

STATE LEVEL PROJECT SUMMARY FORM
REGIONAL NETWORKS

1. Goals & Objectives (*See State Level Objectives*).

2. Project Title: *Regional Networks for a Healthy California*

a. Related State Objectives:

Related State Objectives include 1, 2, 4, 7 and 10

b. Audience

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American, Caucasian/White, and Latino/Hispanic populations

Languages: English, Spanish, and select Asian languages, which may include Chinese, Vietnamese, Korean, and/or Hmong.

Ages: All ages. Primary focus is on families, especially women with children.

The 11 Regional Networks are also responsible for providing services to *Network*-funded projects and FSNE intermediaries who serve the above target audience.

c. Focus on FSP Eligibles

All of the targeted regional activities are designed to reach Food Stamp Nutrition Education (FNSE)-eligible consumers where they shop, learn, work, socialize, exercise and live. In addition, regional activities reach FSNE intermediaries so that they in turn can more effectively provide nutrition education to the FSNE-eligible consumers that they serve.

Income Targeting Data Source:

Besides activities at location-based proxy sites, site verification of 50% or greater FSNE eligibles participating in the regional Fruit, Vegetable, and Physical Activity Campaigns and Programs and other regional activities will be based on the following data sources:

Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and WIC Income Guideline Qualifications.

d. Project Description

Key Strategies:

Nutrition education classes, community education events, promotion of healthy communities, consumer/community empowerment, media publicity and outreach, retail promotion, physical activity promotion, advisory council/task force, training/workshop/conference (for intermediaries).

Key Educational Messages: Childhood obesity prevention, chronic disease and obesity prevention, dietary quality, fruits and vegetables, healthier eating (general), cooking skills, physical activity promotion (integrated with nutrition education), food shopping/preparation, Food Stamp Program promotion (brief promotional message).

Intervention Sites:

Schools, afterschool programs, community-based organizations, community clinics, community youth organizations, faith/churches, food closets/pantries/banks, farmers' markets, festivals, food stamp offices, community gardens, grocery stores, Head Start, health care facilities/providers, Healthy Start, housing projects, public/community health centers, other preschools or daycares, parks & recreation centers, restaurants, WIC sites, worksites.

Projected Number of Contacts:*

Direct Contacts: 1,090,000

Indirect Contacts: 10,500,000

* Some numbers are repeated in the State Level Fruit, Vegetable, and Physical Activity Project Summary.

Frequency of Contacts: Over 28,300 classes, events, trainings, and point-of-purchase demonstrations will be held during the next year with the aim of achieving multiple contacts with the same FSNE-eligible consumers to build awareness, knowledge, and skills, and ultimately change the behaviors of consumers related to fruit and vegetable consumption and levels of physical activity. The frequency of contacts depends upon the community channels in which a consumer is reached. For more detail on the overall Statewide Campaigns and Programs, please refer to the *Network for a Healthy California Targeted Fruit, Vegetable, and Physical Activity Campaigns* State Level Project Summary.

Further, more than 60 regionalized trainings and collaborative forums with FSNE intermediaries and partners will be held during the year to strengthen the knowledge level and skills of local FSNE projects to serve the target population, as well as enhance coordination and synergy among local partners within the geographic regions.

Narrative Summary:

The regional structure is instrumental to the Network's overall infrastructure and accomplishment of its goals. The 11 Regional Networks (1) deliver the state-developed consumer campaigns and programs throughout the state, (2) maximize the impact of FSNE intermediaries by linking state-led initiatives to local programs, develop customized trainings and technical assistance, among other methods; and (3) foster regional collaboratives that stimulate synergy among all players at regional level and deepen the reach into FSNE eligible communities through regionalized initiatives that are based on identified needs, challenges and priorities.

Reaching FSNE Consumers

Below are brief descriptions of the state-developed consumer campaigns and programs-- *Children's Power Play! Campaign*, *Latino Campaign*, *African American Campaign*, *Retail Program* and *Worksite Program* -- and how they are activated regionally around the state. For more specifics on these campaigns and programs, please refer to the *Network for a Healthy California Targeted Fruit, Vegetable, and Physical Activity Campaigns* State Level Project Summary.

Children's Power Play! Campaign: The *Children's Power Play! Campaign* is implemented in all 11 regions to reach children through schools, community youth organizations, and a variety of media outlets, while also connecting these organizations with farmers' markets, supermarkets, and restaurants. The Campaign's interventions include interactive education activities conducted by adult intermediaries, promotional activities to increase awareness and generate excitement among children, and youth empowerment strategies to engage children in making positive changes in their environments.

Latino Campaign: The *Latino Campaign* in nine regions targets Spanish-language dominant and English-speaking low-income Latino adults, aged 18-54 years, by using culturally relevant and linguistically appropriate methods. Utilizing five community intervention channels, the Latino Campaign conducts skill-building and consumer empowerment activities at farmers'/flea markets; supermarkets and neighborhood grocery stores; direct health service provider and community-based organizations; large Latino festivals; and other community gatherings. The *Latino Campaign* coordinates public relations activities to present fruit, vegetable and physical activity-related issues to reach the target population through the media.

African American Campaign: The *African American Campaign* implemented in the six regions is designed to reach African American families in non-faith-based settings (to complement the *Network* funded local faith-based projects), and is implemented in local supermarkets and grocery stores, direct health service providers, and community-based organizations and by using community events and public relations activities.

Worksite Program: The latest intervention from the *Statewide Campaigns and Programs* to be "regionalized," the *Worksite Program* has been implemented by all 11 *Regional Networks*, focusing specifically on industries and worksites that employ low-wage workers.

Retail Program: The Retail Program is infused in all 11 regions and provides an intervention channel for the *Children's Power Play! Campaign*, *Latino Campaign*, and *African American Campaign*, in addition to reaching other FSNE eligible consumers not specifically targeted by the campaigns. At the regional level, the Retail Program uses a combination of in-store merchandising, such as point of sale materials and recipe cards; and promotional activities, such as food demonstrations and fruit and vegetable store tours, to help consumers choose healthy foods.

Maximizing FSNE's Impact

To maximize the impact of *Network* funded projects, specifically the LIAs, special projects and other FSNE intermediaries, the 11 regions host localized trainings, hold meetings to enhance collaboration, and provide coordination and communications support to all *Network*-funded projects and partners utilizing web based and e-mail mechanisms. In response to the Administrative Review (June 2006), focus will continue during FFY 2008 to tighten the linkages among LIA projects and special projects within their geographic regions. For example, face-to-face sharing forums to highlight best practices will be held in each region; LIA channel specific meetings and training will be held where appropriate; regional directories and calendars (available via website) will facilitate key partners connecting strategies and resources; and the *Regional Networks* will continue to reinforce the availability of existing resources (e.g., USDA materials).

Further, *Regional Networks* will continue to link State-led initiatives to local projects, especially in marketing efforts. During FFY 2008 the *Regional Networks* will be key in helping to infuse the new *Champions for Change* brand and consumer/community empowerment message throughout the *Network*-funded projects through their communications, trainings and meetings. They will facilitate the use of consistent "empowerment" messaging by regional partners, so that low-income consumers will receive reinforced messages from various partners. The local Champion Moms will continue to be involved in regional events and media opportunities. Depending on evaluation results, the state-led initiative on youth empowerment may be linked to local projects through the *Regional Networks*.

The *Regional Networks* also provide specialized expertise in two key areas – physical activity promotion and school nutrition education. How to effectively integrate physical activity into nutrition education in a variety of community and school settings used by local funded projects is a specialized function of the regional agencies. They provide *Network*-funded projects with physical activity resources, education, technical assistance, and demonstrations on integrating physical activity with nutrition education using creative ways. School nutrition education and parent education efforts are enhanced primarily by helping to

link various efforts together, namely the regional *Power Play! Campaign*, school LIAs operating in the region, and other school based programs (e.g., UC FSNEP). The State Nutrition Education Consultants operate regionally and assist the Regional Network Project Director in linking projects, sharing resources, and in developing trainings (where appropriate).

Strength through Collaboration

The *Regional Networks* convene Regional Collaboratives that bring local FSNE intermediaries and partners together to leverage FSNE activities, create synergy by working across sectors, and build the capacity of regional partners to address the issues and challenges facing the FSNE population in their geographic area. The Regional Collaboratives develop region-wide nutrition education messages/activities/initiatives that help empower the FSNE target population to create better access to healthier foods in low income communities. The region-wide initiatives are implemented in concert with regional campaigns, LIAs and other *Network* funded partners, through community events, public relations activities, and promotions with retailers, farmers' markets, other businesses and FSNE intermediaries. Mini-grants are also provided through the *Regional Networks* to reach the FSNE target audience in innovative nutrition education ways and/or reach other racial/ethnic FSNE populations.

e. Summary of Research

The **Fruit, Vegetable, and Physical Activity Campaigns** run by each region have undergone extensive formative research and impact evaluations by CPNS at the State level before being rolled out regionally. For more research details, please refer to the *Network for a Healthy California Fruit, Vegetable, and Physical Activity Campaigns* State Level Project Summary.

According to both the Centers for Disease Control and Prevention and the 2005 Dietary Guidelines, physical activity in conjunction with healthy eating make important contributions to one's health, sense of well-being, and maintenance of a healthy body weight.

Coordination of messages and programs/partners: Health and communications experts stress the importance of delivering consistent health messages on a topic regardless of the sponsor (i.e. agency), to reduce mixed health messages that create confusion and frustration for consumers. Coordination of geographically based programmatic efforts is considered very important by leading authorities, such as the U.S. Government Accounting Office.

f. Modification of Project Methods/Strategies

Core methods have not been modified; however ongoing feedback is obtained by regional agencies and consumers to ensure effectiveness.

g. Use of Existing Educational Materials

The following existing consumer educational materials/activities/curricula will be utilized.

Targeted Fruit, Vegetable, and Physical Activity Campaigns: For a complete listing and description of the State-developed materials being used by the Regional Networks, please refer to the *Network for a Healthy California Fruit, Vegetable, and Physical Activity Campaigns* State Level Project Summary.

Nutrition Education Reinforcement Items: A variety of nutrition education reinforcement items to enhance the interventions and are produced by CPNS at the state level and then distributed to the regions. Please refer to the *Network for a Healthy California Materials* State Level Project Summary.

Other *Network Materials*: The *Regional Networks* utilize other existing CPNS produced materials, especially media and public relations materials produced by the *Network's* Communications Unit such as Harvest of the Month, the Food Stamp Office Resource Kit, the Grassroots DVD (where appropriate), outdoor ads, and other media materials. The *Regional Networks* also utilize existing regional materials (e.g., regionalized strategic plans).

USDA/Other Materials Promoted/Used by Regional Networks: In addition to the materials described above, the *Regional Networks* and regional *Campaigns* promote the use of materials produced by USDA, the California Department of Education (CDE), and other reputable sources. Specifically, the children's *Campaign* promotes the use of Fruits and Vegetables Galore (USDA), The Power of Choice (USDA), Nutrition to Grow On (CDE), and the Nutrition Decathlon Toolkit (Health Education Council). Partners are encouraged to use their own funds for the School Health Index (CDC), Changing the Scene (USDA), and developed tools for evaluating community youth organization nutrition and physical activity environments.

h. Development of New Educational Materials

Physical Activity Guide: This guide will consist of 7-10 flip cards (spiral bound) of physical activities that can be conducted with Stretch Bands. The activities will provide users with graphics and descriptions for stretching and full body exercises that can easily be done with little resources or equipment. Nutritional messages will also be presented throughout the NERI item. This guide will help FSNE funded projects to integrate physical activity promotion into existing program activities.

Physical Activity Supplement: This supplement will be a physical activity tool to be used in conjunction with the Network for a Healthy California preexisting nutrition education campaigns and programs. The supplement will consist of physical activity education and activities that can be integrated into existing campaigns. This supplement is to be used by the *Power Play!*, African American, and Latino campaigns as well as LIA's and special projects. This supplement will provide consistency and increase the integrity to the physical activity activities conducted by regionally delivered campaigns, LIAs, and special projects.

i. Key Performance Measures/Indicators.

Key performance measures will include improvements in knowledge and increases in the key FSNE recommended behavioral outcomes; consumption of fruits and vegetables and increases in physical activity. Additional performance measures will include target audience impressions.

Measurement occurs through statewide and special surveys, the Semi-Annual Activity Reporting System, media reports, *California Dietary Practices Survey* of adults, the *California Children's Healthy Eating and Exercise Survey*, and the *California Health Interview Survey (CHIS)*, *California Teen Eating, Exercise and Nutrition Survey*. Other annual data sources include UC's *Food Behavior Checklist* for adults, the ERS (evaluation and reporting system) survey for youth, and the *Network Benchmark Survey*, impact evaluation conducted by the 40 largest local projects, and *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX³)*.

For more information see the Introduction to Section B.

3. Evaluation Plan

Previous Evaluation: For more detail on previous evaluation conducted, please refer to the *Network for a Healthy California Targeted Fruit, Vegetable, and Physical Activity Campaigns State Level Project Summary*.

Evaluation Type:

Formative: The *Regional Networks* routinely use formative research methods (e.g., consumer focus groups, key informant interviews, etc.) to determine effectiveness of messages, learn more about potential strategies that can be used by FSNE eligible consumers and intermediaries, and identify key places where FSNE eligible consumers may be reached.

Process: Measures will be collected by regional agencies via activity tracking forms and semi-annual activity reporting forms. Measure will include number of classes/events conducted, number of contacts, amount of media coverage generated, etc. In addition, the 11 Regional Networks submit semi-annual progress reports which include narrative descriptions and notations on scope of work forms. Regional Networks evaluate their regionalized trainings and forums.

Outcome: During this year, all of the *Regional Networks* will complete case studies on their regional nutrition education initiatives, noting changes that make it easier for FSNE eligibles to adopt healthy eating and physical activity lifestyles in their communities. The approach of the case studies will be primarily qualitative in nature (e.g., interviewing key staff) to document the process of how the initiative was conducted, but will also utilize indicators of effectiveness (e.g., media coverage, resulting changes). The scope of the case studies will focus on the initiatives conducted. Results from the case studies will be shared with other *Regional Networks* so that all can learn about how the regional nutrition education initiatives were conducted as well as determine their relative effectiveness and feasibility.

Evaluation Tools: *Network Case Study Guidelines*; adapted consumer surveys and questionnaires, activity tracking forms, SAAR forms, progress reports.

4. Coordination Efforts

The regional structure is designed to stimulate synergy between all players at the regional level, especially those who are funded by the *Network* and other FNS programs. The goal is to reach deeper into FSNE eligible communities, expand coverage, and reinforce and intensify empowering key messages to Food Stamp participants and those potentially eligible. The Regional Networks also assist the state by bringing new local partners to the state level (e.g., State Parks, California Department of Education, California Department of Social Services, etc.). The regional contractors will:

- Collaborate with local food stamp offices wherever possible. For example they assist with Food Stamp Office Resource Kit distribution and restocking of nutrition education materials, provide nutrition education and food demonstrations on-site, as well as involve food stamp office outreach workers in local and regional nutrition education activities wherever possible.
- Ensure members are utilizing existing USDA FNS materials and other qualifying nutrition education materials (mentioned previously in this section under USDA produced materials) in activities and events;
- Involve FNS programs (e.g., local UC Cooperative Extension offices; FSNEP) in the Regional Collaboratives to help coordinate regional nutrition education efforts, messages and activities;
- Work closely with WIC agencies to implement enhanced nutrition education activities thereby increasing consistent message delivery to the target audience; and
- Participate in the County Nutrition Action Plan (CNAP) process, primarily in areas where there are multiple *Network* funded county health departments.

**FFY 08 Project Summary Budget Form
Regional Nutrition Networks**

	FFY 07			FFY 2008			% Diff.
	PHI	State	Total	PHI	State	Total	
Federal Share Budget							
1. Personnel Salaries/Benefits	81,455	409,269	490,724	139,562	431,706	571,268	14.1%
2. Contracts/Grants/Agreements		9,394,500	9,394,500	0	9,694,500	9,694,500	3.1%
3. Non-capital Equipment/Supplies	4,304	20,859	25,163	8,800	21,927	30,727	18.1%
4. Materials				0			
5. Travel	6,915	17,290	24,205	14,200	14,000	28,200	14%
6. Administrative *				0			
7. Building Space *	8,502	99,476	107,978	17,400	106,016	123,416	12.5%
8. Maintenance *				0			
9. Equipment & Other Capital Expenditures	35,515		35,515	11,000		11,000	-223%
10. Total Direct Costs	136,691	9,941,394	10,078,085	190,962	10,268,149	10,459,111	3.64%
11. Indirect Costs @8.5 % of Personnel Costs*	16,227	29,877	46,104	31,509	36,695	68,204	32.40%
12. TOTAL COSTS	152,918	9,971,271	10,124,189	222,471	10,304,844	10,527,315	3.83%

* Administrative and Maintenance budgets are included in the line Building Space line
(See Appendices, Section C, Staffing and Section D, Budget Summary for detailed staffing costs and budget & justifications)
Item #2. Contracts/Grants/Agreements – See individual Project Summaries for LIA, NIA, and Special Projects in attachment binders.

* Indirect Cost rate for State is 8.5% of total personnel costs and PHI is 17.8% of total budget less subcontracts

STATE LEVEL PROJECT SUMMARY FORM
NETWORK FOR A HEALTHY CALIFORNIA FRUIT, VEGETABLE, AND PHYSICAL
ACTIVITY CAMPAIGNS

1. **GOALS & OBJECTIVES** (*See State Level Objectives*).
2. **Project Title:** *Network for a Healthy California Fruit, Vegetable, and Physical Activity Campaigns*

- a. **Related State Objectives**

Related State Objectives include 1a, 1c, 2a, 2b, 2d, 4, 6, 7, and 8.

- b. **Audience**

The campaigns and programs will target activities to Californians who are eligible or potentially eligible for the Food Stamp Program.

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American and Latino communities and selected materials available in Asian languages.

Languages: English, Spanish, and select Asian languages, which may include Chinese, Vietnamese, Korean, and/or Hmong.

Ages: Adults 18+, primarily women with children, and children ages 5-11 years

- c. **Focus on FSP Eligibles**

All of the targeted campaign and program activities funded by USDA are designed to reach Food Stamp Nutrition Education (FSNE)-eligible consumers where they shop, learn, work, worship, and live. These sites are identified using the data sources described below.

Income Targeting Data Sources:

Site verification of 50 percent or greater FSNE eligibles participating in campaign/program activities will be based on the following data sources:

- **Primary:** *Network* GIS census tract data; school free/reduced price meal program percentages; WIC income guideline qualifications; and retail sites with high Food Stamp redemption rates.
- **Secondary:** Sites meeting proxy criteria, such as food banks and public housing sites; community-based organization record audits; worksite-specific data; and consumer surveys.

d. Project Description

Key Strategies: Nutrition education classes; community events; retail promotions; print and outdoor media; radio/TV; internet/websites; training/workshops/conferences; advisory councils; nutrition education research/evaluation; worksite healthy food and physical activity promotions; consumer and community empowerment; promotion of healthy communities (promotion will be directly linked, supportive of, and proportionate to direct nutrition education for FSNE-eligible families).

Key Educational Messages: Primary messages focus on fruits and vegetables; physical activity promotion (integrated with nutrition education); and chronic disease and obesity prevention. Secondary messages include healthier eating, in general; food safety; cooking skills; and Food Stamp Program promotion (brief promotional messages).

Intervention Sites: Churches, community-based organizations, community events, community youth organizations, direct health service providers (education classes at community clinics and other health care organizations), farmers' markets, flea markets, grocery stores, low-wage worksites, media and public relations events, restaurants/foodservice, and schools.

Projected Number of Contacts:

Direct Contacts: 1,765,738 (includes 737,000 from the *Children's Power Play! Campaign*; 426,118 from the *Latino Campaign*; 127,620 from the *African American Campaign*; 145,000 from the *Retail Program*; and 330,000 from the *Worksite Program*)

Indirect Contacts: 65,723,262 (includes 5,185,000 from the *Children's Power Play! Campaign*; 1,173,882 from the *Latino Campaign*; 872,380 from the *African American Campaign*; 56,736,000 from the *Retail Program*; and 1,756,000 from the *Worksite Program*)

Frequency of Contacts:

The campaigns and programs aim to achieve multiple contacts in multiple channels with the same FSNE-eligible consumers in order to build awareness, knowledge, and skills, and ultimately change the behaviors of consumers related to fruit and vegetable consumption and levels of physical activity. The frequency of contacts will vary depending upon the community channels in which an individual consumer is reached.

For the *Children's Power Play! Campaign*, the majority of 9- to 11-year-old children will participate through school or a community youth organization and are expected to engage in at least five educational lessons each year, with additional exposure to the *Campaign* through retailers and other community channels. Other children may be reached only at a community event or retail grocery store if that child does not attend a school or youth organization participating in the *Children's Power Play! Campaign*. Overall, frequency of contacts with this audience has been lower since 2004, when new targeting thresholds required by USDA resulted in the elimination of all child-targeted advertising.

The *Latino* and *African American Campaigns* reach FSNE-eligible consumers with fruit, vegetable, and physical activity messages through community-based interventions at festivals, farmers'/flea markets, community clinics, health fairs, and retail outlets, with additional support from media and public relations activities. Although participants in these channels are not identified and tracked to determine the number of times they are exposed to the campaigns,

multiple contacts are expected to facilitate behavior change. Through the American Cancer Society's (ACS) *Body & Soul: A Celebration of Healthy Living* program, both campaigns will work with churches to engage participants in lessons from the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators*. The *Toolbox* is used as the nutrition education component within the *Body & Soul* framework. Church participants are expected to engage in four to six classes. The campaigns also partner with community-based organizations and direct health service provider health educators, who offer an average of seven classes to participants.

The *Retail Program* conducts merchandising activities at qualifying independent, small chain, and large chain grocery stores and supermarkets. Based on impression estimates for establishing merchandising materials in 1,000 stores and survey data that correlates low-income status with shopping three to four times a month, it is estimated that 14,184,000 low-income shoppers will receive four contacts each in 2008.

As part of the *Worksite Program*, the 220 participating worksites will implement two, 10-week *Take Action! Employee Wellness Programs*, resulting in a minimum of five direct contacts with each employee. FSNE-eligible employees also will be exposed to changes that support increased fruit and vegetable consumption and physical activity at their worksites based on the *California Fit Business Kit's* tools and two program posters.

Narrative Summary:

Network for a Healthy California Fruit, Vegetable, and Physical Activity Campaigns: The *Network for a Healthy California's* targeted statewide campaigns and programs empower FSNE-eligible Californians to consume the recommended amount of fruits and vegetables and enjoy physical activity every day. Five structured campaigns and programs have been developed, namely the *Children's Power Play! Campaign*, *Latino Campaign*, *African American Campaign*, *Retail Program*, and *Worksite Program*. All of the targeted campaign/program activities funded by USDA are designed to reach FSNE-eligible consumers where they shop, learn, work, worship, and live. These programs facilitate behavior change by reaching consumers directly through media and community venues and by educating and empowering FSNE-eligible families to make positive changes in their own environments.

These research-based, multi-channel, large-scale social marketing initiatives reach specific target audiences in the most effective, cost-efficient manner possible. The community channels utilized by each campaign/program have been selected to reach the largest proportion of each target audience in environments in which they will be most receptive to educational messages and program interventions. The campaigns and programs align with the *Network for a Healthy California's* brand, *Champions for Change*, allowing all of the *Network's* activities to work synergistically together to reinforce messages and promote behavior change.

The *Children's Power Play! Campaign* operates in all 11 *Regional Networks for a Healthy California (Regional Networks)* to reach children through nearly 600 schools and 1,000 community youth organizations (may include Local Incentive Awardee (LIA) schools and afterschool programs), while also connecting these organizations with farmers' markets, supermarkets, and restaurants. The *Campaign's* interventions include interactive educational activities conducted by adult intermediaries, promotional activities to increase awareness and generate excitement among children, and youth empowerment strategies to engage children in making positive changes in their environments. At the local level, *Campaigns* provide support to LIAs and other *Network-funded* projects serving 9- to 11-year-old children. State-level activities in FFY 2008 will focus upon integrating the *Champions for Change* brand into all *Campaign* elements and improving quality and reach through enhanced technical assistance to the regions

and state and local partnership development. The *Campaign* also will test potential new components for its regional interventions, including parent-targeted activities and children's empowerment projects (see Formative Evaluation description). The regional *Children's Power Play! Campaign* interventions will result in 737,000 direct contacts through nutrition education lessons and 5,185,000 indirect contacts with FSNE-eligible children in FFY 2008.

The *Latino Campaign* operates in 9 of the 11 *Regional Networks* where the highest proportions of FSNE-eligible Latinos live. Utilizing five community intervention channels, the *Latino Campaign* conducts skill-building and consumer empowerment activities at the local level. Throughout FFY 2008, the 9 regions will work in a minimum of 140 farmers'/flea markets, 270 qualifying supermarkets and neighborhood grocery stores, 360 direct health service provider organizations and community clinics, and 50 large Latino cultural gatherings. These activities, which will result in over 425,000 direct contacts and nearly 1.2 million indirect contacts with FSNE-eligible Latinos, will be reinforced with Spanish- and English-language television, radio, and outdoor advertising, media advocacy, and special community events. To support these activities, the *Latino Campaign* has a community empowerment platform to educate FSNE-eligible Latinos about the importance of eating more fruits and vegetables and being more physically active and of improving the availability of fruits and vegetables and safe physical activity opportunities in their communities. In FFY 2007, the *Latino Campaign* collaborated with the American Cancer Society (ACS) to begin an evaluation of the ACS *Latino Body & Soul* program in three *Latino Campaign* regions to determine the effectiveness of reaching FSNE-eligible Latinos in faith-based settings. The evaluation will be completed in FFY 2008.

The *African American Campaign* operates in 6 of the 11 *Regional Networks* where the highest proportions of FSNE-eligible African Americans live, and also funds 16 faith-based community projects within 5 of the regions. In FFY 2008, local agencies will implement nutrition education and physical activity promotion interventions through approximately 30 churches, 65 festivals, 20 farmers' markets, 280 supermarkets and neighborhood grocery stores, and 30 direct health service providers. Faith projects use the ACS *Body & Soul* program, which provides a framework for successfully influencing nutrition and physical activity behaviors among African Americans in church settings. In FFY 2007, the *African American Campaign* tested the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators* with African American audiences in church and other community settings. The purpose of the study was to test how well the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators* works in providing effective nutrition education for the community and to determine whether the *Toolbox* can be used to provide the nutrition education lessons within the *Body & Soul* program's framework. In FFY 2008, the *African American Campaign* will host forums to empower FSNE-eligible consumers to promote environments that support fruit and vegetable consumption and physical activity. These activities will be supported by media and public relations events that bring attention to the disparities and challenges that FSNE-eligible African Americans face in their communities. Interventions in these channels will result in over 125,000 direct contacts and nearly 875,000 indirect contacts with FSNE-eligible African Americans.

The *Retail Program* is integrated into each of the 11 *Regional Networks* and provides an intervention channel for the *Children's Power Play! Campaign*, *Latino Campaign*, and *African American Campaign*. In addition, many LIAs and other funded projects incorporate retail activities into their Scopes of Work and work with *Regional Networks* to connect schools and other community organizations with participating retailers. The *Retail Program* works with qualifying California grocery stores to increase the purchase of fruits and vegetables among FSNE-eligible adults and their families. The *Retail Program* uses a combination of in-store merchandising, such as point-of-sale materials and recipe cards, and promotional activities, such as food demonstrations and fruit and vegetable store tours, to help consumers choose healthy

foods. The *Retail Program* also provides retailers with advertising copy, artwork, and in-store radio announcements that enable them to create their own produce-friendly environments at the store level. Combined, these activities will result in 145,000 direct contacts and nearly 57 million indirect contacts with FSNE-eligible consumers in 1,000 out of approximately 5,800 grocery stores that are located in qualifying census tracts.

The *Worksite Program* operates in all 11 *Regional Networks*. The *Program* will be entering its second year of regional activities in FFY 2008 and each region will be charged with maintaining interventions in a minimum of 20 of their first-year worksites. Use of the *California Fit Business Kit* will continue in each worksite with the incorporation of two additional nutrition and physical activity tools from the *Kit*. The *Regional Networks* also will continue building awareness and adoption of the *Worksite Program* through public relations activities and partnership building. These activities will result in approximately 330,000 direct contacts and 1.75 million indirect contacts with FSNE-eligible employees statewide.

State-level campaign and program activities will include program development and refinement; materials updating to ensure inclusion of the *Champions for Change* brand; research and evaluation; partnership development; and oversight, training, and technical assistance for the 11 *Regional Networks* charged with implementing the campaign/program interventions at the local level (see *Regional Networks for a Healthy California* Project Summary and Training Project Summary).

e. Summary of Research

Each targeted campaign and program has undergone extensive formative research and impact evaluations. Focus groups, key informant interviews, community surveys, and statewide surveys have provided the basis for message, materials, and intervention development. Each intervention channel has been pilot tested and large-scale studies have been conducted to prove the effectiveness of the campaigns and programs. For example, formal evaluation studies conducted for the *Children's Power Play!* and *Latino Campaigns* showed significant gains in fruit and vegetable consumption as a result of the *Campaigns'* interventions (see section 3, *Evaluation Plan*). Elements of the *Retail Program* were included as part of these evaluation studies. In order to effectively reach the African American community, the *African American Campaign* adopted and currently implements the proven-effective ACS *Body & Soul* program. This program is based on a National Cancer Institute-funded research project, which was conducted by the University of North Carolina and Emory University in Atlanta (see section 3, *Evaluation Plan*). Each element of the *Worksite Program* also has been tested. The tools within the *California Fit Business Kit* have been pilot tested with worksite leaders throughout the state, and many of the tools were developed by using an existing evidence base. In FFY 2007, the *California Fit Business Kit's Take Action! Employee Wellness Program* was formally evaluated in five worksites. Refinements to this tool were made to both printed program materials and website pages based on the results of the evaluation. The *Worksite Program* also published the results of the worksite fruit snack study. There was a 39 percent increase in fruit and vegetable consumption among low-wage workers who were exposed to the fresh fruit snack deliveries three times per week as compared to the control worksites. The *Worksite Program* currently has a study underway to examine the effect of healthy food merchandising and promotions on the purchase of healthy food items at catering trucks that serve low-wage workers. The study began in FFY 2007 and will be completed in FFY 2008.

To monitor healthy eating and physical activity behaviors among the target audiences represented by each campaign and program, the team relies on the findings of the *Network's* three statewide surveys. The surveys, conducted every two years, include the adult *California Dietary Practices*

Survey, the *California Teen Eating, Exercise and Nutrition Survey*, and the *California Children's Healthy Eating and Exercise Practices Survey*. The *Network* also collaborates with the researchers conducting the Behavioral Risk Factor Surveillance Survey, the Women's Health Survey, and the California Health Interview Survey. The surveys are used to help set state and local priorities and to raise public awareness. (See Research and Evaluation Project Summary for more information.)

f. Modification of Project Methods/Strategies

Core interventions of the targeted campaigns and programs have not been modified, except for updating them with the *Champions for Change* brand. In addition, ongoing feedback is obtained by local agencies and consumers to ensure the effectiveness of the interventions. In FFY 2008, the *Latino Campaign* will complete the ACS *Body & Soul* evaluation study and use the results of the study to determine whether to add a faith-based intervention channel in FFY 2009. Likewise, the *Children's Power Play! Campaign* will pilot test two potential new intervention components for the regions, including parent-targeted components and a children's photo voice project. (See section 2.d. for a complete description of *Campaign* interventions and section 3. for further detail on formative evaluation projects).

Plans to fully develop an *Asian Campaign* have been put on hold due to funding limitations. As an alternative, the existing targeted campaigns and programs will use the Asian formative research results to integrate Asian targeted materials and activities into their interventions. For example, adult targeted materials from the *Children's Power Play! Campaign, Retail Program*, and *Worksite Program* will be translated to select Asian languages, as appropriate. In addition, formative research results will be reviewed to identify any possible modifications to existing interventions to more effectively address Asian audiences within the context of the larger FSNE-eligible audience.

g. Use of Existing Educational Materials

The campaigns and programs use materials that have been designed and tested for their target audiences. These materials will continue to be modified as necessary to incorporate the new *Network for a Healthy California's Champions for Change* brand, the California Department of Public Health and, when appropriate, the national *Fruits and Veggies—More Matters* brand. The materials may also be modified to improve their content based upon feedback from local projects. Materials will be printed as funds permit.

Educational Activities/Curricula

1. *School Idea & Resource Kit*: Produced by the *Children's Power Play! Campaign*, the *School Kit* includes both fourth- and fifth-grade editions. The *Kits* each include 10 activities related to fruits and vegetables and physical activity and link to the fourth- and fifth-grade California Content Standards for English/Language Arts and Mathematics. The worksheets and parent letter included in the *Kit* are in both English and Spanish. The *Kits* were evaluated and proven effective in positively influencing key determinants of fruit and vegetable consumption and physical activity levels among fourth and fifth graders. The *Kit* was originally published in 1994 and most recently updated in 2006. The new brand will be incorporated prior to reprinting in FFY 2008.
2. *Power Up for Learning: A Physical Activity Supplement to the School Idea & Resource Kit*: Produced by the *Children's Power Play! Campaign*, *Power Up for Learning* is designed to assist teachers in reinforcing classroom-based nutrition education lessons through physically active games. This piece was published in FFY 2007 and will be modified as necessary in

FFY 2008 based on the results of a pilot test. The content, which is intended for teachers, is in English only.

3. Community Youth Organization (CYO) Idea & Resource Kit: Produced by the *Children's Power Play! Campaign*, the *CYO Kit's* 20 activities are for youth leaders in afterschool programs, summer programs, and clubs serving 5- to 11-year-old children. The worksheets and parent materials included in the *Kit* are in both English and Spanish. The *Kit* was originally published in 1995 and most recently updated in 2006. The new brand will be incorporated prior to reprinting in FFY 2008. Also in FFY 2008, the *Campaign* will work to identify links between the *Kit's* activities and the California Content Standards in English/Language Arts, Mathematics, Science, and Physical Education, better allowing afterschool programs to support the subject matter taught during the school day.
4. Fruit, Vegetable, and Physical Activity Toolbox for Community Educators: Originally developed by the *Latino Campaign* in 2004, the *Toolbox* was designed so that community educators can easily teach FSNE-eligible Latino adults about how to increase their fruit and vegetable consumption and physical activity. Each item in the *Toolbox* has been revised to meet the 2005 Dietary Guidelines for Americans and was tested in 2007 with FSNE-eligible African American adults to ensure broader application of this educational tool. The *Toolbox* is in both English and Spanish.
5. Nutrition and Health Barriers Facing California Latinos - Latino Community Leaders Recommend Practical Solutions: Developed in 2005 and re-branded in 2007 by the *Latino Campaign*, this issue-oriented summary of California's Latino health status includes solutions to help build long-term, sustainable, community-level change that supports fruit and vegetable consumption among FSNE-eligible Latino adults. The solutions were provided by FSNE-eligible Latina mothers, Latino health advocates, and key stakeholders at three large Latino community forums held across the state as a part of the 2004 Latino Health Awareness Month activities. The document is available in both English and Spanish.
6. A Day in the Life Video and Discussion Guide: Produced by the *African American Campaign* in 2006, these English-language tools are designed to help community educators deliver a fun and effective educational lesson on ways to eat the recommended amount of fruits and vegetables and get the recommended levels of physical activity where they live, work, worship, play, and shop. In FFY 2008, the video and discussion guide will be revised to include the new brand.
7. Conducting Successful Nutrition Education and Physical Activity Promotion at Community Events Manual: Produced by the *African American Campaign* in FFY 2006 and revised and re-branded in FFY 2007, the English-language manual provides guidance and tools to successfully reach members of the community through a variety of events, such as festivals, health fairs, farmers' markets, and flea markets. The newest edition includes both adult- and child-targeted interventions. It provides easy-to-implement activities that will help improve fruit and vegetable consumption and physical activity among the target audience.
8. African American Campaign Health Ministry Manual: Originally completed by the *African American Campaign* in 2007, the purpose of this English-language manual is to help churches and other faith-based organizations start health ministries and/or expand their existing ministries to address fruit and vegetable consumption and physical activity promotion. It offers useful information, examples, and tips to guide community educators in creating a customized program to improve the health of African Americans. It is designed for use by health ministers, lay ministers, church staff, and volunteers.

9. *Retail Food Demonstration Training Kit*: Originally developed in 2004 by the *Retail Program*, updated in 2006, and re-branded in 2007, this resource offers a step-by-step process for conducting fruit and vegetable food demonstrations at neighborhood grocery stores and supermarkets. The tool includes resources, templates, and checklists for food preparation and effective food demonstration execution.
10. *Retail Store Tour Guide*: This English-language resource offers a step-by-step process for conducting fruit and vegetable store tours for youth or adult groups at neighborhood grocery stores and supermarkets. The tool includes resources, activities, templates, and checklists for conducting interactive store tours.
11. *Produce Quick Tips*: Developed by the *Retail Program* in 2005 and revised in 2007, these colorful, 4" x 6" flash cards (available in English and Spanish) are used as a nutrition education tool for store tours, food demonstrations, and other skill-development opportunities at festivals, churches, schools, and other places where fruits and vegetables are available. Each card features select fruits and vegetables; information on the best time of year to buy quality, affordable fruits and vegetables; nutrition information; selection tips; as well as preparation and storage information. The cards also correspond with the *Networks' Harvest of the Month* school resource program, which is being implemented in California schools.
12. *Retail Program Point-of-Sale Merchandising Materials*: Developed by the *Retail Program* in 2003 and revised in 2007, the merchandising materials are an integrated point-of-sale merchandising program that provides retailers with a variety of signage options and allows more customized promotion of fruits and vegetables at the point-of-sale. Options include a floor stand display with seasonal posters, a counter top sign that holds 300 recipe cards, recipe card holders for the canned fruit and vegetable aisles, cross promotional wobblers, freezer case promotional clings, retail *Harvest of the Month* newsletters, and outdoor banners for independent retailers that choose to significantly increase the quantity and quality of their fresh produce. Merchandising materials are produced in both English and Spanish.
13. *Produce Handling Guide*: Originally developed by the Fresh Produce and Floral Council in 2006, this English-language guide helps independent retailers, located in qualifying census tracts, learn how to store and rotate fresh produce and identify items that need to be discarded. *Retail Program* staff will have the guide translated into Spanish and updated with the new brand in FFY 2008.
14. *California Fit Business Kit*: Originally created by the *Worksite Program* in 2005, this suite of tools and resources is used to help employers in qualifying locations develop and implement workplace cultures and environments that support healthy eating and physical activity for their low-wage workers. In 2006, the *Kit's* resources were expanded and the *Kit* was re-branded in 2007. The suite of resources now includes: *Check for Health, Take Action! Employee Wellness Program, Healthy Meeting Policies, Vending Machine Nutrition Standards, Healthy Dining Menu Guidelines, A Guide to Bringing Farm Fresh Produce to the Worksite, Healthy Stairwells Tool, and A Guide to Creating Worksite Walking Clubs.*
15. *Workplace Nutrition and Physical Activity - An overview of the facts, case studies, and information resources*: In 2003, the *Worksite Program* released an issue-oriented brief that provides practical solutions on what employers, employees, and community organizations can do to improve worksite wellness through fruit and vegetable consumption and physical activity. The brief also includes best practice case studies and information resources. The brief was updated in 2005 to include additional resources and case studies and was re-branded in 2007.

Cookbooks

16. *Kids...Get Cookin'!* cookbook: Produced by the *Children's Power Play! Campaign*, this kid-oriented bilingual cookbook features fun graphics, 20 tasty recipes in both English and Spanish, and celebrities. The cookbook was originally published in 1995 and most recently updated in 2007 to ensure that the recipes meet the new National Fruit and Vegetable Program criteria.
17. *Healthy Latino Recipes Made with Love* cookbook: Developed by the *Latino Campaign* in 2004, this second edition English- and Spanish-language cookbook provides traditional favorites that offer a greater variety of colorful fruits and vegetables while reducing the amount of fat, cholesterol, and sodium per serving. The cookbook was updated in 2007 to ensure that the recipes meet the new National Fruit and Vegetable Program criteria, and it was also re-branded.
18. *African American Campaign* cookbook: The cookbook, adopted in-part from the National Cancer Institute, was completed in FFY 2007. The cookbook features healthy versions of African American family-favorite meals and snacks, preparation tips, and photos of easy-to-prepare recipes that include a variety of colorful, culturally-appropriate fruits and vegetables. The cookbook is in English only.
19. *Everyday Healthy Meals* cookbook: A 2007 revision to the *Retail Program's 2004 Discover the Secrets to Healthy Living* cookbooklet, this cookbook was created for FSNE-eligible adults and their families and is distributed through supermarkets and neighborhood grocery stores, festivals, health care organizations, low-wage worksites, farmers' markets, and flea markets. It contains recipes that encourage FSNE-eligible consumers to eat more fruits and vegetables every day. The cookbook is in both English and Spanish.

Brochures

20. *Help Your Kids Power Up with Fruits and Vegetables and Be Active* brochure: Produced by the *Children's Power Play! Campaign*, this full-color brochure in both English and Spanish gives parents easy ideas for helping their kids eat more fruits and vegetables and get more physical activity. The brochure was originally published in 1994 and most recently updated in 2007.
21. *Get Your Calcium the Fruit and Vegetable Way* brochure: Produced by the *African American Campaign* in 2005, the English-language brochure provides information for FSNE-eligible African Americans on foods, particularly fruits and vegetables, which contain calcium. This brochure will be updated to include the new brand in FFY 2008.
22. *Fruits and Vegetables for Your Health, Your Neighborhood, and Your Life* and *Physical Activity for Your Health, Your Neighborhood, and Your Life* brochures: Developed and tested by the campaign in 2006 and produced in 2007, these educational brochures provide FSNE-eligible consumers with positive strategies to create healthier homes and communities so that eating fruits and vegetables and enjoying physical activity every day are socially supported and easier to do. The brochures are available in English and Spanish.

Posters

23. *Children's Cups of Fruits and Vegetables* poster: Produced by the *Children's Power Play! Campaign*, this bilingual (English/Spanish) poster uses children's hands to demonstrate different amounts of fruits and vegetables, thus enabling them to gauge their progress toward the MyPyramid recommendations. This poster was originally produced in 2003 and most recently updated in 2006.

24. “Afternoon in the Park” Artwork: In 2001, the *African American Campaign* commissioned an original piece of artwork titled "Afternoon in the Park" by African American artist Michael Cunningham. “Afternoon in the Park” is a positive depiction of an African American family playing together and eating healthfully. The *African American Campaign* uses the artwork to inspire and build upon the African American culture’s overall appreciation of the arts to establish healthful eating and increased physical activity as a social norm. The artwork is featured on promotional pieces such as posters, recipe cards, and brochures and is in English only. The artwork was re-branded in FFY 2007.
25. “A Healthy Tradition for a Healthy Life” Mural: The *Latino Campaign* commissioned this original piece of art from Fresno-based artist Ramiro Martinez. The artwork was created to celebrate the contributions and culture of the Latino community in California and to help encourage California Latinos to eat healthier and be physically active. The original artwork was unveiled in June 2003 at the first Latino Health Awareness Month in California. The artwork has been reproduced in printed educational materials and posters for distribution statewide. The artwork was re-branded in FFY 2007.

Nutrition Education Reinforcement Items

The campaigns and programs use a variety of the nutrition education reinforcement items produced by the *Network* to enhance the interventions. All items include nutrition education messages and meet USDA cost criteria. They include T-shirts, backpacks, lunch coolers, aprons, shopping notepads, hats, fruit and vegetable scrub brushes, measuring cups, zipper pulls, kicksacks, beach balls, jump ropes, flying disks, and pencils. Specific items may be modified based upon feedback from intermediaries and the target audience.

USDA/Other Materials Promoted/Used by Campaigns

In addition to the materials described above, the campaigns and programs promote the use of materials produced by USDA, the California Department of Education (CDE), the Centers for Disease Control and Prevention (CDC), the Produce for Better Health Foundation (PBH), and other reputable sources. For example, the *Children’s Power Play! Campaign* promotes the use of Fruits and Vegetables Galore (USDA), The Power of Choice (USDA), Nutrition to Grow On (CDE), and the Nutrition Decathlon Toolkit (Health Education Council). The *Children’s Power Play! Campaign* also encourages partners to use their own funds for the School Health Index (CDC), Changing the Scene (USDA), and a locally developed tool for evaluating community youth organization nutrition and physical activity environments. The *African American Campaign* promotes and uses the ACS *Body & Soul* program, and the *Latino Campaign* is using similar resources as part of its faith-based evaluation study with ACS. In addition, the campaigns and programs monitor fruit and vegetable and physical activity messages and materials that are disseminated by USDA, CDC and PBH, and use these messages, as appropriate, in revised educational materials. The newly-introduced USDA materials, Loving Your Family, Feeding Their Future, will be reviewed for possible inclusion in campaign/program interventions.

h. Development of New Educational Materials

No new educational materials are planned for FFY 2008; however, the campaigns/programs will routinely review new USDA materials to determine whether they should be reproduced or purchased in order to infuse them into our interventions.

i. **Key Performance Measures/Indicators.**

See section 2.d., projected number of contacts, frequency of contacts and narrative summary, for the key performance measures/indicators.

3. **Evaluation Plan**

Previous Evaluation: As noted above, the *Campaign* has undergone formative, process, and impact evaluations. For example, a large-scale evaluation of the *Children's Power Play! Campaign* conducted in 1995 indicated that the *Children's Power Play! Campaign*, when implemented through schools alone, positively influenced children's knowledge and attitudes, and increased fruit and vegetable consumption by 7 percent. When a multi-channel, community-wide approach supplemented the school activities, fruit and vegetable consumption increased 14 percent. The *Campaign's* current design is based upon the multi-channel approach proven successful through the study. Additionally, the *California Children's Healthy Eating and Exercise Practices Survey*, a biennial statewide survey of 9- to 11-year-old children, provides dietary and activity information and helps to guide the *Campaign's* future direction. Data from the 2005 survey indicate that children who reported being aware of the *Children's Power Play! Campaign* were more likely, compared to those not seeing or hearing about the *Campaign*, to eat 3 or more servings of vegetables (15 vs. 8 percent, $p < .05$) and 5 or more servings of fruits and vegetables (19 vs. 11 percent, $p < .05$). These children also ate more servings of vegetables (1.3 vs. 1.0 servings, $p < .01$). Looking at the *Dietary Guidelines for Americans* (2005), *Campaign*-aware children were three times more likely to meet the guideline for cups of vegetables (12 vs. 3 percent, $p < .001$) and six times more likely to meet the guidelines for both cups of fruits and vegetables (6 vs. 1 percent, $p < .05$).

In 2000, the *Latino Campaign* formally evaluated the effect of its community and media interventions on the fruit and vegetable consumption of Latino adults. The results showed that the *Campaign* significantly increased fruit and vegetable consumption among Spanish-speaking Latinos by 37 percent. Psychosocial determinants of fruit and vegetables consumption were also influenced positively. Additionally, results from the *California Dietary Practices Survey*, a biennial statewide survey of adults, showed increased consumption of fruits and vegetables between the years 2003-2005 among Latino adults, from 4.1 to 4.3 daily servings. Since the *Network* baseline in 1997 to 2005, there has been more than a ½ serving (0.6) increase in fruit and vegetable consumption among Latino adults (3.7 to 4.3, respectively).

In partnership with the American Cancer Society and National Cancer Institute, the *African American Campaign Faith-Based Community Projects* implement the *Body & Soul* program. An impact evaluation study conducted by the University of North Carolina and Emory University showed that the *Body & Soul* program significantly increased fruit and vegetable consumption, decreased fat consumption, and increased internal motivation and self-efficacy among program participants. It was particularly important that the impact evaluation demonstrated that churches could implement the program on their own and achieve a significant change in behavior. Additionally, results from the *California Dietary Practices Survey* showed increased consumption of fruits and vegetables between the years 2003-2005 among African American adults, from 3.0 to 3.6 daily servings.

The *Retail Program* has been evaluated through retail exit surveys that are completed annually by retailers who implement the merchandising and promotion program in their grocery stores. The surveys measure retailer interest in and commitment to partnering with the *Retail Program* in the future and gather suggestions on how to improve the merchandising and promotion program. The

Retail Program also has conducted shopper intercept surveys with FSNE-eligible customers to measure their reactions to the point-of-sale materials, food demonstrations, and in-store messages. In addition, elements of the *Retail Program* were included in the impact evaluations of the *Children's Power Play!* and *Latino Campaigns*.

Key informant interviews and focus groups with business leaders and focus groups with low-wage workers formed the basis for the development of the *Worksite Program*. Each element of the *Worksite Program* also has been tested. The tools within the *California Fit Business Kit* have been pilot tested with worksite leaders throughout the state, and many of the tools were developed by using an existing evidence base. Results from the worksite fruit snack study, which was conducted in low-wage worksites, showed a 39 percent increase in fruit and vegetable consumption as a result of the program. The *Take Action! Employee Wellness Program* was also formally evaluated and refinements to the program and website were made in FFY 2007.

Evaluation Type

Formative: The *Children's Power Play! Campaign* will pilot test potential new components for its regional interventions, including parent-targeted activities and a children's photo voice project. The parent activities may include distribution of existing parent-targeted print materials through the *Campaign's* existing channels, partnerships with parent-teacher groups at schools, public relations components targeting parents, and participation in back-to-school and/or open house events. The pilot test will focus upon the feasibility of integrating parent-targeted activities into the *Campaign's* existing scope of work and infrastructure, based upon feedback from regional staff, intermediaries, and parents. In addition, the *Children's Power Play! Campaign* will identify one region to pilot test a photo voice project with 9- to 11-year-old children. Photo voice offers children the opportunity to use disposable cameras to document their food and physical activity environments, identify barriers they face in eating more fruits and vegetables and being more physically active, and develop and work toward possible solutions. The *Network for a Healthy California—Los Angeles Region* conducted a photo voice project with teens in FFY 2007 and is developing an instructional manual that will be used with the *Campaign's* pilot. The pilot test will focus upon the feasibility of using photo voice with 9- to 11-year-old children, as well as the potential for increasing awareness of the food and physical activity environments in which children live and stimulating action among consumers and also among partners that can help the FSNE-eligible population become champions for change in their own communities. Results from both pilot tests will be used to determine appropriate activities to add to the regional scope of work for the period beginning in FFY 2009.

Process: Local agencies will continue to collect process evaluation measures for the *Children's Power Play! Campaign*, *Latino Campaign*, *African American Campaign*, *Retail Program*, and *Worksite Program* via activity tracking forms. Measures will include number of classes/events conducted, number of contacts, number of partner organizations, worksite nutrition and physical activity changes, participation in the *Take Action! Employee Wellness Program*, and documentation of media efforts across all campaigns and programs. The campaigns and programs also will begin implementing changes required to comply with the new EARS reporting system.

The *Latino* and *African American Campaigns* will conduct their annual consumer surveys at churches, festivals, farmers'/flea markets, and grocery stores to gauge consumer behaviors and opinions related to fruit and vegetable consumption and physical activity. In FFY 2008, the surveys will measure consumer knowledge and awareness of *Campaign* messages and the *Champions for Change* brand, fruit and vegetable consumption and physical activity behaviors in comparison to USDA recommendations, and use of social services including food stamps. The

results will be used to confirm appropriate targeting, identify areas for *Campaign* improvement, and identify appropriate messaging and themes for the annual Black History Month and Latino Health Awareness Month activities.

Outcome: The *Latino Campaign*, in collaboration with the American Cancer Society, will complete its evaluation study of the ACS Latino *Body & Soul* program in three Latino regions. The *Latino Campaign* will measure changes in fruit and vegetable consumption and related psychosocial determinants among FSNE-eligible Latino adults to determine the effectiveness of the program. If proven effective, the program will be expanded to the 9 *Regional Networks* implementing the *Latino Campaign* beginning in FFY 2009.

If funds become available in FFY 2008, the *African American Campaign* will conduct a large-scale, quasi-experimental evaluation study to assess the impact of its church, festival, farmers' market, grocery store, direct health service provider, and media interventions. Behavior changes and psychosocial determinants of fruit and vegetables consumption and physical activity will be assessed. Baseline/pretest, posttest, and three-month follow-up surveys will be administered to measure these changes. Valid and reliable questions will be used to assess the outcome variables. Results of the evaluation study will be used to refine the *African American Campaign* interventions and establish its complete evidence base.

The *Retail Program* will establish a "First of the Month" merchandising and promotion pilot program in a minimum of 10 grocery stores located in FSNE-eligible census tracts. The purpose of the pilot program is to determine the impact of fruit and vegetable merchandising and promotional activities on the purchase of selected fruits and vegetables during the time of the month when food stamps are dispersed.

The *Worksite Program* will provide a published report on the results of the FFY 2007 catering truck study. The study examined the effect of healthy food merchandising and promotions on the purchase of healthy food items at catering trucks serving low-wage workers. The results will provide direction on how to use catering trucks as a channel to reach and change the purchasing habits of FSNE-eligible consumers.

Evaluation Tools: Consumer surveys and questionnaires, intermediary questionnaires, focus groups and/or informal roundtable discussions, intercept surveys, key informant interviews, and sales data.

4. Coordination Efforts

The targeted campaigns and programs are aligned with the *Network for a Healthy California's* overall strategy, brand, and messaging. Locally, they operate within the *Regional Network* structure and are designed to complement and work synergistically with *Network* school and community LIAs, Special Projects, and partnership initiatives to create horizontal and vertical integration. This coordination strategy, which has been enhanced since bringing the campaigns/programs into the *Regional Network* structure, helps to pull the campaigns and programs deeper into low-income communities, expand campaign/program resources into LIA programs, and intensify the messages that FSNE-eligible consumers receive about fruits and vegetables and physical activity from the state, regional, and local levels.

The campaigns and programs promote the use of nutrition assistance programs such as food stamps, food banks, WIC, and school meals to help families extend their food dollars and obtain the foods they need to maintain their health. The campaigns and programs use flyers, brochures, and other educational materials to connect FSNE-eligible families with local resources for health information and physical activity options. The *Regional Networks* have established partnerships with local Food Stamp Program Offices and provide opportunities for Food Stamp Program staff to participate in

community events. The campaigns and programs have developed and tested age-, culturally-, and linguistically-appropriate materials for each target audience (e.g., children 5-11 years of age, African American adults, and Latino adults). These materials are made available to all LIAs to use in educating their program participants.

The *Children's Power Play! Campaign* coordinates with U.C. FSNEP's school-based programs for classrooms and cafeterias in order to cross-promote programs and ensure complementary services. The *Children's Power Play! Campaign's School Idea & Resource Kits* are on the approved materials list for the U.C. Cooperative Extension Programs. During FFY 2008, the *Children's Power Play! Campaign* and U.C. FSNEP state-level staff will identify model counties that are successfully working together to promote resources to the community. These models will be shared statewide to facilitate improved coordination. State-level *Children's Power Play! Campaign* staff will conduct periodic meetings with U.C. FSNEP staff to continue to coordinate efforts and encourage similar coordination at the regional level.

FFY 08 Project Summary Budget Form

Network for a Healthy California Fruit, Vegetable, and Physical Activity Campaigns

	FFY 2007			FFY 2008			% Difference
	PHI	State	Total	PHI	State	Total	
Federal Match Budget							
1. Personnel Salaries/Benefits	1,144,405		1,144,405	1,215,246		1,280,058	12%
2. Contracts/Grants/Agreements**	2,893,949		2,893,949	2,258,000		2,439,000	(16%)
3. Non-capital Equipment/Supplies	96,033		96,033	70,400		74,800	(22%)
4. Materials ⁺	1,338,000		1,338,000	0		1,907,526	43%
5. Travel	51,924		51,924	57,700		64,800	25%
6. Administrative	186,000		186,000	186,000		0.00	(100%)
7. Building Space	136,032		136,032	139,200		147,900	9%
8. Maintenance	0		0	0		0.00	-
9. Equipment & Other Capital Expenditures	68,864		68,864	80,400		85,900	25%
10. Total Direct Costs	\$5,915,207		\$5,915,207	4,006,946		\$5,999,984	1%
11. Indirect Costs	357,597		357,597	368,436		272,820	(24%)
12. TOTAL COSTS	\$6,272,804		\$6,272,804	4,375,382		\$6,272,804	0%

(See Appendices Binders, Section D, PHI Budget for detailed budget & budget justification)

⁺ **The materials budget to support the Fruit, Vegetable, and Physical Activity Campaigns is located in the Materials Project Summary and budget justification in the final plan. These numbers are included here for the plan draft to assist in comparing the total Fruit, Vegetable, and Physical Activity Campaigns budget from FFY 2007 to FFY 2008. After the materials budget is removed from this budget, adjustments will be made to the Total Direct Costs and TOTAL COSTS lines.**

Local County

STATE OFFICE BUDGET

Please note: This State Office Budget is for information only.

The numbers below detail out the FFY 08 usage of funds collected through each County/Supplemental Project's 10% contribution towards the State Office Budget and from additional Unallocated State Share. (10% = Administrative Costs in Counties / Supplemental Projects = \$472,085)

Additional Unallocated State Share (State Budget = \$6,302,632 Federal Budget = \$6,406,750 var = \$104,118).

\$85,343 Direct Costs x 22% = \$18,776 Indirect Cost = \$104,118 available

(\$472,085 + \$85,343 = \$557,428 Direct Cost available for State Office funding x 22% Indirect \$122,634 = \$698,837

State Office utilizes \$545,476 Direct Costs & 22% = \$120,005 Indirect Costs Total = \$665,481

	2006-2007 Total Programs	FFY 2007-2008	\$ variance TY / LY	% variance TY / LY
Federal Share Budget				
SALARY	408,282	306,626	(101,656)	-25%
BENEFITS	127,846	121,791	(6,055)	-5%
Salary / Benefits	536,127	428,417	(107,710)	-20%
Contracts / Grants / Agreements (OTHER SHARE)	-	-	-	0%
Supplies	80,768	84,819	4,051	5%
Non Capitalized Equipment	-	2,600	2,600	0%
Materials	-	-	-	0%
Travel	25,000	29,640	4,640	19%
Administrative / (in counties - state office budget)	-	-	-	0%
Building Space	-	-	-	0%
Maintenance	-	-	-	0%
Equipment & Other Capitalized Expenditures	-	-	-	0%
Indirect Costs (county)	-	-	-	0%
Indirect Costs (state office)	141,217	120,005	(21,212)	-15%
Indirect Costs	141,217	120,005	(21,212)	-15%
Project Totals	783,113	665,481	(117,632)	-15%

"Administrative" Funding (10% of all County Direct Costs)	(443,649)
"Administrative" Funding (10% of all Supp Proj. Direct Costs)	(28,436)
Total Funding via County / Supplemental Administrative 10% Direct Cost allocation	(472,085)
Indirect Costs related to State Share	(103,859)
Funding due to aggregate State Share overages	(104,118)
<i>available direct cost allocation</i>	(85,343)
<i>resultant indirect cost allocation</i>	(18,775)
Total Direct Cost available	(557,428)
Indirect Costs related to State Share	(122,634)
Total State Share available to fund State Office	(698,837)

Budget Justifications: STATE OFFICE BUDGET

CBO ID NUMBER

STAFFING JUSTIFICATIONS / SALARY

Position #	POSITION TITLE	Annual Salary	FTE		STATE DOLLARS	FEDERAL DOLLARS	TOTAL	% FSNE TIME	% FSNE TIME
			CHARGED TO FSNEP				STATE AND FEDERAL DOLLARS	SPENT ON MGMT ADMIN DUTIES	SPENT ON DIRECT DELIVERY
1	FSNEP DIRECTOR/ PI	117,526	0.75		-	88,145	88,145	100%	0%
2	OFFICE MANAGER /MSO	60,000	1		-	60,000	60,000	100%	0%
3	PROGRAMMER	49,732	1		-	49,732	49,732	100%	0%
4	ANALYST II	45,760	1		-	45,760	45,760	100%	0%
6	PROGRAM REPRESENTATIVE	43,980	0.5		-	21,990	21,990	100%	0%
7	ADMIN ASSIST	41,000	1		-	41,000	41,000	100%	0%
			5.25		-	306,627	306,627		

Position Descriptions; FSNEP

1	FSNEP DIRECTOR/ PI	Preparation of NEP (Nutrition Education Plan) with DHS for CDSS and USDA review; liaison with CDSS and USDA food and nutrition policy issues; FSNEP representative at state level meetings (USDA//CDSS and partners; overall decisionmaker on nutrition program content and delivery strategies as well as "state share" requirements; interacts with locals (both UCCE and Food Stamp Office)
2	OFFICE MANAGER /MSO	Preparation of NEP (Nutrition Education Plan) statewide budget and budget narratives; federal and state budget matching funds analysis, budget management and monitoring, preparation of budget reports for CDSS; preparation of analysis and recommendations on statewide fiscal issues, monthly financial reconciliations. Supervises Analysts and Program Representatives; training and advising county staff on fiscal, personnel and other administrative matters; Implementation of Effort Reporting System for Cost Sharing Reports; Coordination of Nutrition Education Committee and Conference Planning Committee
3	PROGRAMMER	Develop and maintain FSNEP website for FSNEP; provide database support and development for FSNEP; update website to add new information for/about FSNEP; provide onsite technical assistance to office staff and county personnel; provide assistance to Office Manager
4	ANALYST II	Under supervision of MSO; work with counties as direct contact to meet individual needs; process all purchases for designated counties and create/maintain inventory lists for CDSS reviews for equipment; process travel and travel approval; work with regional offices; work independently on PO's and travel for designated counties; cross train, provide support and checks and balances to other Analyst.
6	PROGRAM REPRESENTATIVE	Collects and analyzes Evaluation Data, prepares reporting summarizing data for Final Report and the NEP. Prepares reports for FSNEP director and county statistica for Final Report; special projects as assigned.
7	ADMIN ASSIST	Provides general program support to PI/ Director; support to FSNEP committees, manages all purchase and travel purchase orders/documents; provides word processing /editing support to team and Director on Nutrition Education communications. Create and maintain computerized time reporting tracking/ equipment tracking systems. Maintain all mailing lists.

BENEFITS		STATE	FEDERAL	TOTAL
FEDERAL SHARE BENEFITS			121,791	121,791
Includes SALARIES taxes, medical and dental benefits @ 39.7% of Salaries				
TOTAL BENEFITS		-	121,791	121,791
NON CAPITALIZED EQUIPMENT /SUPPLIES		STATE	FEDERAL	TOTAL
FEDERAL NON CAPITALIZED EQUIPMENT / SUPPLIES			84,819	84,819
30,000	Cost of Statewide Conference for Nutrition Education communication; two day conference planned for october/november timeframe to communicate administrative updates, nutrition education best practices cross training and programmatic updates. This cost covers costs of hotel and food for 2 days at the Westin SF Airport.			
22,204	Statewide office supplies; cost telephone, fax, printing of forms and curriculum/handouts brochures, color brochures, management manual cost (binders, inserts) other office supplies as required to service Nutrition Education delivery needs across the state 1,850.33 x 12 months = 22,204 annually			
32,615	Regional Office Supplies - cost of support throughout 3 Regional Offices; administrative support/cost of printing, duplicating, collating FSNEP materials within the Regional Offices.			
84,819	906 monthly x 12 months = 10,872 x 3 regional offices = 32,615 total Regional Office Admin support			
TOTAL NON CAPITALIZED EQUIPMENT / SUPPLIES		-	84,819	84,819

NON CAPITALIZED EQUIPMENT	STATE	FEDERAL	TOTAL
FEDERAL NON CAPITALIZED EQUIPMENT / SUPPLIES		2,600	2,600
500 2 replacement monitors; new programming requirements drive need to monitor multiple databases simultaneously. 2 monitors @ 19' @ 250 = 500.00			
1,600 New Computer for Office Manager; full set up required (desktop/keyboard/mouse) Vista enabled			
500 Printer for Office Manager (sensitivity of documents requires private printing vs sharing office printer with all)			
2,600			

TRAVEL	STATE	FEDERAL	TOTAL
FEDERAL TRAVEL		29,640	29,640
17,640 Statewide Conference (cost of travel for attendees) 175 avg travel cost x 60 avg attendees = 17,640 This covers cost of both airfare and mileage reimbursement			
4,500 Per diem reimbursement for 60 attendees to Statewide conference (adjusted for meals served) 37.5 per day (down from 75) x 2 conference days = 75/per person attending 75/pp x 60 = 4,500 per diem reimbursement <i>* Please note: all per diem costs have been adjusted/will not claimed for meals served during conferences.</i>			
7,500 Director's travel to Counties, conferences and other meetings.			
29,640 County program review for 2 others (one Staff and one external to FSNEP)			
TOTAL TRAVEL	-	29,640	29,640

INDIRECT COSTS	STATE	FEDERAL	TOTAL
FEDERAL INDIRECT COSTS		120,005	120,005
Represents 22% of all Direct costs			
Direct Federal costs for STATE OFFICE = 554,876 x 22% = 119,873			
TOTAL INDIRECT COSTS	-	120,005	120,005

STATE LEVEL PROJECT SUMMARY FORM
COMMUNICATIONS – Project #1

1. **Goals & Objectives** (*See State Level Objectives*).

2. **Project Title: Communications: Project #1 - Advertising/Public Relations**

a. Related State Objectives

Related State Objectives include # 1a, 2a & b, and 5

b. Audience

Ethnicity: Multi-ethnic populations including African American, Caucasian, Hispanic, Asian.

Languages: English, Spanish

Ages: 18-49

c. Focus on FSP Eligibles

At least 50 percent of mass media impressions will be received by FSNE-eligible individuals, defined as women living in households with incomes of $\leq 185\%$ FPL. Messaging will be crafted using findings from quantitative and qualitative research conducted among FSP-eligible populations in order to ensure all information resonates with the target. Direct mail will be distributed only in qualifying low-income census tracts.

Income Targeting Data Source:

Scarborough Research Data, GIS Census Data, Indicated 2000 Census Tract Data.

d. Project Description

Key Strategies:

Sustain the *Champions for Change* communication campaign using the following strategies:

1. Run the existing *Champions for Change* "Ownership" campaign comprised of TV, radio and outdoor advertising April through September, 2008 (13 weeks flighted over six months) in eight California media markets, extending to eleven markets as affordable.
2. Create a second round of *Champions for Change* TV, radio and outdoor. Ads will be produced and aired in FFY09.
3. Pending findings from the FFY07 *Champions for Change* direct mail pilot test, deploy a mass mailing to qualifying low-income households throughout the state.
4. Compile a database of food stamp recipients and eligibles from individuals requesting further information through the *Network's* 888 toll-free number, Web site, or the direct mail campaign. Nutrition education materials will be mailed to individuals on the database quarterly.

5. Maintain the www.cachampionsforchange.net Web site with nutrition education, quick tips from Champion Moms and recipes to support the advertising and direct mail campaigns.
6. Utilize statewide public relations to extend the advertising message.

Key Educational Messages:

Real moms talking to moms about taking back ownership of their family's health and nutrition in their homes and communities, using the following key messages:

“My kitchen. My rules. Eat more fruits and vegetables.”

“My television. My rules. Turn it off and go out and play.”

“Our neighborhood. Our rules. We speak up for healthy changes.”

“Times are changing. Moms are changing. And change is good. Be a Champion for Change.”

Intervention Sites: N/A

Projected Number of Contacts:

Direct Contacts: Direct Marketing: 2,500,000 for one statewide drop.

Indirect Contacts: Mass Media: 650,000,000 targeted impressions received by the $\leq 185\%$ FPL target population. This represents 56.7 percent of a total projected 1,148,185,000 mass media impressions.

Narrative Summary:

1. Run existing *Champions for Change* TV, radio, and outdoor English-language and Spanish-language ads between April and September, 2008. A total of 13 weeks of TV and/or Spanish-language radio will be “flighted” (on and off weeks) in order to extend advertising over a six-month period.

Advertising will run in Bakersfield, Chico, Fresno, Los Angeles, Monterey, Sacramento, San Diego and San Francisco media markets, representing just under 96 percent of California's Food Stamp recipients and eligibles. As affordable, Eureka, Palm Springs and Santa Barbara media markets will receive support, increasing coverage of Food Stamp recipients and eligibles to slightly over 99 percent.

The *Champions for Change* “Ownership” campaign will have run for five months in FY07, setting the foundation for even higher awareness in FFY08.

2. Create phase two of the *Champions for Change* advertising campaign to be produced and aired in Year 09. This FFY08 process will include concept development, focus group testing and final design and copywriting. Current plans are to create two each of English-language and Spanish-language TV ads, two Spanish language radio ads, and three each of English-language and Spanish-language outdoor ads. Empowerment and increased self efficacy will continue as the primary strategic direction.

Based on findings from the *Network's* FFY05 and FFY06 "Front Lines" campaign, advertising materials tend to achieve optimal use after airing for two years. Thus, new creative materials will be required for FFY09.

3. Pending findings from the formal evaluation being conducted on the FFY07 *Champions for Change* direct mail pilot test, launch a statewide direct mail campaign reaching approximately 2.5 million households with children in qualifying low-income census tracts. A new direct mail piece comprised of a nutrition education DVD and printed collateral will be created, produced and distributed to approximately 575,000 households that received the FFY07 piece. The remaining 1,925,000 households will receive the existing FFY07 piece with necessary modifications based on consumer feedback.
4. Compile a database of Food Stamp recipients and other FSNE-eligibles from individuals requesting further information through the *Network's* 888 toll-free number, *Champions for Change* Web site, and/or the direct mail campaign. Create an on-going relationship with quarterly mailings to these individuals that may include a newly created follow-up DVD and nutrition education materials such as quick tip cards and recipe cards.

The database will be vetted to ensure only individuals living in low-income census tracts receive the mailings. Individuals will be asked periodically to opt for or decline further mailings.

5. Maintain the www.cachampionsforchange.net Web site with nutrition education, quick tips from Champion Moms and recipes to support the advertising and direct mail campaigns. Monitor Web site hits monthly.
6. Extend the advertising campaign with public relations support statewide. A media bureau, technical assistance, and media training will continue to be provided for the *Network's* local funded for the purpose of extending the *Network's* empowerment positioning and *Champions for Change* strategy. Key statewide events will include Latino Health Awareness Month forums in September; Fit Business Awards in November; African American Health Forums in February during Black History Month; and a fruits and vegetables retail event in May or June.

e. **Summary of Research**

Benchmark Evaluation

The *California Nutrition Network's* 2006 Tracking Survey indicates some promising trends with respect to mass communications. While not all the data are statistically significant, upward movement is occurring in response to the *Network's* efforts to: a) increase advertising awareness specifically targeted to Food Stamp recipient mothers b) achieve higher awareness levels among targeted ethnic populations and c) achieve significantly higher awareness levels in markets receiving greater concentrations of advertising weight. Overall, these findings validate that the *Network's* allocation of advertising resources and messaging have been on strategy.

Detailed reports are available.

Advertising Recall

- While the *Network* is no longer allowed to survey general market populations for comparison purposes, the 2006 Survey indicates greater rates of recall of *California Nutrition Network* advertising among FSNE-eligible mothers (recipients living in ≤ 130 percent FPL households) versus other low-income mothers (women living in ≤ 185 percent FPL households who do not receive food stamps).

California Nutrition Network		
Aided Recall of Any Nutrition Network Campaign Ad*		
	<u>2005</u>	<u>2006</u>
Food Stamp Moms	68%	76%
Low-Income Moms ($\leq 185\%$ FPL)	45%	64%
*During three months prior to survey		

Source: *The California Nutrition Network 2006 Benchmark Survey*

Ethnic Differences

- Recall scores among ethnicities receiving a greater concentration of advertising weight, specifically African American and Hispanics mothers, continue to outpace scores of other ethnicities. And, consistent with the first bullet point, trends are higher among Food Stamp mothers versus other low-income mothers for all ethnicities.

California Nutrition Network		
Aided Recall of Any Nutrition Network Campaign Ad*		
by Race/Ethnicity		
	<u>2005</u>	<u>2006</u>
<u>Food Stamp Moms</u>		
African American	76%	84%
Hispanic	66%	80%
Caucasian	70%	69%
All Other	44%	45%
<u>Low-Income Moms ($<185\%$ FPL)</u>		
African American	52%	63%
Hispanic	50%	68%
Caucasian	36%	55%
All Other	31%	57%
*During three months prior to survey		

Source: *The California Nutrition Network 2006 Benchmark Survey*

Regional Differences

- A geographic analysis indicates that recall is highest in regions that receive significantly higher levels of advertising, as opposed to regions with minimal advertising.

California Nutrition Network		
Aided Recall of Any Nutrition Network Campaign Ad*		
by Race/Ethnicity, 2006		
	<u>Food Stamp</u> <u>Moms</u>	<u>Low-Income</u> <u>Moms</u> (≤185% FPL)
<u>Highest Advertising Weight Level</u>		
Los Angeles	89%	80%
Inland Empire	77%	77%
Central Valley	76%	71%
<u>Minimal Advertising Weight Level</u>		
Orange County/San Diego	59%	38%
Bay Area (San Francisco)	49%	38%
Other California Counties	57%	69%

*During three months prior to survey

Source: The California Nutrition Network 2006 Benchmark Survey

Note: The Benchmark Survey combines Orange County and San Diego as one region. However, Orange County is part of the Los Angeles media market and, therefore, most likely has much higher recall than San Diego which received relatively low advertising weight levels.

Knowledge about the importance of eating fruits and vegetables and being physically active has also increased among Food Stamp mothers and outpaces knowledge among other low-income mothers. These specific knowledge measures directly reflect key message points of the “Front Lines” advertising campaign, suggesting a correlation between the campaign’s strategic messaging and increased knowledge among food stamp recipient mothers.

Diet and Health

"Eating fruits and vegetables does not reduce your risk of getting diseases like diabetes, cancer or heart disease."		
	Strongly Disagreed	
	<u>2005</u>	<u>2006</u>
Food Stamp Moms	49%	56%
Low-Income Moms (<185% FPL)	44%	56%

Source: The California Nutrition Network 2006 Benchmark Survey

Body Weight

"Being overweight or obese can cause serious health problems like diabetes, cancer or heart disease."		
	Strongly Agreed	
	<u>2005</u>	<u>2006</u>
Food Stamp Moms	92%	93%
Low-Income Moms (<185% FPL)	76%	82%

Source: The California Nutrition Network 2006 Benchmark Survey

Physical Activity

"Being physically active will help reduce your risk of getting diseases like diabetes, cancer or heart disease."		
	Strongly Agreed	
	<u>2005</u>	<u>2006</u>
Food Stamp Moms	78%	83%
Low-Income Moms (<185% FPL)	68%	70%

Source: The California Nutrition Network 2006 Benchmark Survey

Childhood Obesity

"Being overweight or obese is a serious problem among children in California."		
	Strongly Agreed	
	<u>2005</u>	<u>2006</u>
Food Stamp Moms	80%	83%
Low-Income Moms (<185% FPL)	69%	76%

Source: The California Nutrition Network 2006 Benchmark Survey

Given the *Network's* success with accurately targeting mass media to Food Stamp recipients as well as corresponding increases in knowledge measures directly related to "Front Lines" advertising message points, the timing was right in FFY07 to advance to a new communication strategy. The feasibility of achieving on-going positive results with the *Champions for Change* "Ownership" mass media and direct mail campaign is high.

f. Modification of Project Methods/Strategies

Advertising plans and strategies for FFY08 will be a continuation from FFY07. The *Champions for Change* "Ownership" campaign, launched in May 2007, will have run for five months with the expectation of establishing a solid base of awareness. Champion moms will be the *Network's* spokespersons, spreading their insights about the importance of increased consumption of fruits and vegetables and physical activity to prevent chronic diseases and childhood obesity.

The new national brand logo, Fruits & Veggies – More Matters™, will be used as appropriate in fruit and vegetable messaging.

g. Use of Existing Educational Materials

Existing *Champions for Change* advertisements, newly developed for FFY07, will be used in FFY08. Additionally, should the FFY07 direct mail pilot test produce positive results, these same materials, including a DVD, informational brochure, quick tip success cards, and Fruits and Vegetables Slide Guide, will be reproduced for a statewide roll-out into counties that did not participate in the pilot test. Some modifications may be made to the materials based on consumer feedback.

h. Development of New Educational Materials

Based on findings from the *Network's* FFY05 and FFY06 "Front Lines" campaign, advertising materials tend to achieve optimal use after two years of airing. Therefore, new *Champions for Change* ads will be created for production and airing in FFY09. This includes two each of English-language and Spanish-language TV ads, two Spanish language radio ads, and three each of English-language and Spanish-language outdoor ads.

Additionally, pending results of the direct mail evaluation, a second direct mail piece for English-language and Spanish-language recipients, comprised of a 10-minute DVD and a printed collateral piece, will be developed and mailed to households that already received the FFY07 piece.

i. Key Performance Measures/Indicators

Key measures and indicators will include target audience impressions (adults <185% FPL); other quantitative data from the FFY07 Benchmark Study that will be finalized in January 2008; and qualitative data from focus groups.

3. Evaluation Plan

A Benchmark Survey is conducted annually to determine quantitative results such as campaign awareness, self efficacy, knowledge levels, behavioral intentions, social normative beliefs and other important measures. Additionally, no less than 18 hours of focus group testing is conducted during the development of new advertising materials.

Evaluation Type:

Formative: Formative research will be conducted during the development of the new advertising campaign to air in FFY09 as well as the new direct marketing pieces. Advertising concepts will be tested in focus groups in Oakland, Fresno and Los Angeles among groups comprised of low-income multi-ethnic women with children, African American women with children and predominantly Spanish speaking women with children, representing no less than 18 hours of evaluation. Key diagnostic dimensions such as affect, attention, clarity, comprehension, believability, agreement, relevance, and persuasiveness, form the basis of questions and probing during the focus groups.

As well, focus groups will be used to aid development of the direct marketing DVD and collateral prior to production.

All focus group testing is designed to aid in the development of advertising materials from the concept stage to final development.

Process:

Outcome: A fifth annual Benchmark Survey is planned for FFY08, and it will compare findings to the baseline survey conducted in 2004 as well as findings from 2005, 2006 and 2007. In order to accurately evaluate trends among Food Stamp recipient mothers, The *Network* is requesting funding for a comprehensive study that will allow a critical analysis of not only Food Stamp recipient mothers, but other FSNE-eligible low-income mothers (<185 percent FPL not receiving Food Stamps) and general market mothers. Without a comparative analysis of Food Stamp recipients to other populations, shifts in key measures cannot be fully evaluated, rendering an incomplete study and weakened ability to develop science-based strategic communication.

4. Coordination Efforts

All materials produced for this new campaign will be shared and made available to sister agencies in California and all FNS programs in California and other states. Sister state programs and local partners will be encouraged to secure public service placement of ads on local cable TV interconnects and local access stations.

STATE LEVEL PROJECT SUMMARY FORM
COMMUNICATIONS – Project # 2

1. **Goals & Objectives** (*See State Level Objectives*).
2. **Project Title: COMMUNICATIONS: Project #2 – Food Stamp Office Resource Kit; Harvest of the Month Tool Kit**

a. Related State Objectives

Related State Objectives include 1a, c,d; and 4

b. Audience

Gender: Women, boys and girls.

Ethnicity: Multi-ethnic populations including African American, Asian, Caucasian, Hispanic.

Languages: English, Spanish

Ages: 6 to 49

c. Focus on FSP Eligibles

HOTM: HOTM is implemented in Network-qualified schools, therefore in focused on FSP recipients and eligibles.

FSORK: This tool kit is used only in social services offices, ensuring income requirements are being met.

Income Targeting Data Source:

Network-qualified schools; Indicated 2000 Census Tract Data; Free/Reduced Price Meal Percentage; WIC Income Guidelines; Food Stamp offices.

d. Project Description

Key Strategies:

- Write content for 12 issues of Cycle III Harvest of the Month. Prepare first four issues for production. All 12 issues will be finalized, produced, and distributed in FFY09.
- Develop a 2-year marketing plan that expands HOTM into other venues (farmers' markets, Food Stamp offices, doctors offices), and establishes partnerships with selected fruit and vegetable commodity boards. Evaluate feasibility for FFY09 implementation.
- Create, produce, and distribute new materials for the Food Stamp Office Resource Kit. Materials will include a 20-minute DVD; new poster; eight recipe cards and informational brochure. All materials will be produced in English and Spanish.

Key Educational Messages:

- HOTM: Increased fruit and vegetable consumption and increased physical activity will “grow healthy students.”
- FSORK: Food Stamps help put healthy food on your table.

Intervention Sites:

- HOTM: Qualifying *Network* schools and possibly Food Stamp offices.
- FSORK: Food Stamp offices.

Projected Number of Contacts:

Direct Contacts: HOTM: 770,000
FSORK: N/A
Indirect Contacts: HOTM: N/A
FSORK: 8,000,000+

Narrative Summary:

Content for the third of three 12-month cycles of Harvest of the Month will be developed. The first four issues will be prepared for production. Final production and distribution of all 12 issues will take place in FFY09 for the 2009-10 school year.

HOTM is a tool kit designed to motivate and empower students to increase consumption and enjoyment of a variety of colorful fruits and vegetables and to engage in physical activity every day. The kit provides the tools and resources to reach children and their parents in a variety of settings and where they are able to be most impacted – the classroom, cafeteria, home and community through a retail connection being facilitated by the *Retail Program*. There are four key elements in the kit: educator newsletters, family newsletters, menu slicks and press releases. These elements are most effective when used together, but can be used separately in a variety of settings as part of a well-balanced, complete nutrition education program. The Family Newsletter targets parents and is two-sided with English on the front and Spanish on the back. The Family Newsletter takes Harvest of the Month from school to the home, allowing students and their families to share the experience. Each newsletter includes:

- General information on how nutrition affects a child's health and education.
- Tips for providing more fruits and vegetables and ways to encourage healthy food choices.
- A recipe for the Harvest of the Month featured fruit or vegetable.
- Ideas for engaging in physical activity.
- Tips for selecting, storing and serving the featured produce item.

Due to its popularity, new materials will be developed for The Food Stamp Office Resource Kit. This kit brings nutrition education into Food Stamp offices to provide clients with demonstrations, tips and recipes that will help them purchase and prepare low-cost nutritious meals and snacks for themselves and their families. This information, combined with the increased food purchasing power of Food Stamps, serves to promote better health among low-income Californians. The new materials for the kit will include a 20-minute sequel to the original "Good Food TV" DVD/VHS; a new poster to fit existing 22"x28" frames; an informational brochures; and, eight take-home recipe cards. All materials will be in English and Spanish.

e. Summary of Research

HOTM

A process evaluation of HOTM found that some components of the toolkit were implemented with more fidelity than others. The findings led to a revision of some materials, more detailed implementation guidelines the development of a teacher training component and the revision/expansion of the HOTM website. An impact evaluation (n=1,322) showed a significant increase in knowledge, self-efficacy, preferences for some fruit and vegetables and consumption (from 6.71 to 7.56 times/day).

FSORK: Results of a formal evaluation will be available in July 2007, and will inform strategic direction of all new materials. Anecdotal feedback from the county Food Stamp coordinators are highly positive.

Modification of Project Methods/Strategies

None

f. Use of Existing Educational Materials

HOTM Cycles I and II will be used as a resource for Cycle III development. HOTM content may also be used to formulate new FSORK materials to further extend the reach and synergy.

g. Development of New Educational Materials

HOTM: Cycle III will replicate Cycles I and II, and will be comprised of 12 months of materials, with each month dedicated to a different California-grown fruit or vegetable. Content for an educator's newsletter, parent newsletter in English and Spanish, and a menu slick (TBD) will be developed. This will be the last full cycle of HOTM materials, thereby providing a complement of 36 issues rotating every three years.

FSORK: New materials including the DVD, brochures and replenishment supplies will be offered to all participating Food Stamp offices in California. Currently, there are 287 Food Stamp offices in 58 of California's counties that use FSORK. Additionally, the kit and replenishment materials will be made available to other states on a cost recovery basis.

i. Key Performance Measures/Indicators

HOTM: In FFY07, HOTM was used in 1,506 Network schools, reaching 476,862 school children. HOTM was used in 1,776 sites to reach 290,480 qualifying low-income adults.

FSORK: Clientele in 287 Food Stamp and Social Service Offices throughout California (exact number of clientele unknown).

3. Evaluation Plan

Previous Evaluation: Qualitative evaluations have been conducted for FSORK and for HOTM customer-satisfaction surveys have been conducted.

On-going evaluation for HOTM:

Process/Impact: All users of the toolkit will be encouraged to conduct process or impact evaluation. Large contractors (>\$350,000) are required to conduct impact evaluation. Those that have not evaluated HOTM will be encouraged to use the HOTM specific survey and those that have evaluated it will be required to increase the rigor of their evaluations. Review and revise the HOTM survey to incorporate recently developed measures if available and appropriate.

4. Coordination Efforts

HOTM: All HOTM will continue to be shared with other *Network for a Healthy California* campaigns and programs, and integrated as needed. Currently, *The Network Retail Program* is integrating HOTM materials into a newsletter written for an Albertson's partnership.

FSORK: The development, production, and distribution of this tool kit represent a collaborative effort between the DHS' *Network for a Healthy California*, DSS, UC Davis and USDA's Western Region Office. Materials will be shared across all FSNE partner organizations and with other States through the new cost-recovery ordering systems.

FFY 08 Project Budget Summary
Communications - Projects #1 and #2

	FFY 07			FFY 2008			Diff.
	PHI	State	Total	PHI	State	Total	
Federal Share Budget							
1. Personnel Salaries/Benefits	319,563		\$319,563	309,444	93,287	\$402,731	20.65%
2. Contracts/Grants/Agreements	486,000	\$10,000,000	\$10,486,000	486,000	\$10,000,000	\$10,486,000	0%
3. Non-capital Equipment/Supplies	17,216		\$17,216	17,600	4,746	\$22,346	22.96%
4. Materials	185,000		\$185,000	126,090		\$126,090	-46.72%
5. Travel	15,079		\$15,079	15,500	2,800	\$18,300	17.6%
6. Administrative *	0		0	0		0	--
7. Building Space *	34,008		\$34,008	34,800	22,429	\$57,229	40.58%
8. Maintenance *	0		0	0		0	--
9. Equipment & Other Capital Expenditures	26,304		\$26,304	20,100	0	\$20,100	-30.87%
10. Total Direct Costs	1,083,170		\$11,083,170	1,009,534	10,123,262	\$11,132,796	.45%
11. Indirect Costs @8.5 % of Personnel Costs*	101,240		\$107,772	86,383	7,929	94,312	-14.27%
TOTAL COSTS	1,184,410	\$10,000,000	\$11,184,410	1,095,917	\$10,131,192	\$11,227,108	.38%

*Administrative and Maintenance budgets are included in the line Building Space line
(See Appendices, Section C, Staffing and Section D, Budget Summary for detailed staffing costs and budget & justifications)

Item #2. Contracts/Grants/Agreements – See individual Project Summaries for LIA, NIA, and Special Projects in attachment binders.

* IndirectCost rate for State is 8.5% of total personnel costs and PHI is 17.8% of total budget less subcontracts

STATE LEVEL PROJECT SUMMARY FORM

REU - Project #1

1. **Goals & Objectives** (*See State Level Objectives*).
2. **Project Title: Reporting System for Process Evaluation:** data collection; development and preparation of data collection system for current, Semi-Annual Activity Report (SAAR) and future, Education and Administrative Reporting System (EARS) reporting and compilation of process evaluation data

- a. **Related State Objectives**

Related State Objectives include # 9

- b. **Audience¹**

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American, Caucasian/White, and Latino/Hispanic populations

Languages: English, Spanish, and select Asian languages, which may include Chinese, Vietnamese, Korean, and/or Hmong.

Ages: All ages. Primary focus is on families, especially mothers, with children.

- c. **Focus on FSP Eligibles**

All of the activities funded by USDA are designed to reach Food Stamp Nutrition Education (FSNE) eligible consumers and this project is to provide evaluation and evaluation resources to the *Network* and FSNE intermediaries so that they, in turn, can more effectively provide nutrition education to the FSNE-eligible consumers that they serve, with FSNE-eligibility based on income targeting.

Income Targeting Data Source:

Besides activities at location-based proxy sites, site verification of 50% or greater FSNE eligibles participating in projects participating in collection of tracking data will be based on the following data sources:

Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and WIC Income Guideline Qualifications.

- d. **Project Description**

Key Strategies:

The following key strategies will be employed; we will...

- collect program tracking data for LIAs;
- collect program tracking data for RNNs;
- engage key staff in ongoing work group to streamline and modify *Network* data collection system to better transition to EARS;
- work with a consultant or sub-contractor to design and test a system to collect EARS data from pilot projects; collaborate with other FSNE states where appropriate; and

¹ The intended audience for this project is staff of Network funded projects.

- Maintain and enhance a computer systems for collecting and analyzing current process data.

Key Educational Messages: N/A

Intervention Sites: All

Projected Number of Contacts:

Direct Contacts: 0²

Indirect Contacts: 0

Narrative Summary:

All programs funded by Network funds will complete a SAAR as part of semi-annual or annual progress report requirements. These data will be analysed by REU staff and used for internal evaluation.

Staff will continue the work initiated in FFY 2007 to develop and implement a system for collecting and managing EARS data that are integrated with other *Network* progress reports. REU and IT staff will work with a small set of volunteer programs to test the system during FFY08 if USDA is in agreement and will work with others taking part in the USDA full pilot test in identifying strategies for dealing with challenges and areas of uncertainty.

As part of the FFY 2007 effort and continuing into FFY 2008 as EARS data reporting requirements become more fully developed, the required reporting by LIAs will be assessed and revised to an integrated and efficient system. This will minimize person-hours required for reporting and processing data while still collecting mandatory and necessary tracking information.

e. **Summary of Research**

This project is a process evaluation to inform the State and local projects of the annual scope of their activities for reflection and application to the projects in the future, part of the feedback loop for social marketing. The Office of Analysis, Nutrition, and Evaluation identifies process evaluation as useful for tracking implementation and identifying if the intervention is being delivered as intended.³ Baranowski and Stables (2000) found process measures to directly relate to success of nine state 5 a Day projects.⁴ Examples of process evaluation and activity tracking from previous years can be found in interim and final reports from FFY 2000-2005.

However, with the addition of EARS tracking requirements, current tracking requirements need to be re-evaluated for transferability to EARS and respondent abilities, and general utility of all program data collected. These program needs closely model what Michael Quinn Patton⁵ calls "Utilization-Focused Evaluation", which emphasizes that evaluation data should be judged by their utility and actual use. Evaluation priorities are determined by what primary users and stakeholders want to know. As such, all program and fiscal data collected by the Network will be assessed for 1) the ability or gaps in the ability to respond to EARS reporting requirements; 2) the utility of current activity tracking and program data to respond to Network evaluation projects

² This project is intended to collect process evaluation data from Network projects, No direct or indirect services will be provided to the target audience of the Network.

³ USDA Food and Nutrition Service, Office of Analysis, Nutrition and Evaluation. Nutrition Education: Principles of Sound Evaluation, Sept 2005.

⁴ Baranowski T, Stables G, Process evaluations of the 5 a Day projects. Health Education and Behavior 2000 27(2) 157-166.

⁵ Quinn Patton Michael. (2002). Utilization-focused Evaluation Checklist. www.umich.edu/evalctr/checklists .

that are of high interest, are frequently used, have a strong theoretical foundation, and excluding items that are simply interesting or nice to know; and, 3) elimination of duplicative reporting.

Use of EARS tracking is mandated by USDA and was piloted during FFY05. We have some concerns about EARS feasibility as currently written, but will work conscientiously with our contractors to meet the requirements and provide the best data possible.

f. Modification of Project Methods/Strategies

- During FFY 07, we initiated the work group for examining our data collection system and began working with our contractors to identify data requirement and collection issues from their perspective. Data collection burden is an issue that must be addressed and key decisions will need to be made during FFY 2008. So that our contractors will not be overly burdened as EARS data collection begins to be implemented:
- We will modify the SAARs for annual data collection.
- We will review and modify as necessary all Network fiscal and programmatic data that is collected. Duplications will be eliminated and data sources linked wherever possible
- To that end, we will examine the possibility of automating collection of Activity Tracking Form (ATF) information to directly feed into the SAAR
- We will need to bring EARS fully to scale by 2010. Our experience as a test site during 2004, as well as the preliminary work we have been doing with our contractors, has made clear to us that we will need time to work out issues relating to data collection and compilation. Consequently, EARS will be integrated into the overall data collection system as a mini pilot during FFY 2008.

Use of Existing Educational Materials

No educational materials will be purchased; existing data collection materials will be modified to reduce contractor workload.

g. Development of New Educational Materials

No new educational materials will be developed; new data collection materials, which currently do not exist, will be developed for use with the EARS system. The feasibility of developing online data collection will be explored, which would involve initial upfront cost for system development, but, in the long run, would reduce labor and error very much.

h. Key Performance Measures/Indicators.

- Activity tracking and social marketing program summary data reported by LIAs, RNNs, and all *Network for a Healthy California* special populations campaigns.
- Fiscal data related to EARS.
- Pilot data for EARS: direct education population demographics, direct education program data, social marketing data, indirect education data

Evaluation Plan

Projects it is associated with:

All Network local and regional projects must complete either a local or regional SAAR; as EARS is implemented, the same will be true for it.

Evaluation type: Primarily process evaluation

Questions that will be addressed:

- ATF – What individual events with what population are conducted by the contractors?
- SAAR - How many impressions are generated by the different types of major social marketing activities?
- Data streamlining- What program data do we currently collect that may pertain to future use in EARS? How can we consolidate and eliminate some of the information we are currently collecting from contractors to reduce contractor burden when EARS is implemented
- EARS – How are we collecting fiscal data related to EARS?
- Pilot EARS data: What are the issues involved in collecting the following and how can they collaboratively be resolved: unduplicated person counts, direct education population demographics, direct education program data, social marketing data, and indirect education data?

Design and Measures:

Each contractor uses ATFs to keep track of discrete program activities. These are used to build SAAR data, which are now collected twice yearly, mid-year and at the end of the federal fiscal year. However we hope to reduce that to an annual data collection. We expect that EARS data will be collected concurrently. Evaluation tools that will be used are the ATF, presently in individual Excel files, the LIA SAAR, which is primarily an online data collection system, and EARS reporting forms; work will be done to see if development of an online data collection system that can link the data needed for these entities is feasible.

Plans for using the results:

Results of the SAARs were compiled for the State and 11 regions and provided to the contractors to enable them to get a better picture of where their efforts had been directed. It is our intention to provide this feedback on an annual basis.

Decisions resulting from data streamlining will change the reporting requirements from contractors, hopefully reducing respondent burden and maximizing use of data that are reported.

It is our understanding that USDA plans to use our EARS data in conjunction with that of other states to paint a picture of FSNE and its participants.

Previous evaluation:

- Previous process and activity tracking reports can be found in previous year-end reports to USDA; the SAAR has been most recently collected in FFY 2007.
- The LIA and the RNN SAARs were subjected to a content review in FFY 06, which resulted in a reduction of reporting requirements by nearly half in FFY 07 and a new, automated activity tracking form that greatly reduced the person-hours required to compile summary reports.
- EARS has not previously been required and there is no previous evaluation using the EARS system except for the pilot test we conducted for USDA in FFY 05. Data for the fiscal questions on EARS (Q9 and Q10) will be collected for the first time in FFY 07.

4. Coordination Efforts

One question on the SAAR asks each project to “List up to 5 organizations or programs you work with most often and the city where they are located” An examination of these data using a Social Network Analysis approach is one way to identify agencies with which Network-funded programs are collaborating within the 11 designated regions. Ties between Network-funded and other programs can indicate additional dissemination of the *Network* message. Ties with additional funded programs can indicate collaboration. A lack of ties can indicate a lack of collaboration or a service delivery gap. Changes in the direction of ties signal changes in the ability of an organization’s ability to be a leader within its region and indicate regions where more collaborative building is needed.

STATE LEVEL PROJECT SUMMARY FORM

REU - Project #2

1. **Goals & Objectives** (*See State Level Objectives*).

2. **Project Title:** Outcome/Impact Evaluation of Network-Funded Projects

a. **Related State Objectives**

Related State Objectives include 1d and 8

b. **Audience**

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American, Caucasian/White, and Latino/Hispanic populations

Languages: English and Spanish

Ages: All ages.

c. **Focus on FSP Eligibles**

All of the targeted activities funded by USDA are designed to reach Food Stamp Nutrition Education (FNSE)-eligible consumers where they shop, learn, work, recreate and live. In addition, activities also reach FSNE intermediaries so that they in turn can more effectively provide nutrition education to the FSNE-eligible consumers that they serve.

Income Targeting Data Source:

Besides activities at location-based proxy sites, site verification of 50% or greater FSNE eligibles participating in projects taking part in outcome/impact evaluation will be based on the following data sources:

Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and WIC Income Guideline Qualifications

d. **Project Description**

Key Strategies: the *Network* will continue to use a comprehensive set of strategies to build contractors' outcome/impact evaluation capacity, provide oversight to conduct of outcome/impact evaluation, compile results as a whole, and engage contractors in a feedback discussion regarding program improvement. This unique approach will enable contractors to conduct comprehensive impact evaluation using sound principles. These strategies include one-on-one technical assistance, small group trainings/workshops, and large group sessions, teleconferences to promote utilization of findings, and the development and distribution of evaluation materials and tools like surveys, report templates and data entry templates (See REU Project #4 for materials).

Key Educational Messages: This project will convey how to conduct outcome/impact evaluation using sound principles of evaluation, interpret results and use findings to refine nutrition education activities.

Intervention Sites:

Impact evaluation takes place in the Network's provider channels. These include: Schools, Local Health Departments, Colleges/Universities, County Offices of Education and Cooperative Extension.

Projected Number of Contacts:¹

Direct Contacts: 70

Indirect Contacts: 4,600

Narrative Summary:

During 2007-2008, approximately 48% of the contractors (n=43) will conduct outcome/impact evaluation to measure change in fruit and vegetable consumption, physical activity and factors that influence those behaviors. One-on-one and group evaluation trainings and technical assistance will be provided (one-on-one ongoing; four large groups; several smaller groups, depending on need) to develop evaluation plans for individual contractors and collaboratives. These contractors will conduct pretests, implement nutrition education activities, conduct posttests then enter, analyze and report findings using surveys, data entry templates, report templates and other resources provided by the *Network*. Subsequently they will work with the Evaluation Specialist to interpret the results to improve programs for FSNE eligible populations. The Evaluation Specialist will systematically organize like data to the greatest extent possible and produce an overall FFy 2008 evaluation report based on findings.

e. Summary of Research

The design that will be implemented employs scientifically based methods. These can be clustered into three areas. The first, evaluation planning, includes elements like securing buy-in², using logic models to plan evaluations and employing sound evaluation designs.³ The second area concerns evaluation implementation and includes elements like using proper survey administration methods⁴, ensuring accurate data entry and rigorous data analysis techniques. The third concerns proper reporting and utilization. Consequently, these evaluations are grounded in sound evaluation principles⁵ and provide results that can be validly used for program improvement.

f. Modification of Project Methods/Strategies

Several lessons learned have led to stronger design on the State side of this project. Over the past year, we have observed the degree to which contractors can make use of outcome/impact evaluation findings to improve their programs when more involved follow-up is provided. A post-evaluation teleconference enables contractors to self-evaluate how to make the intervention stronger in the subsequent year. However, we have also found that some contractors seem to

¹ Direct includes outcome/impact evaluation workshop attendees from about 20 contractors (n = 56 in 06-07), 12 CPNS staff workshop attendees, and 50 contractor organizations directly participating in outcome/impact evaluation projects in 07-08 (some overlap between workshop attendees and direct evaluation project participants); indirect based on survey sample size (estimates from 05-06 data, N = 4,678; 06-07 data will not be available until July 07)

² Patton MQ. Utilization Focused Evaluation: the New Century Text, 3rd Ed. Sage Thousand Oaks, CA (1997)

³ Cook TD, Campbell DT, Quasi-Experimentation Design & Analysis Issues for Field Settings. Houghton Mifflin Company, Boston 1979.

⁴ Dillman DA, Mail and Internet Surveys The Tailored Design Method, second edition. John Wiley and Sons, New York 2000.

⁵ USDA Food and Nutrition Service, Office of Analysis, Nutrition and Evaluation. Nutrition Education: Principles of Sound Evaluation, Sept 2005.

have difficulties with the evaluation concept and do not always seek out technical assistance. Consequently, a consultant who is already familiar with the Network and can provide more real-time guidance will be used to augment the work of state staff.

From the contractor perspective, each year contractors are expected to conduct an evaluation that is more rigorous than the one conducted in the prior year. This can include measuring a greater number of indicators, assessing behavior change, increasing sample size or adding a control group. This ensures adherence to sound principles of evaluation.

These lead to changes in nutrition education like concentrating nutrition education in a shorter period of time rather than longer, increasing the number of times participants attend a class, or refining nutrition education activities. These also result in more standardized activities, sharing ideas and practices, and a broader use of existing materials. Modifications vary based on the evaluation findings of a given contractor.

g. Use of Existing Educational Materials

All of the materials, primarily developed by Andy Fourney, DrPH with assistance from Andrew Bellow, are available in English. Some of the surveys in the compendium are in Spanish. The surveys in the Compendium are either pre-existing, validated, tested survey instruments from other researchers or modifications thereof to be more appropriate for *Network* program participants. These materials include:

1. Impact Evaluation Handbook for California Nutrition Network Local Incentive Awardees, 2006-07 edition,⁶ Andy Fourney, English.
2. A Compendium of Surveys.⁴ Andy Fourney, English.
3. PowerPoint presentations and other training and workshop materials in English by Andy Fourney and Andrew Bellow
4. Report templates⁴
5. Evaluation plan templates⁴
6. MS Excel-based data entry templates⁷
7. Scope of Work impact objective template

h. Development of New Educational Materials

See REU Project #4. Trainings/workshops will be refined to address specific needs of evaluation participants.

i. Key Performance Measures/Indicators

- The primary indicators are fruit and vegetable consumption, upstream measurements, such as social norms, and related factors like knowledge, preferences, familiarity, self-efficacy, and outcome expectations. Contractors must choose the indicators that match their intervention, and all are encouraged to measure individual level behavior change.
- Contractor performance indicators are 1) the percent of contractors fulfilling their evaluation responsibilities in a complete and accurate manner and 2) the percent actively engaged in follow-up teleconferences using the evaluation findings to improve their future efforts

⁶ Available at: <http://www.dhs.ca.gov/ps/cdic/cpns/research/default.htm>

⁷ Available upon request from the Research and Evaluation Unit

3. Evaluation Plan

Outcome/impact evaluation is conducted in order to identify successful interventions and best practices among contractors, as well as provide contractors direction for program refinement, improvement, and redirection of effort. Many contractors have not received extensive training in evaluation during their professional education; this project provides standardized evaluation guidance and provides contractors with quality evaluation tools and resources. State level analysis of data enables the Network to better look at overall project accomplishment.

All 2007-08 contractors receiving over \$350,000 will be required to conduct outcome/impact evaluation (n = ~50) by measuring change in fruit and vegetable consumption and/or related knowledge, attitudes, beliefs. This will include pre-tests and post-tests using validated surveys or ones adapted from validated surveys. Some contractors will add control groups and others will assess impact resulting from varied dosages of nutrition education. All will provide qualitative data on standardized reports to further describe the impact of nutrition education. Teleconferences and one-on-one assistance will be provided to ensure results are used to refine nutrition education activities. The most recent year of evaluation was 2006-07.

4. Coordination Efforts

The *Network* has involved SNAP partners, like UCCE, in the evaluation project and shared results via teleconferences with project participants to improve programs and refine evaluation plans. Evaluation resources created and compiled to promote coordination have been shared via the *Network's* website. These include the Impact Evaluation Handbook, the Compendium of Surveys, report template and other materials. The Compendium includes two surveys, the illustrated Food Behavior Checklist and the illustrated Fruit and Vegetable Checklist, that were developed jointly by the *Network* and UCCE. The resources, evaluation results and methods of evaluation, as it is conducted by the *Network*, have been presented at national conferences⁸ and with other State Nutrition Networks including HI, WA and AZ. Regional Nutrition Network staff have used the resources as have the LIAs and Special Projects, like the Local Food and Nutrition Education channel.

In the coming year, The *Network* will work closely with its SNAP partner, CDE, to strengthen the integration of HOTM into the cafeteria. Evaluation workshops on how to standardize evaluation methods and integrate evaluation into FSNE nutrition education will be offered to CA staff operating FNS programs as part of the FFY 2008 *Network* social marketing conference. New materials, evaluation methods and results will be shared with other State *Network's* to strengthen their nutrition education activities and evaluation practices.

⁸ Fournay A, et al. What Works in Multi-Site Evaluations of Nutrition Education Interventions? Presented at American Evaluation Association, Portland, OR, November, 2006.

STATE LEVEL PROJECT SUMMARY FORM

REU - Project #3

1. **Goals & Objectives** (*See State Level Objectives*).
2. **Project Title:** State Surveillance of Low-Income Segments

a. Related State Objectives

Related State Objectives includes #8

b. Audience

Gender: Female and male (CalCHEEPS¹, CalTEENS², CDPS³, CA BRFS^{4*}, CHIS^{5*}); Female only (CWHS,^{6*} Benchmark⁷)

Ethnicity: All races and ethnicities with specific targeting for African American and Latino/Hispanic populations (specific targeting for CalTEENS, CDPS, and Benchmark only)

Languages: English, Spanish, and select Asian languages

(CalTEENS, CDPS, CA BRFS, CWHS, Benchmark – English and Spanish); (CHIS - English, Spanish, Cantonese, Mandarin, Vietnamese, and Korean); (CalCHEEPS – English only)

Ages: All ages. 0-11 (CHIS), 9-11 years (CalCHEEPS); 12-17 years (CalTEENS, CHIS); 18+ years (CDPS, CA BRFS, CWHS, CHIS, Benchmark)

c. Focus on FSP Eligibles

All of the surveillance funded by USDA is designed to reach Food Stamp Program (FSP) or Food Stamp likely-eligible consumers.

Income Targeting Data Source:

Besides obtaining participation at location-based proxy sites, other surveillance activities will be based on the following data sources:

FSP telephone listing without identifying information; non-identified household size and income; Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and WIC Income Guideline Qualifications. FSP likely eligibles for State surveillance include those with household income $\leq 130\%$ of the Federal Poverty Level (FPL).

d. Project Description

Key Strategies: This surveillance project collects critical information used in the design, refinement, and evaluation of State FSNE interventions to ensure the greatest impact on FSP eligibles across California. CPNS conducts three statewide surveys to monitor trends and, where possible, compare changes among FSNE-eligible population segments of children, teens, and adults. This is supplemented with data from three external statewide surveys of the general population (costs are pro-rated), each contributing unique information. CPNS also conducts an

¹ California Children's Healthy Eating and Exercise Practices Survey

² California Teen Eating, Exercise, and Nutrition Survey

³ California Dietary Practices Survey

⁴ California Behavioral Risk Factor Survey

⁵ California Health Interview Survey

⁶ California Women's Health Survey

⁷ Network for a Healthy California Benchmark Survey

* Survey is only partially funded by CPNS

annual Benchmark Survey to examine exposure to key elements of the media campaign and their relationship to behavioral determinants for fruit and vegetable consumption and physical activity.

Key Educational Messages: These surveys help FSNE providers to gain a better understanding of dietary quality, physical activity, food security, and weight status among FSP participants and likely eligibles. They also assess related beliefs, attitudes, and knowledge and upstream factors that influence these issues such as poverty, social norms, and barriers in the community, worksites, and schools that influence intervention success on prevention of obesity and other chronic disease.

Intervention Sites: Households statewide with over-samples of FSP participants and other persons with household incomes < 130% FPL

Projected Number of Contacts:⁸

Projected Total Contacts: **74,808** – 1,050(CDPS); 43,020 (CHIS adults); 4,029 (CHIS teens); 11,358 (CHIS children); 5,692 (BRFS); 6,000 (CWHS); 2,000, (Benchmark); 600 (CalTEENS); 725 (CalCHEEPS)

Direct Contacts: **74,358** very low income persons

FSNE (<130% FPL): **11,868** – 1,050 (CDPS); 4,312 (CHIS adults); 500 (CHIS teens); 1,565 (CHIS children); 212 (BRFS); 1,320 (CWHS); 2,034 (Benchmark), 600 (CalTEENS); 275 (CalCHEEPS)

*Non FSNE (>130% FPL)*⁹: 62,156 – 38,708 (CHIS adults); 3,529 (CHIS teens); 9,793 (CHIS children); 5,480 (BRFS); 4,680 (CWHS)

Indirect Contacts (children): **450** very low income persons

FSNE (<130% FPL): **450** – 450 (CalCHEEPS)

Narrative Summary:

This project will focus on obtaining a comprehensive picture of the FSP eligible population in California to maximize the effectiveness of FSNE and track FSNE successes. The teen and several adult surveys (CalTEENS, CWHS, BRFS) will be administered in FFY 2008. State surveillance efforts will focus on testing and refining the survey instruments, administering the surveys, collecting and processing the data, conducting statistical analysis, and disseminating the findings. If it is a year when a given survey is not being administered, planning and data analysis activities take place for that survey.

Computer-assisted telephone interviews are administered to teens from randomly selected FS households (CalTEENS and CHIS). Similarly, computer-assisted telephone interviews are administered to adults from randomly selected households (with over-sampling of Latino, African

⁸ For children from CalCHEEPS, the estimate used for FSNE was based on the 2005 CalCHEEPS response rate (<130% FPL) and the households secured for the 2007 administration. For CalTEENS, the estimate used for FSNE was 50% of the total population, which came from an assisted list containing only FSNE teens. For CDPS the estimate used for FSNE was the anticipated 900 completed surveys by Food Stamp participants using an assisted list containing only FSNE households and 29.9% of the anticipated 500 completed surveys by the general population that represent Food Stamps users or non-Food Stamp users below <130% FPL (estimated from 2005 CDPS sample). For the CWHS, the estimate used for FSNE was the observed 22% of the 2005 CWHS sample <130% FPL. For the BRFS, the estimate used for FSNE was the observed 12% of adults <100% FPL of the 2005 BRFS sample. For all of the CHIS, the estimate used for FSNE was the 15.1% of persons who were <100% FPL in the 2005 CHIS

⁹ The amount of Network FSNE funding requested has been pro-rated from total survey costs based on a percentage equal to (for CPNS surveys) or less than (for external surveys) the proportion of the sample population coming from households living at incomes < 130% FPL. Network funding for CHIS, BRFS, and CWHS, is 5% for BRFS, 10% for CWHS, and none for the conduct of CHIS --significantly less than the 20% of the State population representing FSNE eligible persons (<130% FPL). In all cases, non-FSNE funding is obtained for the comparison non-FSNE samples.

American, and lower income adults in the CDPS); CHIS, BRFS, and CWHS include general statewide samples of adults. Computer-assisted telephone interviews are administered to mothers from randomly selected households from a list of households participating in the FSP for 1,000 of the participants and face-to-face interviews are collected from another 1,000 intercepted at malls in low-income areas (Benchmark, adult). Other data on children are collected via a mailed, parent-assisted 2-day food and physical activity diary and a follow-up, unassisted telephone interview with a subset of the children who completed the diary (oversampling of low-income children began in 2007; CalCHEEPS). CHIS uses computer-assisted telephone interviews administered to parent proxies for children from randomly selected households.

e. Summary of Research

Surveillance is vital to demonstrate impacts of California FSNE interventions and provide key insights to improve the effectiveness of FSNE programs that target an estimated population of 10 million FSNE eligible persons ($\leq 185\%$ FPL).^{10,11} The availability of the FSP participating household telephone list for random digit dialed surveys has made this a feasible method. See **Section A. b. Nutrition-related behavioral and lifestyle characteristics of Food Stamp Program eligible children, adolescents, and adults in California** for a thorough description of recent findings from the surveillance surveys described in this project.

f. Modification of Project Methods/Strategies

State surveillance instruments are revised annually (CWHS, BRFS, Benchmark) or biennially (CalCHEEPS, CalTEENS, CDPS, CHIS) to incorporate the most relevant nutrition, physical and sedentary activity, food security, and weight-related issues facing FSNE eligibles and help refine Network programs and campaigns. Literature reviews, scientific peer review, cognitive testing, and field testing are used to determine the final survey questions.

g. Use of Existing Educational Materials

State surveillance educational materials include survey instruments, data tables, survey reports, fact sheets, presentations, consumer briefs/newsletters. Several survey instruments are available in Spanish (CalTEENS, CDPS, CWHS, BRFS, CHIS). CHIS is also produced in Cantonese, Mandarin, Vietnamese, and Korean. Publications are available on the CPNS website (www.ca5aday.com).

h. Development of New Educational Materials

Existing materials will be updated as more recent survey data become available (See i).

i. Key Performance Measures/Indicators

The Network maintains an extensive Research and Evaluation Statewide Surveys webpage.¹² The most basic, straightforward performance measure is data tables. The webpage contains completed sets of a minimum of 40 data tables each for CalCHEEPS, CalTEENS, and CDPS that describe status and changes in dietary intake, physical activity, and food insecurity of California FSP eligible adults, teens, and children. These will be updated during FFY 2008.

Oral presentations and posters are another key performance measure; in FFY 2007, an obesity-

¹⁰ U.S. General Accounting Office. (2004). *Nutrition education: USDA provides services through multiple programs, but stronger linkages among programs are needed* (GAO-04-528). Washington, DC: U.S. Government Printing Office.

¹¹ McClelland JW, Keenan DP, Lewis J, Foerster S, Sugerman S, Mara P, Wu S, Lee S, Keller K, Hersey J, Lindquist C. Review of evaluation tools used to assess the impact of nutrition education on dietary intake and quality, weight management practices, and physical activity of low-income audiences. *J Nutr Educ*. 2001;33 Suppl 1:S35-48. Review.

¹² http://www.dhs.ca.gov/ps/cdic/CPNS/research/rea_surveys.htm

related presentation of findings from CalTEENS and CalCHEEPS and a poster on CWHS¹³ were presented at the 2007 California Childhood Obesity Conference and two BRFSS posters relating to food insecurity were presented at the 2007 national BRFSS conference.¹⁴ An abstract describing findings from the Benchmark Study has been submitted to the National Prevention and Health Promotion Summit. Appropriate venues for presentation of surveillance data will be identified and employed during FFY 2008.

Publishing findings are a third key performance measure. During FFY 2007 we prepared several Data Point brief reports based on findings from the California Women's Health Survey and are in the process of writing a report based on combined data from CHIS, CDPS, and BRFS on fruit and vegetable consumption. Production of one or more reports will occur during FFY 2008.

3. Evaluation Plan

Project for which evaluation is associated:

Surveillance is associated with the overall *Network for a Healthy California* interventions, including local, regional, and media efforts

Evaluation Type:

Surveillance and Outcome: Annual and biennial survey findings evaluate the current impacts of FSNE. In addition, the ongoing surveillance methods provide intervention changes over time.

Questions that will be addressed

These surveys are used to gain a better understanding of and answer questions about FSNE-eligible California children, teen, and adults' dietary intake (especially fruit and vegetable consumption) and practices, physical and sedentary activity, food insecurity, body weight, knowledge and awareness of the *Campaign*, and upstream factors that influence these behaviors including out-of-home eating, social norms, school, neighborhood, and worksite environments, poverty status, as well as knowledge, attitudes, and beliefs. Information about ideas to improve local community and school nutrition environments, current youth advocacy activities related to nutrition, and perceptions of food marketing are additionally collected from teens. These findings inform planning, delivery, refinement, and evaluation of FSNE interventions.

Specifically, the data monitor changes in dietary, physical activity, and weight status trends over time; correlations between key behavioral measures and (1) knowledge attitudes, and beliefs, (2) positive/negative lifestyle choices, (3) supporting/inhibiting environmental factors, (4) demographic factors, and (5) health indicators and outcomes; and relationships between the target populations and *Campaign* activities.

Scope, Design, Measures, and Data Collection:

Seven surveillance and monitoring surveys are used. Each makes a unique contribution, either due to age group (CalCHEEPS, CalTEENS), comparability with other state and national data (BRFS), ability to follow the population at a more localized level (CHIS), focus on issues pertaining to women (CWHS), or provide us with the opportunity to investigate a broad range of topics that relate to the areas of our intervention and communications activity (CDPS, Benchmark).

See **d. Project Description**, Narrative Summary for more details about conduct of these surveys.

Plans for using the results

¹³ Keihner A, Ghirardelli A. Findings from California Statewide Surveys: Overweight and Related Variables and Sugerman S. Healthy Body Weight Status, Obesity, and Obesity-Related Factors in California Women: Examining Disparities and Relationships, presented at California Childhood Obesity Conference, Anaheim, CA, January 2007.

¹⁴ Mitchell P. Food Insecurity with Hunger Among California's Poor: Results of the 2005 BRFSS and Atiedu A. Fruit and Vegetable Consumption Among Food Insecure California Adults, presented at BRFSS National Conference, Atlanta, GA, March, 2007.

Investigating and compiling results for the FSNE eligible population is the primary focus of this project. Surveillance results will be used to identify key characteristics of FSNE eligible populations and changing trends; evaluate California's progress toward meeting the 2005 Dietary Guidelines for Americans; inform and prioritize *Campaign* and program activities; and triangulate data with other similar data sources to contribute to evaluation of the Network as a whole, increasing program integrity and impact. They also link knowledge, attitudes, and beliefs to key behaviors and identify disparities and gaps in consumer knowledge and awareness; enabling our contractors to best determine where to direct their resources and intervention efforts.

Previous Evaluation:

State surveillance has been used to evaluate the California 5 a Day Campaign and California Nutrition Network for Healthy, Active Families as a whole. Supplemental trend data (CA BRFSS) comparable to national data (BRFSS) supported data triangulation and allowed more latitude to examine emerging issues among FSNE eligible women (CWHS) and low-income food insecure populations. Large data sets (CHIS) across age groups allowed staff to examine data for FSNE eligibles in more detail and provide our contractors county strata and regional level data. All of these surveillance systems contain questions to assess fruit and vegetable consumption, which thereby allows us to monitor California's progress towards meeting the 2005 Dietary Guidelines for Americans, especially for the fruit and vegetable consumption of FSNE-targeted populations.

4. Coordination Efforts

CPNS requests representatives from WIC, Maternal and Child Health, the Department of Education, UC-FSNEP, academics, representatives from local and regional projects, and other experts in the field to review and contribute to revisions of the CDPS, CalTEENS, and CalCHEEPS. Stakeholder interviews or meetings with state-level department personnel, projects, and local contractors for relevant surveys are conducted to gain insight into needs for data collection and reporting activities. Information gained from stakeholder interviews is utilized to develop potential data reporting and topics that are relative to needs of FSNE-related project activities on the statewide and local level.

CPNS staff participates in the users' group committees of external surveys: CWHS, CHIS, and BRFSS. CPNS collaborates with WIC when participating on survey design for CWHS and developing CDHS nutrition-related question proposals for CHIS. CWHS data analysis is done separately for WIC's requested population of interest, women enrolled in the WIC program and all women age 18 – 44. CPNS also provides FSNE eligible population data for WIC programs.

CalCHEEPS and CalTEENS data are provided to stakeholders when new legislation is passed which results in changes in the school meal setting, e.g., removal of soft drinks from school vending machines or addition of fruits and vegetables to the school breakfast program.

Data is widely disseminated through all the mechanisms described under **i. Key Performance Measures/Indicators**, and the Network is readily responsive to requests for information from WIC, the California Department of Education, and other members of the SNAP working group.

STATE LEVEL PROJECT SUMMARY FORM

REU - Project #4

1. Goals & Objectives (*See State Level Objectives*).

2. Project Title: Technical Assistance and Resource Development for Program Planning, Targeting and Evaluation for FSNE Providers

a. Related State Objectives

Related State Objectives include #3 and #6.

b. Audience

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American, Caucasian/White, Latino/Hispanic, and Asian populations (GIS project)

Languages: English and Spanish

Ages: All ages.

c. Focus on FSP Eligibles

All of the activities funded by USDA are designed to reach Food Stamp Nutrition Education (FSNE) eligible consumers and this project is to provide evaluation and evaluation resources to the *Network* and FSNE intermediaries so that they, in turn, can more effectively provide nutrition education to the FSNE-eligible consumers that they serve, with FSNE-eligibility based on income targeting.

Income Targeting Data Source:

Besides activities at location-based proxy sites, site verification of 50% or greater FSNE eligibles participating in projects participating in collection of tracking data will be based on the following data sources:

Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and WIC Income Guideline Qualifications.

d. Project Description

Key Strategies: Develop and disseminate information regarding best evaluation practices and standardized methods and tools for contractors using reports, group approaches and online systems: GIS; CX³; Case studies of Regional Nutrition Network and Local Food and Nutrition Education project accomplishments; Examination of already-developed intervention for outcome/impact evaluation; Development of outcome/impact evaluation templates and survey instruments

Key Educational Messages: The key educational message is the importance of using well thought out methods and standardized, high quality tools for planning and evaluation purposes. The focus will be placed on strategies to improve program planning, targeting, and evaluation through standardized methods and tools and identification of promising practices. Messages will be directed to contractors and will encompass documenting promising practices for implementation of nutrition education in a variety of settings.

Intervention Sites: Sites include program personnel at all contractors, including Regional Nutrition Network Coordinators and sub-contractors, as well as Regional Nutrition Network Collaboratives working with FSNE programs and interventions.

Projected Number of Contacts:¹

Direct Contacts: 1806

Indirect Contacts: 2,342,043

Narrative Summary:

- GIS data layers will be updated and functionality improved to make it more useful for targeting every other month for proprietary retail data and as needed for other data layers; training and ongoing technical assistance will be provided (See Training Project).
- CX³ is a pre-program planning framework for evaluating neighborhood nutrition factors used to guide resource allocations and potential interventions for the local health department LIA contractors. Local health department LIAs are the focus because (1) it fits within their purview as guardians of the health of residents in their county and (2) they have multi-year contracts to deliver community-based nutrition education. Utilizing this program planning framework, they focus on 3 – 5 low-income neighborhoods in their county that meet USDA FSNE eligibility. The neighborhoods may consist of multiple census tracts (50% at or below 185% FPL). The goal of the program planning framework is to make sure the locally-delivered nutrition education that reaches people within the neighborhood boundaries is relevant to their surroundings, tailored to the issues and barriers they face, and, thereby, is persuasive in healthy messaging and content. We view this as integral to responsible FSNE nutrition education program planning. On a more macro level, the standardization across neighborhoods means local health departments' FSNE projects have an objective way to evaluate how to prioritize funding. For example, as the condition in poor neighborhoods can vary dramatically, local projects may find that one neighborhood warrants more FSNE resource allocation than others. In addition, local FSNE staff may promote ideas for improving access to healthier foods in their low-income neighborhoods within the context of tailored nutrition education interventions. In FFY 06 pilot work was begun with six large county health department contractors to implement Communities of Excellence³ (CX³) indicator data collection; in FFY 07, six new counties implemented CX³ and data analysis work began, which led to some instrument modification and simplification; in FFY 08, CX³ will be implemented with 10 health department contractors that have renewed Network contracts. As part of implementation, initial training and ongoing technical assistance is provided.
- Technical assistance will be provided for case studies on the nutrition education best practices and lessons learned based on the experience of 1) Regional Nutrition Networks

¹ Direct includes 81 CX³ trained health department staff and community data collectors; 127 total contractors minus the six health departments accounted for in CX3 above for use of the GIS; 140 participants in the Spanish FBC project; 264 anticipated readers for the RNN case studies (24/region: 4 contractor staff- one is already accounted for in GIS and 20 collaborative members); 20 anticipated contractor readers for the LFNE case studies. Indirect includes 387 estimated other health dept. staff presented to in order to increase change and develop partnerships; partners/community members who are not currently involved, but presented to about the project and plan to collaborate with (estimates based on pilot and 06-07 experience); 880 (80/region) anticipated non-contracted interested readers for the RNN case studies reading from the web; 80 anticipated non-contracted individuals interested in topic reading from the web; 2,340,696 Latino Californians living in households with income < 185% FPL between the ages of 18 and 44 could potentially benefit from a tool such as the Spanish language FBC (Over 9 million Californians over the age of five live in households where Spanish is the language spoken in the home—about half of them report speaking English “less than ”very well”).

collaborative activities, 2) Local Food and Nutrition Education projects completing their final year of funding and possibly other topics as identified.

- Capacity building for impact evaluation and skill development for contractors are key components of the technical assistance provided. LIAs need strong evaluation skills to integrate evaluative thinking and activities into an organization.² These skills enable LIA staff to articulate evaluation questions, develop and implement sound principles of evaluation and collect, analyze, report and use findings.³ The evaluation findings are used to increase program delivery and identify gaps so that technical assistance and other support can be provided (See REU Project #2). Strong, standardized tools are needed to carry this out effectively. Trainings, technical assistance, written materials and online resources are strategies that the state will use to build evaluation skills. These evaluation materials and training approaches are particularly suited to contractors serving nutrition education for low-income populations because they are inexpensive, easily diffused and readily accessible.
- Impact evaluation report templates for ongoing conduct of outcome/impact evaluation will be updated (See REU Project #2).
- Concurrently, a literature review to identify newly validated brief instruments for measuring dietary quality, physical activity and their predictors will be conducted and existing instruments and data entry templates modified to meet contractor needs. The illustrated Spanish Food Behavior Checklist/Fruit and Vegetable Checklist and the CalCHEEPS Validation projects begun in FFY 07 will be completed.
- The research design and plan will be developed for an intervention study of one or more promising nutrition education curricula such as USDA's recently released Food and Nutrition Services *Loving Your Family, Feeding Their Future* and/or another curriculum identified by a *Network* contractor and staff as promising but not yet rigorously evaluated that can be implemented in FFY 09.

e. Summary of Research

Each of the resources and tools that are part of this project are well-documented as being a research-based effective program planning, targeting, and/or evaluation adjunct. The GIS is an established, quickly growing evaluation and mapping tool in public health, providing contractors with a way to identify qualifying sites for intervention as well as the facility to map community assets for program planning as part of the CX3 process⁴. The community-level indicators that are the basis for CX3 were developed using the model CDC used to do the same for cardiovascular disease risk factors⁵. Case studies are a well-established approach of qualitative or mixed method evaluation of public health programs⁶. An extensive body of peer review and "grey" literature as well as a wide network of contacts initiated with well-established researchers led to development and expansion of the list of validated and/or well tested instruments for measuring behavioral objectives and predictors. Our work with the UC Davis established a website "home" for the instruments, and they are readily accessible in .pdf form to our contractors. The Food Behavior Checklist is an instrument that has been validated for use with a low literacy population in English⁷. It has been translated into Spanish and modified to be culturally appropriate and is in the process of validation and reliability testing with a low literacy Spanish speaking population.

² Duignan P. Mainstreaming Evaluation or Building Evaluation Capability? Three Key Elements. *New Directions for Evaluation*, 99, Fall, 2003.

³ Preskill H. *Building Organization Capacity for Evaluation*. The Evaluator's Institute. Jan 13, 2006

⁴ Ricketts TC. Geographic information systems and public health. *Annu Rev Public Health*. 2003;24:1-6. Epub 2001

⁵ Cheadle A, Sterling TD, Schmid TL, Fawcett SB. Promising community-level indicators for evaluating cardiovascular health-promotion programs. *Health Educ Res*. 2000 Feb;15(1):109-16.

⁶ Patton, MQ. *Qualitative Research and Evaluation Methods*. Sage Publications, Inc. 2002.

⁷ Townsend MS, Kaiser LL, Allen LH, Joy AB, Murphy SP. Selecting items for a food behavior checklist for a limited-resource audience. *J Nutr Educ Behav*. 2003 Mar-Apr;35(2):69-77.

f. Modification of Project Methods/Strategies

Existing methods and strategies will be updated by refining tools and systems as knowledge in the field of evaluation continues to grow and as our contractors usage of the resources indicates need. For example, the need for a very basic GIS tutorial focused solely on targeting was made evident; that was developed and added to the GIS website during FFY 07. Since the retail environment is constantly changing, it is vital to frequently update retail GIS data if it is to be useful to our contractors. Other types of relevant data, e.g., physical fitness test scores by school, are updated on an annual basis. As additional standardized outcome/impact contractor measures are implemented, new data entry templates for use by contractors will be developed to expedite their evaluation work. When updates occur, improved materials and methods will be disseminated to all contractors along with training and technical assistance to keep them current in the field.

g. Use of Existing Educational Materials

- The on-line Geographic Information System (GIS), with tutorial; Toshi Hayashi, Matthew Stone, will continue to be accessible to all contractors. Retail data and data containing the distribution of FSP participation for this system are purchased. It would not be possible for us to use the GIS for retail or intervention targeting without the purchased resources. English
- CX³ Program Planning Tools; Valerie Quinn, Alyssa Ghirardelli, Ellen Feighery -Community program planning tools developed and piloted during FFY 2006. Planning tools are not purchased. English
- A Compendium of Survey Instruments; Andy Fourney – A handbook outlining outcome/impact evaluation methods and materials and a set of validated and/or well-tested instruments for measuring behavioral objectives and predictors. The handbook is produced in-house, not purchased; a major distribution channel for instruments is online. English (See h.)
- One activity under this project will be planning for an intervention study of either *Loving Your Family, Feeding Their Future* or another nutrition education curriculum identified by a *Network* contractor and staff as already developed, promising but not yet rigorously evaluated. English and Spanish

h. Development of New Educational Materials

- New surveys will be added to an existing Compendium of Surveys to increase the diversity of tools available to contractors; some potential measures have already been identified.^{8,9} These would not need to be purchased.
- We expect one survey to be the Spanish language Fruit and Vegetable Checklist. An illustrated Food Behavior Checklist developed and cognitively tested using cups vs. servings during FY 06 by UC Davis has had its illustrations modified to be more culturally appropriate, been translated into Spanish, and is in the process of being validated with a Spanish-speaking population. A literature review did not identify a comparable Spanish-language low literacy validated brief tool, so it is needed. It was approved in the FFY 07 Plan, however IRB issues led to a delay in its implementation until summer 2007, so the work will carry over into FFY 08.

⁸ Townsend MS, Kaiser LL. Development of an evaluation tool to assess psychosocial indicators of fruit and vegetable intake for two federal programs. *J Nutrition Education & Behavior*. 2005;37:170-184.

⁹ Townsend MS, Kaiser LL. Brief psychosocial fruit and vegetable tool is sensitive for United States Department of Agriculture's nutrition education programs. *J Am Dietet Assoc*. In press.

i. Key Performance Measures/Indicators

GIS – Standard website measures, contractor utility and training satisfaction will be used: hits, usage, requests from contractors for data for more in-depth work, training evaluation surveys
CX3 – Interviews with coordinators of other initiatives focusing on community level-indicator approaches for program planning will compare and contrast best practices to develop intermediate outcome measures. Local staff implementing project activities will provide input into process and measures. As intensive process evaluation was conducted over the pilot phase in FFY 06-07, new training and implementation evaluation tools will be developed and conducted with participating contractors and their team.

Compendium of Survey Instruments and other outcome/impact evaluation materials – The addition of useful, new measures and the extent of usage of surveys will be tracked and training evaluation satisfaction surveys will be conducted. Approximately 80 hard copies of a 36-survey compendium have been distributed to contractors. These are also available on two websites. A thorough monitoring system tracks the surveys that are used and progress of contractors in implementing their evaluation plan, collecting, processing and analyzing their data, and reporting on their findings.

Spanish Food Behavior Checklist – The deliverables are two validated, easy to administer products, appropriate for low-income Spanish-speaking women taking part in FSNE and a report describing their developments

CalCHEEPS Validation Study –The extent to which the CalCHEEPS dietary data collection method calibrates against 24 hour recall for capturing the dietary intake of 9-11 year olds will be identified and recommendations for future dietary measures with children will be made

Planning for an intervention study of *Loving Your Family, Feeding Their Future* or other promising intervention – A rigorous evaluation design, identification of participating sites, a contractor to implement, and projected costs will be developed

3. Evaluation Plan

All the activities proposed for this project are themselves evaluation resources or tools that enable us to determine what technical assistance is needed and how best to provide it. Informal and formal methods will be used to solicit contractor feedback and answer these questions. Telephone calls, emails and interviews will provide data to uncover themes calling for assistance. Surveys and group level oral evaluation following technical assistance workshops and events will assess utility. Timely completion of activities, such as ontime report submission, will provide a measure of the impact of technical assistance. The results will be used to create a *Network* that is responsive to changing demands, refine technical assistance content, provide technical assistance on new topics, diffuse assistance through new delivery channels, refine data collection forms, add data layers on the GIS, and/or create additional tools to assess impact. This is an iterative process that has been ongoing, since 2005-06.

4. Coordination Efforts

Sharing of tools and methods will continue between other federal and state-funded programs working with the same target population. Results from the evaluation of combined intervention efforts by the *Network*, CA Dept. of Social Services, and UC Cooperative Extension will be shared and disseminated to improve message delivery to the FSNE target audience. WIC and Dept. of Education Nutrition Services staff contributed to the development of indicator items for CX.³ We have begun discussion with the WIC branch chief about using CX³ data to do an analysis about the extent of availability of foods on the new WIC food package in different types of retail food stores. There is also potential of working with WIC during FFY 08 to leverage the use of the GIS. Case study report dissemination will contribute to better coordination by directly responding to the need identified in the United States General Accounting Office (GAO) report

for more systematic sharing of lessons learned across nutrition education efforts.¹⁰ The Spanish Food Behavior Checklist and the earlier English language illustrated Food Behavior Checklist represents a direct collaboration of *Network* and UCD-FSNEP to produce evaluation instruments needed by both programs.

¹⁰ U.S. General Accounting Office. (2004). *Nutrition education: USDA provides services through multiple programs, but stronger linkages among programs are needed* (GAO-04-528). Washington, DC: U.S. Government Printing Office.

FFY 08 Project Summary Budget Form
Research and Evaluation Unit
(Budget Summary for 4 Research & Evaluation Projects)

	FFY 07			FFY 2008			% Difference
	PHI	State	Total	PHI	State	Total	
Federal Share Budget							
1. Personnel Salaries/Benefits	1,034,396		1,034,396	888,726	73,579	962,305	-7.49%
2. Contracts/Grants/Agreements	859,389	317,904	1,177,293	700,243	379,664	1,079,907	-9.02%
3. Non-capital Equipment/Supplies	55,521		55,521	47,960	3,560	51,520	-7.77%
4. Materials	45,000		45,000	0			-100%
5. Travel	43,761		43,761	55,890	15,241	71,131	38.47%%
6. Administrative *	53,500		53,500	81,500		81,500	34.36%
7. Building Space *	110,100		110,100	97,011	17,308	114,319	3.69%
8. Maintenance *				0			
9. Equipment & Other Capital Expenditures	84,830		84,830	56,340		56,340	-50.57%
10. Total Direct Costs	2,286,497	317,904	2,604,401	1,927,670	489,352	2,417,022	-7.72%
11. Indirect Costs @8.5 % of Personnel Costs*	252,853	0	252,853	246,640	6,255	252,894	
12. TOTAL COSTS	2,539,350	317,904	2,857,254	2,174,310	495,607	2,669,916	-6.99%

*Administrative and Maintenance budgets are included in the line Building Space line

(See Appendices, Section C, Staffing and Section D, Budget Summary for detailed staffing costs and budget & justifications)

Item #2. Contracts/Grants/Agreements – See individual Project Summaries for LIA, NIA, and Special Projects in attachment binders.

* IndirectCost rate for State is 8.5% of total personnel costs and PHI is 17.8% of total budget less subcontracts

STATE LEVEL PROJECT SUMMARY FORM
COMMUNITY DEVELOPMENT – Project #1

1. GOALS & OBJECTIVES (*See State Level Objectives*)

2. Project Title: Community Development Project 1: Local Operations

a. Related State Objectives

Related State Objectives include 1, 2, 3, 4, 6, 8, 9, 10

b. Audience

Local Incentive Award (92), Non Profit Incentive Award (3), State Incentive Award (1), UC Cooperative Extension Program (39), Regional Networks (11) and Special Project Contractors (34, Local Food and Nutrition and Faith-based projects) who provide nutrition education to all ages and ethnicities of Californians participating in the Food Stamp Program and FSNE eligibles at 185% or below the FPL. See Project Summaries in Section B for specific audience characteristics in each contract.

c. Focus on FSP Eligibles

All of the program activities by USDA FSNE local contractors are designed to reach FSNE eligible consumers and their families where they learn, work, shop, worship, live and receive other services.

Income Targeting Data Sources:

Site verification of 50 percent or greater FSNE eligibles participating in program activities is based on the following data sources:

Primary: *Network* GIS 2000 Census Tract Data; California Department of Education Free/Reduced Price Meal Participation rates;

Secondary: Percentage participation for location based proxy sites for “Likely FSP Eligibles” include food banks, food pantries, food stamp offices, Head Start, public housing, shelters/temporary housing, soup kitchens, TANF Job Readiness Program; percentage participation for location based proxy site for “Potential Eligibles” is WIC offices); other agency specific income data.

See project summaries in Section B for expanded income targeting data for each contractor.

d. Project Description

Summary:

CPNS staff will continue to provide programmatic and fiscal support at the State and local level to Local Incentive Awardees, Nonprofit Incentive Awardees, State Incentive Awardees and Special Projects to assure programmatic as well as fiscal compliance with the annual USDA FSNE Plan Guidance.

Key Strategies:

1. Develop funding application package for FFY09 *Network Plan* for LIA, NIA, SIA and Special Projects; conduct solicitation and provide contractors with teleconference trainings on the forms in the solicitation package; review and approve state share and federal share program and fiscal documents, assuring FSNE income targeting.
2. Provide an orientation on *Network* policies and procedures to new agency staff and refresher orientations as necessary.
3. Plan and conduct annual trainings (face to face, web-based and teleconference) to continuing agencies on fiscal policies and procedures and on programmatic issues. This includes a training calendar/curriculum and Power Point presentations, 2 *Network* fiscal trainings in northern and southern California and Nutrition Education Institute trainings (2 levels) in conjunction with the *Network* annual conference.
4. Provide on going technical assistance and support to local agencies in the conversion to new brand and Champion for Change campaign.
5. Monitor and provide continuous technical assistance to 100% of contracts to ensure program and fiscal responsibility throughout FFY 08.
6. Conduct quarterly interactive all-contractor teleconferences to communicate state CPNS, DSS, UCCE updates, new program resources, policy clarifications, etc.
7. In partnership with Program Compliance Team (PCT), conduct site visits annually on 50% of local contractors to ensure program quality and compliance with fiscal and program policies and procedures.
8. In partnership with PCT, conduct fiscal compliance reviews (desk reviews) on 50% of local contractors and follow-up with any issues resulting from review.
9. Provide detailed programmatic analysis on annual and final progress reports submitted.
10. As per the Administrative review reorganize the Administrative Unit into three subunits managed by three Staff Service Manager I positions; Administrative and Fiscal Services, Contract Operations, and Regional Infrastructure and Special Projects.
11. Working with the Research and Evaluation Unit with assistance from CANNact, develop data collection process and pilot test to integrate the Education and Administration Reporting System (EARS).
12. Partner with the Public Health Institute through a master contract to provide enhanced fiscal, resource development and personnel services that are not available through the State infrastructure to ensure that the *Network* is able to meet the goals and objectives of the proposed plan.
13. Begin developing a new RFP for enhanced administrative, fiscal and resource development and personnel services master contract currently provided by Public Health Institute.
14. Follow-up on issues identified during site visits and desk reviews and to ensure programmatic and fiscal compliance and identify opportunities for technical assistance for LIAs.
15. Respond to CDPH, CDSS and USDA technical inquiries.

Key Educational Messages for Contractors:

1. Successful project requires compliance with annual USDA FSNE Plan Guidance
2. Documentation of State share expenditures is required for Federal share reimbursement.

3. Nutrition Education messages for target audience based on USDA Dietary Guidelines for Americans and MyPyramid.com, with focus on increasing fruit and vegetable consumption, increasing physical activity to 60 minutes a day for children and 30 minutes a day for adults, achieving caloric intake and expenditure balance, and promotion of food stamp program to help those with low resources obtain healthy food choices.
4. “Fruits and Veggies” – More Matters if adopted by the *Network*
5. Encourage and support the promotion of the Champions for Change Campaign and new *Network* brand.

Intervention Sites:

LIA, NIA and Special Project intervention sites include school districts, county offices of education, local health departments, WIC offices, community settings in qualifying census tracts. See project summaries in Section B for expanded intervention site data on each contractor.

Projected Number of Contacts:

Direct Contacts: 1.7 million FSNE eligibles through Local Incentive Award, NonProfit Incentive Award, State Incentive Award, UCCE and Special Project Contractors.

e. Summary of Research

Results of most recent statewide surveillance data and individual contractor evaluation results are used to provide guidance to local contractors to improve FSNE in their communities.

f. Modification of Project Methods/Strategies

Project methods and strategies have been modified to address issues raised by USDA Western Regional Office during the exit conference concerning the FFY 2006 USDA Review of the *Network for a Healthy California* and annual FSNE Plan Guidance. See project summaries in Section B for expanded project methods/strategies data for each contractor.

g. Use of Existing Educational Materials

All of the following materials will be updates to existing materials, produced in English and posted or linked on the CPNS website (except staff Desk Manuals). They are developed by CPNS staff for *Network* contractors working in California. They address guidelines both from USDA and the CDPH Contract Management Unit.

Local Incentive Award Program Guidelines (quarterly updates; includes Preferred Material and Curriculum List)

Fiscal Guidelines Manual (quarterly updates)

CHKRC annual catalog

Contract Manager Desk Manual

Program Manager Desk Manual

See project summaries in Section B for expanded educational materials data on each contractor.

h. Development of New Educational Materials

See project summaries in Section B for expanded educational materials data on each contractor.

i. Key Performance Measures/Indicators

Completion of Key Strategies by CPNS staff on due dates.

See project summaries in Section B for key performance measures/indicators on each local contractor.

3. Evaluation Plan

Process: GIFTS, an internal tracking system, provides status reports on Program and Contract Manager site visits, contractor invoicing, Funding Application Packet documents, progress report analyses, etc.; will also track distribution of NERI, LIA Guidelines Manuals,

Outcome: see REU Project #2 for Impact/Outcome Evaluation conducted by local contractors

Evaluation of training activities includes: Web based surveys of participants in annual fiscal and program trainings for local contractors; Web based survey of local agency participants in local contractor orientations; Web based survey of new local contractor fiscal and program manual and Power Point training presentation.

Evaluation Tools: CANNact web based survey, GIFTS status reports, Web Based Survey Software

Previous Evaluation: CANNact Contractor Survey, FFY 2007

CANNact Contractor Survey results will be used to assist CPNS staff in streamlining *Network* documentation and developing templated activities for Scopes of Work. See project summaries in Section B for evaluation plans for each contractor.

4. Coordination Efforts

The *Network* will continue coordination with USDA funded programs, namely WIC, CDE, University of California Davis-FSNEP and California Department of Social Services. CPNS staff are active partners in the State Nutrition Action Plan (SNAP). The *Network* continues to work with both internal and external partners and Regional Lead Agencies to promote consistent nutrition education messages to food stamp participants and FSNE eligibles, to conduct activities that promote increased consumption of fruits and vegetables, increased physical activity and increased access to healthy foods. Through FANOUT, the *Network* continues to work with agencies and other food security stakeholders, including local Food Stamp Directors, California Association of Food Banks, America's Second Harvest and California Food Policy Advocates on nutrition education and Food Stamp promotion. See project summaries in Section B for coordination efforts of each contractor.

STATE LEVEL PROJECT SUMMARY FORM
COMMUNITY DEVELOPMENT – Project #2

Project Title: Community Development Project 2: Corrective Action Workplan

a. Related State Objectives:

Related State Objective: 10

b. Audience

Local Incentive Award (92), Non Profit Incentive Award (3), State Incentive Award (1), Regional Networks (11) and Special Project Contractors (34, Local Food and Nutrition and Faith-based projects) who provide nutrition education to all ages and ethnicities of Californians participating in the Food Stamp Program and FSNE eligibles at 185% or below the FPL.

c. Focus on FSP Eligibles

All of the program activities by USDA FSNE local contractors are designed to reach FSNE eligible consumers and their families where they learn, work, shop, worship, live and receive other services.

Income Targeting Data Sources:

Site verification of 50 percent or greater FSNE eligibles participating in program activities is based on the following data sources:

Primary: *Network* GIS 2000 Census Tract Data; California Department of Education Free/Reduced Price Meal Participation rates;

Secondary: Percentage participation for location based proxy sites for “Likely FSP Eligibles” include food banks, food pantries, food stamp offices, Head Start, public housing, shelters/temporary housing, soup kitchens, TANF Job Readiness Program; percentage participation for location based proxy site for “Potential Eligibles” is WIC offices); other agency specific income data.

d. Project Description

Key Strategies:

1. Work with fiscal consultant to continue to develop tools and train staff in an effort to continue to address the corrective actions and recommendations of the 2006 USDA Review and the Administrative, Fiscal and Programmatic Improvement Plan.
2. Follow-up on issues identified during site visits and desk reviews to ensure programmatic and fiscal compliance and identify opportunities for technical assistance for LIAs, NIAs and SIAs.

Key Educational Messages for Contractors:

1. Successful project requires compliance with annual USDA FSNE Plan Guidance
2. Documentation of State share expenditures is required for Federal share reimbursement.

3. Nutrition Education messages for target audience based on USDA Dietary Guidelines for Americans and MyPyramid.com, with focus on increasing fruit and vegetable consumption, increasing physical activity to 60 minutes a day for children and 30 minutes a day for adults, achieving caloric intake and expenditure balance, and promotion of food stamp program to help those with low resources obtain healthy food choices.

e. Summary of Research -

Results of most recent Program Compliance Team Reviews, Site Visits, Progress Reports and Desk Reviews

f. Modification of Project Methods/Strategies

Project methods and strategies have been modified to address issues raised by USDA Western Regional Office during the exit conference concerning the FFY 2006 USDA Review of the *Network for a Healthy California* and annual FSNE Plan Guidance.

g. Use of Existing Education Materials

All of the following materials will be updated, produced in English and posted or linked on the CPNS website (except staff Desk Manuals). They are developed by CPNS staff and address guidelines both from USDA and the CDPH Contract Management Unit.

Local Incentive Award Program Guidelines (quarterly updates; includes Preferred Material and Curriculum List)

Fiscal Guidelines Manual (quarterly updates)

CHKRC annual catalog

Contract Manager Desk Manual

Program Manager Desk Manual

Site Visit Tools and Instructions

Desk Review Tools and Instructions

h. Development of New Educational Materials

Tools to assist *Network* Staff and Contractors with implementation of Corrective Action Work Plan including protocols for follow-up on compliance issues.

i. Key Performance Measures/Indicators

The key performance indicator for the Corrective Action Work Plan is timely completion of Plan benchmarks. Status is to be reviewed on a quarterly basis with adjustments to timeline where necessary.

j. Evaluation Plans

Conduct a quarterly status review of the Corrective Action Work Plan to ensure timely completion of benchmarks and if adjustments need to be made.

k. Coordination Efforts

The Cancer Prevention and Nutrition Section will work with all Unit Leads and UC Cooperative Extension to ensure that issues identified in the USDA 2006 Review are resolved and Contractors are trained and compliant with FFY 2007 FSNE Guidance.

STATE LEVEL PROJECT SUMMARY FORM
COMMUNITY DEVELOPMENT – Project #3

Project Title: Community Development Project 3: Food Stamp Offices

1. Related State Objectives:

Related State Objectives include 1, 2, 4, 7

2. Audience

County Welfare Departments serving Food Stamp eligibles and recipients.

3. Focus on FSP Eligibles

Activities will target Food Stamp eligibles and recipients who are at Food Stamp Offices.

4. Project Description

Establish a FSNE Team comprised of three contract positions (one supervising Health Educator IV Nutrition Specialist, one Health Educator III and one Grants and Contract Specialist II), that will work with County Welfare Departments (CWDs) to develop and implement nutrition education and physical activity promotion projects for their Food Stamp recipients.

5. Key Strategies:

1. directing, educating and persuading CWDs regarding the need to develop and provide nutrition/health educational activities and services specifically directed at their Food Stamp population;
2. providing ongoing expert nutrition/health consultation services to CWDs;
3. directing and participating in food stamp promotional activities, including laying the groundwork for utilizing nutrition educators, community partners and CWDs as active participants and supporters;
4. developing and implementing CWD-oriented social marketing projects to augment and complement ongoing FSNE efforts by the LIAs and UC-FSNEP; and
5. developing and implementing protocols for county minimal and optimal activities.

6. Key Educational Messages: Primary messages focus on fruits and vegetables; physical activity promotion (integrated with nutrition); and chronic disease and obesity prevention; Secondary messages include healthier eating, in general; food safety; cooking skills;

e. Summary of Research -

Results of most recent statewide surveillance data, Network focus group reports and data from Food Stamp Office Resource Kit evaluation will be reviewed and considered in determining interventions.

f. Modification of Project Methods/Strategies

Project methods and strategies have been modified to address issues raised by USDA Western Regional Office during the exit conference concerning the FFY 2006 USDA Review of the *Network for a Healthy California* and annual FSNE Plan Guidance.

g. Use of Existing Education Materials

Food Stamp Office Resource Kit

Network for a Healthy California education materials (could include recipe cards
Cookbooks and other appropriate materials)

h. Development of New Educational Materials

There is no plan to develop new educational materials, only update existing *Network* materials for use in this venue.

k. Key Performance Measures/Indicators

The key performance indicators are number of food stamp participants that received nutrition education while at County Welfare Offices.

l. Evaluation Plans

Survey food stamp participants and eligibles receiving the nutrition education interventions to see if attitudes and beliefs have changed regarding key messages regarding fruit and vegetable consumption and physical activity. Conduct a survey of County Welfare Departments Staff on the nutrition education intervention strategies to ascertain the ease and effectiveness of interventions.

m. Coordination Efforts

The Cancer Prevention and Nutrition Section will work with UC Cooperative Extension and California Department of Social Services to strengthen the relationship with County Welfare Departments and ensure quality nutrition education is available at these venues to food stamp participants and eligibles.

FFY 08 Project Budget Summary
Community Development & Administration / Infrastructure)

	FFY 07			FFY 2008			% Difference
	PHI	State	Total	PHI	State	Total	
Federal Share Budget							
1. Personnel Salaries/Benefits	2,667,369	2,321,181	4,988,550	2,499,769	2,755,393	5,255,162	21.24%
2. Contracts/Grants/Agreements	20,000	61,553,979	61,573,979	20,000	60,752,413	60,772,413	-1.32%
3. Non-capital Equipment/Supplies	172,160	201,085	373,245	163,900	167,914	331,814	25.57%
4. Materials	0		0	0	0	0	
5. Travel	198,759	154,282	353,041	104,300	106,740	211,040	-28.85%
6. Administrative *	104,294	0	104,294	170,200	0	170,200	63.19%
7. Building Space *	340,080	639,014	979,094	311,025	735,541	1,046,566	28.46%
8. Maintenance *	0	0	0	0	0	0	
9. Equipment & Other Capital Expenditures	234,674	0	234,674	209,728	0	209,728	-10.63%
10. Total Direct Costs	3,737,336	64,856,541	68,606,877	3,478,922	64,518,001	67,996,923	
11. Indirect Costs @8.5 % of Personnel Costs*	575,810	169,446	745,256	570,322	234,208	804,530	17.0%
12. TOTAL COSTS	4,313,146	65,038,987	69,352,133	\$4,049,244	\$64,752,209	68,801,453	-.20%

*Administrative and Maintenance budgets are included in the line Building Space line (See Appendices, Section C, Staffing and Section D, Budget Summary for detailed staffing costs and budget & justifications)

Item #2. Contracts/Grants/Agreements – See individual Project Summaries for LIA, NIA, and Special Projects in attachment binders.

* IndirectCost rate for State is 8.5% of total personnel costs and PHI is 17.8% of total budget less subcontracts.

STATE LEVEL PROJECT SUMMARY FORM
TRAINING & SPECIAL PROJECTS – Project #1

1. Goals & OBJECTIVES (*See State Level Objectives*)

2. Project Title: Training: (Training and Specialized Technical Assistance to Food Stamp Nutrition Education Service Providers & Leadership and Support for the *Network for a Healthy California* program delivery infrastructure).

a. Related State Objectives

Related State Objectives include 1, 2, 3, 6, 7 and 10

b. Audience

The primary audience is *Network*-funded projects and partners who provide nutrition education and physical activity promotion to FSNE eligible low-income households.

Gender: Males and Females

Ethnicity: All ethnic groups

Languages: English/Spanish

Ages: Adults

c. Focus on FSP Eligibles

All activities funded by USDA are designed to reach *Network*-funded projects and partners in California to improve FSNE-funded program integrity, skills, understanding of FSNE Guidance and requirements, and to advance FSNE goals.

Income Targeting Data Source:

Network database of currently funded projects and lists of other intermediaries serving the FSNE population.

d. Project Description

Key Strategies:

Strategies include: small group trainings/workshops, and large group sessions meetings and conferences; information briefings; train the trainer, one-on- one technical assistance; webinars and teleconferences; community education events; nutrition education classes; media publicity; advisory council/task force; internet/web sites; nutrition education research/evaluation; and promotion of healthy communities. The *Network* will also continue to use a comprehensive set of strategies to build contractors' impact evaluation capacity. This unique approach will enable contractors to conduct comprehensive impact evaluation using sound principles.

Key Educational Messages:

Principally Champions for Change/communications, use of scientifically sound messages and evidence-based outcomes, administratively allowable activities and effective targeting approaches. FSNE FFY 2008 Plan Guidance; Dietary Guidelines for Americans, adult learning best practice and theory; basic public health practitioner skills; leadership and collaboration; use of GIS (geographic information system); fruit and vegetable consumption; healthy eating; FSNE

consumer and community empowerment; promotion of healthy communities, Food Stamp Program promotion (brief promotional messages); physical activity promotion (integrated with nutrition education); chronic disease and obesity prevention.

Intervention Sites:

Appropriate venues will be used to provide trainings and technical assistance for FSNE projects and intermediaries to ensure cost effective program delivery for both state and local programs.

Projected Number of Contacts:

Direct Contacts: Over 1000 *Network*-funded staff and partners serving FSNE-eligible populations will participate in trainings offered.

Indirect Contacts: See Local Project Summary data, Regional Network Project Summaries and Communications Summary.

Narrative Summary:

There are 138 *Network*-funded projects (including 11 Regional Networks) located throughout California that provide nutrition education to food stamp eligible populations. Training, technical assistance, and specialized services will be provided to maintain and improve program integrity and to ensure successful implementation and delivery of FSNE interventions. In addition, to help maximize the effective delivery of nutrition education services to the FSNE-eligible population, it is essential that partner organizations serving low-income populations, including other USDA FNS-funded programs, receive guidance and information on FSNE programs as appropriate, and that efforts between programs are coordinated and peer support encouraged. Activities planned for FFY 2008 will help to maximize impact of the new brand, promote FSNE-program integrity and sustainability, while also maximizing existing resources. Supporting new and existing partnerships will help to ensure the effective delivery of FSNE services in California.

Training and specialized technical assistance provided to *Network*-funded projects and partners will take place in multiple locations throughout the state, such as Los Angeles, Riverside, North Coast, Bay Area, Sacramento, Fresno, Chico, via face-to-face web- and teleconference, and other means. Topics will cover USDA policies and guidelines, nutrition and physical activity, nutrition education techniques, food security, program planning development and evaluation, public health practitioner skills such as collaboration with other FNS programs, and quality assurance. Training and technical assistance in FFY 2008 will continue to be tailored to address findings from the FFY 2006 USDA Review of the *Network for a Healthy California*. Specific activities will include:

- Annual trainings to new and continuing FSNE-funded projects on fiscal policies and procedures, administrative practices, programmatic delivery and quality.
- Ongoing orientation to 100% of Local Incentive Awardees (LIA) and all other FSNE-funded projects, regarding FSNE Guidance, *Network* operations, and programmatic infrastructure, with refresher orientations as necessary, including three to four regional trainings on the implementation and evaluation of effective nutrition education activities, nutrition messaging, promotion of healthy communities, empowerment, and communication and leadership skills in accord with *Champions for Change*.
- Building on work initiated in FFY 2007, conduct training and technical assistance to *Network* projects in order to assist with the advancement of best practices for sustainability, asset development and community-based partnerships in order to maximize effectiveness of FSNE activities across the state.
- Provide education and tools regarding FSNE target groups to intermediaries serving FSNE eligible low-income communities to better help them recruit and sustain participation from

FSNE-eligible mothers to serve as “Champions for Change” and to motivate and empower individuals to increase consumption of fruits and vegetable consumption and be physically active

- Provide support and technical assistance to the *Network's Communities of Excellence (CX²)* projects and Regional Networks to facilitate completion of specific nutrition education initiatives, identified through a strategic planning process, targeting FSNE eligible populations and, per USDA Guidance, encouraging FSNE clients via direct nutrition education to pursue positive changes to their communities that improve the availability of fruits and vegetables and opportunities to be physically active, and provide them with a list of strategies to assist with this effort.
- Conduct three FSNE Network Steering Committee (NSC) meetings to 1) maximize planning, coordination and oversight of *Network* FSNE activities, and 2) provide support for program administration, partnership and organizational development while promoting FSNE program sustainability. To continue addressing findings from the USDA Program Review of the *Network*, the NSC will help to improve support and communication with the Local Incentive Awardees and strengthen coordination between the LIAs, *Regional Fruit, Vegetable and Physical Activity Campaigns*, Leadership and Special Projects, Regional Networks and Collaboratives. The NSC also provides an opportunity to receive program guidance from DSS and USDA, and coordinate with U.C. Davis FSNEP and other food assistance programs and partners serving low-income Californians.
- Hold quarterly teleconferences that provide a unique and necessary function for the efficient, low-cost delivery, coordination and collaboration of FSNE projects across the state; to share program successes and challenges; highlight best practice; and support FSNE funded programs as required in the FSNE Plan Guidance for FFY 2008.
- Provide training and technical assistance to FSNE service providers to support their efforts to engage and activate FSNE-eligible youth (age 12-18) to increase fruit and vegetable consumption, increase physical activity and provide strategies for FSNE eligible youth to promote positive community change that increases consumption of fruits and vegetables and physical activity. Also provide training to with middle and high school youth in qualifying schools to learn about nutrition and healthy eating and become peer education leaders and convene a youth forum to build more effective youth teams.
- Convene a *Network* Annual Conference and support FSNE content at the biennial California Childhood Obesity Conference and annual California Conference of Local Health Department Nutritionists (CCHLDN) training, to help *Network* funded projects and partners understand FNS nutrition priorities; current and emerging initiatives, and identify resources and tools available to support implementation of effective nutrition education programs; apply networking and partnership skills to coordinate nutrition education across FNS nutrition assistance programs, and improve collaboration among State and community partners; enhance skills in planning, implementing, and evaluating nutrition education; share strategies for advancing California's State Nutrition Action Plan (SNAP); and understand factors contributing to obesity amongst low-income Californians.
- Participate in UC Davis FSNEP trainings and conference and include programs in the *Network* state-wide conference.

Announcements about trainings will be sent via flyers and e-mails and will also be listed on the training calendar and calendar of events on the *Network for a Healthy California* web site. See Appendices, Section D PHI Budget Justification for detailed sub-contractor/consultant budgets and scopes of work.

Program Coordination and Network Program Infrastructure:

In order to coordinate the efforts of California's FSNE programs, maximize resources, and avoid duplication of activities, it is necessary to continue to strengthen and support the *Network's* program delivery infrastructure. In addition, the *Network* will coordinate and complement FSNE nutrition and physical activity programs and activities, including other FNS Programs, to maximize the effectiveness of FSNE projects and enhance program sustainability. The following activities will help to deliver consistent nutrition education messages, increase FSNE-eligible Californians' consumption of fruits and vegetables, physical activity and promote increased participation in the Food Stamp Program:

- Continue to participate in the development and implementation of the FFY 2008 SNAP to increase fruit and vegetable consumption in FSNE target populations. State agencies collaborating are: CDHS (WIC, *Network*), DSS (Food Stamp Program and Temporary Emergency Food Assistance Program), CDE (Child Nutrition Programs and Food Distribution Program), UCD (Food Stamp Nutrition Education), and CDFA. This activity continues to be replicated in nine counties around the state as CNAP (County Nutrition Action Plan).
- Coordinate and convene quarterly Food Stamp Nutrition Education and Outreach (FANOut) Committee meetings to bring together Federal, State and private partners to coordinate activities of both the Food Stamp Outreach Plan and FSNE Plan, develop collaborative projects and highlight effective strategies. This effort includes USDA, DSS, DHS, CDE, and U.C. Davis FSNEP. (Funding costs shared with State Outreach Plan).
- Hold three meetings to bring together up to 50 representatives from the *Network's* Local Food and Nutrition Education Projects in order to improve program communication, share best practices, and ensure coordination and collaboration with other *Network*-funded programs.

e. Summary of Research

California's FSNE activities build on FFY 2007 and undergo extensive formative research and impact evaluation by CPNS that allows us to gauge the feasibility and effectiveness of the training, technical assistance and support provided to FSNE-funded projects and intermediaries. Training impact is measured by the successful completion of FSNE interventions, fiscal and programmatic administration and program objectives. All training and technical assistance has undergone extensive process evaluation to measure program participation, participant response and interest. The methods and techniques of training and technical assistance used within the *Network* are well documented as being effective program methods to ensure the cost effective delivery of FSNE interventions.

f. Modification of Project Methods/Strategies

Training and technical assistance for *Network*-funded projects and partners will use the same basic strategies as in previous years, although interventions are continually reviewed based on ongoing formative and process evaluation to ensure they meet the needs of local projects and can ensure reliable delivery of allowable FSNE objectives.

In FFY 2008, training and technical assistance and the *Network's* program delivery infrastructure will continue to address issues raised by USDA Western Regional Office during the exit conference concerning the FFY 2006 USDA Review of the *Network for a Healthy California*. Efforts will focus on implementing improved support and oversight for the LIAs and improved coordination between the LIAs, the Regional Networks, and *Fruit, Vegetable and Physical Activity Campaigns*. Ongoing feedback will be gathered by local agencies and consumers to ensure the effectiveness of training and support provided to FSNE projects and partners.

g. Use of Existing Educational Materials

See Local Program Project Summaries for information on how FSNE-programs use existing educational materials and the languages used.

h. Development of New Educational Materials

Not Applicable.

i. Key Performance Measures/Indicators

See below.

3. Evaluation Plan

Performance Measures: Number of intermediaries attending training, meetings and conferences; post training evaluation of effectiveness and application/use of information or materials provided. Evaluation of technical assistance. Copies of training subcontracts.

Previous Evaluation: Training/Meeting and Conference evaluations, registration forms, sign-up sheets, FSNE Project Surveys.

Evaluation Type:

Formative: Completed evaluations from previous trainings, conferences and meetings. Completed surveys and needs assessments of FSNE-funded projects and partners.

Process: Measures will include the number of trainings/meeting/conferences conducted, number of FSNE intermediaries reached, etc. Subcontractors providing training and technical assistance will provide progress reports as required, which include narrative descriptions and a record of scope of work deliverables completed. Conference, meeting and training evaluation surveys will be completed following each activity to determine effectiveness and application/use of information or materials provided. Registration and sign-in forms for all activities will be completed to track number of FSNE service providers reached and meeting agendas will be completed and kept on file.

Outcome: See *Fruit, Vegetable and Physical Activity Campaigns* and Local Program Project Summaries.

Evaluation Tools: Training/Meeting and Conference evaluations, registration forms, sign-up sheets, FSNE-project surveys.

4. Coordination Efforts

The *Network's* program delivery infrastructure, including training and technical assistance, is designed to promote and improve coordination and synergy between *Network* LIAs Regional Networks and *Fruit and Vegetable Campaigns*, Leadership and Special Projects and partnership initiatives. The *Network's* coordination strategy, designed around the multi-sector infrastructure of individual local programs, Regional Networks and Collaboratives, the Network Steering Committee, with statewide leadership from the Department of Public Health, the Department of Social Services and U.C. Davis FSNEP, helps to maximize the impact of FSNE interventions within eligible communities and intensify the messages that FSNE-eligible consumers receive about fruits and vegetables, healthy eating, and physical activity.

Furthermore, activities will ensure that FSNE-funded programs and partners provide brief promotional messages on the use of nutrition assistance programs such as Food Stamps, food banks, WIC and school and child care meal programs to help families extend their food dollars and obtain the foods they need to maintain their health.

As appropriate, announcements regarding meetings, trainings and technical assistance will be sent to *Network* funded projects and partners, and U.C. Davis FSNE projects. Announcements for the *Network* Steering Committee and the annual *Network* conference are sent to all local FSNE projects, California WIC projects, and U.C. Davis FSNE projects, as well as state level staff administering all federal food assistance programs, including WIC, and all other FSNE projects.

Finally, as required, the *Network's* program infrastructure supports the development and implementation of SNAP to increase fruit and vegetable consumption in FSNE target populations. State agencies collaborating include CDHS (WIC, *Network*), DSS (Food Stamp Program), CDE (Child Nutrition Programs), U.C. Davis FSNEP, and CDFA. Further coordination is enhanced through FANOut, the Farm to School FSNE Taskforce, and individual project advisory committees (see narrative summary for further information).

STATE LEVEL PROJECT SUMMARY FORM
TRAINING AND SPECIAL PROJECTS – Project #2

1. Goals & OBJECTIVES (*See State Level Objectives*).

2. Project Title: Leadership, Partnerships Initiatives and Special Projects

a. Related Objectives

Objectives 1, 2, 4, 6 and 10

b. Audience: Californians participating in the Food Stamp Program and FSNE eligibles.

Gender: Male/Female

Ethnicity: All ethnic groups

Languages: English/Spanish

Ages: Adults, teens, and children

c. Focus on FSP Eligibles

All activities funded by USDA are designed to reach FSNE-eligible populations with nutrition education messages that will increase fruit and vegetable consumption and physical activity among low-income Californians.

Income Targeting Data Source:

2000 Census Tract Data; CDE School and Child and Adult Care Food Program (CACFP) Free/Reduced Price Meal eligibility data; WIC Income Guidelines; and MediCal data.

Activities for Physicians, Community and Farm to School Champions will be coordinated with approved FSNE activities conducted by the Regional *Network for a Healthy California* (Regional *Networks*) and Local Incentive Awardees (LIAs). Therefore, all “Champion” activities will only be conducted in sites that have been approved for the Regional *Networks* and LIAs to conduct FSNE activities and targeted to FSNE-eligible populations.

For additional site data see Local Project Summary data and *Fruit, Vegetable, and Physical Activity Campaign/Regional Network Project Summaries*

d. Project Description

Key Strategies:

Nutrition education classes; training/workshop/conference (for intermediaries); community education events; promotion of healthy communities; consumer/community empowerment media publicity; print media; internet/websites; advisory councils/ task force;.

Key Educational Messages:

Childhood obesity prevention; chronic disease and obesity prevention; dietary quality; fruits and vegetables; healthier eating (general); cooking skills; physical activity promotion (integrated with nutrition education); food shopping/preparation; Food Stamp Program promotion (brief

promotional message); Dietary Guidelines for Americans; FSNE youth, consumer and community empowerment; Food Stamp Program promotion (brief promotional messages); promotion of healthy communities.

Intervention Sites:

Schools, afterschool programs, community-based organizations, community clinics, community youth organizations, farmers' markets, festivals, food stamp offices, food banks/pantries, gardens, grocery stores, Head Start, health care facilities/providers, housing projects, other preschools or child care programs, parks & recreation centers, WIC sites and other sites as qualified through US Census data.

Projected Number of Contacts:

Direct Contacts: 35,500 to 58,200

Indirect Contacts: 4,015,000

Leadership and Special Projects will also provide training and technical assistance to targeted intermediaries serving the FSNE eligible population, including County First 5 Commissions, after-school programs and child care providers as appropriate.

Narrative Summary:

During FFY 2008, the *Network* will continue to build upon and deliver Leadership and Special Projects that enhance the delivery of nutrition education services to FSNE-eligible populations. These projects allow the *Network* to widen the reach and effectiveness of FSNE programs in California, helping to fill unmet needs; implement nutrition education activities in underserved food stamp eligible parts of the state; target special populations and influential intermediaries (such as physicians); and develop models of best practice for streamlining effective delivery of these services throughout the state. The Leadership and Special Projects will:

- Continue to develop a streamlined model for delivering FSNE services during early childhood through FSNE eligible sites. In particular, focus efforts to target young, FSNE eligible children in the care of families, friends, and neighbors (informal care providers) as well as in family day care settings. Additionally, partner with the California Department of Education, First Five, Head Start, WIC and others to target FSNE eligible children and their parents enrolled in child care centers and preschool settings. These efforts will also include collecting and developing successful program models, curricula and tools that will allow replication throughout the state.
- Continue activities conducted in FFY 2007 to initiate and improve the delivery of FSNE interventions by FSNE intermediaries and community healthcare providers directly serving FSNE-eligible individuals. FSNE activities will include training 150 to 200 *Community and Physician Champions* to provide voluntary community nutrition education to FSNE-eligible clients in approved *Network* school and community sites. Activities will also include the continuation of nutrition education resources approved by USDA in FFY 2007 to work with MediCal Managed Care Health Plans to target FSNE-eligible patients.
- Provide leadership and training to schools eligible for FSNE services to successfully integrate nutrition education into Farm to School programs. FSNE activities will include convening and collaborating with the California Farm to School Nutrition Education Taskforce and training at least 50 members of California's grower, education, and agricultural community to become volunteer "Farm to School Champions"; to provide nutrition education to children and their families at USDA-approved school and community sites, via farm to school program components such as farmer school visits, hosting farm field trips for FSNE clients,

or other events at FSNE eligible locations. Promote, integrate and adapt (as necessary) Harvest of the Month curriculum and tools to expand Farm to School connections.

- Utilize the existing *Network* and afterschool program infrastructures to educate food stamp eligible children and their families about improved dietary behaviors, in coordination with afterschool community leaders.
- Provide nutrition education at and to farmers' markets and flea markets that already have Food Stamp Electronic Benefit Transfer (EBT) devices in qualifying census tracts to promote increased fruit and vegetable consumption.

e. Summary of Research

The FFY 2006 USDA Review of the *Network* included the following findings:

- Partnerships are key to the *Network's* success at the State and local levels. The *Network's* activities to supplement nutrition education provided specifically through WIC and Child Nutrition Programs were resourceful and well-coordinated. The weakest association was arguably that between FSNE projects and local social services offices.
- Continued coordination of services with UC Davis FSNEP and sharing examples of such successful partnerships at the local level.
- The *Network* and a number of local FSNE partners have made significant strides in addressing long-term sustainability of nutrition education efforts. The imparting of information and training on sustainability tactics to other *Network* projects would be valuable for FSNE throughout the State.
- There is a need for more opportunities and vehicles for channel specific and regional-level sharing of best practices, challenges and training on FSNE operational issues. This should include strategies for sharing with local FSNE projects, best practices and resources from the *Network's* statewide activities.

Summary of research for special project channels:

- There is a link between long-term healthy eating behaviors and experiential learning (gardening, farming, and cooking) that begins early in life.
- Children establish food preferences and dietary habit during the first six years of life.
- A recent Network Benchmark Survey found that FSP eligible respondents were most likely to report physicians as the preferred source of nutrition information.

f. Modification of Project Methods/Strategies

Ongoing feedback is obtained by local agencies and consumers to ensure the effectiveness of the interventions.

g. Use of Existing Educational Materials

See *Fruit, Vegetable and Physical Activity Campaigns/Regional Network* and Local Program Project Summaries.

h. Development of New Educational Materials

No additional new consumer educational materials are planned at this time. Special Leadership Projects will use FSNE consumer educational materials developed for LIAs and *Fruit, Vegetable*

and Physical Activity Campaigns (see Local Project Summaries and *Fruit, Vegetable and Physical Activity Campaigns/ Regional Network Project Summaries* for further details.

i. Key Performance Measures/Indicators.

Key performance measures will include improvements in knowledge and increases in the key FSNE recommended behavioral outcomes; consumption of fruits and vegetables and increases in physical activity. Additional performance measures will include target audience impressions.

Measurement occurs through statewide and special surveys, the Semi-Annual Activity Reporting System, media reports, *California Dietary Practices Survey* of adults, the *California Children's Healthy Eating and Exercise Survey*, and the *California Health Interview Survey (CHIS)*, *California Teen Eating, Exercise and Nutrition Survey*. Other annual data sources include UC's *Food Behavior Checklist* for adults, the ERS (evaluation and reporting system) survey for youth, and the *Network Benchmark Survey*, impact evaluation conducted by the 40 largest local projects, and *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX³)*.

For more information see the Introduction to Section B.

3. Evaluation Plan

The *Network* has initiated research on the types of evaluation used by other nutrition related train the trainer programs. Many models use measures that assess change in those that are trained. Such measures include: process measures, implementation of training content, trainer competencies, and time-delayed follow-up of utilization of training and reach, through mechanisms such as web site exchanges or surveys, mail surveys, trainee reports, and observation of trainees in action. The latter, in particular, is costly and staff intensive. The most feasible method for the *Network* to use to compile information obtained from any of these measures into comprehensive evaluation for a given project is the case study approach.

Overarching impact of the projects on the target population will be the improved quality of services they receive because their information and education will be provided by a trained cadre of providers. Increased evaluation efforts will be directed at identifying the quantity and composition of the target population that is reached by the trainers. One method being explored is time-delayed follow up with the trainers. Initial efforts will focus on assessing the reach of the project and descriptive information about the population impacted. Those projects that lend themselves to it will be selected for more in-depth impact evaluation. To the extent possible, impact on the target population will be discussed via anecdotal and case study formats.

Performance Measures: Number of intermediaries reached; Number of educational materials distributed; Number of FSNE eligibles reached; Number of sites; Number of volunteer FSNE providers recruited; activity evaluation results; Number of activities.

Previous Evaluation: See item 'e' above.

Evaluation Type:

Process Evaluation: Number and type of education activities provided and educational materials distributed; Number of sites; Number of volunteer FSNE providers recruited; Number of FSNE eligibles reached; Information to determine whether the project was implemented as intended, challenges faced, major accomplishments and areas for future strengthening.

Evaluation Tools: Scope of Work (SOW) objectives that are specific, measurable, appropriate, realistic and time specific; Site visits, semiannual, annual and final progress reports against SOW objectives. Project evaluation tools include targeting data, activity tracking logs, registration information and training evaluations.

4. Coordination Efforts

The *Network's* Leadership and Special Projects are designed to complement and work synergistically with *Network* LIAs, *Fruit, Vegetable and Physical Activity Campaigns*, and partnership initiatives. The Leadership and Special Projects help to fill program gaps, thereby helping to enhance the delivery of FSNE interventions in food stamp eligible communities, reach currently underserved low-income FSNE-eligible populations, and intensify the messages that FSNE-eligible consumers receive about fruits and vegetables and physical activity.

As appropriate, the Leadership and Special Projects will promote the use of nutrition assistance programs such as food stamps, food banks, WIC, CACFP and school meal programs to help families extend their food dollars and obtain the foods needed to maintain health. The Projects will utilize existing flyers, brochures, and other educational materials to connect FSNE-eligible families with local resources for health and nutrition information and physical activity options. Projects will also coordinate with Regional Networks, *Fruit, Vegetable and Physical Activity Campaigns* that have established partnerships with local Food Stamp Program Offices and provide opportunities for Food Stamp Program staff to participate in community events.

Furthermore, as required, the *Network* will share these projects and outcomes when participating in the development and implementation of the California State Nutrition Action Plan to increase fruit and vegetable consumption in FSNE target populations. State agencies collaborating: CDPH (WIC, *Network*), CDSS (Food Stamp Program and Temporary Emergency Food Assistance Program), CDE (Child Nutrition Programs), UCD (Food Stamp Nutrition Education), and CDFA.

Detailed Budget - FSNE Project Training

October 1, 2007 through September 30, 2008

Category	CA Nutrition Network Funding
A. Personnel Salaries	\$43,498
B. Fringe Benefits (30% of Personnel Salaries)	\$12,807
C. Operating Expenses	\$2,600
D. Equipment Expenses	\$0
E. Travel Expenses	\$11,350
F. Subcontracts	\$0
G. Other Costs	\$88,350
H. Indirect Costs (26% of subtotal)	\$41,237
I. Total	\$199,842

October 1, 2007 – September 30, 2008
Budget

A. Personnel	\$192,200
B. Fringe	\$0
C. Operating Expenses	\$350
D. Equipment Expenses	\$0
F. Travel & Per Diem	\$3,000
G. Subcontracts	\$0
H. Other Costs	\$4,450
I. Indirect Costs	\$0
Total	\$200,000

Network for a Healthy California
Projected State Share Budget*
October 1, 2007 through September 30, 2008
7/31/2007

Category	Network Funding	Other Funding	Total
A. Personnel Salaries	\$ 95,748	\$ 78,385	\$ 174,133
B. Fringe Benefits (30% of Personnel Salaries)	\$ 28,725	\$ 23,516	\$ 52,241
C. Operating Expenses	\$ 21,965	\$ 50,935	\$ 72,900
D. Equipment Expenses	\$ -	\$ -	-
E. Travel Expenses	\$ 20,330	\$ 24,084	\$ 44,414
F. Subcontracts	\$ 89,750	\$ 27,636	\$ 117,386
G. Other Costs	\$ -	\$ -	-
H. Indirect Costs (15% of subtotal without stipends)	\$ 38,482	\$ 27,949	\$ 66,431
I. Total	\$ 295,000	\$ 232,505	\$ 527,505

* Budget is subject to change

FSNE Healthcare Providers**CPNS****FFY2007-08**

FFY2007-08	
Personnel	
Total Salaries & Wages	95,613.00
Total Benefits (@ 35% / 30%)	31,553.00
Total Personnel	127,166.00
Total Non-Personnel	46,250.00
Total Travel	8,750.00
Total Other Costs	8,250.00
Total Direct Costs	173,666.00
Indirect Costs @ 15%	26,049.00
GRAND TOTAL	199,715.00

FFY 08 Project Summary Budget Form
Training & Special Projects

	FFY 07			FFY 2008			% Difference
	PHI	State	Total	PHI	State	Total	
Federal Match Budget							
1. Personnel Salaries/Benefits	431,122	97,886	529,008	269,277	194,531	463,808	-14.06%
2. Contracts/Grants/Agreements	2,815,564	431,520	3,247,084	2,516,550	622,647	3,139,197	-3.44%
3. Non-capital Equipment/Supplies	25,824	4,515	30,339	16,500	11,392	27,892	-8.78%
4. Materials				0			
5. Travel	24,713	3,458	28,171	18,025	5,600	23,625	-19.25%
6. Administrative *	84,500		84,500	289,500		289,500	70.81%
7. Building Space *	59,514	20,832	80,346	36,975	45,813	82,788	2.95%
8. Maintenance *				0			
9. Equipment & Other Capital Expenditures	39,456		39,456	18,725		18,725	-10.71%
10. Total Direct Costs	3,480,675	558,211	4,038,886	3,165,552	879,983	4,045,535	.16%
11. Indirect Costs @8.5 % of Personnel Costs*	167,730	7,146	174,876	160,966	16,535	177,501	1.48%
12. TOTAL COSTS	3,648,405	565,357	4,213,762	3,326,518	896,518	4,223,036	.22%

*Administrative and Maintenance budgets are included in the line Building Space line
(See Appendices, Section C, Staffing and Section D, Budget Summary for detailed staffing costs and budget & justifications)

Item #2. Contracts/Grants/Agreements – See individual Project Summaries for LIA, NIA, and Special Projects in attachment binders.

* IndirectCost rate for State is 8.5% of total personnel costs and PHI is 17.8% of total budget less subcontracts

STATE LEVEL PROJECT SUMMARY FORM

MATERIALS

1. GOALS & OBJECTIVES *(See State Level Objectives).*

Develop, produce and distribute materials including, brochures, reports, briefs, toolkits, posters, other publications, and nutrition education reinforcement items (NERI) that are targeted to Food Stamp Nutrition Education (FSNE)-eligible consumers through the *Network for a Healthy California's (Network)* funded partners. These materials are designed to inform, remind, and motivate FSNE-eligible adults and children to eat fruits and vegetables and be physically active every day.

2. Project Title: Print Material, Nutrition Education Reinforcement Items, Warehousing and Distribution

a. Related State Objectives

The Materials Unit supports 1, 2, 4, 5, 6, and 7 of the State Level objectives.

Specifically, the *Network* works to increase availability of new and existing material to *Network*-funded partners, especially the projects and activities of the Local Incentive Awardees, through the www.cachampionsforchange.net Web site and the online ordering system.

- Expand and maintain the online cost-recovery system (online catalog). This system allows the *Network* to reach a broader audience beyond the FSNE-eligible consumers by making available *Network*-produced material to funded and non-funded partners and the general market at the current cost of production plus freight and handling.
- Provide PDF downloads of select materials via *Network* Web sites to increase reach.

b. Audience

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American and Latino communities and selected materials available in Asian languages.

Languages: English, Spanish, and select Asian languages, which may include Chinese, Vietnamese, Korean, and/or Hmong.

Ages: All ages. The primary focus is on families, especially mothers and children.

c. Focus on FSP Eligibles

Each of the Projects in the various sections of the plan describe how they will focus education on FSP eligibles. For example, see Fruit, Vegetable, and Physical Activity Campaign Project Summary.

d. Project Description

Key Strategies: Continue expanding and improving the *Network's* online ordering system. Develop, produce, distribute, and track existing and new nutrition education materials to all *Network*-funded projects. Expand material availability through the online cost recovery site for the purchase of nutrition education materials, at cost of production plus freight and handling, by all *Network*-funded projects, sister programs, other state agencies, and activities targeting FSNE-eligible populations.

Key Educational Messages: Primary messages focus on fruits and vegetables; physical activity promotion (integrated with nutrition education); and chronic disease and obesity prevention. Secondary messages include healthier eating, in general; food safety; cooking skills; and Food Stamp Program promotion (brief promotional messages).

Each of the Projects in the various sections of the plan describe key educational message (e.g., see Fruit, Vegetable, and Physical Activity Campaign Project Summary).

Intervention Sites: Churches, community-based organizations, community events, community youth organizations, direct health service providers, farmers' markets, flea markets, grocery stores, low-income housing units, low-wage worksites, restaurants/foodservice, and schools, as described by the projects in the various sections of the plan.

Each of the Projects in the various sections of the plan describe Intervention Sites (e.g., see Fruit, Vegetable, and Physical Activity Campaign Project Summary)

Projected Number of Contacts:

Direct Contacts: 2,245,795

Indirect Contacts: The indirect impressions is a pass along range of 2.53 – 3 based on the average household makeup of a community. Therefore, approximately 6,750,000 indirect contacts.

Narrative Summary:

Materials management for *Network* programs is comprised of program and administrative staff who support the processes of development, production, warehousing and fulfillment for all nutrition education materials. The Fruit, Vegetable, and Physical Activity Campaign Unit and the state media contract are the primary origins of these materials. During FFY06 the *Network* executed the expansion of the online ordering system enabling all *Network*-funded projects direct access to all materials. In FFY07, the *Network* launched an online cost recovery system that broadens the *Network* reach beyond FSNE-eligible consumers to non-funded projects, sister programs and the general public.

Due to the rebranding of the *Network* and the licensing delays of the Fruits and Veggies-More Matters™ brand, the *Network* has significantly drawn down inventory levels of all publications and NERI items. All materials are being updated to be inline with the Champions for Change messaging strategy in either the latter part of FFY07 or early FFY08 and material will be printed to support the needs of all *Network*-funded partners.

Efforts for FFY08 are intended to broadly increase the reach and penetration of appropriate materials for all Local Incentive Awardees and continued utilization of materials by the *Regional Networks* and sister programs and all *Network*-funded projects.

The frequency of the activities ranges from ongoing development work with CPNS program staff and intermediaries to periodic production of items to daily orders and shipments through the warehouse. A total of 15,345 shipments containing 3,044,714 items occurred during the 2006 calendar period.

Also see California Fruit, Vegetable, and Physical Activity Campaign Project Summary for details on how/where of implementation.

e. Summary of Research

See Fruit, Vegetable, and Physical Activity Campaign Project Summary and Communications-Advertising/Publications Project Summary.

f. Modification of Project Methods/Strategies

See Fruit, Vegetable, and Physical Activity Campaign Project Summary p.4

g. Use of Existing Educational Materials

See Educational Materials List Pgs 6-23 and the Fruit, Vegetable, and Physical Activity Campaign Project Summary

h. Development of New Educational Materials

See Educational Materials List Pgs 6-23 and the California Fruit, Vegetable, and Physical Activity Campaign Project Summary

i. Key Performance Measures/Indicators

Key performance measures will include improvements in knowledge and increases in the key FSNE recommended behavioral outcomes; consumption of fruits and vegetables and increases in physical activity. Additional performance measures will include target audience impressions.

Measurement occurs through statewide and special surveys, the Semi-Annual Activity Reporting System, media reports, *California Dietary Practices Survey* of adults, the *California Children's Healthy Eating and Exercise Survey*, and the *California Health Interview Survey (CHIS)*, *California Teen Eating, Exercise and Nutrition Survey*. Other annual data sources include UC's *Food Behavior Checklist* for adults, the ERS (evaluation and reporting system) survey for youth, and the *Network Benchmark Survey*, impact evaluation conducted by the 40 largest local projects, and *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX³)*.

For more information see the Introduction to Section B.

3. Evaluation Plan

CPNS staff will continue to review and oversee the materials that are produced at the state and local levels. In addition, *Network* staff will institute a review panel comprised of members from Local Incentive Awardees, *Regional Networks*, *Network* senior staff, communications, research and evaluation, Fruit, Vegetable, and Physical Activity Campaign, and community development units to assess effectiveness of all nutrition education materials. The Review panel will evaluate appropriateness of materials and

adherence to FSNE guidance and CPNS print and graphic standards. Distribution and quantity of materials will be tracked via the online ordering system, reviewed and used to determine future materials needs.

Institute an oversight committee that will assess the *Network* fulfillment system and end-user utilization of materials and overall satisfaction with the system. Monthly review and accounting of material and NERI dissemination for all activities.

Evaluation Type:

Formative: See Fruit, Vegetable, and Physical Activity Campaign Project Summary p.10

Process:

The data collected in FFY07 from the online ordering system will be used as a benchmark. This information will allow us to evaluate the effectiveness of the system, more accurately forecast material needs, monitor product usage, and evaluate ordering trends.

The *Network* will conduct an online consumer survey, once a year, administered to all online users. The surveys will measure overall user satisfaction with the online ordering system.

Outcome: The information collected will be used to make adjustments to improve the user experience and to ensure that the system is meeting the needs of the user.

Evaluation Tools: User surveys and benchmark data.

4. Coordination Efforts

- In FFY07 the Network launched the cost recovery online catalog system that enables Local Incentive Awardees, Regional Nutrition Networks, other *Network*-funded programs, non-funded programs, sister agencies, state agencies, and the general market to purchase nutrition education materials at the cost of production plus tax and freight. This system ensures consistent messaging and offers a broader reach and penetration. *Also see California Fruit, Vegetable, and Physical Activity Campaign Project Summary, p.13.*
- Expand the system capabilities and offer, store, and distribute approved materials produced by non-funded programs.
- Submit materials to the National Ag Library and National Fruits and Veggies-More Matters™ Program
- As appropriate, explore opportunities to expand availability of materials (at no cost to government) via the Produce for Better Health Online Catalog.

FFY 08 Project Budget Summary
Materials Warehousing

Final Revision 10/15/2007	FFY 2007			FFY 2008			% Difference
	PHI	State	Total	PHI	State	Total	
Federal Match Budget							
1. Personnel Salaries/Benefits	129,766		129,766	212,493		212,493	64%
2. Contracts/Grants/Agreements**	950,000		950,000	1,186,762		1,186,762	25%
3. Non-capital Equipment/Supplies	8,608		8,608	13,200	3,525	16,725	94%
4. Materials	2,323,983		2,323,983	2,125,564		2,125,564	-9%
5. Travel	9,636		9,636	12,700		12,700	32%
6. Administrative	0			0		0	
7. Building Space	17,004		17,004	26,100		26,100	54%
8. Maintenance	0			0			
9. Equipment & Other Capital Expenditures	10,091		10,091	12,700		12,700	26%
10. Total Direct Costs	3,449,088		3,449,088	3,589,519	3,525	3,593,044	4%
11. Indirect Costs	412,349		412,349	396,455	0	396,455	-4%
12. TOTAL COSTS	\$3,861,437		3,861,437	\$3,985,974	3,525	3,989,499	3%

(See Appendices Binders, Section D, PHI Budget Summary for detailed budget & justification)

STATE-LEVEL

Educational Materials List

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
<p>PP! PARENT BROCHURE - HELP KIDS EAT MORE FRUITS AND VEGETABLES AND BE MORE ACTIVE, ENG/SPN</p>	<p>Provides parents with easy ideas for helping their kids eat more fruits and vegetables and get more physical activity</p>	<p>FSNE eligible parents with elementary school age children</p> <p>Available to all funded projects through online ordering system, to FSNE-eligible partners through Regional Nutrition Networks, and downloadable via networkforahealthycalifornia website.</p>	<p>Revision - update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy</p>	
<p>PHYSICAL ACTIVITY EMPOWERMENT BROCHURE - PHYSICAL ACTIVITY FOR YOUR HEALTH, YOUR LIFE, AND YOUR NEIGHBORHOOD, ENG/SPN</p>	<p>Provides positive strategies to create healthier homes and communities so that eating fruits and vegetables and getting PA every day is socially supported and easier to do</p>	<p>FSNE eligible consumers</p> <p>Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website.</p>	<p>Revision - update to include new DPH logo and reprint as necessary as supplies are exhausted/ depleted</p>	
<p>FRUIT & VEGETABLE EMPOWERMENT BROCHURE - FRUITS AND VEGETABLES FOR YOUR HEALTH, YOUR LIFE, AND YOUR NEIGHBORHOOD, ENG/SPN</p>	<p>Provides positive strategies to create healthier homes and communities so that eating fruits and vegetables and getting PA every day is socially supported and easier to do</p>	<p>FSNE eligible consumers</p> <p>Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website.</p>	<p>Revision - update to include new DPH logo and reprint as necessary as supplies are exhausted/ depleted</p>	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
GET YOUR CALCIUM THE FRUIT AND VEGETABLE WAY ENG Only	This English-language brochure provides information for FSNE-eligible African Americans on foods, particularly fruits and vegetables, which contain calcium. FFY 2008.	FSNE eligible African American consumers Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website.	Revision - update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy.	
NEED HELP BUYING FOOD BROCHURE & INCOME GUIDELINES ENG Only	This English-language brochure provides information for FSNE-eligible consumers on how to apply for Food Stamps and provides an insert on income eligibility limits based on # of persons in a household/monthly income.	Intermediaries, FSNE-eligible consumers Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website.	Revision – revise content to be inline with 2005 dietary guidelines. Update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy.	
HOW MANY CUPS OF FRUITS AND VEGETABLES DO I NEED? SLIDE GUIDE ENG/SPN	This tool, available in English and Spanish, was created to help consumers determine the amount of fruits and vegetables they should eat every day for better health based on the USDA MyPyramid recommendations.	Intermediaries, FSNE-eligible consumers Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website	Revision - update to include new DPH logo and reprint as necessary as supplies are exhausted/depleted	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
TOOLBOX - ENG/SPN FRUIT, VEGETABLE, AND PHYSICAL ACTIVITY TOOLBOX FOR COMMUNITY EDUCATORS	<p>Community educators can easily teach FSNE-eligible Latino adults about how to increase fruit and vegetable consumption and physical activity – Revised to meet Dietary guideline changes and tested with FSNE-eligible African American adults to ensure broader application of this educational tool.</p>	<p>Intermediaries and FSNE-eligible adult consumers</p> <p>Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website</p>	<p>Revision – revise content to be inline with 2005 dietary guidelines. Update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy</p>	
LATINO COOKBOOK, ENG/SPN - HEALTHY LATINO RECIPES MADE WITH LOVE COOKBOOK	<p>English and Spanish versions provide traditional Latino recipes that offer a greater variety of fruits and vegetables while reducing the amount of fat, cholesterol, and sodium per serving</p>	<p>FSNE eligible consumers</p> <p>Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website</p>	<p>Revision - Update to meet National Products Promotable Criteria and update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy</p>	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
PP! COOKBOOK, ENG/SPN ALL STAR FAST AND FUN RECIPES KIDS...GET COOKIN! COOKBOOK	Kid-oriented bilingual cookbook features fun graphics, 20 tasty recipes, and celebrities	FNSE eligible adults and children Available to all funded projects through online ordering system and to FSNE- eligible partners through Regional Nutrition Networks	Revision - Update to meet National Products Promotable Criteria and update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy	
EVERYDAY HEALTHY MEALS COOKBOOK - ENG FORMERLY KNOWN AS - DISCOVER THE SECRET TO HEALTHY LIVING COOKBOOKLET	A compilation of healthy and easy to cook recipes created for FSNE-eligible adults and their families. It is distributed through supermarkets, festivals, health care organizations, farmers' markets, and flea markets.	FNSE eligible adults and children Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website	Reprint as necessary as supplies are exhausted/ depleted	
RECIPE CARDS ENG/SPN	4"x6" recipe cards (~35 recipe cards) containing healthy and easy to cook recipes created for FSNE-eligible adults and their families. These cards are distributed through supermarkets, festivals, health care organizations, farmers' markets, and flea markets.	FNSE eligible Families Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website	Revision - Update to meet National Products Promotable Criteria and update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
<p>RETAIL ISSUE BRIEF/FACT SHEET - ENG</p> <p>OPPORTUNITES FOR RETAILING IN LOW-INCOME COMMUNITIES- URBAN AREAS CRITICAL FOR CALIFORNIA RETAILERS AND SALES</p>	<p>Describes critical issues that exist in urban retailing today. It is intended to provide program and policy options to address the shortage of supermarkets in low-income communities.</p>	<p>Intermediaries, stakeholders, community leaders</p> <p>Available to all funded projects through online ordering system & downloadable via website</p>	<p>Revision - update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy</p>	
<p>LATINO ISSUE BRIEF ENG/SPN</p> <p>NUTRITION AND HEALTH BARRIERS FACING CALIFORNIA LATINOS: LATINO COMMUNITY LEADERS RECOMMEND PRACTICAL SOLUTIONS</p>	<p>Issue-oriented summary of CA Latino health status and community leaders recommended practical solutions</p>	<p>Intermediaries, stakeholders, community leaders</p> <p>Available to all funded projects through online ordering system & downloadable via networkforahealthycalifornia website</p>	<p>Revision - update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy</p>	
<p>A DAY IN THE LIFE VIDEO AND GUIDE - ENG Only</p> <p>A DAY IN THE LIFE VIDEO AND DISCUSSION GUIDE</p>	<p>Designed to help community educators offer fun and effective educational lessons on ways to eat the recommended amount of fruits and vegetables and get the recommended levels of physical activity every day where they live, work, worship, play and shop.</p>	<p>Intermediaries, low-income African American Families</p> <p>Available to AA Campaign projects.</p>	<p>Revision - update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy</p>	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
<p>FIT BUSINESS KIT Eng Only Tools: > Check for Health Workplace Environ. Assess > Healthy Meetings Policy > Healthy Dining Guidelines > Vending Mach. Food Stds > Connecting w/Local Farmers to Bring Fresh Fruits/Vegetables to Your Worksite > Active Stairwells Lead to Healthy Worksites > A Guide to Establishing Worksite Walking Clubs > Touching Lives Through the CA 5 a Day for Better Health Campaign > About the California 5 a Day--Be Active Worksite Program > California 5 a Day for Better Health Campaign > Take Action Program Summary > Health Stats Related to Californians and the Wrkplce > Issue Brief: Workplace Nutrition and PA > Formative Research Report >Worksite Program Bro.</p>	<p>A portfolio that houses a suite of no-cost tools and resources used to help employers develop and implement a culture and environment at their workplaces that support healthy eating and physical activity.</p>	<p>Intermediaries, HR Managers and Employers</p> <p>Available to funded projects rolling out Worksite program</p>	<p>Revision - update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy</p>	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
<p>LATINO POSTER - ENG/SPN</p> <p>A HEALTHY TRADITION FOR A HEALTHY LIFE MURAL</p>	<p>The artwork was created to celebrate the contribution and culture of the Latino community in California</p>	<p>Intermediaries, FSNE-eligible Latino families</p> <p>Available to all funded projects through online ordering system</p>	<p>Revision - update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy</p>	
<p>AFRICAN AMERICAN POSTER – ENG Only</p> <p>AFTERNOON IN THE PARK ARTWORK</p>	<p>"Afternoon in the Park" is a positive depiction of an African American family playing together and eating healthfully. The <i>African American Campaign</i> uses the artwork to inspire and build upon the African American culture's overall appreciation of the arts to establish healthful eating and increased physical activity as a social norm. The artwork is featured on promotional pieces such as posters, recipe cards, and brochures and is in English only</p>	<p>Intermediaries, FSNE-eligible African American Families</p> <p>Available to all funded projects through online ordering system</p>	<p>Revision - update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy</p>	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
SERVING SIZE POSTER (CUPPED HANDS) ENG Only	Uses adult hands to demonstrate different amounts of fruits & veggies, allowing consumers to gauge their progress towards MyPyramid recommendations	Intermediaries, FSNE-eligible Adults Available to all funded projects through online ordering system	Revision - update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy	
CHILDREN'S CUPS OF FRUITS AND VEGETABLES POSTER ENG Only	This bilingual (English/Spanish) poster uses children's hands to demonstrate different amounts of fruits and vegetables, thus enabling them to gauge their progress toward the MyPyramid recommendations.	Intermediaries, FSNE-eligible Children Available to all funded projects through online ordering system	Revision - update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy	
HEALTH MINISTRY MANUAL ENG Only AFRICAN AMERICAN CAMPAIGN HEALTH MINISTRY MANUAL	The purpose of this manual is to help churches and other faith-based organizations start health ministries and/or expand their existing ministries to address fruit and vegetable consumption and physical activity promotion.	Intermediaries, health ministers, lay ministers, church staff, and volunteers Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website	Revision – revise content to be inline with 2005 dietary guidelines. Update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
RETAIL POINT OF PURCHASE (POP) MERCHANDISING AND FOOD DEMONSTRATION MATERIAL ENG/SPN	The Merchandising materials are an integrated POP program that provides retailers with a variety of signage options that allow more customized promotion of fruits/vegetables at the point-of-sale. Options include a floor stand w/poster, counter top signage that holds 300 recipe cards, recipe card holders for the canned fruit/vegetable aisles, cross promotional wobblers, freezer case promotional clings, retail Harvest of the Month Newsletters, and outdoor banners.	Intermediaries, Grocery/Retail stores, and FSNE-eligible consumers Available to all funded projects through online ordering system	Reprint as necessary as supplies are exhausted/ depleted	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
<p>FESTIVAL MANUAL - ENG Only</p> <p>CONDUCTING SUCCESSFUL NUTRITION EDUCATION AND PHYSICAL ACTIVITY PROMOTIONS AT COMMUNITY EVENTS MANUAL</p>	<p>The current manual provides guidance and tools to successfully reach adult members of the community through a variety of community events. Provides easy to implement activities that help improve fruit and vegetable consumption and physical activity.</p>	<p>Intermediaries</p> <p>Available to all funded projects through online ordering system</p>		
<p>AA COOKBOOK ENG Only</p> <p>AFRICAN AMERICAN CAMPAIGN COOKBOOK</p>	<p>Cookbook featuring healthy recipe versions of African American family favorite meals and snacks</p>	<p>Intermediaries, FSNE-eligible African American Families</p> <p>Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website</p>	<p>Reprint as necessary as supplies are exhausted/ depleted</p>	
<p>GUIDING PRINCIPLES BROCHURE - ENG Only</p> <p>ADVOCATING FOR THE HEALTH OF OUR COMMUNITIES - The Guiding Principles of the African American Campaign Advisory Council</p>	<p>Information on the priorities and methods recommended by the Campaign to increase nutrition education and physical activity promotion among African American families to promote behavior change.</p>	<p>Intermediaries, stakeholders, community leaders, potential funders</p> <p>Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website</p>	<p>Revision – revise content to be inline with 2005 dietary guidelines. Update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy</p>	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
<p>BODY AND SOUL BROCHURE - ENG Only</p> <p>BUILDING A HEALTHY BODY AND SOUL BROCHURE</p>	<p>This brochure is used to educate consumers on health disparities affecting the African American community; links between dietary behaviors, physical activity and chronic disease; tips on eating healthy and being physically active; and connects consumers with Network for a Healthy California — African American Campaign Faith-based Agencies and Regional Networks.</p>	<p>Intermediaries, stakeholders, community leaders, potential funders</p> <p>Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website</p>	<p>Revision – revise content to be inline with 2005 dietary guidelines. Update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy</p>	
<p>POWER UP FOR LEARNING: A PHYSICAL ACTIVITY SUPPLEMENT TO THE SCHOOL IDEA & RESOURCE KIT ENG Only</p>	<p>Power Up for Learning is designed to assist teachers in reinforcing classroom-based nutrition education lessons through physically active games. This piece was published in FFY 2007 and will be modified as necessary in FFY 2008 based on the results of a pilot test. The content, which is intended for teachers, is in English only.</p>	<p>Teachers</p> <p>Available to all funded projects and FSNE-eligible partners through Regional Networks and downloadable via networkforahealthycalifornia website</p>	<p>Revision - update content based on results of pilot test.</p>	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
<p>PRODUCE QUICK TIP CARDS (Formerly Express Lane Tour Cards) ENG/SPN</p>	<p>4 X 6-inch cards are used as a nutrition education tool for store tours, food demos, and other skill-development opportunities at festivals, churches, schools, and other places where fruits and vegetables are sold. Each card features select fruits and vegetables; seasonality information; nutritional information; selections tips; and preparation and storage information. The cards correspond with the Prize Wheel and Harvest of the Month school resource program.</p>	<p>Intermediaries, Retail store owners/employees, FSNE-eligible consumers</p> <p>Available to all funded projects through online ordering system</p>	<p>Revision - update to include new DPH logo and Fruits and Veggies-More Matters logo</p>	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
<p>POWER PLAY!, LATINO AND AFRICAN AMERICAN CAMPAIGN CASE STUDIES ENG Only</p>	<p>Campaigns present FSNE eligible families and communities with positive strategies for building healthier communities during nutrition education and PA promotion interventions. These efforts have sparked action from residents, community leaders, and officials to make changes in various Network regions. Case studies feature information on the positive strategies implemented by empowered community residents and partners to increase the availability of fruits/vegetables and provide opportunities for physical activity in their neighborhoods and at schools.</p>	<p>Intermediaries, FSNE-eligible Families</p> <p>Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website</p>	<p>Revision - update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy</p>	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
POWER PLAY! SCHOOL IDEA & RESOURCE KIT ENG/SPN	The School Kit includes both fourth- and fifth-grade editions. The Kits each include 10 activities related to fruits and vegetables and physical activity and link to the fourth- and fifth-grade California Content Standards for Eng/Language Arts & Mathematics. The worksheets and parent letter included in the Kit are in both English and Spanish.	Intermediaries, Teachers, FSNE-eligible children Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website	Revision - update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy	
COMMUNITY YOUTH ORGANIZATION (CYO) IDEA & RESOURCE KIT ENG/SPN	The CYO Kit's 20 activities are for youth leaders in after-school programs, summer programs, and clubs serving 5- to 11-year-old children. The worksheets and parent materials included in the Kit are in both English and Spanish.	Teachers, students, & children Available to all funded projects through online ordering system and downloadable via networkforahealthycalifornia website	Revision - update to include new DPH logo, new Champions for Change logo and messaging to align with Champions for Change strategy	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
RETAIL FOOD DEMONSTRATION TRAINING KIT ENG Only	This English-language resource offers a step-by-step process for conducting fruit and vegetable food demonstrations at neighborhood grocery stores and supermarkets. The tool includes resources, templates, and checklists for food preparation and effective food demonstration execution.	Intermediaries Available to all funded projects downloadable via networkforahealthycalifornia website	Revision - update to include new DPH logo and Fruits and Veggies-More Matters logo, when appropriate	
RETAIL STORE TOUR GUIDE ENG Only	This English-language resource offers a step-by-step process for conducting fruit and vegetable store tours for youth or adult groups at neighborhood grocery stores and supermarkets. The tool includes resources, activities, templates, and checklists for conducting interactive store tours.	Intermediaries Available to all funded projects downloadable via networkforahealthycalifornia website	Revision - update to include new DPH logo and Fruits and Veggies-More Matters logo, when appropriate	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
PRODUCE HANDLING GUIDE ENG Only	<p>This English-language guide helps independent retailers that choose to increase the quality and quantity of their fresh produce learn how to store and rotate fresh produce and identify items that need to be discarded. Retail Program staff will have the guide translated and updated with the new brand.</p>	<p>Intermediaries</p> <p>Available to all funded projects downloadable via networkforahealthycalifornia website</p>	<p>Revision - update to include new DPH logo and Fruits and Veggies-More Matters logo, when appropriate</p>	
A MEDICAL COST APPRAISAL OF LOW FRUIT/VEGETABLE INTAKE AMONG CALIFORNIA ADULTS ENG Only	<p>Pair with the Cost of Physical Inactivity, Obesity, and Overweight report (2005) to get a truer picture of the cost of poor nutrition, sedentary behavior and excess weight to California adults</p>	<p>Nutrition educators, policymakers, the business and healthcare communities, the general public</p> <p>Available to download via networkforahealthycalifornia website</p>	<p>NEW</p>	<p>Fruit & vegetable consumption is frequently used by programs as a surrogate for dietary quality and has been a major California Nutrition Network objective for years. This report will quantify the direct health-related financial cost of low fruit and vegetable consumption, providing cost estimates for low-income Californians receiving public services for medical care. This type of report has never been done either nationally or for California.</p>

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
<p>ADOPTION OF HEALTHY EATING AND PHYSICAL ACTIVITY BEHAVIORS AMONG LOW-INCOME CALIFORNIANS ENG Only</p>	<p>Provide insight in changes of dietary patterns of California adults (1989-2003) (1997-2003) and the factors which may be contributing to these changes</p>	<p>Contractors, nutrition educators, policymakers, the ethnic media</p> <p>Available to download via networkforahealthycalifornia website</p>	<p>NEW</p>	<p>Previous reports have been used as a means of disseminating data collected by the California Dietary Practices Survey (CDPS). This report will provide the most current data from the CDPS and will be focused on dietary changes in the FSNE population.</p>
<p>THE CALIFORNIA TEEN EATING, EXERCISE, AND NUTRITION SURVEY: TRENDS IN NUTRITION AND PHYSICAL ACTIVITY BEHAVIORS FROM 1998-2006 ENG Only</p>	<p>To provide updated statistical information regarding teen eating/exercise behaviors to inform program planning and policy decisions</p>	<p>Contractors, nutrition educators, policymakers, the ethnic media</p> <p>Available to download via networkforahealthycalifornia website</p>	<p>NEW</p>	<p>Reporting of ongoing surveillance and trend results for nutrition and physical activity behaviors of California teens is essential to informing the development and evaluation of nutrition education programs and empowerment activities for FSNE contractors and partners.</p>

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
PARTICIPATORY EVALUATION CASE STUDY ENG Only	Provide practitioner oriented examples for how to use participatory evaluation methods to assess and improve programs.	Network funded agencies and larger community of interested persons Available to download via networkforahealthycalifornia website	NEW	Document will respond to the need identified in the United States General Accounting Office (GAO) report for more systematic sharing of lessons learned across nutrition education efforts.
OUTCOME/IMPACT EVALUATION REPORT ENG Only	Provide summary report of findings from larger Network contractors participating in standardized evaluation	Network funded agencies, nutrition educators, and larger community of interested persons. Available to download via networkforahealthycalifornia website	NEW	Responds to the need identified in the United States General Accounting Office (GAO) report for more systematic sharing of lessons learned across nutrition education efforts.
PREVALENCE OF FRUIT AND VEGETABLE CONSUMPTION AND PHYSICAL ACTIVITY, BRFSS - CALIFORNIA 2006 ENG Only	Document examines California's progress towards meeting HP 2010 goals and compares with national findings	Contractors, nutrition educators, public health officials, policy makers, general public Available to download via networkforahealthycalifornia website	NEW	Areas of interest are looked at in terms of race/ethnicity and poverty-related variables, including participation in the FSP, the Network target population. No other surveillance findings can be compared directly with national data.