

**STATE LEVEL PROJECT SUMMARY
FFY 2015**

**1. Project Title: Public Health Institute Non-Competitive Bid (NCB)
Transitional Plan**

Budget: \$6,010,699

Related State objectives:

This project supports 1, 2, 3 and 4 of the State Level Objectives.

a. Audience:

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American, Latino, Asian American and American Indian/Alaska Native communities.

Ages: Adults 18+, primarily women with children, and children ages 5-17 years with concentrated efforts aimed at young adolescent's ages 9-11 years.

SNAP-Ed Target: Interventions target individuals and families at or below 185% FPL.

b. Food and Activity Environments:

Educational materials and resources developed are used by intermediaries targeting SNAP-Ed audiences to reinforce behavior change strategies through eating healthier and being more active. Effectively pairing education and policy, systems and environmental (PSE) changes will further support behavior changes by increasing access to healthy foods and safe places to be active in low resource communities. Media and public relations activities increase SNAP-Ed audiences' awareness of healthy foods and beverages, and places to be physically active with an emphasis on a call to action. Research and evaluation activities inform and guide SNAP-Ed interventions and measure access to healthy foods, beverages, and physical activity opportunities. Trainings and technical assistance increase the capacity of state-level staff, local health departments, and other local implementing agencies to effectively target SNAP-Ed audiences through multi-level interventions using social marketing, PSE changes, and nutrition education/physical activity promotion interventions delivered in a culturally competent, linguistically appropriate, and evidenced- and/or practiced-based manner.

c. Project Description and Educational Strategies:

Under a competitive bidding process, the Public Health Institute (PHI) has worked with state-level SNAP-Ed projects in California for over 20 years. PHI has been a leader in

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SNAP-Education work, nationally as well. With the conversion of several contracts (including PHI's) to state civil service positions and the new Nutrition Education and Obesity Prevention (NEOP) local control funding model with local health departments, PHI will lead strategies to increase the capacity and competency of state and local staff working on SNAP-Education interventions and initiatives. This will be accomplished with trainings, technical assistance, mentoring, media and public relations support, recommendations, reports, guides and additional resources. PHI will highlight how to maintain the fidelity of evidence- and practice-based interventions.

In addition, PHI will work collaboratively with the NEOPB Research and Evaluation Chief to resolve and transition outstanding and ongoing FFY 2014 evaluation projects.

Local Project Support & Capacity Building

Training

PHI will increase the capacity of local projects by collaborating on trainings for four regional youth engagement and corresponding adult ally trainings, emphasizing youth and community partners co-leading the local projects. Teleconferences and/or webinars will train on California Smart Snacks in Schools, New School Meal Requirements, the Education and Administration Reporting System (EARS), and Policy, Systems, and Environmental Change strategies. Training support will be given on partnerships, collaboration, facilitation, and strategic planning for 8-10 county nutrition action groups. PHI will also conduct trainings requested by local projects during the first six months (October 1, 2014 - March 31, 2015) of the transitional year. These trainings will also be made available to all implementing agencies during this time period, to support a coordinated and more cohesive approach to the delivery of SNAP-Education programs in California.

Technical Assistance

PHI will support local projects by providing technical assistance on the implementation of priority/core elements of program activities, including program evaluation, CX3, media, public relations, policy, partnerships, trainings, and reporting for the first six months of the contract. Education and Administration Reporting System (EARS) technical assistance will be provided to train and assist with the on-line reporting system.

Resources

PHI will increase the capacity of local projects by developing ten Intervention Implementation Toolkits, which will include components on the Social Ecological Model integration, intervention fact sheets, implementation overview, PowerPoint presentations, recorded and archived webinars, resources, health statistics, success stories, evaluation, and citations.

The ten Intervention Implementation Toolkits will cover the following topical areas:

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1. Retail Program
2. Worksite Program
3. Latino Campaign
4. African American Campaign
5. Children & Youth/PowerPlay!/Photovoice
6. Rethink Your Drink
7. Physical Activity Integration
8. Youth Engagement
9. Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School
10. Champions for Change statewide advertising campaign

Additionally, a Youth to Career Pathways Project intervention overview summary and supporting PowerPoint presentation will be developed.

State-level Support & Capacity Building

Training

PHI will increase the capacity of NEOPB staff by providing the trainings and webinars outlined below.

School-based trainings will encompass Comprehensive School Wellness Policy 101, Engaging Youth in Local School Wellness Policy, Engaging Parents in Local School Wellness Policy, California Smart Snacks in Schools, and New School Meal Requirements.

Trainings on targeted interventions will cover the Retail Program, Worksite Program, Latino Campaign, African American Campaign, Children's Power Play! Campaign, Rethink Your Drink, Youth Engagement, Physical Activity Integration, Harvest of the Month, and Communities of Excellence (CX3). Post-training observation and coaching will be provided.

PHI will train NEOPB staff on SNAP-Ed materials, including red-flag testing and resource evaluation protocol. Training on utilizing the California Department of Social Services Medi-Cal Eligibility database will be provided. Calendars, trainings, and communications plans will be developed for the Champion Physicians Project and Statewide Collaborative Meeting.

PHI will also provide support for up to ten workshops, three presentations, and four guest speaker panels for the Statewide Collaborative Meeting and NEOPB Forum. Through existing partnerships, PHI staff will recruit a total of 12 experts for panel presentations at state meetings and trainings.

Technical Assistance

The Public Health Institute will provide up to 1,500 hours of technical assistance to NEOPB staff.

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PHI will train newly hired NEOPB staff and mentor current NEOPB staff in the implementation of program activities, including program evaluation, media and communications, policy, partnerships, trainings, and reporting. School-based technical assistance will cover California Smart Snacks in Schools and School Meal Requirements. Communities of Excellence (CX3) technical assistance and updates will occur regularly; data input and local pricing data will be provided until 3/31/15.

Research and evaluation support, including review of findings, communication materials, and other documents (up to two requests per month) will be provided for the first three months of the contract period.

Until new staff are hired and trained, PHI will provide support on EARS and Activity Tracking Form support, up to four ad-hoc requests from USDA, up to four ad-hoc analyses and reports from USDA or NEOPB regarding activity tracking form data, and refinement of the USDA evaluation framework indicators and guides. Up to five applications for obesity prevention approaches will be included in the 2015/2016 USDA SNAP-Ed Toolkit.

Resources

PHI will increase the capacity of NEOPB staff by developing the resources listed below.

Fifteen NEOP Staff Guides will be developed on the Retail Program, Worksite Program, Latino Campaign, African American Campaign, Children & Youth/PowerPlay!/Photovoice, Rethink Your Drink, Youth Engagement, Physical Activity Integration, Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School, Communities of Excellence, Policy and Partnerships, Materials Development, Advertising, Public Relations, and Research Tools for Nutrition Education and Obesity Prevention studies (including Comprehensive Local Health Department Evaluation; Impact and Outcome Evaluation; Activity Tracking Forms and other reporting processes).

Four Intervention Analyses will be created, one each for Rethink Your Drink, Asian American Campaign, American Indian/Alaska Native Campaign, and the Physical Activity Integration Program.

Fifteen Instructor Manuals will be comprised, one each for the Retail Program, Worksite Program, Latino Campaign, African American Campaign, Children & Youth/PowerPlay!/Photovoice, Rethink Your Drink, Physical Activity Integration, Youth Engagement, Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School, CX3, Champion Mom Recruitment, Spokesperson Training, Statewide Advertising Campaign – Champions for Change, RE-AIM Framework, and Impact/Outcome Evaluation.

Multiple NEOPB web page content will be updated, and a social media posting guide and online resource library tutorial will be created to facilitate future online presence of the NEOP SNAP-Ed program. Websites to be updated include the Champions for

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Change English and Spanish sites, Harvest of the Month, NEOPB Home Website, NEOPB Facebook page, the Communications Resource Library, and the Worksite Program Take Action site.

Documents to support PHI-led trainings will be created for Comprehensive School Wellness Policy 101, Engaging Youth in Local School Wellness Policy, and Engaging Parents in Local School Wellness Policy.

Reference documents will be developed to support California Smart Snacks in School and New School Meal Requirements, as well as a Healthy Behaviors Initiative history, background, development, outcomes, and evaluation document.

Other documents include NEOPB Partnership Team deliverables, framework, and recommendations for workgroup team meetings, three to five approved materials or resources not completed in FFY 2014 based on CDPH delays in review, a database of Spokespersons/Champion Moms, including representatives from the English, Spanish, Hmong, Chinese, and Vietnamese languages, and calendars of meetings and trainings.

PHI will increase the capacity of NEOPB staff by updating the six Fruit, Vegetable, Physical Activity Campaigns & Programs Critical Analyses' Recommendations, which encompass the Retail Program, Worksite Program, Latino Campaign, African American Campaign, Children's PowerPlay! Campaign, and Harvest of the Month.

SNAP-Ed Reports, Research and Recommendations

PHI will produce multiple reports, research, and recommendations to support NEOPB SNAP-Ed.

Eleven Pilot Project Status Reports will be developed to provide overviews, pilot findings, and recommendations for Cuerpo y Alma (Body and Soul), Sister Circles, Healthy Diva Salon, 90 Day Body and Soul Challenge, Body and Soul Youth Initiative, Mobile Health Promotion – Latino Texting Pilot, CX3 Afterschool Tools & School Neighborhood Pilot, Farm to fork, school and preschool, Asian American Pilot (Chinese, Hmong, and Vietnamese), American Indian/Alaska Native Pilot, and the Retail Recognition Program.

Other reports to be developed include the Physical Activity Strategic Plan Phase I, Policy, Systems and Environmental Change Resource Guide, 2013/2014 Benchmark Survey report, and a written protocol for coding and interpreting all survey items for the 24-hour dietary recall and supplemental questionnaire from the FFY 2014 Comprehensive Quantitative LHD Interview.

Contributions will be made to the FFY 14 CDPH NEOPB final report, including the Activity Tracking Form, Education and Administration Reporting System, and the Progress Report Narrative, and the FFY 15 USDA Annual Plan.

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A summary of formative evaluation, additional evaluation studies, and promising avenues for future developments will be produced for each of the following Retail Program, Worksite Program, Latino Campaign, African American Campaign, Children & Youth/PowerPlay!/Photovoice, Rethink Your Drink, Physical Activity Integration, Youth Engagement, Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School.

Developing New Materials

PHI will develop new materials to support local intervention activities for Local projects and to facilitate knowledge transfer and capacity of NEOPB staff.

For Local projects:

- Ten Intervention Implementation Toolkits.
 - Retail Program
 - Worksite Program
 - Latino Campaign
 - African American Campaign
 - Children & Youth/PowerPlay!/Photovoice
 - Rethink Your Drink
 - Physical Activity Integration
 - Youth Engagement
 - Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School
 - Champions for Change statewide advertising

Intervention Implementation Toolkits will include components on the Social Ecological Model integration, intervention fact sheets, implementation overview, PowerPoint presentations, recorded and archived webinars, a local-level implementation guide, resources, health statistics, success stories, evaluation, and citations.

- A Youth to Career Pathways Project intervention overview summary and supporting PowerPoint presentation

For NEOPB Staff:

- Fifteen NEOP Staff Guides:
 - Retail Program
 - Worksite Program
 - Latino Campaign
 - African American Campaign
 - Children & Youth/PowerPlay!/Photovoice
 - Rethink Your Drink
 - Physical Activity Integration
 - Youth Engagement
 - Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School
 - Communities of Excellence

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- Research tools for Nutrition Education and Obesity Prevention studies, including: Comprehensive Local Health Department Evaluation; Impact and Outcome Evaluation; Activity Tracking Forms, and other reporting processes
- Materials Development
- Advertising
- Public Relations
- Policy and Partnerships

- Four Intervention Analyses:
 - Rethink Your Drink
 - Asian American Campaign
 - American Indian/Alaska Native Campaign
 - Physical Activity Integration Program

- Fifteen Instructor Manuals:
 - Retail Program
 - Worksite Program
 - Latino Campaign
 - African American Campaign
 - Children & Youth/PowerPlay!/Photovoice
 - Rethink Your Drink
 - Physical Activity Integration
 - Youth Engagement
 - Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School
 - CX3
 - Champion Mom Recruitment
 - Spokesperson Training
 - Statewide Advertising Campaign – Champions for Change
 - RE-AIM Framework
 - Impact/Outcome Evaluation

- A summary index table of PHI NEOPB interventions, including evidence- versus practice-based, target audience age, ethnicity, language, materials, and intervention settings.

- NEOPB webpages, social media posting, and online resource library tutorial:
 - Champions for Change (English and Spanish)
 - Harvest of the Month
 - NEOPB SNAP-Ed Website
 - NEOPB Facebook page
 - Communications Resource Library
 - Take Action

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- Documents to support PHI-led trainings on Comprehensive School Wellness Policy 101, Engaging Youth in Local School Wellness Policy, and Engaging Parents in Local School Wellness Policy.
- Training documents to support California Smart Snacks in School and New School Meal Requirements.
- Healthy Behaviors Initiative history, background, development, outcomes, and evaluation.
- NEOPB Partnership Team deliverables, framework, and recommendations for workgroup team meetings.
- Three to five FFY 2014 newly approved materials or resources.
- Spokesperson/Champion Mom Database, including representatives from the English, Spanish, Hmong, Chinese, and Vietnamese languages.
- Calendar of meetings and trainings.

PHI will increase the capacity of NEOPB staff by updating the following resources:

- Fruit, Vegetable, Physical Activity Campaigns & Programs Critical Analyses' Recommendations:
 - Retail Program
 - Worksite Program
 - Latino Campaign
 - African American Campaign
 - Children's PowerPlay! Campaign
 - Harvest of the Month
- Websites:
 - NEOPB SNAP-Ed Website
 - Harvest of the Month
 - Champions for Change
 - Take Action
 - Communications Resource Library
- Eleven Pilot Project Status Reports/Recommendations :
 - Cuerpo y Alma (Body and Soul)
 - Sister Circles
 - Healthy Diva Salon
 - 90 Day Body and Soul Challenge
 - Body and Soul Youth Initiative
 - Mobile Health Promotion – Latino Texting Pilot
 - CX3 Afterschool Tools & School Neighborhood Pilot

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- Farm to fork, school and preschool
 - Asian American Pilot (Chinese, Hmong, and Vietnamese)
 - American Indian/Alaska Native Pilot
 - Retail Recognition Program
- Phase I of FFY 2014 Physical Activity Strategic Plan.
 - Policy, Systems and Environmental Change Resource Guide
 - 2013/2014 Benchmark Survey report.
 - Coding and interpretation of the 24-hour dietary recall and supplemental questionnaire.
 - FFY 14 CDPH NEOPB final report including Activity Tracking Form, Education and Administration Reporting System, and the Progress Report Narrative contributions.
 - FFY 15 USDA Annual Plan contributions.

d. Evidence Base:

N/A

e. Environmental Supports:

The trainings, technical assistance, resources, mentoring, guides, research and recommendations will enhance NEOPB staff capacity to provide SNAP-Ed guidance and services to local projects.

The reports, toolkits, webinars, materials, trainings and conferences will enhance local projects (especially Local Health Departments) in effectively targeting SNAP-Ed eligible audiences in a culturally competent, linguistically appropriate, age-specific and evidence-or practice- based manner.

f. Use of Existing Educational Materials:

See NEOPB Materials List.

g. Development of New Educational Materials:

PHI will finalize graphic design for three to five newly approved materials and resources not completed in FFY 2014.

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h. Key Performance Measures/Indicators

PHI will work in conjunction with the NEOPB staff to assess the transitional needs and provide draft deliverables. This will be accomplished through participation via in person or phone meetings, work group and team meetings, trainings and conferences. Documentation of progress will include monthly status reports, mid-year progress report, and an annual report.

2. Evaluation Plans Not applicable.

- a. Name
- b. Type
- c. Questions
- d. Evaluation

3. Coordination Efforts:

PHI will make available all educational materials and toolkits to the California Department of Social Services (CDSS), as requested, and as resources allow.