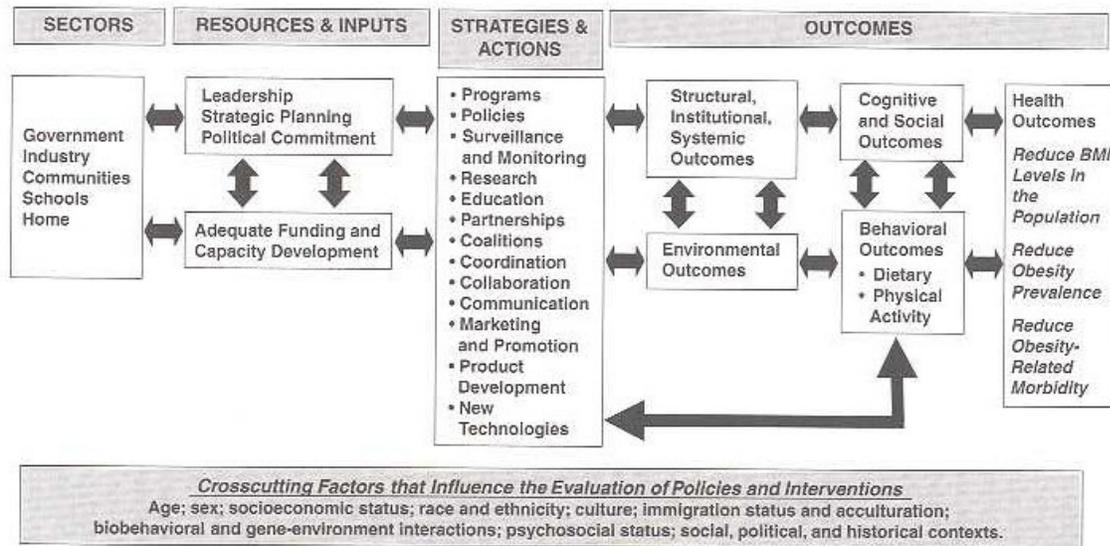


FIGURE 2-2 Evaluation framework for childhood obesity prevention policies and interventions.

Measurement occurs through statewide and special surveys, the Semi-Annual Activity Reporting System, media reports, impact evaluation conducted by the 45 largest local projects, and *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX<sup>3</sup>)*. In FFY 08 we will augment these efforts by working with other states and USDA to design systems and obtain data required by the new reporting requirement, EARS. Our approach to evaluation has multiple components:

- The *State Program* evaluates all programs that it develops. The cycle begins with literature reviews, environmental assessment, and original formative research, followed by pilot testing, revision and statewide roll-out. Conversely, when a local program appears successful as per anecdotal reports, spontaneous adoption by new intermediaries, positive local evaluation, and other indications of success, the State office will take responsibility for adapting it for more widespread use, taking the upgraded intervention to-scale, and evaluating it in new settings. *Harvest of the Month* which began in a few Southern California school districts is an example of how this works.
- All *Network* contractors conduct some type of evaluation:
  - Formative evaluation conducted at the local level includes needs assessments and focus groups of FSNE participants, intermediaries conducting FSNE interventions, other stakeholders and opinion leaders.

- Process evaluation is conducted by all funded projects. This includes participation numbers, participant satisfaction surveys, numbers of intervention sites, and numbers of materials distributed as appropriate for their contracted scope of work.
- Impact evaluation is required for contractors receiving over \$350,000 in Federal Share. In FFY 06, the 46 participating local projects expended nearly \$45 million, which is about 49% of the *Network's* budget, of whom 45 submitted evaluation reports. Participation has markedly increased over the last three years.
- *The questions addressed* with process evaluation lead partners to capture the number of individuals reached through mediums like TV, radio, small and mass media. Results are stratified by channel, target audience and other variables. Impact evaluation addresses change in fruit and vegetable consumption and related determinants like knowledge, preferences and self-efficacy.
- The *approaches used* are standardized, and refinements are tailored to meet each contractor's specific needs. Protocols are developed for focus groups, and the Semi-Annual Activity Report (SAAR) captures process data. For impact evaluation, contractors primarily use pretest-posttest and pretest-posttest with control group *designs*. Some compare high-dose interventions with medium-dose interventions and/or comparison sites without intervention. Most projects use one of 37 CPNS-recommended instruments, or an adaptation of one, to assess impact. Many of the instruments used have been validated.
- *Data collection* is done by contractors and entered into a database. These approaches ensure respondent confidentiality. Continuing from FFY 07, the *Network* will develop protocols and instruments that use techniques of community-based participatory research in order to capture other measures that collect more useful and appropriate intervention data to our local community partners.
- *Plans to use the results* are usually implemented at the end of each fiscal year. Formative evaluation results are used to refine that which is being evaluated (e.g., interventions, materials, etc.). Process data are used to maximize reach, and impact evaluation results are discussed with contractors during group teleconferences. These activities lead to improved nutrition education activities and customized evaluation plans that can capture change resulting from program improvements.
- *The most recent evaluations* (formative, process and impact) were compiled in FFY 06.
- UC-FSNEP data are collected on 25% of all program clients, entered into a data base and analyzed for statewide trends. Results are presented in the *Final Report* annually.

**Evaluation Challenges:** Population outcomes accrue over many years and therefore require assessment of trends over time. Triangulation using multiple data sets is the approach recommended by evaluation experts for health promotion programs in real world settings.<sup>1,2</sup> This non-experimental approach capitalizes on all available sources and types of data, helps identify other factors that advance or impede the desired results, and informs the operation of interventions in real time. Thus, we will continue using state surveys for quantitative data, together with qualitative data from a variety of sources, as described in Section A.

**Existing and new educational materials:** Our detailed workplan provides specific information about existing and new materials utilized by the local and state projects. We will continue to

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<sup>1</sup> Patton, M. Q., (2002). *Qualitative Research & Evaluation Methods* (3<sup>rd</sup> ed.) (pp. 555-563). Thousand Oaks, CA: Sage Publications, Inc.

<sup>2</sup> Schneiderman, N., Speers, M. A., Silva, J. M., Tomes, H., & Gentry, J. H., (Eds.). (2001). *Integrating Behavioral and Social Sciences with Public Health*. (pp. 299-300). Washington, DC: American Psychological Association.

assist partners by making as many materials as possible available centrally; in addition, the cost recovery system put in place in FFY 07 allows other providers to purchase materials at-cost. For children, we will continue to contract with the California Healthy Kids Resource Center to maintain a lending library of child and youth nutrition education materials. For adults, we will maintain existing warehouse services to fulfill orders from local projects for materials developed through FSNE in California.

Before developing new consumer materials, we will first look for suitable materials such as those cited on the Food Stamp Nutrition Connection website, the CSREES state FSNE website, and *National Fruit & Vegetable Program* websites. If no suitable materials are found, or when necessary to meet California's program and population needs, this will be considered justification for developing new materials. For all contractors, we will continue to require prior approval before any new materials are developed and State review before production. Completed materials are submitted to the National Agriculture Library.

### **Outline of the FFY 08 State Plan**

The California plan follows the required format and templates (Sections A – G) as specified in USDA guidance. Section A describes California's needs assessment methodologies and findings. Section B provides project descriptions and budget summaries for the local, regional and state levels. Section B (a) provides a summary of the local projects funded by reach agency, by type:

- Children and Families Commissions (1)
- City Governments (2)
- Colleges and Universities (5)
- County Offices of Education (10)
- Indian Tribal Organizations (4)
- Local Public Health Departments (26)
- Other State Agencies (1)
- Parks and Recreation (2)
- Schools/School Districts (34)
- University of California Cooperative Extension (2)
- Non-Profit Organizations (4)
- Faith-based Projects (15)
- Local Food and Nutrition Education Projects (15)
- UC FSNEP (31 plus 3 Supplemental Projects)

Section B (b) provides project descriptions and budget summaries for state-level projects that primarily support and enhance the local projects. The state level projects include:

- Regional Networks
- Fruit, Vegetable and Physical Activity Campaigns (FVPA)
- University of California, Davis
- Communications
- Research & Evaluation
- Community Development
- Training & Special Projects
- Materials & Distribution

For each project in Section B, the following information is provided as per the USDA template for project summaries:

- 1. Introduction: State Level Goals & Objectives
- 2. Project Title
  - a. Related State Objectives
  - b. Audience
  - c. Focus on FSNE-eligibles
  - d. Project Description
  - e. Summary of Research
  - f. Modification of Project Methods
  - g. Use of Existing Educational Materials
  - h. Development of New Materials
  - i. Key Performance Measures/Indicators.
- 3. Evaluation Plans
- 4. Coordination Efforts
- 5. Budget Summaries

Section C uses Template 3, Nutrition Education Plan Staffing, as required by USDA. The section displays position titles, FTE's charged to FSNE, Description of Job Duties, and the total FSNE salaries, benefits and wages.

Section D displays budget information, by project, for non-federal public and private funds, federal funds (FFP) and Total, by line item. These follow the format required by USDA. Budget justifications describe how costs for each line item in the overall budget were derived, including subcontracts.

Section E includes required Assurances.

Section F includes the requested waivers.

Section G includes the signature pages.

Section H includes the EARs Implementation Plan.

An appendices section with attachments for sections A- G has also been provided with the plan. An outline of the appendices section is provided in the table of contents. The California's State Nutrition Action Plan (SNAP) which reflects the collaboration among five state agencies is included in Section B Appendices.

The FFY 08 state plan in its entirety consists of two binders of plans and eight binders of appendices with required documentation.

## **Highlights and Changes in the FFY 08 State Plan**

### **The State Needs Assessment**

In all data analyses and to the degree that survey samples allow, we have been and will continue to sharpen the demographic and psychographic profiles of the three segments of FSNE-eligible parents and children: those using Food Stamps in the last 12 months, persons with incomes <130% FPL who do not use Food Stamps, and person with incomes between 130-185% FPL whose incomes at any time may drop and make them eligible for the FSP. Several statewide reports of fruit and vegetable, physical activity, and overweight/obesity trends are planned for

FFY 08. They will be used to build support for increasing others' investments and providing more tailored interventions by a larger number of stakeholders.

### **Objectives**

The number of objectives for California has been reduced to ten, and the individual project descriptions cite which of the ten each will address. The categories of objectives are drawn from the Institute of Medicine's logic model for obesity prevention and adapted for FSNE in California. They are: Outcomes for fruits, vegetables and physical activity (2), community empowerment and leadership (1), penetration or reach of FSNE interventions (2), infrastructure and administration (2), evaluation and best practices (2), and implementation of corrective actions and recommendations from USDA's 2006 Administrative Review (1).

### **Flat Funding, Strategic Improvements**

In order to remain flat-funded, the *Network* has capped growth in local agencies at 5 percent for FFY 08 and reduced State program operations accordingly. At the State, we have instituted a partial hiring freeze, with the exception of positions called for in USDA's Administrative Review. A special consultant and a senior auditor have been engaged to assist *Network* managers with upgrading, streamlining and otherwise improving fiscal and administrative operations in the State office and with local partners. We have delayed or tabled some projects unless new resources are found, and we arranged to pre-purchase educational materials and nutrition education reinforcement items needed for FFY 09.

In order to remain an engine of innovation, fully roll-out the relationship marketing elements envisioned by the *Network for a Healthy California—Champions for Change* brand, and find ways for FSNE interventions to be adopted and sustained by other funders, we will work with stakeholders to identify longer-term solutions during FFY 08. The *Network's* goal will be to recast FSNE as a source of strategic, relatively long-term investment toward large-scale change that ultimately will prove its worth, be adopted, and then sustained by other funds.

With flat funding, we expect the reach of FSNE to be stable at about 2.8 million direct and 800 million indirect contacts. The great majority of impressions will be with California's 7 million FSNE-eligible children and parents.

### **Regional Networks**

The initial 3-year contracts of the 11 competitively selected Regional Networks will be extended for an additional year. During FFY 08 a new Request for Applications will be drafted which captures the acquired learning of initial funding period. The *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX<sup>3</sup>)*, together with templated scopes of work now in use for the Regions, will be further developed to gain greater synergy and integrate Regional operations with those of Local Incentive Awardees, special projects, leadership projects, and the separately funded Food Stamp Access Improvement Plan (Outreach).

### **Fruit, Vegetable and Physical Activity Campaigns**

To date, we have been unable to negotiate a satisfactory license agreement with the Produce for Better Health Foundation for use of the new national brand, *Fruits & Veggies—More Matters<sup>TM</sup>*. At this writing, we are working with CDPH legal staff to overcome the impasse. Our goal is to be able to co-brand materials being printed this summer. Simultaneously, we are coordinating with the Centers for Disease Control and Prevention so they are aware of the prohibitive

provisions and do not pass them on to states through the permanent CDC license which they plan to offer states in September.

To support the five specialized campaigns – children, Latino families, African American adults, low-income food retailers, and low-wage worksites—a large number of educational items are being updated in FFY 07 and 08. We held off with revamping *5 a Day* materials in line with the high fruit and vegetable recommendations found in the *2005 Dietary Guidelines for Americans* until the *FVMM* brand was available in March 2007, the *Network's* new brand attributes and graphics were released in April, and the new California Department of Public Health was established in July. Since our organizations have similar goals but complementary resources, the CDPH is working on a memorandum of understanding with the American Cancer Society, California Division, for both *Body & Soul* and *Take Action!*

For physical activity promotion, the 11 regional specialists are assisting FSNE projects to link with available resources and integrate physical activity into nutrition education interventions. Successful partnerships with the Governor's Council on Physical Fitness and Sport, as well as the California Task Force on Youth and Worksite Wellness, will continue. For the Campaigns and regions, work in FFY 08 will build on services offered in FFY 07. These occurred in nearly 3,700 sites, including over 900 community youth organizations, 800 grocery stores, 650 low-resource schools, over 500 community-based organizations, more than 200 farmers' markets, 200 low-wage worksites, and 100 community health facilities.

#### **UC Davis Food Stamp Nutrition Education Program**

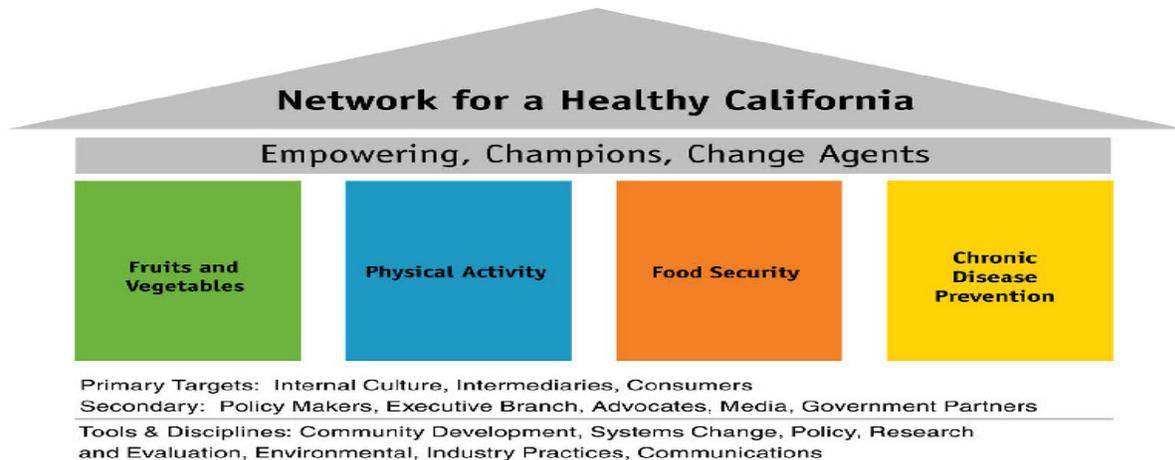
UCD's new *Healthy Food 4U* project offers the opportunity to collaborate with the *Network* on youth empowerment, while Improving Nutrition in Low-Income Vietnamese Families is an excellent complement to the *Network's* projects in San Francisco's Chinatown and with the Korean and Hmong immigrant communities.

UC and CDPH have established a working committee to coordinate: ongoing state-level communications, local services delivery, material development and sharing, new program development – particularly in the areas of preschool, grades K-3 for *Power Play!*, and school food service—and the production of the state plan and annual evaluation report. Collaboration through SNAP and FANOut will continue.

Section B describes specific actions being taken to address the pending investigation about alleged fiscal irregularities.

#### **Communications**

*Champions for Change* is designed to embody the *Network's* attributes of empowerment, champion, and agent of change in the four “pillars” of fruits and vegetables, physical activity, food security and chronic disease prevention, starting with obesity (see figure on next page). This will play out in the *Ownership* media campaign (television, radio and outdoor, including catering trucks and transit TV in some markets) and with the showcasing of all kinds of “champions”, starting with moms. With the renewing media contractor, *Ownership* ads will be re-aired in FFY 08 and development of the second wave of ads for airing in FFY 09 will occur in FFY 08.



A full range of communications vehicles will be employed. These include:

- The Internet, with customized websites for users in different intervention channels, including [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net) that provides one-stop shopping for partners and [www.cachampionsforchange.net](http://www.cachampionsforchange.net) and [www.campeonesdelcambrio.net](http://www.campeonesdelcambrio.net) which does the same for FSNE consumers, which will be built-out through the Regions to help consumers and partners link with local resources, and [www.fsne.ucdavis.edu](http://www.fsne.ucdavis.edu) for UC FNSEP partners;
- State and regional events to build awareness and showcase change, including Latino Health Awareness Month, the Fit Business Awards, Black History Month, and press conferences to release research reports;
- Cycle III of the Harvest of the Month Toolkit;
- Follow-up from the pilot “grassroots” direct mail campaign in six counties;
- Signage and food demonstrations in qualifying retail food stores;
- Updates to the Food Stamp Office Resource Kit; and
- Toll-free numbers for nutrition education materials and Food Stamp assistance.
- Evaluation measures are in place for all communications activities.

A promotional calendar that displays how major communications activities are integrated throughout the year is found at the end of this section.

### **Research and Evaluation**

In addition to conducting our surveys on schedule, in FFY 08 we will focus on compiling and synthesizing the results of the multiple state surveys available to us in order to discern trends for the FSNE-eligible segments, as contrasted with secular trends for the rest of the state. These data are likely to be used to help justify the obesity prevention component of Governor Schwarzenegger’s proposal for Health Care Reform.

### **Community Development**

In the *Network*, the Community Development and Administration Units provide the means for local projects to qualify for FSNE matching funds and for State-led functions to operate. Since FFY 04 when 117 Local Incentive Awardees participated, by FFY 08 the number of local agencies will have dropped 20%, to just 93 agencies. In both UC FSNEP and the *Network*, the

trend affects both small and larger agencies. Nonetheless, if the number of sites remains stable with FFY 07, it is estimated that FSNE services will be offered in over 6,000 low-resource sites, including 1,800 schools, 1,000 preschools and daycare centers, almost 900 food banks and pantries, 500 after school programs, and nearly 400 community-based organizations.

In FFY 08 State staff and the Program Compliance Review Team will be working with local stakeholders and CAN-Act (the organized group of contractors) to reduce the administrative workload while avoiding any reduction of consumer services. We intend to zero in on administrative trouble spots, provide training, identify ways to streamline reporting requirements, secure federal waivers where appropriate, and otherwise introduce efficiencies such as templated scopes of work and budgets. More emphasis will be placed on fully implementing GIFTS, the automated management system, as a means of identifying contract and fiscal delays and bottlenecks, as well as using the GIS to reduce workload associated with assuring that low-income targeting requirements are met. It is estimated that 80 trainings will be provided to FSNE projects and their partners. After taking a bye in FFY 07 due to the rebranding, in FFY 08 the *Network's* annual social marketing conference will be held in January. In the past, this conference has drawn over 800 attendees, including guests from other states and foreign countries. In FFY 08, California will co-host the WRO's first regional SNAP conference and welcome state teams from Food and Nutrition Service programs in the other seven western states.

The Master Contract for social marketing services now held by the Public Health Institute will expire in December, 2008. Therefore, a new solicitation will be released in FFY 08. In addition to the specialized staff employed through this contract, the contract is used to administer a variety of innovative, specialized leadership projects. Their purpose is to assist established, unique organizations that have influence and want to help increase healthy eating and physical activity with developing strategic approaches in coordination with the *Network* to achieve common goals. Projects are described in the Plan. Leadership organizations with which specific contracts are established will continue to include: the California Medical Association Foundation, the California Center for Research on Women and Families, California Women Can (formerly California Elected Women's Association for Education and Research), the Center for Collaborative Solutions, the First Five Association, the Ecology Center in Berkeley, the Oakland-based group Youth in Focus, the California Conference of Local Health Department Nutritionists, and the California Conference of Local Health Officers.

### **Materials**

Due to the national rebranding of *5 a Day*, the new *Network* name and attributes of empowerment, champion, and change agent, and the establishment of the new California Department of Public Health, all *Network* materials must be updated in FFY 07 and 08. The channel-specific materials developed especially for California's FSNE audiences needed for *Network* partners and activities are itemized in the state plan. These include brochures and posters, cookbooks, manuals and kits, electronic and intermediary materials, and retail aids. As always, partners will be encouraged to use USDA and other existing materials. All materials are reviewed by either the Healthy Kids Resource Center or State staff to assure accuracy and appropriateness.

### **Coordination, the Big Picture for FSNE in California**

UC FSNE and the *Network* will continue to work with other state agencies on the State Nutrition Action Plan which focuses on increasing fruits and vegetables. Most efforts to date have been

focused on schools—school gardens, *Fresh Start* (fresh fruit at school breakfast), and farm-to-school initiatives.

We will continue to look for ways to work with the CDSS Food Stamp Program to promote participation so as to help move California from being the lowest ranking state.

Finally, we continue to work as part of the Department's Obesity Prevention Group to shape actions called for in the California Obesity Prevention Plan to assure that new initiatives complement existing activities and reach more low-income Californians and communities. Currently, we are working as part of the team preparing the department's obesity prevention Budget Change Proposal for Governor Schwarzenegger's Health Care Reform proposal to the Legislature.

(See promotional calendar attached)