

California Department of Public Health *Network for a Healthy California* 2013 Project Directory





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EDMUND G. BROWN JR.
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February 5, 2013

TO: *NETWORK FOR A HEALTHY CALIFORNIA (NETWORK)*
PARTNERS AND ADVOCATES

SUBJECT: 2013 PROJECT DIRECTORY

The Nutrition Education and Obesity Prevention (NEOP) Branch is pleased to bring you the 2013 Project Directory for the *Network for a Healthy California (Network)*. The *Network* has been in existence for 16 years, and annually serves an estimated 4.5 million persons with direct education interventions and over 12 million households with social marketing interventions.

This Directory introduces the work of all *Network*-funded projects. The *Network* promotes increasing access to fruits and vegetables, being physically active every day, and—for those who are eligible—participating in nutrition assistance programs. The statewide, regional, and local programs do this through educating consumers in ways that engage them and help foster environments conducive to these healthy behaviors.

The projects presented in this Directory include the Local Health Departments, Network Local Project (NLP), Local Food and Nutrition Education Special Projects, *Regional Networks*, the *Children's Power Play! Campaign*, the *Latino Campaign*, the *African American Campaign*, the *Retail Program*, the *Worksite Program*, and other statewide leadership projects.

The project summaries are listed alphabetically within each of the 11 regions. The statewide projects are in a separate section at the end of the Directory. Contact information is included in each entry. Appendices organized alphabetically across regions, and by county are included to aid you in finding a specific project or group of projects. We hope you will find the Directory a useful tool in strengthening collaboration and networking with new partners in your region.

Network Partners and Advocates
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We continue to be encouraged by the strong, ever-expanding, and committed partnerships that are emerging to promote healthy lifestyles and eliminate diet-and physical-activity-related health disparities in California communities. We thank our partners for their dedication to this important and urgent call to increase fruit and vegetable consumption, daily physical activity, and food security to promote good health, prevent obesity and related health disparities, and otherwise realize the potential of low-income families.

Our entire State team gratefully acknowledges all our local partners, the United States Department of Agriculture Supplemental Nutrition Assistance Program-Education (SNAP-Ed) as the source of *Network* federal funding, the assistance of the California Department of Social Services our principal partner among state agencies, and the collaboration with the University of California, CalFresh Nutrition Education Program.



Rosanne Stephenson, M.P.A., Chief
Program Development Section
Network for a Healthy California

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I.
*Network for a
Healthy California*
State Summary



California Department of Public Health Network for a Healthy California



MISSION:

The mission of the *Network for a Healthy California (Network)* is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other diet-related chronic diseases.

The *Network* is a program under the Nutrition Education and Obesity Prevention (NEOP) Branch of the California Department of Public Health.

Strategic Priorities for NEOP are as follows:

1. Increase access to healthy foods and drinks.
2. Increase consumption of healthy foods and drinks.
3. Decrease access to less healthy foods and drinks.
4. Decrease consumption of less healthy foods and drinks.
5. Increase opportunities for physical activity.
6. Increase physical activity levels.

PROGRAM AT A GLANCE:

Since 1997, the *Network* has led a statewide movement of local, state, and national partners collectively working toward improving the health status of 10.4 million low-income California parents and children. Multiple venues are used to facilitate behavior change in homes, schools, worksites, and communities to create environments that support fruit and vegetable consumption and physical activity.

With support from the United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Program – Education (SNAP-Ed), the *Network* now works with nearly 150 different public and non-profit agencies. The *Network* submits an annual California SNAP-Ed Plan to USDA to fund agencies and create innovative partnerships to empower low-income Californians to increase fruit and vegetable consumption, daily physical activity and improve food security with the goal of preventing obesity and other diet-related chronic diseases. About 80 percent of the SNAP-Ed funds support community-based programs directly.

The *Network* provides statewide leadership through:

- 100 local assistance contracts to qualifying local health departments, school districts, food banks, health centers, Indian tribal organizations, and other public and non-profit entities;
- 23 competitive grants for *Regional Networks*, non-profit organizations, and African American faith organizations;
- 12 grants to leadership and training organizations;
- Bilingual advertising and public relations that support community-based programs;

- Tailored campaigns and programs (African American, Latino, Worksite, Retail, and Children's campaigns and programs);
- Development and testing of education resources;
- Training and technical assistance to contractors and unfunded partners that serve low-income families;
- Administrative and fiscal oversight; and
- Applied research, surveys, and evaluation.

THE NETWORK WORKS:

The *Network* conducts multiple statewide surveys and program evaluations to measure success. Three surveys are available to track population trends of the targeted behaviors, and multiple outcome evaluations are conducted to test the effectiveness of community programs. As the *Network* infrastructure evolved over time, low-income Californians enjoyed positive gains in fruit and vegetable consumption, physical activity, and enrollment in CalFresh.

- Fruit and Vegetable Consumption has Increased - the percent of low-income adults who reached the minimum five-serving goal for fruit and vegetable consumption rose from a baseline of 24 percent in 1997 to 46 percent in 2007.
- Physical Activity has moved in a positive direction - the proportion of low-income adults meeting the recommended level of at least 150 minutes per week of moderate to vigorous physical activity grew from 36 percent in 2001 to 46 percent in 2007.
- More people qualified for CalFresh - through the CalFresh Outreach Plan, in 2012 it is estimated that *Network* partners qualified an additional 65,000 households for CalFresh.

TARGET POPULATION:

SNAP-Ed funding intended to serve SNAP or CalFresh participants and low-income individuals eligible to receive CalFresh benefits or other means-tested Federal assistance programs. To get the most of capped SNAP-Ed funding, recommendation is to target woman and then children in households participating in CalFresh.

KEY PARTNERS:

Principal partners are the USDA Western Regional Office, and the California Department of Social Services. Key partners include: the American Cancer Society, American Heart Association, California Center for Research on Women and Families, California Department of Education, California Department of Food and Agriculture, California Women Lead! (formerly California Elected Women's Association for Education and Research), California Medical Association Foundation, Center for Civic Partnerships, the Center for Collaborative Solutions, and the University of California, Davis, CalFresh Program. Partners through the National Fruit and Vegetable Alliance include the Centers for Disease Control and Prevention, the National Cancer Institute, the Produce for Better Health Foundation, and other non-profit and industry leaders.

WEBSITE: www.networkforahealthycalifornia.net and www.championsforchange.net.



II.
*Regional Networks for a
Healthy California*
Map and Summary

Regional Networks Map



Regional Networks Summary

The 11 *Regional Networks* are a critical part of the *Network for a Healthy California (Network)* infrastructure for delivering services and creating a coordinated, statewide movement for healthy change with and for Supplemental Nutrition Assistance Program Education (SNAP-Ed) eligible Californians. The three key components and objectives of the *Regional Networks* are as follows:

Maximizing Local Impact: Provide coordination and support in the areas of media/communications, technical assistance, and training to maximize the regional impact. The primary target is *Network*-funded nutrition education projects. Coordination should also occur with the *Network's* CalFresh Outreach projects whose purpose is to increase CalFresh participation through specific outreach activities. The secondary target includes other United States Department of Agriculture-funded categorical programs (e.g., Women, Infants and Children (WIC), CalFresh county offices, child nutrition programs) and partners in the region that work in the areas of nutrition education, physical activity promotion, healthy food access, obesity prevention, and other diet- and physical activity-related chronic disease prevention efforts aimed at low-income qualifying families.

Collaborating for Action: Convene a Regional Collaborative that brings together intermediaries, partners, stakeholders, and non-traditional partners. An overarching priority is to help local organizations and stakeholders, including non-traditional partners, coordinate nutrition education initiatives that cut across traditional political, geographic, and organizational jurisdictions to foster healthy changes for eligible low-income Californians. This includes developing region-wide nutrition education initiatives that educate low-income Californians on ways to improve access to healthier foods and physical activity opportunities in their communities. The region-wide initiatives are implemented in concert with relevant regional campaigns and programs, Collaborative partners, stakeholders and *Network*-funded projects, through community events, public relations activities, promotions, and other activities.

Reaching Out:

- The *Children's Power Play! Campaign* is to motivate and empower California's 9- to 11-year-old children to eat 3 to 5 cups of fruits and vegetables and get at least 60 minutes of physical activity every day. These objectives are designed to improve children's short-term health and reduce their long-term risk of chronic diseases, especially cancer, heart disease, and obesity.
- The *Latino Campaign* is to empower low-income Latino adults and their families to consume the recommended amount of fruits and vegetables and enjoy physical activity every day. The *Latino Campaign* also works with communities throughout California to create environments where these behaviors are socially supported and accessible. The fruit, vegetable, and physical activity objectives are designed to reduce the risk of chronic diseases, especially cancer, heart disease, type 2 diabetes, and obesity.

- The *African American Campaign* is designed to improve the health of the low-income African American community by providing education about healthy eating and physical activity and empowering them with positive strategies for creating healthier communities. Through the work of 16 faith-based community projects and six Regional *Networks*, the *African American Campaign* provides services to the nearly 40 percent of African Americans in California who are low-income.
- The *Retail Program* facilitates partnerships between neighborhood stores and community health agencies to help increase the consumption and purchase of fruits and vegetables among food stamp eligible Californians. The *Retail Program* provides retailers statewide with a unique variety of tools, resources, and outreach activities to inspire healthy change among consumers.
- The *Worksite Program* is to empower low-income workers to consume the recommended amount of fruits and vegetables and enjoy physical activity every day. The fruit and vegetable and physical activity objectives are designed to reduce the risks of chronic diseases, especially cancer, heart disease, type 2 diabetes and obesity.



CHAMPIONS
for CHANGE
Network for a Healthy California

III.
Projects by Regions

Bay Area Region

Alameda, Contra Costa, Marin, San Francisco,
San Mateo, and Santa Clara Counties

<p>Network for a Healthy California Regional Lead Agency Santa Clara County Public Health Department Chronic Disease and Injury Prevention 1400 Parkmoor, Suite 120B San Jose, CA 95126-2737</p> <p>Region: www.barnn.org Collaborative: www.banpac.org</p>	<p>Joe Prickitt, M.S., R.D. Project Director</p> <p>Phone: (408) 793-2710 Fax: (408) 793-2731 Joe.Prickitt@phd.sccgov.org</p>
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African American Campaign Coordinator

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Children's Power Play! Campaign Coordinator

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Worksite Program Coordinator

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ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY**Ms. Diane Woloshin, Director**

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Target Unduplicated Reach: 30,100

Intervention Channels:

CalFresh Offices, Churches, Community-Based Organizations, Elderly Services Centers, Food Banks, Head Start Programs, Public/Community Health Centers, Schools, School District Office, Shelters, WIC Offices

Narrative Summary:

Alameda County Nutrition Services delivers a comprehensive nutrition education/health promotion initiative designed to change the dietary and physical activity behaviors of SNAP eligible residents of Alameda County. The population is reached through schools, senior centers, WIC sites, and community collaborations. Activities are grounded in primary research with the target audience. The Healthy Living Councils at schools and senior centers (and in the next three years expanded to targeted neighborhood groups and graduating WIC clients) educate and empower community members to become actively engaged in improving nutrition and overall health individually, for their families, and their communities. Nutrition Services trains and supports community partners who impact SNAP eligible residents. The 'Healthy Living ..for life' campaign is designed to increase healthy lifestyle adoption through collaborative partnerships with community agencies. Working with over 100 community groups, 'Healthy Living ...for Life' uses a train-the-trainer model to provide ready to use nutrition interventions and tools and technical assistance. The school campaign includes school wide interventions, classroom learning, curriculum integration, Harvest of the Month, cooking classes, cafeteria connections and training for food service, school nursing, and after school staff. Peer education programs will be introduced to three audiences – WIC graduates, middle/high schools, and community groups.

**ALAMEDA COUNTY OFFICE OF EDUCATION
Coalition****Ms. Christine Boynton, Director**

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Hayward, CA 94544

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cboynton@acoe.org

Target Unduplicated Reach: 38,000

Intervention Channels:

Schools

Narrative Summary:

Project EAT (Educate. Act. Thrive.) works with Alameda County in four school districts, 51 schools sites, 28 afterschool programs with approximately 850 teachers serving 19,000 students and their parents. The federal share contributes to the classrooms with the implementation of a culturally and linguistically appropriate, hands-on nutrition education and physical activity promotion approach. Different methods include garden-enhanced nutrition education and taste testing activities led by 24 nutrition education site and cooking coordinators. In addition to this work for students, we serve parents through a series of 5 bilingual nutrition education classes and 50 special events annually at schools that highlight seasonal vegetables and physical activity promotion. Our program includes promotores, parents who are trained to assist and lead nutrition education events for other parents and provide peer to peer instruction for locally identified food stamp eligible participants.

ASIAN HEALTH SERVICES**Ms. Jen Lee**

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Target Unduplicated Reach: 254

Intervention Channels:

Churches, Community Centers, Community Health Center, Elderly Services Centers, Public Housing, Schools, Senior Low-Income Housing, Senior Housing, Youth Education Sites

Narrative Summary:

AHS will provide linguistically/culturally competent nutrition, physical activity, and SNAP-Education at AHS' main clinic site and at community sites in Chinatown and other qualifying census tracts. Workshops will be conducted with a) AHS patients, b) Patient Leadership Council members, and c) community members. Members of the Patient Leadership Councils will be trained to co-present segments of the nutrition workshops to be presented to the broader community. Curriculum and educational materials will be refined for the Chinese community and culturally adapted and translated for the Vietnamese community. The first year will focus on the Healthy Heart curriculum, Shopping Matters, and Cooking Matters for Adults.

BERKELEY UNIFIED SCHOOL DISTRICT**Ms. Leah Sokolofski**

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Target Unduplicated Reach: 11,102

Intervention Channels:

Schools

Narrative Summary:

Berkeley Unified School District (BUSD) seeks to educate all students on the importance of eating fresh fruits and vegetables and getting physical activity every day as a way of maintaining life long health. At *Network* eligible school sites, students are exposed to a variety of seasonal fruits and vegetables through hands on cooking and garden-based nutrition education classes. Nutrition education garden classes teach students how to grow fruits and vegetables, while providing them with an opportunity to be active as they learn about nutrition. Nutrition education cooking classes teach students how to cook healthy meals using Harvest of the Month (HOTM) items. Special school wide and district wide events such as Harvest Fairs, Back to School nights, and parent cooking classes give parents an opportunity to join their children in learning fun and easy ways to make healthy choices. BUSD promotes the HOTM program to every eligible school in the district via newsletters and the district's school menu calendar. Food Services incorporates HOTM items in their menu planning and features one recipe each month developed by the cooking nutrition instructors. The BUSD School Lunch Initiative is an innovative partnership that emphasizes the relationships among food, diet, physical activity, health and the environment.

CITY OF BERKELEY DEPARTMENT OF HEALTH SERVICES**Ms. Katherine Brown**

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Target Unduplicated Reach: 2,000

Intervention Channels:

Churches, Community Centers, Farmers Markets, Head Start Programs, Public/Community Health Centers, Schools, Shelters, WIC Programs, Youth Education Sites

Narrative Summary:

The City of Berkeley Department of Health Services will address the striking health inequities based on race/ethnicity and socioeconomic status that are present in the health of Berkeley residents. SNAP-Ed messages on increasing fruit and vegetable consumption, improving knowledge and skills around healthy eating, and promoting physical activity will be reinforced through strategies that reach a broad spectrum of the SNAP-eligible populations. The majority of the activities will be conducted at Head Start sites, a middle school (Longfellow Arts and Technology), a high school (Berkeley High), and proxy sites such as transitional housing/shelters and the Black Infant Health Program. Activities include: 1) nutrition education workshops for staff, youth, and parents/caregivers; 2) peer education training for youth; 3) nutrition education at community venues such as ethnic/cultural events, farmers' markets, organized neighborhood gatherings, and school events; 4) demonstrations and education to parents and community members. Educational activities are provided through programs at SNAP-eligible locations, such as summer recreation and literacy programs for youth, job training programs, and community clinics. The City of Berkeley Department of Health Services will also implement the Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3), a pre-program tool, by evaluating neighborhood nutrition indicators and assets.

COLLECTIVE ROOTS (COMPETITIVE – RFA)

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anne@collectiveroots.org

Target Unduplicated Reach: 450

Intervention Channels:

Food Banks, Schools

Narrative Summary:

Collective Roots is working to fill the gap in nutrition education in our community by providing “Fresh Fest” a series of cooking classes and nutrition education as well as “Cooking Matters” six-week series of cooking classes for parents and students. Fresh Fest is a five week series that get students excited about healthy eating and engages them with interactive lessons. At the end of the series, students have learned basic cooking skills, have tried a variety of new fruits and vegetables and it is our hope that they will go on to make healthier choices because of it. We are also offering a six week series of cooking classes to parents. The idea behind this was to offer the parents a similar opportunity to learn about nutrition, basic cooking skills and how to cook healthy on a budget so that the ideas that the students are learning are then reinforced at home.

CONTRA COSTA COUNTY HEALTH SERVICES DEPARTMENT**Ms. Cedrita Clairborne**

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Target Unduplicated Reach: 6,240

Intervention Channels:

Adult Education & Job Training, Adult Rehab Centers, CalFresh Offices, Churches, Community-Based Organizations, Elderly Services Centers, First 5 Centers, Food Banks, Farmers Markets, Head Start Programs, Public/Community Health Centers, Schools, Shelters, TANF Job Readiness Programs, WIC Programs

Narrative Summary:

Contra Costa Health Services' (CCHS) nutrition education for SNAP-Ed eligible populations includes services in health care, retail and community settings and fosters organizational and environmental changes in the communities we serve. CCHS' public health and health care personnel incorporate nutrition and physical activity messages into routine encounters with eligible clients. CCHS' public health center providers reach individuals with nutrition and physical activity messages and goal-setting using motivational interviewing. CCHS helps students, parents, agency staff and food retailers identify healthy food and physical activity choices and make positive changes.

The project delivers nutrition education through skill-based workshops in English/Spanish at First Five Centers for parents, Woman Infants and Children (WIC), faith institutions, community-based organizations, schools and others; places materials, posters, and resources in the community; reaches people through events and media outlets; and reinforces the Champions for Change message in coordination with State efforts. CCHS meets annually with the County's other USDA-funded projects to coordinate programs and messages. NLP staff also coordinates efforts with the West County and Monument Healthy Eating Active Living Projects to improve the health of low- income communities.

MARIN COUNTY HEALTH AND HUMAN SERVICES DEPARTMENT**Ms. Rebecca Smith**

Project Director

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Target Unduplicated Reach: 2,100 – 3,000

Intervention Channels:

CalFresh Offices, Community Centers, Elderly Service Centers, Food Banks, Food Stores, Head Start Programs, Public/Community Health Centers, Schools, WIC Programs

Narrative Summary:

Marin County's SNAP-Ed program will promote nutrition education and multi-system approaches to promoting healthy eating in three communities: the Canal neighborhood of San Rafael, Marin City, and schools / early care sites in Lynnwood neighborhood of Southern Novato. The program will build upon partnership developed through the Countywide Healthy Eating Active Living (HE/AL) Strategic Planning Process, and be strengthened by a range of technical assistance resources focusing on primary prevention offered through the Department of Health and Human Service's Prevention Hub. Interventions will be focused at schools and early childhood education sites in low-income communities, as well as at community centers and food pantries, and the program intends to utilize community health workers and peer to peer interventions to reach much of our target population. Marin's CNAP will build upon partnerships developed through the Countywide HE/AL Planning Process, and will work closely with Marin's rich local agricultural resources to implement multi-level approaches to promoting access to healthy, local foods.

MOUNT DIABLO UNIFIED SCHOOL DISTRICT
Afterschool Program

Ms. Gretchen Jacobs
Program Administrator
1266 San Carlos Avenue, A6
Concord, CA 94520

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jacobsg@mdusd.k12.org

Target Unduplicated Reach: 2,300

Intervention Channels:
After school Programs

Narrative Summary:

Mt. Diablo CARES (Collaborative for Academic, Recreation, and Enrichment for Students) is a unique collaborative that includes Mt. Diablo Unified School District, City of Concord, and Bay Area Community Resources (BACR). We will be enhancing existing Nutrition Education strategies to meet the needs of our student population.

A 1.2 acre garden at Riverview Middle School is visited by students from nine afterschool sites each week to receive garden-based nutrition education. Students are extremely enthusiastic about the course and have expressed that they have learned valuable nutrition knowledge from the experience. Afterschool students enjoy their classes in the garden classroom, especially cooking the produce they have grown. CARES operates a Summer Teen Garden Corps at 3 large CARES operated gardens serving 50 youth total. This program is offered during a 6 week summer session. Mt Diablo USD partners with the Local Food Bank to have produce delivered to the *Network* funded after school programs.

Student in the CARES After School Program will participate in the Children's Power Play Campaign each school year and during the summer months. Students participate in the *Rethink Your Drink* activities as well at all 14 sites. Harvest of the Month materials will be used to supplement nutrition education classes from curriculums such as Deal Me In and Farm to Fork. In addition, the Harvest of the Month supplemental materials for educators and families are distributed each month.

CITY AND COUNTY OF SAN FRANCISCO, DEPARTMENT OF PUBLIC HEALTH

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Target Unduplicated Reach: 5,000

Intervention Channels:

Adult Education & Job Training Sites, CalFresh Offices, Community Centers, Farmers Markets, Food Banks, Public Housing, Shelters, WIC Programs

Narrative Summary:

The Feeling Good Project provides nutrition education to SNAP-Ed eligibles in San Francisco on healthy eating and physical activity promotion as a way to reduce the risk of chronic disease. Activities include nutrition education classes to SNAP-Ed eligibles, participation in Health Fairs targeting SNAP-Ed eligibles, and participation in the Bay Area Nutrition and Physical Activity Collaborative (BANPAC) and *Network for a Healthy California* - Bay Area Region. Services are provided in Spanish and English and nutrition education materials are available in English, Spanish and Chinese. In addition they deliver nutrition education at the Heart of the City Farmers Market and at SFUSD Schools to be determined in collaboration with the SFUSD Nutrition Education Project. New partners are engaged through outreach to community based organizations serving low income SF residents. Through collaboration with local and regional partners, including Shape Up SF and the *Network for a Healthy California* - Bay Area Region, they promote the *Rethink Your Drink* Message. They collaborate with local FNS funded programs in the SF County Nutrition Action Plan and with the San Francisco CalFresh Program to provide nutrition education to their participants. During FY 2013 they will be engaging in Peer Education, CX3 Activities and using a Community Engagement Model to advance multi-level approaches.

SAN FRANCISCO GENERAL HOSPITAL FOUNDATION**Ms. Catherine Wong**

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Target Unduplicated Reach: 3,000

Intervention Channels:

Community Centers, Farmers Markets, Head Start Programs, Public/Community Health Centers, Schools, Youth Engagement Sites

Narrative Summary:

The *Network for a Healthy California-Chinese Project* is the first and sole project funded to serve primarily the SNAP-Ed eligible Chinese population in San Francisco; most of them are immigrant families. To outreach to these primarily mono-lingual Chinese speaking households, the *Network for a Healthy California-Chinese Project* empowers the low-income Chinese community in San Francisco to improve their nutritional and physical well-being in order to reduce the risk of obesity and other chronic diseases.

Using the spectrum of prevention model, the project reaches out to the Chinese community via the following 5 components: 1) empower individual consumers via culturally and linguistically appropriate workshops, nutrition education materials and exhibits; 2) educate providers and community partners to support *Network* messages; 3) build strong coalitions (via the *Network* leadership council including key agency directors and leaders, and local partner coalitions) to develop culturally appropriate community strategic plans; 4) educate the community via cultural and community events to create awareness and promote an increase in daily physical activity and intake of fruits and vegetables; 5) provide partner agencies with Nutrition Education technical assistance.

SAN FRANCISCO UNIFIED SCHOOL DISTRICT**Mr. Mark Elkin**

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Target Unduplicated Reach: 16,000

Intervention Channels:

Schools

Narrative Summary:

The Nutrition Education Project in San Francisco Unified School District (SFUSD) is administered through the Student, Family & Community Support Department. The goal of the project is to increase the likelihood that students and their families will make healthy food choices and engage in daily physical activity. The Project works collaboratively with Student Nutrition Services, teachers, principals, parent/caregivers, after school program staff, nurses, and community-based organizations. At 16 target elementary sites, a coordinator spearheads a nutrition wellness team to assess priorities and plan activities/lessons, supported by mobile kitchens, field trips, school gardens, and Harvest of the Month. Families are reached through Nutrition Nights, health fairs, parent workshops, and newsletters. Fifteen additional schools receive Harvest of the Month Program activities. Professional development workshops are held for elementary/secondary teachers, after school staff, and food service workers to empower them to serve as student role models and to increase understanding of comprehensive nutrition education. Youth peer educators at 10 secondary schools lead an on-site education campaign to address a nutrition or physical activity issue.

SAN MATEO COUNTY HEALTH SYSTEM**Ms. Lydia Guzman**

Project Coordinator

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Target Unduplicated Reach: 3,800

Intervention Channels:

CalFresh Offices, Community Centers, Churches, Food Banks, Food Stores, Libraries, Public/Community Health Centers, Public Housing, Schools, Youth Engagement Sites, WIC Programs

Narrative Summary:

San Mateo County outreaches to SNAP-Ed eligible families living in qualifying census tracts that are primarily Latino. The program's aim is to empower and enable individuals to select healthy foods and beverages and increase physical activity through nutrition education, social marketing and environmental supports with a strong emphasis on behavior change and obesity prevention. Interactive nutrition education activities include food preparation, gardening and physical activity demonstrations. Nutrition education programs are a collaboration with USDA Food Nutrition Services funded programs and community-based organizations. The Mini=Max Behavior Change Tool guides the SNAP-Ed client through decision making pathways that result in the developing of an individualized behavior change plan/goal to improve dietary choices and to increase physical activity; the tool will be utilized in nutrition classes to facilitate the client's behavior change process. San Mateo County will engage local leaders and community members to implement a healthy food initiative that increases access and consumption of Healthy foods in eligible low-income communities. San Mateo County will support the *Rethink Your Drink* statewide initiative and will train adult peer educators to provide nutrition education, promote food security and physical activity; *Network* statewide initiatives will be promoted in local communities. Evaluation of interventions will be conducted.

SANTA CLARA COUNTY PUBLIC HEALTH DEPARTMENT**Ms. Lori Martin**

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Target Unduplicated Reach: 5,100

Intervention Channels:

Adult Education and Job Training Sites, After school Programs, CalFresh Offices, Churches, Community Centers, Farmers Markets, Food Banks, Food Stores, Libraries, Head Start Programs, Public/Community Health Centers, Schools, WIC Programs, Youth Education Sites

Narrative Summary:

The approach for this grant will be to engage high need communities and neighborhoods around key healthy eating and active living issues. This approach will be similar to the Communities of Excellence (CX3) approach in that we will leverage community resources, and partners to effect healthy eating active living changes within high-need, low-income neighborhoods. As we have learned from our prior work with the *Network for a Healthy California*, Centers for Disease Control and Prevention and other grant funded projects, it is most effective to conduct our work across a variety of channels, and audiences. As such, we will coordinate and integrate our efforts in schools and after school programs, through direct health service providers, in retail grocery stores, and in churches. In addition, we have learned that a youth engagement focus helps to support overall community engagement work. As such our work will also include a youth engagement focus. Once we identify our focus neighborhoods, we will align with community partners in these neighborhoods to support the health and well-being of low-income community members. Further, we will be focusing on supporting specific low-income communities, including, but not limited to low-income Hispanic, Asian / Pacific Islander and African American communities.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, COOPERATIVE EXTENSION OF ALAMEDA COUNTY

Mary Blackburn, Ph.D., M.P.H.

Director

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Target Unduplicated Reach: 450

Intervention Channels:

Farmers Markets, Public Housing, Shelters, WIC Programs, Youth Education Sites

Narrative Summary:

The UCCE Food Stamp in-home nutrition education and outreach project reaches under-served families in low income housing units and the surrounding communities. Historically, housing complexes have been built in blighted areas. We provide Nutrition education to try to change family food behaviors to increase daily fruit and vegetable intake to comply with the 2010 Dietary Guidelines; promote positive behavior change in healthy eating practices; safe food handling practices; responsible food resource management; and promote physical activity. It incorporates interactive learning approaches designed to educate the adult population, and particularly head of households with minor children. The goal is to follow the 2010 Dietary Guidelines to provide knowledge and skills on: making healthy food choices, spending food dollars wisely; preventing food transmitted illnesses, and making lifestyle changes to become more active.

YMCA OF SILICON VALLEY**Ms. Mary Moshiko Haughey**

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Target Unduplicated Reach: 17,216

Intervention Channels:

Schools Students and Parents, Schools Staff and Teachers

Narrative Summary:

The YMCA of Silicon Valley (The Y) is applying for *Network* Local Project funds for *Comida Sana, Vida Activa* (Healthy Food, Active Life), which will leverage partnerships among afterschool program providers in Region 5 of the California Afterschool *Network*, serving Santa Clara, Santa Cruz, San Benito and Monterey Counties. Our multifaceted approach targets individuals, social groups, organizations, environments, and systems to build the capacity of afterschool providers, from provider leadership to Site Coordinators through line staff, to work effectively with school and district administration, children, families, and the community. The Y, which operates 60 afterschool programs (ASPs) in Santa Clara County, is a regional leader in promoting and modeling physical activity, nutrition education, and food security as integral elements of its ASPs, and in leveraging ASPs' grass-roots, community-based relationships to create change at school and in the community. *Comida Sana, Vida Activa* aims to expand and systematize the Y's approach throughout Region 5, in partnership with the Region's Afterschool training and technical assistance team. We are targeting 128 ASPs, with at least 9,216 mostly low-income Latino students. We will also reach at least 8,000 family members through nutrition education; increasing access to healthy foods; and opportunities for physical education.

Central Coast Region

Monterey, San Benito, and Santa Cruz Counties

<p>Network for a Healthy California Regional Lead Agency</p> <p>Monterey County Health Department Community Health Division 1270 Natividad Road, Room 11 Salinas, CA 93906</p> <p>www.mtyhd.org/index.php</p>	<p>Niaomi Hrepich Project Director</p> <p>Phone: (831) 796-2872 Fax: (831) 424-0985</p> <p>hrepichns@co.monterey.ca.us</p>
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ALISAL UNION SCHOOL DISTRICT**Zarpana Rietman**

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Target Unduplicated Reach: 15,000

Intervention Channels:

Schools

Narrative Summary:

The Alisal USD *Network for a Healthy California* works with pre-school through 6th grade students, afterschool programs, parents and staff. Our primary intervention venues are nutrition education classes done by our staff for the school community. Through thematic nutrition education classes such as MyPlate, MyPyramid, fats, fiber, food safety, we ensure that our other key educational messages. are put into our lessons. Eating healthy with fruits and vegetables and incorporating physical activity daily is always reinforced. *Network* teachers provide nutrition lessons, conduct taste testing and physical activity promotions for students, staff and parents through classes, community events and trainings held at schools.

Health clubs are conducted as an after school project to reinforce health concepts to students through garden-based nutrition activities. Newsletters and a website provide additional information to our community on events, resources, farmer's markets, nutrition, and physical activity.

Our lessons are cross curricular and usually done in English to promote English Language Development in our students, but most of our teachers are bilingual and can use Spanish to clarify any questions. Our Impact Evaluation surveys, newsletters and presentations are done bilingually.

FAMILIA CENTER**Ms. Yolanda Henry**

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Target Unduplicated Reach: 670

Intervention Channels:

Community Centers, Emergency Food Assistance Sites, Public Housing

Narrative Summary:

Promote a healthy lifestyle through interactive nutrition education, physical activity and CalFresh at Familia Center pantry and affordable housing sites in the city of Santa Cruz. Familia Center proposes to expand the pantry program at our site to include nutrition education for 80 plus household participants accessing the twice-monthly food distributions. Included in the expansion plan are 3 public housing complexes totaling 190 households and one community center located in a low-income census tract. The plan includes recruiting and developing a core group of volunteers/health promoters, from among the participants of the pantry program, to assist with the project. The major goals of the project are to: 1) Familiarize Latino immigrant households with variety of the vegetables grown in the Central Coast area and with their nutritional value 2) participants will make healthier food choice, and 3) engage participants of the pantry program as promotores/community nutrition advocates, 4) introduce and promote alternative types of physical activity such as yoga and 5) encourage enrollment in the CalFresh program.

MONTEREY COUNTY HEALTH DEPARTMENT**Ms. Niaomi Hrepich**

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Target Unduplicated Reach: 13,500

Intervention Channels:

Churches, Farmers Markets, Schools, WIC Programs

Narrative Summary:

Monterey County Health Department (MCHD) is a public health government entity, whose mission is to enhance, promote and protect the health of Monterey County individuals, families, communities and environments. The *Network for a Healthy California* Network Local Project (NLP) is housed in the Public Health Bureau. NLP focuses on capacity building within qualifying preschools, elementary schools and afterschool programs through a train the trainer model. The trainings provide teachers, school food service staff and afterschool staff with curricula on nutrition and physical activity education and tools including toolboxes, resources and materials that facilitate the integration of nutrition and physical activity promotion into the mandated curricula. *Network* staff educate parents on nutrition and physical activity through parent groups at schools and faith-based organizations, as well as basic nutrition education to eligible families through community and school events. Nutrition education and physical activity promotion are provided annually in science, reading, language development, social studies and math instruction for more than 8,000 low income preschool and elementary grade children in 18 schools and afterschool programs.

SANTA CRUZ CITY SCHOOL DISTRICT**Ms. Jessica Silverman Curcio**

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Target Unduplicated Reach: 2,700

Intervention Channels:

Schools

Narrative Summary:

The *Network* funded project at Santa Cruz City Schools works to increase the number of preschool, elementary, middle, and continuation high school students who receive nutrition education and physical activity promotion.

Students participate in a series of taste tests and cooking projects with fruits and vegetables that are featured in Harvest of the Month. Teachers receive HOTM technical support. In addition, a lead teacher will be trained at the elementary sites to promote and support HOTM activities. HOTM will be integrated into Food Service through featuring HOTM produce on the menu, HOTM bulletin boards in the cafeteria, coordination with school nutrition staff, and an HOTM training for school nutrition staff. Staff will deliver a series of skill-based nutrition education lessons to K-5 classes.

The project delivers nutrition education to parents at PTA meetings and at school events. Parent leaders will be trained to promote nutrition education and assist with nutrition education in the classroom. Teachers will be trained based on a needs assessment, and technical support will be provided afterwards. Finally, *Network* staff will be trained in *Rethink Your Drink*, and will teach lessons promoting healthy beverage options at both elementary school sites in the spring.

SANTA CRUZ COUNTY HEALTH SERVICES AGENCY

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Target Unduplicated Reach: 3,100

Intervention Channels:

CalFresh Offices, Community Centers, Food Banks, Farmers Markets, Food Stores, Head Start Programs, Public Housing, Schools, Shelters, Worksites, Youth Education Sites

Narrative Summary:

It is the goal of the Santa Cruz Health Services Agency to increase the partnership between the local health department (LHD) and social services (SS), to provide coordinated nutrition education messages across USDA nutrition assistance programs, to reach SNAP population at the local level and implement community nutrition interventions. Our local health department and partnerships will reach the target audience using a combination of strategies: Nutrition education classes and consumer empowerment; community education events; media publicity; advisory councils (County Nutrition Action Plan (CNAP) groups); promotion of healthy communities; and trainings/workshops (for intermediaries). Healthy Food Options strategies will be coordinated with *Regional Network* collaborative activities. Our key educational methods will emphasize childhood obesity prevention, chronic disease and obesity prevention, and dietary quality and healthier eating practices based on the 2010 Dietary Guidelines for Americans.

Our LHD/SS partnerships interventions sites may include but not limited to social services, faith/churches, community-based organizations, community events, community youth organizations, parks and recreation centers, WIC sites, public/community health centers, food banks, and low-resource schools.

Central Valley Region

Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties

<p>Network for a Healthy California Regional Lead Agency</p> <p>Central Valley Health <i>Network</i> 1987 N. Gateway, Suite 101 Fresno, CA 93727</p> <p>Region: http://www.cvhclinics.org Collaborative: http://cvhnc.org</p>	<p>Nichole Mosqueda-Curtin Lead Agency Director</p> <p>Phone: (559) 255-4300 x 17 Fax: (559) 456-7575</p> <p>Inmosqueda@cvhclinics.org</p>
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CALIFORNIA HEALTH COLLABORATIVE (COMPETITIVE – RFA)

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Target Unduplicated Reach: TBD

Intervention Channels:

Schools

Narrative Summary:

Multi-county project conducted in school districts in Fresno, Tulare, Sonoma, and Butte Counties. Participating school districts chosen by hosting 50% of school population qualifying for free or reduced lunch, and schools that are challenged meeting the new National School Lunch and School Breakfast Guidelines for the 2012-2013 school year. Project activities will be conducted in all 4 counties and will focus on the education and training of school food service staff relevant to: 1) anticipated Guideline changes; 2) new culinary skill sets and updated recipe libraries; 3) strategies to change the cafeteria environment to promote school meals; and 4) sharing best practices to increase the quantity and variety of fruit and vegetables in school lunches, in addition to the training of local Youth Champions to advocate for policy or practice changes to support implementation of the Guidelines. Not only will the Network population benefit from healthier, more nutritious school meals as a result of the Project, students will also participate in a number of activities such as Photovoice, to document changes in the school environment related to nutrition and physical activity and present findings to community stakeholders in an effort to advocate for policy and / or changes in practice that support implementation of the new Guidelines. Policy changes could include an increase in required physical activity breaks in the coordinated school wellness policy. Practice changes could include changes in menu items, salad bar selection, or cafeteria marketing.

CENTRAL VALLEY HEALTH NETWORK

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Target Unduplicated Reach: 49,319

Intervention Channels:

CalFresh Offices, Churches, Community Centers, Community-based Organizations, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Other Youth Education Sites, Public Housing, Schools,

Narrative Summary:

The Central Valley Health Network's (CVHN) goal is to provide nutrition education that promotes the recommended intake of F/V, 30 minutes for adults and 60 minutes for children/day of PA, as well as improved food access for CalFresh eligibles. To accomplish this, CVHN will distribute English/Spanish newsletters bi-monthly to health center clientele and community members highlighting the above. CVHN will collaborate with community organizations to conduct nutrition education and PA promotion activities at qualifying community sites. We will provide health center based individual and/or classroom-setting nutrition education and PA promotion. The SNAP will be promoted in conjunction with nutrition education. Coordinators will participate in a *Network* impact evaluation training. Health centers will be able to measure the adoption of the F/V and/or PA recommendations and related factors either through pre and post-measures or annual surveillance with a representative sample of health center clients. Coordinators will communicate the *Network* program activities and its benefits regarding disease prevention to healthcare providers through presentations or newsletters at health centers twice per year. CVHN will acquire and apply basic media communication knowledge/skills by attending *Network* media webinars/trainings. Staff will communicate with their target audience through local media at least once per year.

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Target Unduplicated Reach: 5,100

Intervention Channels:

Adult Education and Job Training Sites, CalFresh Offices, Churches, Community Centers, Food Banks, Libraries, Public/Community Health Centers, Public Housing, Schools, Shelters, WIC Programs, Youth Education Sites

Narrative Summary:

Due to the amount of funding being allocated for each year to the KCPHSD, Scope of Work (SOW) objectives 1-9 along with objectives 10-13 are mandatory. The KCPHSD has chosen the 3 optional objectives of Healthy Retail, Faith-based, and Early Childhood. The KCPHSD is currently in the *Network's* transitional year to Nutrition Education & Obesity Prevention (NEOP) program which has helped prepare KCPHSD to work with multiple sectors to help achieve and promote the goals and objectives of the *Network*. A few of the main strategies to be used to achieve the objectives are through the County Nutrition Action Plan (CNAP) group, current Communities of Excellence (CX3) neighborhood communities, and current partnerships in the local Building Healthy Communities Initiative and the work evolving in the Community Transformation Grant.

COUNTY OF MERCED DEPARTMENT OF PUBLIC HEALTH

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Target Unduplicated Reach: 3,100

Intervention Channels:

CalFresh Offices, Community Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Libraries, Public/Community Health Centers, Shelters, Youth Education Sites

Narrative Summary:

Merced County Department of Public Health staff will empower low-income communities to make healthier choices through nutrition education, social marketing and environmental support strategies. Staff will build upon long standing partnerships, including the Merced Community Nutrition Action Plan (CNAP) membership group, to implement best practices around nutrition education delivery and improved coordination to address food insecurity issues. Staff will reach at least 3,100 SNAP-Ed eligible individuals through: nutrition education classes, community events, inclusive of a *Rethink Your Drink* kick-off event and community forums to engage residents and stakeholders to implement a *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3)* plan to increase access and consumption of healthy foods and beverages in three low-income neighborhoods. MCDPH will also conduct formative, process and baseline evaluation activities.

EDUCATION AND LEADERSHIP FOUNDATION**Ms. Maria Lemus**

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Target Unduplicated Reach: 1,000

Intervention Channels:

Community Centers, Farmers Markets, Youth Education Sites

Narrative Summary:

The Education and Leadership Foundation (ELF) is partnering with the Fresno County Office of Education Migrant Education Program, Central Valley Health *Network*, and Univision Channel 21 to implement Choose Health: Nutrition and Physical Education for a Healthy Lifestyle. The Choose Health Project will promote increased fruit and vegetable consumption, healthy beverages consumption, daily physical activity, and increased participation in the SNAP. The project's target population will be six communities in rural Fresno County: Coalinga, Firebaugh, Kerman, Mendota, San Joaquin, and Tranquillity.

The Choose Health Project will present a series of four Nutrition lessons and a series of four physical activity lessons to a total of 1,000 participants over three years. Nutrition lessons will be conducted within the context of hands-on activities and demonstrations. Physical activity lessons will emphasize the importance of active at home and work, and include physical activity demonstrations. Information about SNAP will be disseminated at two sessions held at the conclusion of the health series. Four Champions of Change from each community will be trained as health advocates to support project goals and sustain benefits of the program after the funding period.

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Target Unduplicated Reach: 450

Intervention Channels:

Adult Education and Job Training Sites, Public Housing

Narrative Summary:

Family HealthCare Network is proposing to provide 1,350 children and adults with nutrition education classes and increase physical activity in the isolated rural community of Goshen, California. With the support of the local community, this program will offer nutrition sessions one day a week through Family HealthCare Center Goshen site, CSET, Self-Help Enterprise (public housing). One Registered Dietitian and up to five trained community Promotoras will deliver the nutrition education message through cooking demonstrations, taste tests, outreach promotions, interactive handouts, flip charts, and other activities. This program will offer resources to a community that currently has limited access to any nutrition education or physical activity opportunities.

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Target Unduplicated Reach: 10,475

Intervention Channels:

Business/Chamber of Commerce, CalFresh Offices, Churches, Community Centers, Elderly Services Centers, Farmers Markets, Food Banks, Food Stores, Foster Care Services, Head Start Programs, Libraries, Local Swap Meets/Flea Markets, Public/Community Health Centers, Police Substations, Public Housing, Schools, Shelters, Substance Abuse Treatment Centers, TANF Job Readiness Program, Transitional-Age Youth Programs, Youth Education Sites

Narrative Summary:

Fresno County Department of Public Health's main objective is to increase the long-term health of the community through the reduction of the chronic disease burden. This reduction is being pursued through a wide range of activities and partnerships. Community nutrition education is still a key focus area. The nutrition education will consist of skill-based lessons and activities with emphasis placed on cooking demonstrations and taste testing. The County Nutrition Action Plan (CNAP) group will meet and provide critical strategic planning leadership. The Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) will provide a planning framework for evaluating neighborhood nutrition factors that will guide strategic, intensive nutrition education efforts targeting CalFresh participants and SNAP-Ed eligibles in these neighborhoods. Partner organizations, including the local Social Services Agency and community members will be engaged to pursue environmental changes that improve access to local and fresh healthy food and physical activity opportunities. The project will seek to engage a wide range of partners including schools, child care providers, faith-based communities, retailers, farmers, youth groups and community-based organizations.

FRESNO COUNTY OFFICE OF EDUCATION

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Target Unduplicated Reach: 11,250

Intervention Channels:

Schools

Narrative Summary:

Fresno County Office of Education (FCOE), Safe & Healthy Kids department, Wellness and Nutrition program will work with multiple K-12 school districts promoting the increased consumption of fresh fruits and vegetables, based on healthy eating choices, and the importance of daily physical activity throughout school-based interventions and county wide events. A comprehensive *Harvest of the Month (HOTM)* program will be high-lighted during: taste-tests; classroom, after-school, and parent educational activities; taste testing at Farmer's Markets; cooking in the classroom; student and parent newsletters; and in the child nutrition departments i.e.: bulletin boards, partnership with Nutrition Advisory Councils (NAC). Student NACs will take lead facilitating and promoting a healthy school environment. The *Rethink Your Drink Campaign* and *PowerPlay!* will also be introduced.

FCOE Wellness and Nutrition program will collaborate with partners, deliver trainings and provide technical support to faculty, staff, students and parents involved with the *Network for a Healthy California* utilizing recommended and supplemental curriculum and programming. Selected school sites will participate in the Youth Impact Survey. Promoting county and district wide community events will occur throughout the *Network* year instilling teachings for a healthy, active lifestyle i.e.: Back to School nights, Open House, Health Fairs, Parent Clubs, Pentathlon Adventure, Scout Island Adventure Challenge, Farm and Nutrition Day, as well as other nationally recognized events.

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Target Unduplicated Reach: 8,350

Intervention Channels:

Community Centers, Schools, Youth Education Sites

Narrative Summary:

The Greenfield Union School District (GUSD) Family Resource Center works with families, teachers, staff and students to promote healthy eating and physical activity. GUSD provides nutrition education and physical activity promotion resources to teachers and after school staff. Nutrition education is provided in preschools, K-8 classes and in the after school program.. GUSD teaches students gardening concepts in the after school program as part of nutrition education.

GUSD provides nutrition education to parents and families along with healthy cooking demonstrations and physical activity promotion. GUSD also provides volunteers and participants of local walking groups, nutrition education and physical activity promotion.

KERN COUNTY SUPERINTENDENT OF SCHOOLS**Ms. Elizabeth Velasco-Ramirez**

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Community Centers, Schools

Narrative Summary:

The Kern County Superintendent of Schools along with Kern Union High and Standard School Districts will work with its partners (American Cancer Society, The Gleaners, Grocery Partners, Kern County Farm Bureau, Dairy Council and UC-EFNEP) to increase healthy eating among SNAP-Ed eligible families in Kern County. Nutrition education will be provided at thirteen eligible school sites and will include hands-on healthy cooking demonstrations and physical activity promotion. SNAP-Ed will also be promoted in the context of nutrition education.

Activities to increase nutrition education and physical activity promotion will include: implementation of Harvest of the Month at eligible school sites; providing professional development to teachers and staff on nutrition education; providing eligible school sites with materials needed to conduct nutrition education and healthy taste testing.

KCSOS will partner with local organizations and groups to provide nutrition education to SNAP-Ed eligible families through community events, school events, and parent classes. KCSOS will attend Central Valley Health and Nutrition Collaborative meetings.

KERNVILLE UNION SCHOOL DISTRICT
Family Resource Center**Ms. Alisa Hinkle**

Program Coordinator

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Churches, Community Centers, Food Banks, Schools, WIC Programs

Narrative Summary:

The Kernville Union School District (KUSD) nutrition program is housed at the KUSD Family Resource Center and provides nutrition education and daily physical activity promotion in K-8 grade schools and three K-8 After School Programs. Students learn healthy eating/food choices, food safety and preparation, nutrition education, and the importance of daily physical activity. The Hangout After School program for middle school grades, hosts the Youth Nutrition Advisory Committee where students promote nutrition and physical activity to their peers and in the younger grades. Students have several opportunities each month to sample a variety of fruits and vegetables. Harvest of the Month, UC Cooperative Extension, Dairy Council, California Department of Education, California Power Play, California Power Play, and USDA curricula and resource are used.

Within the community, the KUSD Family Resource Center sponsors two community based health fairs, an annual Nutrition Olympics, school site events, and Me and My Friends Playgroup (0-5 yrs) events offering nutrition education, fruit and vegetable sampling, and cooking and physical activity demonstrations. We also provide an annual series of nutrition education classes to parents/guardians of KUSD students.

LAMONT SCHOOL DISTRICT**Ms. Aliya Khizer**

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Target Unduplicated Reach: 1,900

Intervention Channels:

Churches, Community Centers, Schools, Youth Education Sites

Narrative Summary:

Lamont is a rural underserved community located in southern Kern County with a population of about 15,000 residents where the majority are Hispanic and poverty levels are high.

Lamont Schools District's Nutrition Education Program will target students, parents, and other community members considered SNAP-Ed eligible. Bilingual nutrition education classes are offered at the Family Resource Center and the District's Parent Center during days and evenings, in order to reach community members with varying schedules, that include cooking demonstrations and physical activity promotion. Nutrition education information and materials will also be provided at community events such as health fairs, back to school nights, parent/youth conferences, and other family events at preschool sites. There is also a youth engagement component in which middle school students are engaged and encouraged to help promote a healthy lifestyle in their community using youth led participatory action research methods. The Family Resource Center waiting room has CalFresh information, healthy recipes, and nutrition information brochures available at all times for community members while they are waiting to be served.

Students in the district receive nutrition education in the classroom and during the after school programs using Harvest of the Month, Dairy Council of California, Power Play!, and USDA materials, and curriculums/ lessons from UC EFNEP.

MADERA COUNTY CHILDREN AND FAMILIES COMMISSION - FIRST 5

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Target Unduplicated Reach: 850

Intervention Channels:

CalFresh Offices, Community Centers, Family Resource Centers, Farmers Markets, Head Start, Pediatrician's Office, Programs, Public/community Health Centers, Schools, WIC Programs

Narrative Summary:

Madera County Children's and Families Commission aims to impact optimal childhood development among young children through the promotion of nutrition and physical activity utilizing the following strategies:

Twenty two nutrition and physical activity workshops will be offered and include the benefits of fruit and vegetable consumption and the importance of daily physical activity. Workshops will be interactive and offer family games, discussion, the distribution of nutrition education materials, one-time physical activity, food demonstrations and taste testing.

Two "Adventures in Nutrition-Food Olympics" will provide a fun-filled nutrition education event that reinforces the importance of consuming the recommended amounts of fruits and vegetables and physical activity through various games, activities, and taste testing opportunities. This allows children to become Familiar with different fruits and vegetables, learn about nutrition, and have fun while being physically active.

Harvest of the Month displays promoting nutrition information in waiting areas --Participate in community events/fairs held in qualifying census tracts. Provide nutrition education and information at various qualified locations throughout the community through health fairs and community events.

MADERA COUNTY Public Health Department**Ms. Natalie Stein**

Program Manager

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Target Unduplicated Reach: 2,865

Intervention Channels:

CalFresh Offices, Community Centers, Farmers Markets, First 5 Family Resource Centers, Head Start Programs, Public/Community Health Centers, Schools, Youth Education Sites

Narrative Summary:

Madera County Public Health Department (MCPHD) will continue to collaborate with the local CalFresh agency. Collaboration activities include developing or participating in a council that will coordinate USDA food program activities, completing activities in the community nutrition action plan (CNAP) and providing nutrition education expertise to all involved in the council. Madera County Public Health Department (MCPHD) will provide nutrition education classes to 16 school sites using the Harvest of the Month curricula and hold single session classes utilizing *Rethink Your Drink* and nutrition presentations at Head Start locations. Numerous nutrition education events will be held involving nutrition education or the *Rethink Your Drink Campaign* including tables at the LHD. Planned locations for community education events include the Farmers' Market and prior locations listed such as school sites, a Head Start location, the LHD, Camarena Health, Family Resource Centers (FRC) and Department of Social Services site. MCPHD will also be working with promotoras involved with the FRC's and Camarena Health. MCPHD will also participate in *Network for a Healthy California (Network)* funded activities, trainings, conferences and use them as a resource when needed. MCPHD will promote nutrition education activities through specific media outlets targeting the CalFresh participants and eligible populations.

MERCED COUNTY OFFICE OF EDUCATION

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Target Unduplicated Reach: 12,000

Intervention Channels:

Head Start Programs, Public Housing, Schools, Youth Education Sites

Narrative Summary:

MCOE Nutrition serves students Preschool-8th grade, their teachers, administrators and support staff in 14 unique school districts, reaching 23 regular education school sites; 21 Preschools and 38 Special Education sites. Special Education has students with varying disabilities (deaf and hard of hearing, emotionally disturbed, autistic, severely disabled, or mental and/or physical impairments). Our main focus is promoting Harvest of the Month (HOTM) by linking classroom nutrition education to the cafeteria, home and community. This is also done with Special Education, however with visual or instructional modifications as needed.

The HOTM program includes a teacher newsletter, parent newsletters (English, Spanish and Hmong), Kid Friendly Recipe Page, curriculum integrated preschool activity packets, and content linked resources (i.e., workbooks, Visual Recipes). The HOTM Program includes support for cafeteria and afterschool taste testing; as well as parent education.

Nutrition staff provides hands on technical assistance to teachers to reinforce and demonstrate integrated nutrition education and physical activity promotions in the classroom. The food service directors receive training to provide cafeteria taste testing activities and nutrition education promotions that will showcase the Harvest of the Month.

TULARE COUNTY HEALTH AND HUMAN SERVICES AGENCY

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Target Unduplicated Reach: 5,100

Intervention Channels:

Adult Education and Job Training Sites, CalFresh Offices, Community Centers, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Public/Community Health Centers, Public Housing, Schools, Shelters, Tulare County Fairgrounds, Youth Education Sites

Narrative Summary:

TCHHSA will implement intense interventions within SNAP-Ed qualified communities. Intervention efforts will focus on increasing the visibility of nutrition education benefits at the individual and community level. TCHHSA's nutrition intervention efforts will target SNAP-Ed eligibles and recipients in a variety of community and school-based settings. TCHHSA will provide education about topics such as: the reduction of sugar sweetened beverages, healthy eating on a budget, physical activity promotion, *Harvest of the Month* and nutritionally balanced meals. Community nutrition education messages will coordinate with those taught in schools. Strategies also include the implementation of a County Nutrition Action Plan customized to address target population needs, and the utilization of Community Health Workers and Youth Leaders to implement sustainable strategies that empower the community to make healthy food and beverage choices.

TULARE COUNTY OFFICE OF EDUCATION**Ms. Nani Rowland, M.S., R.D.**

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Adult Education & Job Training Sites, Community Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Schools, Youth Education Sites

Narrative Summary:

Tulare County Office of Education (TCOE) School Health Programs works with Alta Vista, Culter-Orosi, Dinuba, Exeter, Kings River, Porterville, Sunnyside, Woodlake school districts and TCOE Special Services. Through the commitment of parents, community members, business partners, school staff and students, the *Network for a Healthy California* provides expertise, services and resources to food stamp eligible families. TCOE has one Registered Nurse, one Registered Dietitian, and three support staff to provide nutrition education within the school environment, to promote the increased consumption of fruits/vegetables and daily physical activity.

Services are provided to nearly 30,000 students in kindergarten through grade twelve located in rural communities within Tulare County. Specific program activities include: Teacher training to provide nutrition education and physical activity promotion and curriculum resources which are based on the California Content Standards; Parent education at back to school night, openhouse and PTO (Parent Teacher Organization) meetings; Partnerships with local farmers to provide farm fresh produce for taste tests in classrooms and cafeterias; Utilization of nutrition education and promotional strategies to incorporate healthy foods into the school environment, including salad/fresh fruit bars, healthy fundraisers and farmer's market programs; and connections with retail stores for Fruit and Veggie Fest and Harvest of the Month taste testing.

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Target Unduplicated Reach: 4,834

Intervention Channels:

Schools, Convention Center

Narrative Summary:

Visalia Unified School District (VUSD) will increase the number of SNAP-Ed eligible families within the district who consume an increased amount of fruits and vegetables and are physically active. Nutrition intervention will include nutrition education classes for preschool students at 10 eligible school sites and teen mothers at Sequoia High School. HOTM will be conducted in preschool classrooms, elementary site cafeterias, integrated into elementary Physical Education classes and during special school site events (20 sites), also reaching parents.

VUSD has expanded the focus on parent education. Nutrition education classes will be conducted at the elementary sites for parents. A Chef in the Classroom program will be implemented using High School students enrolled in Food Service and Hospitality classes, as well as community chefs, to present healthy, easy to prepare recipes and nutrition education to secondary elementary students, teen mothers and parents. Back to School and Open House events will also be utilized to promote nutrition and physical activity.

Desert Sierra Region

Inyo, Riverside, and San Bernardino Counties

<p>Network for a Healthy California Regional Lead Agency</p> <p>San Bernardino County Department of Public Health 351 North Mountain View Avenue, 1st Floor San Bernardino, CA 92415 www.sbcounty.org/eatwell</p>	<p>Jeanne Silberstein, M.P.H., R.D. Project Director</p> <p>Phone: (909) 387-6320 Fax: (909) 387-6899 jsilberstein@dph.sbcounty.gov</p>
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CITY OF MONTCLAIR

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Target Unduplicated Reach: 800

Intervention Channels:

Community Centers, Public Housing, Schools

Narrative Summary:

Through bilingual Health Educators and Promotoras, the City of Montclair Nutrition Education project targets parents of children within qualifying K-12 school sites and census tracts within the City of Montclair which are predominantly Hispanic (70.2%). The City of Montclair has a total of and of 36,292 residents (2010 Census). The project reaches Latino adults by tapping into the existing *Network* of Por La Vida-Families Saludables participants, the Montclair Community Collaborative members, parents of elementary and middle school aged children attending school in Montclair, and Medical Clinic participants, among others. The Project recruits and trains local community members to become Promotoras. The Promotoras then facilitate the 16 session Por La Vida-Mujeres Decididas/Eating Smart, Being Active curriculums. Health Educators lead the cooking demonstrations, advanced nutrition classes, field trips to local farmers' markets, and nutrition workshops at community locations.

**CITY OF SAN BERNARDINO PARKS, RECREATION, AND COMMUNITY SERVICES
DEPARTMENT****Ms. Traci Burnette**

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Target Unduplicated Reach: 900

Intervention Channels:

Churches, Community Centers, Elderly Service Centers, Schools

Narrative Summary:

The mission of the San Bernardino Parks, Recreation and Community Services Department is to create and preserve a diversified system of open spaces and recreation and community services that meets the social and leisure needs and enhances the quality of life for all residents in the city.

The Department has many community centers and programs located in qualifying census tracts, which serve primarily the Latino and African American populations. The supervisors, center managers, and recreation coordinators provide nutrition education and physical activity promotion in collaboration with local partners. The project reaches city residents of all ages through the various programs offered at community centers, senior centers, after-school programs and community and faith based organization partners. The department also actively promotes the programs, benefits and successes to the public through the departmental website and fliers.

COUNTY OF RIVERSIDE Department of Public Health

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Target Unduplicated Reach: 19,000

Intervention Channels:

Churches, Community Centers, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Libraries, Public Housing, Schools, Shelters, TANF Job Readiness Programs, WIC Programs, Youth Education Sites

Narrative Summary:

The Riverside County Department of Public Health (RCDOPH) will empower and enable Riverside County' residents \leq 185% Federal Poverty Level to select healthy foods and beverages and increase physical activity through nutrition education, social marketing and environmental supports. As the lead agency, the approach will be to implement comprehensive local nutrition education and obesity prevention programs with local partners from multiple sectors, such as; school districts, retail industry, worksites, and community based organizations in efforts to build capacity in reaching the target audience and advancing change in the county's obesity efforts targeting low income residents.

A demographic assessment will be completed in FFY13 and compared to the demographic profile at the end of FFY.16. To achieve the LHD goals, the staff will continue working with the CalFresh Director or designee, participate in CX³ neighborhood assessments, teach nutrition education classes which align with the 2010 Dietary Guidelines for Americans and MyPlate, participate in community events and *Rethink Your Drink* activities and identify, train and engage peers and youth in their communities. Throughout the project evaluation measures will be used.

COUNTY OF San Bernardino Department of Public Health**Ms. Jeanne Silberstein**

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Target Unduplicated Reach: 13,081

Intervention Channels:

CalFresh Offices, Community Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Public/Community Health Centers, Schools, WIC Programs

Narrative Summary:

The San Bernardino County Department of Public Health Nutrition Program aims to prevent obesity and counter poor nutrition and physical inactivity through the delivery of direct nutrition and physical activity education empowering SNAP/Cal Fresh individuals and families to choose and prepare nutritious foods and to be physically active. Classes will convene in schools and community centers to educate and engage students, parents and staff; trained Program personnel and Community Health Leaders will facilitate classes and track outcomes using *Network* allowable interventions, programs and materials. Simultaneously, the Program will form alliances and partner with municipal governments, schools and universities, public and private agencies, local print and broadcast media, businesses, community and faith-based organizations to identify gaps in access to nutritious food and physical activity, and the dissemination of accurate nutrition information to improve nutritional status by supporting the increase access and availability of fruits and vegetables, health promoting foods and beverages, physical activity and nutrition assistance programs to County residents. Participation in the Desert Sierra Health *Network*, County Nutrition Action Plan Team and Healthy Communities Program will continue to build on well-established partnerships to increase consistent nutrition messaging throughout the County and develop and implement multi-sectoral obesity prevention strategies using evidence-based public health approaches in eligible neighborhoods.

SAN BERNARDINO COUNTY SUPERINTENDENT OF SCHOOLS**Ms. Melodee Lopez, R.D.**

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Target Unduplicated Reach: 35,665

Intervention Channels:

Farmers Markets, Food Banks, Head Start Programs, Public/Community Health Centers, Schools, Youth Education Sites

Narrative Summary:

San Bernardino County Superintendent of Schools (SBCSS) will work to increase fruit and vegetable consumption and physical activity among SNAP-Ed eligible families throughout the County through the use of *Network* approved programs and resources, such as Harvest of the Month. Classes and training will be conducted with preschool, elementary, and high school staff, students, parents, community agency staff and community members who are SNAP-Ed eligible or who are intermediaries working with the SNAP-Ed eligible target audience. State Preschool staff in eligible classrooms will conduct nutrition education and physical activity promotion utilizing resources, materials and training provided by SBCSS staff. Parent education will be conducted by SBCSS staff and trained teachers. Youth engagement activities will be conducted at High School and Middle School sites. SBCSS staff will share nutrition information, such as the *Network for a Healthy California* messages, in school newsletters by contributing articles on healthy eating and physical activity. SBCSS staff will attend the Desert Sierra Health *Network* (Regional Collaborative), Family Involvement *Network* and San Bernardino County Childcare Planning Council. SBCSS will also provide nutrition education technical assistance and support to school district wellness committees and the Inland Empire Coordinated School Health Leadership Institute.

Gold Coast Region

San Luis Obispo, Santa Barbara, and Ventura Counties

<p>Network for a Healthy California Regional Lead Agency</p> <p>Ventura County Public Health Department 2323 Knoll Drive, 3rd Floor Ventura, CA 93003</p> <p>www.goldcoastNetwork.org</p>	<p>Alicia Villicaña Project Director</p> <p>Phone: (805) 677-5254 Fax: (805) 677-5220 alicia.villicana@ventura.org</p>
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County of San Luis Obispo

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Target Unduplicated Reach: 3,100

Intervention Channels:

Adult Education and Job Training Sites, Calfresh Offices, Churches, Community Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Libraries, Public/Community Health Centers, Public Housing, Schools, WIC Programs, Youth Education Sites

Narrative Summary:

Our main objectives are to continue our countywide SNAP-ED presence by delivering community nutrition education, and collaborating with others who also are funded to do SNAP-ED work. Key activities will be to establish an infrastructure for conducting nutrition education activities that also are effective obesity prevention strategies. We will continue to convene the County Nutrition Action Plan (CNAP) group of the local USDA Food Nutrition Service (FNS)-funded nutrition programs, and other critical stakeholders in the county. Since we have an active obesity prevention coalition already established (HEAL-SLO), CNAP will continue as a sub-committee of the coalition. Our nutrition education will consist of single session nutrition education classes, using the Harvest of the Month curriculum, cooking demonstrations and taste testing. We have several versions of classes that will be used with various age groups – from preschool to senior citizens. We will also continue with CX3, conducting strategic, intensive nutrition education efforts within the targeted neighborhoods. This year, we will also add outcome/process evaluation, as well as peer to peer education.

SANTA BARBARA COUNTY PUBLIC HEALTH DEPARTMENT**Ms. Trina Long**

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Target Unduplicated Reach: 4,100

Intervention Channels:

Community Centers, Food Banks, Head Start Programs, Public Housing, Schools, Youth Education Sites

Narrative Summary:

The Santa Barbara County Public Health Department will work with local schools, agencies, programs, collaboratives, and individuals to promote the consumption of healthy foods and beverages, among members of the SNAP-Ed eligible population in Santa Barbara County. Program staff will (1) complete required training, service documentation, and reporting, (2) collaborate with representatives of Cal Fresh, WIC, the Food Bank, local hospitals, non-profits, and schools on nutrition promotion and obesity prevention planning and implementation, (3) implement the Communities of Excellence neighborhood planning process and support implementation of strategies to increase access to and consumption of healthy foods and beverages, (4) provide nutrition education to eligible populations using professional staff and peer educators recruited from the target population, (5) promote healthy foods and beverages at community events and promote these events through local media, (6) promote healthy beverages through *Rethink Your Drink* presentations and environmental change, and (7) provide nutrition education, including *Harvest of the Month*, to students and their parents in eligible schools.

VENTURA COUNTY PUBLIC HEALTH DEPARTMENT**Ms. Silvia Lopez-Navarro**

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Target Unduplicated Reach: 4,100 – 5,000

Intervention Channels:

CalFresh Offices, Community Centers, Elderly Service Centers, Farmworker Training & Education Center, Food Banks, Libraries, Head Start Programs, Public/Community Health Centers, Public Housing, Schools, Vocational Skills Center, WIC Programs, Worksites, Youth Education Sites

Narrative Summary:

The goal of the LHD is to provide infrastructure, coordinate local efforts, and collaborate with partners and stakeholders to maximize the impact of activities that address and promote healthy eating, active living, access to healthy food, obesity prevention, and prevention of other diet and physical activity related chronic diseases.

Activities target primarily Latino households in SNAP-Ed eligible neighborhoods across Ventura County. The Program seeks to reach residents where they live, work, learn, shop, and where they typically congregate to participate in other activities. Efforts focus on culturally appropriate interventions that promote healthy eating, increased fruit and vegetable consumption and physical activity, delivered in diverse venues, in collaboration with local partners such as community based organizations, school districts, city housing authority, city park and recreation departments, and affordable housing developers.

Examples include: interactive and practical nutrition education workshops that include food and physical activity demonstration; community engagement activities through CX3 assessment and implementation; community and partner input through partnership and coalition participation; education around *Rethink Your Drink* efforts at community events, utilizing interactive displays and through media outlets, such as radio interviews.

The long term goal is to continue to build on the existing *Network* of partners to create an environment for local families, in which the healthy choice is the easy choice for everyone.

VENTURA COUNTY PUBLIC HEALTH DEPARTMENT (Competitive – RFA)**Ms. Alicia Villicana**

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Target Unduplicated Reach: 2,500

Intervention Channels:

Adult Education and Job Training Sites, CalFresh Offices, Churches, Community Centers, Elderly Services Centers, Food Banks, Food Stores, Libraries, Other Youth Education Sites, Public Housing, Schools, WIC Offices, Worksites

Narrative Summary:

The “Healthy Gold Coast Project” aims to create healthy and sustainable communities through empowerment and engagement of the SNAP-Ed eligible populations in Ventura, Santa Barbara, and San Luis Obispo counties. The Healthy Gold Coast Project will recruit and train “Champion” individuals throughout the tri-county area to serve as leaders and advocates for healthy lifestyles within their respective communities. The project will collaborate with various partners agencies (faith-based groups, social service agencies, retailers and community based organizations), in order to lend support and link vital resources to SNAP-Ed families. The Healthy Gold Coast Project aims to increase access and consumption of healthy foods by creating more opportunities to make healthier food choices and addressing barriers the target population faces such as transportation and limited access to resources. The project aims to decrease the consumption of less healthy foods and beverages and increase consumption of water by emphasizing nutrition education and social marketing. In order to address the rates of physical inactivity and lack of access to physical activity spaces, the project will emphasize education, community empowerment and link support and resources to ensure ongoing physical activity.

VENTURA UNIFIED SCHOOL DISTRICT**Ms. Alise Echele**

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Target Unduplicated Reach: 6,285

Intervention Channels:

Schools

Narrative Summary:

Ventura Unified School District supports nutrition education through various *Network for a Healthy California* programs. Students learn the importance of choosing nutritionally rich foods through classroom and garden-enhanced nutrition lessons in each grade level. All students benefit from the behavior-focused California Content Standards- and California Health Education Content Standards-aligned lessons. The lessons actively engage students in nutrition topics such as MyPlate, Nutrients, Portion Control, and Label Reading. The Harvest of the Month curriculum gives students hands-on sensory experiences with fresh fruits and vegetables. Ventura's "Farmer in the Classroom" program engages students in the local agricultural community. Students enjoy the experience of meeting local farmers in the classroom as much as the farmers enjoy the opportunity to share their profession, expertise, and passion with students. Students taste-test produce from the farm and learn about its nutritional benefits straight from the farmer. Interactive community/family events will highlight MyPlate, *Re-think Your Drink*, label reading, portion control and/or garden-enhanced nutrition education. All of these programs, along with teacher and cafeteria staff trainings and Youth Engagement program(s) work together to increase fresh fruit and vegetable consumption, physical activity, and the skills based knowledge of nutrition for students, teachers, and the school community.

Gold Country Region

Alpine, Amador, Calaveras, El Dorado, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba Counties

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CALIFORNIA RURAL INDIAN HEALTH BOARD, INC.

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Target Unduplicated Reach: 1,885

Intervention Channels:

Food Banks, Head Start Programs, Indian Health Clinics, WIC Programs

Narrative Summary:

The California Rural Indian Health Board, Inc. (CRIHB), is sanctioned by Tribal governments and Indian controlled. Currently there are thirty-one tribes who have established a resolution with CRIHB for the delivery of health care services at eleven different health clinics in California. As part of these services CRIHB provides culturally appropriate health promotion and nutrition education to SNAP-Ed eligible tribal communities. The California Rural Indian Health Board, Inc and one subcontracting site, Sonoma County Indian Health Project, (SCIHP) work to promote the consumption of the recommended amount of fruits and vegetables among rural Native American Indian families. SCIHP will provide nutrition education and physical activity promotion at three large community events and multiple classes throughout the year. CRIHB will provide annual training to all Head Start teachers on nutrition and teaching nutrition in the classroom and provide childhood feeding information to Native American Indian parents. The CRIHB nutritionist will provide culturally appropriate nutrition education materials to tribal health board members and community members. Nutrition information will also be disseminated to the SNAP-Ed eligible community via the website and the department Family and Community newsletter.

COMMUNITY ALLIANCE WITH FAMILY FARMERS

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Target Unduplicated Reach: 615

Intervention Channels:

Churches, Community Centers, Head Start Programs, Schools

Narrative Summary:

CAFF will conduct nutrition education with SNAP-Ed parents, children age zero to five, and staff at eight qualifying playgroup sites throughout Humboldt county. The program will operate within the existing First 5 playgroup structure and will utilize a key partnership with Humboldt County Office of Education's (HCOE) Harvest of the Month to reach our goal of increased fruit and vegetable consumption among SNAP-Ed young children and their parents attending First 5 playgroups. Since children's eating patterns become established during early childhood, educating parents about good nutrition can help establish healthy eating behaviors and prevent diet related disease later in life. Our intervention will include initial pre-surveys with staff and parents and build from there. We will conduct the Harvest of the Month program with children and their parents monthly at the playgroups and will disseminate accompanying nutrition resources. We will conduct biannual trainings with playgroup staff to increase their knowledge and capacity to positively influence families. Lastly, we will offer additional hands-on nutrition education opportunities through annual tours of farms, farmers' markets, and grocery stores. We foresee potential and probable program replication in other First 5 programs throughout the state.

**COUNTY OF PLACER, COMMUNITY HEALTH, CLINICS & ANIMAL SERVICES
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Target Unduplicated Reach: 750

Intervention Channels:

CalFresh Offices, Community Centers, Public/Community Health Centers, Shelters/Temporary Housing, WIC Programs

Narrative Summary:

Placer County Community Health Division (PCCHD) and Placer County Social Service Division are already in the same department and will closely collaborate on this project. PCCHD plans to focus on families in a variety of settings when implementing this project. Key educational messages will focus on family nutrition and physical activity, following USDA dietary guidelines, creating meal plans, utilizing existing resources within the county to support adopting healthier behaviors, and other related information. Concepts of behavior change will be integrated into the effort where appropriate. The Health Belief Model and the Stages of Change Theory will support this component.

Because Placer county eligible schools are served by pre-existing USDA funded programs, the efforts of PCCHD will be leveraging this school based work by reaching out to support community-based planning and promotion nutrition education efforts. Community members from low income area who are engaged with community-based agencies will be a major focus of our efforts. We anticipate this to include family resource centers, shelters, and public/community health centers within the county. In addition, PCCDH will look to partner/subcontract with local agencies to assist in delivering educational classes and messages that are culturally appropriate.

PCCDH will be providing skill-based education to CalFresh participants/Offices that highlight the behavioral side of good nutrition practices. Activities will incorporate behavior change theories to address the underlying issues that typically exist beyond a lack of nutritional awareness and access to greater food security.

COUNTY OF SACRAMENTO, DIVISION OF PUBLIC HEALTH**Ms. Yvonne Rodriguez**

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Target Unduplicated Reach: 8,700

Intervention Channels:

CalFresh Offices, Childcare/Development Site, Churches, Community Centers, Dental Providers, Food Banks, Food Stores, Head Start Programs, Libraries, Medical Providers, Schools

Narrative Summary:

Sacramento County's SNAP-Ed program is a comprehensive program that reaches all ages and ethnicities, with a specific focus on the County's African American and Latino populations. Roughly one-third of activities will be conducted in Spanish.

This program will reach children, birth to five, through nutrition education to medical providers, dental clinics, and early childhood care providers. The County will reach youth by subcontracting with school districts to fulfill school and afterschool activities. Youth engagement will occur with foster care teens through a community partnership. Adults will be reached through print media, staff will coordinate efforts to reach faith-based communities, peer education, and a five-class nutrition education series, which will be conducted at Food Banks, Head Start locations, and a CalFresh office. Finally, Sacramento County will reach families by partnering with other county and community programs to hold nutrition education family events.

COUNTY OF YUBA HEALTH DEPARTMENT

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Target Unduplicated Reach: 2,000

Intervention Channels:

Adult Education and Job Training Sites, Libraries, Churches, Church Sponsored Low-Income Housing, Community Centers, Elderly Services Centers, Farmers Markets, Food Banks, Pregnancy Support Center, Food Stores, Schools, Shelters, Youth Education Sites

Narrative Summary:

An assortment of approaches will be used to reach and educate SNAP-Ed eligibles. Twenty-minute, single classes will be provided, up to 2 sessions a day, three days a week, to groups of people prior to their CalWORKS eligibility appointments. Single classes will also be offered at other venues which may include Head Start Parent Groups, CalWORKS Education classes, Mobile Dental Van, and the library. The five-class series will be provided to residents in a six-month temporary shelter at the Salvation Army Depot and to residents at a Church Sponsored Low Income Housing complex, Mercy Housing. Direct and/or indirect education including *Rethink Your Drink* will also be conducted at community events, the farmers market, Health & Human Services building, and USDA Food Distribution Centers. Training for the Program Coordinator and Health Educators will be provided by our consulting RD and/or via State and Regional trainings.

ELK GROVE UNIFIED SCHOOL DISTRICT**Ms. Anne Gaffney, R.D., S.F.N.S.**

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Target Unduplicated Reach: 41,620

Intervention Channels:

Schools

Narrative Summary:

The Food and Nutrition Services Department (FNS) has made nutrition education a priority through its participation in the Shaping Health As Partners in Education (SHAPE) program for 17 years. With funding through The *Network for a Healthy California (Network)*, 15,770 elementary and 10,080 secondary SNAP-Ed eligible students are reached with nutrition education enrichment lessons and activities, which focus on promoting lifelong healthy eating habits and physical activity. Reaching parents of elementary students is accomplished through after school events, parent newsletters and information on the classroom nutrition activities in which the students participated.

The program is aimed at improving the health and academic success of students through monthly nutrition and physical activity lessons and marketing provided to students through the classroom, cafeteria and school-wide events. Annual workshops for teachers are a key element to improving the quality and quantity of nutrition lessons taught in the classroom.

Nutrition events, parent workshops, nutrition promotions, and staff development all are connected to topics or themes presented in the classroom.

Secondary students participate in nutrition education activities as part of their physical education classes and sports teams, through Harvest of the Month taste testing activities and by sponsoring a health fair where they educate their peers on nutrition topics.

HEALTH EDUCATION COUNCIL (Competitive – RFA)

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Target Unduplicated Reach: 2,000

Intervention Channels:

Community Centers, Other Youth Education Sites, Public Housing, Retailer, Schools

Narrative Summary:

The overall goal of this project is to empower and enable SNAP eligible participants and those eligible up to 185% Federal Poverty Level to select healthy foods and beverages and increase physical activity through nutrition education, social marketing and environmental support.⁴¹

Improving Food and Beverage Environments: A Multi-County Youth and Resident Engagement Model for Sustainable Change, has three overall goals: 1) youth engagement and leadership development for community change; 2) resident engagement and capacity-building to address community change; and 3) coordination of youth and resident engagement activities to inform efforts and demonstrate best practices. 96

The goals will be achieved through the following major objectives: (1) Implementing a train the trainer framework for nutrition education to youth and resident leaders and engaging them on issues related to nutrition, physical activity, and access to healthy foods and beverages, (2) Utilize trained youth and resident leaders to deliver direct education and engage SNAP-ED eligible residents to address barriers to making healthy food and beverage choices, (3) Develop youth and resident-driven action plans involving them in stages of decision making encourages sustainable environmental changes. Non-Network supported youth serving agencies, resident housing units will serve as primary venue to reach target population.

Office of Samoan Affairs (Competitive – RFA)

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Target Unduplicated Reach: 3,500

Intervention Channels:

CalFresh Offices, Churches, Community Centers, Community Festivals, Farmers Markets, Individual Homes, WIC Programs

Narrative Summary:

The Office of Samoan Affairs (OSA) will educate, empower, and engage SNAP-Ed eligible participants to select healthy foods and beverages by 1) Conducting a media/marketing campaign (e.g., targeted radio and television advertisements, distribution of print media such as pamphlets, newsletters, and posters) ; 2) Providing nutrition education classes for large groups (i.e., seminars at community locations) and small groups (i.e., hands-on workshops that focus on learning new skills such as reading nutrition labels); 3) Developing a social support network through community partnerships (e.g., training peer volunteers to provide nutrition education); and 4) Advocating for improved local approaches that promote the availability of healthy food and beverage choices (e.g., presenting at staff meeting at agencies throughout the community and establishing written agreements of proposed changes). These objectives will be carried out in three counties: Los Angeles County, Orange County, and Sacramento County. OSA will also specifically target Native Hawaiians and Other Pacific Islanders (NHOPI) through partnerships with 75 faith-based and community organizations. The NHOPI population in CA is the largest in the world and suffers from one of the highest rates of obesity in the world. The NHOPI will benefit greatly from OSA's targeted nutrition education and obesity prevention objectives.

SAN JOAQUIN COUNTY PUBLIC HEALTH SERVICES

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Target Unduplicated Reach: 5,100

Intervention Channels:

Adult Education & Job Training Sites, Churches, Community Centers, Elderly Service Centers, Food Banks, Head Start Programs, Public/community Health Centers, Public Housing, Schools, Youth Education Sites

Narrative Summary:

The *Network for a Healthy California* project in San Joaquin County (SJC) seeks to enhance public health efforts to improve healthy eating and physical activity behaviors of the Cal-Fresh eligible residents. SJC Public Health Services (SJCPHS) will utilize direct education, social marketing, community mobilization, and collaboration to foster supportive environments that will empower individuals to select healthy foods and beverages, and increase levels of physical activity. Project activities include class series utilizing *Harvest of the Month*, *Rethink Your Drink*, *MyPlate*, *CATCH*, and other Network approved curricula; general nutrition education; food demonstrations; community events (i.e., presentations at town hall meetings and health fairs); training of community residents, youth, educators, and leaders; and participation in local school events (i.e., Walk to School Day and Back to School Nights). Curriculum will be selected based on the educational needs of partner schools and agencies.

SJCPHS has been instrumental in providing nutrition and physical activity support and education in countywide collaborations that work to address food insecurity, obesity prevention, and chronic disease prevention. SJCPHS will work closely with local schools, community-based organizations, local retailers, faith-based organizations, and regional partners to increase program reach and encourage the implementation of nutrition and physical activity best practices.

SOLANO COUNTY HEALTH AND SOCIAL SERVICES DEPARTMENT

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Target Unduplicated Reach: 3,100

Intervention Channels:

CalFresh Offices, family Resource Centers, Food Banks, Head Start Programs, Public/Community Health Centers, Public Housing, Schools, TANF Job Readiness Programs, WIC Programs

Narrative Summary:

The Solano County Nutrition Services Program spearheads a comprehensive county-wide nutrition education and obesity prevention program through partners and multiple sectors. CNAP efforts will continue and be strengthened through partnerships to implement a county nutrition action plan. *CX³* activities will continue to be conducted that includes neighborhood assessments of the food environment; implementation of environmental supports; and to establish relations in *CX³* neighborhoods to increase access and consumption of healthy foods. Evidence-based nutrition education, *Rethink Your Drink* activities and community events will be conducted to educate, market and promote consumption of healthy foods and beverages. A peer to peer education program will be implemented to extend nutrition education and food access. An emphasis will be placed on working with early childhood providers and youth in schools and afterschool programs to increase consumption and access of healthy foods and beverages.

Stanislaus County Health Services Agency

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Target Unduplicated Reach: 4,500

Intervention Channels:

Churches, Community Centers, Farmers Markets, Food Stores, Libraries, Parks, Schools, TANF Job Readiness Program, WIC Programs

Narrative Summary:

Through a variety of multi-level interventions, this program is designed with the overall goal of improving the nutritional status and preventing obesity among Stanislaus County's low income residents. Efforts will include continuing the work of the Stanislaus CNAP group to promote their goal of coordinated messaging and program delivery. Based on the developed CX³ action plan, work with selected communities to implement interventions to reduce disparities in access to healthy foods and beverages. Program staff will continue to successfully conduct a series of five nutrition education classes for TANF Job Readiness participants. In coordination with other partner organizations, community events and promotion of the statewide *Rethink Your Drink Campaign* will occur with emphasis on media promotion and community engagement.

Sutter County Human Services Health Division

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Target Unduplicated Reach: 2,000

Intervention Channels:

Adult Education & Job Training Sites, CalFresh Offices, Churches, Community Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Libraries, Public/Community Health Centers, Public Housing, Schools, Shelters, TANF Job Readiness Program, WIC Programs, Youth Education Sites

Narrative Summary:

Sutter County Health Division (LHD) will continue the current nutrition education program in collaboration with Sutter County Welfare Division (CWD). This effective collaboration promotes the 2010 Dietary Guidelines specifically promoting increasing fruits, vegetables, water intake and physical activity (PA) while decreasing intake of sugar-sweetened beverages among SNAP-Ed eligibles. Culturally and linguistically competent nutrition educators will continue to present innovative nutrition education classes for SNAP-Ed eligible community members at qualifying locations such as Cal Works, WIC and Emergency Food Assistance Programs. Classes will be conducted in single and multi-session formats and will include cooking demonstrations/food sampling. Strategically planned indirect interventions will be conducted at existing community events in qualifying census tracts/blocks such as the Multi-National Health Fair, Live Oak Fall Festival, and Public Health Week. These events will be used to promote the *Rethink Your Drink Campaign*, other approved nutritional messages and participatory PA for families such as the activity dice (dancing, jumping jacks, sit-ups, hopping on one foot). A pragmatic and dynamic CNAP team will continue to meet and be essential in conducting CX³, assist with community forums. The team will develop and implement Sutter County Nutrition Action Plan and participate in train the trainer workshops.

YOLO COUNTY HEALTH DEPARTMENT

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Target Unduplicated Reach: 2,900

Intervention Channels:

Adult Education & Job Training Sites, CalFresh Offices, County Fair, Farmers Markets, Food Banks, Food Stores, Group Homes, Head Start Programs, Public/Community Health Centers, Public Housing, WIC Programs

Narrative Summary:

The Yolo County Health Department (YCHD) will provide direct and indirect interactive nutrition education classes and events throughout the County. Target audience will be reached via qualifying Head Start preschools, 4th -6th grade students in identified elementary schools, after school programs, parent meetings, retail locations, public housing sites, Means-Tested Low Income Assistance Programs and community events.

All nutrition education classes and events will support the *Network's* goals to promote the 2010 Dietary Guidelines, to increase consumption of healthy foods and water, decrease consumption of unhealthy foods and beverages, and increase physical activity among SNAP- Ed eligible residents through Yolo County.

Activities to be carried out consist of nutrition education classes with hands on cooking elements from HOTM, RTYD activities, MyPlate and other approved nutrition and physical activity promotional events Countywide. Specific projects will focus on training Head Start staff, providing parent meetings and a pilot program to support Farm to School by offering taste tests of HOTM supported produce that will be incorporated into the salad bars for lunch at each of the schools. We'll also begin implementing interventions identified through our CX3 project.

Los Angeles Region

Los Angeles County

<p>Network for a Healthy California Regional Lead Agency</p> <p>Los Angeles County Department of Public Health Services-Nutrition Program 3530 Wilshire Boulevard, Suite 800 Los Angeles, CA 90010 http://championsforchange.lacounty.gov</p>	<p>Steve Baldwin, M.S., R.D. Project Director</p> <p>Phone: (213) 351-7875 Fax: (213) 351-2793 stbaldwin@ph.lacounty.gov</p>
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ABC UNIFIED SCHOOL DISTRICT**Ms. Judith Dunaway, M.P.H., R. D.**Program Coordinator
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Head Start Programs, Schools

Narrative Summary:

The key goal of ABCUnifiedSchool District's *Network for a Healthy California* program is to promote the daily consumption of the recommended amounts of fruits and vegetables as well as to engage in at least 60 minutes/30 minutes of physical activity per day for children/adults. The *Network* will continue to implement various programs such as HOTM and provide nutrition education for students through existing materials and curricula. In addition, there will be a strong emphasis on building self- efficacy and skill-building among our elementary, middle and high school students to prepare healthy snacks and meals that incorporate fruits and vegetables. ABC USD will continue to train our teachers with innovative ways to link nutrition education to California Content Standards through materials provided from the Dairy Council of California, ChooseMyPlate.gov, and Power Play!

ALHAMBRA UNIFIED SCHOOL DISTRICT**Ms. Judy Huffaker**

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Target Unduplicated Reach: 14,236

Intervention Channels:

Schools

Narrative Summary:

Alhambra Unified School District (AUSD), located in Los Angeles County, California, services more than 13,000 students from pre-kindergarten through 12th grade, and their families. AUSD provides students and adults with opportunities to make healthy eating choices and increase their physical activity. Nutrition education for students utilizes cooking in the classroom with hands-on preparation and sampling of healthy snacks; integration into math, language arts, and social studies; Harvest of the Month classroom activities and taste testing; development of student leadership through Nutrition Advisory Councils; introduction of careers, nutrition education, and preparation of healthy foods utilizing local chefs; nutrition-based creative writing and art contests and development of nutrition-related murals; and integration of nutrition education with school gardens and farmers markets to increase awareness of both nutrition and agriculture. Physical activity promotion, as a component of nutrition education activities, utilizes programs such as SPARK. Student nutrition education is supported and reinforced through teacher training and parent nutrition education. Teacher trainings develop skills and knowledge related to nutrition and physical activity, as well as strategies for integration of nutrition into the core curriculum. Parent nutrition education focuses on making healthy choices and the benefits of preparing and consuming fruits and vegetables. Evaluation of student nutrition education interventions, grades 5-12, (impact evaluation) measures changes in fruit and vegetable consumption as well as self efficacy. AUSD participates with regional partners to promote the consumption of fruits and vegetables through regional, state, and national program promotions.

CITY OF DUARTE PARKS AND RECREATION DEPARTMENT

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Target Unduplicated Reach: 210

Intervention Channels:

Schools

Narrative Summary:

The City of Duarte promotes good nutrition and physical activity by offering free to low-cost nutrition education for low-income parents and children that includes information on how to reduce the risk of chronic diseases through consumption of fruits and vegetables and increasing physical activity daily. Nutrition education is conducted after-school at four elementary school sites in Duarte that includes learning about a new fruit or vegetable every month and incorporating physical activity into their day. A series of healthy cooking classes for youth ages 8-12 are held four times a year to teach them safe food handling techniques, how to prepare different kinds of foods, and learn about the benefits of incorporating fruits and vegetables into their diet. Summer Health Camp introduces youth 7-11 years to the MyPyramid, teaches youth to be media smart, exposes youth to a variety of fruits and vegetables, shows them where food comes from, and teaches them how to shop for and prepare fruits and vegetables and include them into their snacks and meals. The Teen Nutrition Council is composed of five high school students hired and trained to assist the Program Coordinator with the planning and implementation of the various nutrition education programs.

CITY OF LONG BEACH DEPARTMENT OF PUBLIC HEALTH**Ms. Lara Turnbull, M.P.H., C.H.E.S.**

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Target Unduplicated Reach: 8,000

Intervention Channels:

Adult Education & Job Training, CalFresh Offices, Churches, Community Centers, elderly Services Centers, Farmers Markets, Food Banks, Food Stores, Public/Community Health Centers, Public Housing, Schools, Shelters, TANF Job Readiness Programs, WIC Programs, Worksites, Youth Education Sites

Narrative Summary:

The City of Long Beach DHHS Healthy Active Long Beach Project (HALB) provides nutrition education, physical activity promotion, and encourages participation in federal nutrition assistance programs to all CalFresh-eligible residents via 1:1 education, community outreach and special events, classes, task force groups and internet/webpages. In FY13 the HALB program will work to partner with county CalFresh efforts and Nutrition related activities for the City, will provide a 5+ lesson series as part of the Jr. Beach Runners Program and/or with kids at New City Charter, will continue to share and explore opportunities for change as part of CX3, will provide single-session nutrition lessons for all ages, will conduct program evaluation and will conduct activities as part of the *Rethink Your Drink (RYD)* campaign. As part of RYD, HALB will co-sponsor Kids in the Kitchen (community-wide RYD kickoff event). Program activities will take place at parks, community centers, afterschool sites, CalFresh enrollment sites, health/medical centers, senior services, food bank distribution sites a charter school and other youth focused sites. HALB will partner with the Long Beach Jr. League on Kids in the Kitchen and LB Parks and Recreation on the LB Jr. Beach Runners Program.

CITY OF PASADENA PUBLIC HEALTH DEPARTMENT**Ms. Mary Urtecho-Garcia**

Nutrition and Physical Activities

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Target Unduplicated Reach: 20,000

Intervention Channels:

Community Centers, Farmers Markets, Head Start Programs, Public/Community Health Centers, WIC Programs, Youth Educations Sites

Narrative Summary:

The Pasadena Public Health Department Nutrition and Physical Activity Program's foremost goal is for program participants to better understand the importance of both daily fruit and vegetable consumption and physical activity. This *Network* funded program is successful in reaching an impressive number of Cal Fresh eligible adults through nutrition and physical activity promotion classes and special events. Education ranges from single subject nutrition presentations and workshops to a four-part integrated class series. Positive feedback, directly from participants or through the partnering community agencies, have been extremely favorably. Based on the identified target populations, the majority of these programs have been presented in Spanish for monolingual and bilingual Spanish-speaking community members. Participants are very appreciative of the classes/materials and other nutrition outreach efforts conducted in their native language.

In addition to these health education services, the Program actively attends and participates in community-wide meetings, for *Networking* and partnering opportunities with other agencies, in order to provide direct program services or to enhance other existing community services provided. The Program works to integrate outreach, education, and *Networking* efforts to implement sustainable health changes. *Network* nutrition education at Pasadena Head Start sites is targeted only to parents and caregivers.

COMMUNITY PARTNERS FOR ROOTDOWN LA**Ms. Megan Hanson**

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Target Unduplicated Reach: 495

Intervention Channels:

Community Centers, Farmers Markets, Food Stores, Individual Homes, Public Housing, Schools, Worksites, Youth Education Sites

Narrative Summary:

RootDown LA's (RDLA) mission is to confront obesity and related health issues in South Los Angeles by first revolutionizing youth attitudes towards eating veggies, then transforming them into advocates for healthy food changes in their communities.

This year, RootDown LA is launching its You're Gonna Wanna Eat Your Veggies campaign to demonstrate that we can do in minutes, what nutrition educators have been attempting for decades – we get people to eat their veggies! The campaign will run in three communities, two in South Los Angeles and the third in the adjacent city of Inglewood, and will be led by Youth Leaders who are now training in basic nutrition, cooking, horticulture and entrepreneurial programs focused on building demand for fresh produce, connecting consumers to affordable supplies of fresh produce, and encouraging overall healthier lifestyles.

We will focus our campaign in three communities where we already have working partnerships with other organizations focused on food justice, economic development, community-supported agriculture, and cooperative education models. These communities, all of which have total populations comprised of at least 50% at or below 185% of the FPL are as follows:

1. Neighborhoods in South Central Los Angeles surrounding RDLA's Ralph Bunche House
2. The neighborhood surrounding WECAN's Urban Food Forest & Literacy Center
3. The Inglewood neighborhoods surrounding the Social Justice Learning Institute's Empowerment Community Garden

COMPTON UNIFIED SCHOOL DISTRICT**Ms. Gehan Simoes**

Director

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Schools

Narrative Summary:

The *Network for a Healthy California*, Compton Unified School District nutrition education project establishes a framework for nutrition education/physical activity promotion for students in grades K-12 and encourages teachers to incorporate nutrition education in the core curriculum. Increased consumption of fruits and vegetables among students and their families is promoted through the Harvest of the Month program, parent workshops, fruit and vegetable promotion activities, and cooking demonstrations conducted at school sites and local agencies.

**COUNTY OF LOS ANGELES, DEPARTMENT OF PUBLIC HEALTH
NUTRITION PROGRAM****Mr. Steve Baldwin**

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Target Unduplicated Reach: 21,000

Intervention Channels:

Adult Education and Job Training Sites, CalFresh Offices, Churches, Community-based Organizations, Community Centers, Consulate, Direct Service Providers, Food Banks, Public/Community Health Centers, Schools, WIC Programs

Narrative Summary:

The Los Angeles County Department of Public Health (LACDPH) plans to build the capacity of low-income neighborhoods to improve nutrition and prevent obesity by awarding approximately 50% of the LHD funding to the community-based partner agencies conducting *Network* approved interventions directly to the SNAP-Ed eligible population in LA County. LACDPH will develop a request for proposals (RFP) in order to select and enter into agreements with these key partner organizations tasked with implementing required components of the *Network*-LHD scope of work. The selected entities may include school districts, cities, faith and community-based organizations that provide services aligned with *Network*-LHD requirements. Prior to these contracts being executed, LACDPH will conduct direct nutrition education through classes provided at WIC centers and other qualifying locations as identified.

LACDPH also plans to provide leadership and technical assistance to the community-level partners by internally strengthening infrastructure within the department in the areas of research, evaluation, and administration. More broadly, LACDPH will build partnerships with key local stakeholders across various sectors to create a comprehensive multi-level approach to empower and enable the SNAP-Ed eligible population in LA County to select healthy foods and beverages and increase physical activity through nutrition education, social marketing and environmental supports.

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Target Unduplicated Reach: 13,000

Intervention Channels:

Schools

Narrative Summary:

DUSD's strongest and most successful intervention is the Harvest of the Month program. Teachers are provided with educator newsletters, nutrition themed books and resources, HOTM student workbooks, monthly HOTM lesson plans that connect to K-5 curriculum standards and classroom produce samples. The program is connected to the cafeteria with monthly themed HOTM bulletin boards, HOTM coloring contests and produce featured on the cafeteria menu. To reach afterschool students we have integrated our HOTM program with the addition of Tasting Trios at all 12 elementary and middle school sites. We've also expanded our reach to afterschool parents with Tasting Trio taste testing. To further reach parents, a bilingual HOTM newsletter is sent home monthly. Teachers are provided with nutrition education training to enhance their nutrition knowledge to help provide quality nutrition education in the classroom. In order to expand the program beyond the classroom and cafeteria, nutrition activities at school/community events such as carnivals, Jog-a thons, health fairs, etc. and programs such as Farmers in the Classroom, Food for Thought nutrition assemblies, and Nutrition Murals are offered. To further reach families, parent nutrition education trainings are provided in partnership with the PTA, ELAC, ASPIRE after school programs and other parent organization.

EAST LOS ANGELES COLLEGE**Dr. Manjit Kaur**

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Target Unduplicated Reach: 7,550

Intervention Channels:

Schools

Narrative Summary:

The *Network for a Healthy California* at East Los Angeles College (ELAC) will implement nutrition education programs at 12 sites including 1 high school, 3 middle schools, 8 elementary schools within the El Rancho Unified School District. The nutrition education program will focus on increasing fruit and vegetable consumption and physical activity among SNAP-Ed eligible school-age children, students, parents, and youth. These activities will promote the 2010 dietary guidelines. At the middle schools and high school, the *Rethink Your Drink* message will be promoted as indicated in the SOW including taste tests of healthy drinks. Nutrition education classes will be given at the high school as indicated in the SOW. In addition, the HOTM program will be offered at seven elementary sites, and the after school nutrition education series will be offered at one elementary site. Other activities include parent workshops, staff trainings, and an El Rancho Unified School District Health Fair. An impact evaluation will be conducted at participating HOTM sites.

EL MONTE CITY SCHOOL DISTRICT**Ms. Lorena Quezada**

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Target Unduplicated Reach: 15,500

Intervention Channels:

Food Stores, Schools

Narrative Summary:

The El Monte City School District (EMCSD) *Network for a Healthy California* prides itself in offering innovative and successful programs to students, families, and the community of El Monte. The overall goal of the EMCSD *Network* is to improve the health and well-being of the SNAP-Ed eligible school community by providing bilingual and culturally appropriate nutrition education and physical activity promotion. The successful 'Guest Chef' classroom nutrition education program continues to grow as it strives to reach approximately 80% of the student population. Successful nutrition education projects such as 'Caught Eating Good' and 'Farmer in the Classroom' provide other nutrition promotion opportunities in the classroom. Through the Nutrition Advisory Council program students have participated in nutrition advisory roles where they have demonstrated their leadership abilities in nutrition through the promotion of fruits and vegetables and physical activity to parents and other students. The EMCSD *Network* has also developed new partnerships with parent groups in the District expanding the bilingual parent education program. Additionally, the retail program has facilitated our ability to provide nutrition messages in the community our students live in. Reaching different levels of the social ecological model; the classroom, the home and the community; allows us to provide consistent messages to students at EMCSD.

FAME ASSISTANCE CORPORATION**Ms. Heather Hays**

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Target Unduplicated Reach: 440

Intervention Channels:

Public Housing

Narrative Summary:

The FAME Assistance Corporation's (FAC) Champion Empowerment Program is an eight-week "Train the Trainer" program located in Jordan Downs, a public housing project in Watts, one of the most distressed and disadvantaged residential neighborhoods of South Los Angeles. Our "Train the Trainer" program will reach 40 participants annually, and 120 over three years. These students will then be mentored and monitored as they each teach 1.5 hour nutrition education classes to 10 students. The Champion Empowerment Program will directly train 120 community nutrition educators, and indirectly teach a total of 1200 participants over 3 years, or 440 annual participants, in the area of nutrition education and access to healthy and affordable foods. Community residents of Jordan Downs will play a fundamental role in implementing this project because they will be both trained champions serving as peer educators as well as participants attending the education programs offered by our trained champions. Their input will be crucial in implementing and evaluating the LFNE program. In partnership with the expertise of Cooking Matters, the graduates of our "Train the Trainer" program will be equipped to return to their peers and teach them improved nutrition practices, eating habits and food budgeting skills.

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Target Unduplicated Reach: 10,000

Intervention Channels:

Schools

Narrative Summary:

Network for a Healthy California-Hawthorne School District focuses on providing nutrition education and physical activity promotion to their target audience through classroom nutrition education, school and district-wide events, and parent nutrition classes. Hawthorne School District has several programs and methods that enable effective reach of the target audience. Harvest of the Month serves the cornerstone of the program, with pre K- 12th grade classrooms receiving a different produce item monthly. In addition to taste tests, students also learn the health benefits of featured fruit or vegetable. Recognizing that parents are the gatekeepers for children's health, an emphasis is placed on teaching parents skills how to make healthy choices for their families. To increase sustainability of the program's efforts, teachers are trained on how to provide skills based nutrition education for their students. Hawthorne School District also provides school-wide promotions and special events for students to raise awareness about healthy eating and physical activity. Hawthorne School District's website provides nutrition information to teachers, parents and the greater Hawthorne community.

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Target Unduplicated Reach: 42,000

Intervention Channels:

Schools

Narrative Summary:

The Long Beach Unified School District (LBUSD) addresses nutrition education and physical activity promotion through a coordinated school health system consistent with CDC's model and described in the Health Framework for California Public Schools. Building upon existing efforts, the LBUSD utilizes *Network* funds to increase the likelihood that supplemental nutrition assistance-eligible students and their families will consume the recommended amount of fruits and vegetables and participate in physical activity. Two Health Educators (teachers) and one Child Nutrition Specialist work closely with the Health and PE Curriculum Leaders to provide teacher training and parent education classes at eligible schools (50%+ free/reduced lunch count). Teacher trainings cover basic nutrition information and instructional strategies to incorporate nutrition education through literacy efforts. Instructional materials, food demonstrations/tasting, assemblies, and Harvest of the Month enhance classroom instruction. Parent education topics include basic nutrition information, reading food labels, and food safety and sanitation. Educational items with positive nutrition messages motivate and reinforce instruction. As a result, participants will demonstrate increased knowledge and understanding of the importance of nutrition and physical activity; teachers will enhance classroom instruction; and adult and student eating/activity behaviors will be positively affected.

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Target Unduplicated Reach: 85,000

Intervention Channels:

Schools

Narrative Summary:

The goal of the *Network for a Healthy California* – Los Angeles County Office of Education (LACOE) Coalition is to provide technical assistance, support, and resources for sub-contracting districts to enhance nutrition education and physical activity promotion efforts for students and their parents at eligible school sites including teachers, food service workers, nurses, and support staff who work directly with these eligible students. This goal is achieved through ongoing nutrition coalition meetings and nutrition education activities such as hands-on cooking demonstrations, Harvest of the Month taste testing program, nutrition education classes and activities for students and parents, teacher and support staff training, and nutrition education curriculum, resources and materials such as the Harvest of the Month Toolkit. The school districts participating in the *Network for a Healthy California* - LACOE Coalition are: LACOE Educational Programs, Covina Valley Unified School District, Bellflower Unified School District, Glendale Unified School District, Inglewood Unified School District, Lynwood Unified School District, Mountain View School District, Norwalk-La Mirada Unified School District, Rowland Unified School District, San Gabriel Unified School District and West Covina Valley Unified School District.

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Target Unduplicated Reach: 15,010

Intervention Channels:

Community Center, Farmers Markets, food Stores, Schools

Narrative Summary:

LATTC's overarching goal is to implement a comprehensive nutrition program at each funded site to promote the 2010 Dietary Guidelines, MyPlate, increase fruit and vegetable consumption and physical activity among SNAP-Ed eligibles. LATTC does this by conducting and promoting skills-based nutrition education lessons and trainings. During lessons with students, teachers are provided with nutrition education resources for classroom use and encouraged to incorporate resources into lesson plans. Teachers are asked for feedback about follow-up lessons and recipes they conducted after attending nutrition education trainings. LATTC provides skills-based activities at school-wide events such as Family Nutrition Nights and trains parent peer educators on the Harvest of the Month recipes. The peer educators present information about the produce and demonstrate how to prepare the recipe at parent meetings. Prek-12th grade classrooms receive HOTM taste tests each month. LATTC collaborates with the School Nutrition program on HOTM activities and ensures that the produce item is highlighted on the menu. Efforts with the before and after school program continue to expand through staff trainings. LATTC considers the schools it works with as a community of students, parents, teachers, and administrators all working toward the common goal of creating a healthier school environment.

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Target Unduplicated Reach: 225,000

Intervention Channels:

Schools

Narrative Summary:

Network for a Healthy California-LAUSD (Network) targets all eligible district schools through invitations to participate in Award funding. Annually, approximately 250 schools and 7,000 teachers participate, providing nutrition education and physical activity promotion reaching at least 225,000 students and many of their families. The contractor funds eligible schools (based upon past performance and available funds as follows: approximately 260 *Network Awards* to school site teams. *Network* staff members provide (in- person and online) skills-based professional development workshops for teachers, materials to support *Network* programs, and parent workshops supporting classroom nutrition education activities. Subcontractor services are available to support all Awards: Chefs in the classroom lead cooking exercises with taste testing and a physical activity message; Theatrical Presentations provide interactive performances on nutrition and physical activity; Farmers in the Classroom present nutrition education through lessons in the produce's journey from farm to market to table and the muralist works with students to design and install nutrition education murals that focus on the importance of increased fruit and vegetable consumption.

MONROVIA UNIFIED SCHOOL DISTRICT**Ms. Tamara Morrison**

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Target Unduplicated Reach: 17,400

Intervention Channels:

Community Centers, Farmers Markets, Food Stores, Public/Community Health Centers, Schools, Youth Education Sites

Narrative Summary:

Monrovia Unified School District fulfills SNAP-ED activities through the Harvest of the Month program, nutrition education cooking lessons within the classrooms, parent education, teacher trainings, and community events. In addition, elementary school sites have Nutrition Advisory Councils that meet once per week in order to promote The *Network* goals within the school.

Each month the Contractor reaches approximately 3,700 eligibles students and parents in Monrovia Unified School District and 5,000 eligibles in Baldwin Park Unified School District through nutrition education lessons that feature the highlighted Harvest of the Month. Classroom sessions conducted by a Chef are linked to the California Health Education Content Standards. Teachers further the implementation of Harvest of the Month by subscribing to monthly resources that integrate nutrition education into their classrooms. Parent education is implemented using a five-week nutrition education series developed by local NLP partnerships and monthly Harvest of the Month tips during principal meetings at 12 school locations. To expand the reach of the program, the Contractor developed partnerships with local supermarkets by providing Harvest of the Month retail resources such as a monthly sign with featured produce information as well as periodic fruit and vegetable taste testings. The target audience is exposed to numerous nutrition education messages via electronic and written modes.

MONTEBELLO UNIFIED SCHOOL DISTRICT**Ms. Piper Mattson, M.S., R.D.**

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Target Unduplicated Reach: 40,924

Intervention Channels:

Head Start Programs, Schools

Narrative Summary:

Montebello Unified School District (MUSD) focuses on five general areas in providing nutrition education to students, families and teachers. The program encourages students, teachers and parents to work toward developing more nutrition-friendly environments. Components establish links between home, cafeteria and classroom to provide a consistent program encouraging students to be wiser and healthier "food decision makers".

Nutrition Advisory Councils (NACs), will be established at each intermediate and high school, to conduct six nutrition education activities per year. Closing activities will provide a forum for sharing yearly NAC accomplishments.

Viviendo Saludable nutrition education classes are provided to parents of MUSD students and cover family feeding dynamics, food environment awareness, MyPlate and physical activity.

Classrooms are reached with monthly taste tests including lessons on seasonal produce, and bulletin boards in cafeterias provide students with fruit and vegetable information. Other health/nutrition events throughout the year are promoted with lessons and activities. Physical activity promotion is included in several activities described above to reinforce the importance of combining the two components for a healthier lifestyle.

Office of Samoan Affairs (Competitive – RFA)

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Target Unduplicated Reach: 3,500

Intervention Channels:

CalFresh Offices, Churches, Community Centers, Community Festivals, Farmers Markets, Individual Homes, WIC Programs

Narrative Summary:

The Office of Samoan Affairs (OSA) will educate, empower, and engage SNAP-Ed eligible participants to select healthy foods and beverages by 1) Conducting a media/marketing campaign (e.g., targeted radio and television advertisements, distribution of print media such as pamphlets, newsletters, and posters) ; 2) Providing nutrition education classes for large groups (i.e., seminars at community locations) and small groups (i.e., hands-on workshops that focus on learning new skills such as reading nutrition labels); 3) Developing a social support network through community partnerships (e.g., training peer volunteers to provide nutrition education); and 4) Advocating for improved local approaches that promote the availability of healthy food and beverage choices (e.g., presenting at staff meeting at agencies throughout the community and establishing written agreements of proposed changes). These objectives will be carried out in three counties: Los Angeles County, Orange County, and Sacramento County. OSA will also specifically target Native Hawaiians and Other Pacific Islanders (NHOPI) through partnerships with 75 faith-based and community organizations. The NHOPI population in CA is the largest in the world and suffers from one of the highest rates of obesity in the world. The NHOPI will benefit greatly from OSA's targeted nutrition education and obesity prevention objectives.

PASADENA UNIFIED SCHOOL DISTRICT

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Target Unduplicated Reach: 19,500

Intervention Channels:

Healthy Start Family Centers, Public/Community Health Centers, Schools

Narrative Summary:

The Pasadena Unified School District (PUSD) *Network* Program has formed a collaborated effort between teachers, parents, students, Food Service staff, school Nurses, district administrators, community based organizations, faith-based organizations and community members. The program's goal is to increase the daily consumption of fruits and vegetables and increase physical activity among the target population. This link creates school environments that reflect a comprehensive commitment to the health and well-being of PUSD students and their families.

The program began with a needs assessment of the target audience on their perceptions of preferred healthy-eating activities and areas of special interest. Teacher trainings focus on integrating and coordinating nutrition education lessons and physical activity programs for students in their classrooms. School nurses and health clerks attend training programs to help them work with students and parents on adopting healthy lifestyles as well as the understanding of child and adolescent behavior, knowledge, and attitude on healthy eating. Food service staff are trained on the importance of positive eating environments and the healthy food choices available.

A sample of activities conducted for the target population include: 'Ask the Nutritionist' booths; healthy cooking classes; 'Nutrition, Health and Walk to School' day; Harvest of the Month; Nutrition Magician and health fair.

ROSEMEAD SCHOOL DISTRICT**Ms. Diane Ezzo**

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Target Unduplicated Reach: 2,500

Intervention Channels:

Schools

Narrative Summary:

Rosmemead Elementary is public school district located in Rosemead, California. There are four elementary (Pre K-6) and one middle school (7-8) with a population of 3,435 ethnically diverse students, of which approximately 53% are Asian and 42% are Latino/Hispanic. On average, approximately 83% of the students receive free and reduced price meals.

The *Network for a Healthy California* activities targets all five school sites that encompasses students K-8th as well as the pre-school and after-school programs that are within the school sites. Grade level appropriate resources and nutrition messages will be available to the students, school libraries and cafeteria. Professional development training will be provided to teachers and staff to implement program activities. The program also targets the parents of the students via community events (i.e. Annual Run/Walk and Health Fair, open house, back to school night, PTA meeting) and parent nutrition classes. Lead teachers at each of the elementary school sites will disseminate information for Harvest of the Month to teachers and administrators. Close to 100% percent teacher participation for Harvest of the Month will be targeted.

SANTA CLARITA VALLEY SCHOOL FOOD SERVICES AGENCY**Ms. Tracy Fiscella, M.S., R.D.**

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Target Unduplicated Reach: 10,000

Intervention Channels:

Schools

Narrative Summary:

The goal of this project is to strengthen nutrition education efforts in nine schools in Santa Clarita with >50% of students on free/reduced meals. Santa Clarita Valley School Food Services Agency (SCVSFSA) collaborates with schools and organizations such as *Power Play!* and Dairy Council of California to provide nutrition education and physical activity promotion and resources to school administrators, teachers, students and parents. The primary objective is to increase students' consumption of fruits and vegetables, while integrating nutrition education into the curriculum. Activities include workshops/trainings for teachers to facilitate nutrition education in their classroom; Harvest of the Month, offering opportunities to taste fruits and vegetables, and to teach simple food preparation which can be transferred to the student's home and parents. Teachers also receive training to integrate nutrition into the core curriculum with an emphasis on language arts. Other strategies include school garden nutrition education, collaborating on school events focusing on healthy food and activity choices, and providing resources and curriculum for promoting consumption of fruits and vegetables. Nutrition Advisory Councils at 6 sites empower students to serve as peer educators to promote healthy food and activity choices in their school.

VAUGHN NEXT CENTURY LEARNING CENTER

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Target Unduplicated Reach: 3,140

Intervention Channels:

Schools

Narrative Summary:

Vaughn's activities connect the classroom, the cafeteria and the community. The targeted audience is the students, their families, the staff and the community. Teachers receive nutrition education training at school wide professional development meetings and at grade level meetings. Topics include

MyPlate, *Rethink Your Drink*, Integrating Nutrition Education in the Classroom, Harvest of the Month Teaching Strategies, Cooking in the Class and a Healthy School Environment. The *Network* Project Coordinator and key *Network* personnel such as the Family Advocate and the Adult Leader attend *Network* sponsored trainings and Regional sponsored trainings which will guide program development. Elementary students receive cooking lessons and nutrition education lessons integrated with physical activity promotions. Middle School students receive nutrition education and physical activity promotion through peer leadership activities. Parents attend Parent Forums, Parent Cooking Classes and a Saturday Training class. Parents receive nutrition education materials such as Community Toolkit informational handouts and Harvest of the Month newsletters. Cafeteria staff supports the nutrition education activities by providing Harvest of the Month cafeteria promotions. They also assist SNAC members in nutrition education activities needing kitchen facilities. Vaughn's *Network for a Healthy California's* program and activities will be publicized through Vaughn's school website.

North Coast Region

Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma Counties

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COUNTY OF DEL NORTE, DEPARTMENT OF HEALTH AND HUMAN SERVICES

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Target Unduplicated Reach: 750

Intervention Channels:

Adult Education and Job Training Sites, CalFresh Offices, Community Centers, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Public/Community Health Centers, WIC Programs

Narrative Summary:

Our main objectives are to (1) establish a county-wide Snap-Ed presence by delivering community education within a three county area (Del-Norte, Siskiyou and Trinity Counties) with Del Norte acting as the lead county, and Trinity and Siskiyou as subcontractors. Each county will collaborate with the Public Health Department and the Public Assistance/Cal-Fresh program located locally within each county and funded for SNAP-Ed work. Del Norte and Trinity will focus on Healthy Eating/Healthy Physical activity education, and Siskiyou will concentrate on community events providing information about the Re-think Your Drink campaign. The three counties will also collaborate also with the others in a tri-county approach to the project. Key activities will be to establish an infrastructure for conducting nutrition activities that are also obesity prevention activities. Each county will convene a County Nutrition Action Plan (CNAP) group of the local USDA Food Nutrition Services (FNS) funded programs and other county stakeholders.

COUNTY OF SONOMA, DEPARTMENT OF HEALTH SERVICES

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Target Unduplicated Reach: 3,900

Intervention Channels:

CalFresh Offices, Churches, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Public/Community Health Centers, Public Housing, Schools, Shelters, TANF Job Readiness Program

Narrative Summary:

DHS seeks to create a “sphere of influence” in collaboration with our Food and Nutrition Services (FNS) and non-FNS partners, within our target communities. The “sphere of influence” will promote and support healthy eating and physical activity through behavior, environmental and policy change.

Interventions will focus primarily on Latino parents with children ages 2-11 and their children 5 – 11 mainly. Because parents, as role models, play a significant role in promoting healthy eating and physical activity among their children, it is important to engage them directly. The secondary populations include SNAP-Ed eligible seniors, parents of adolescents, and other adults within the target communities.

Strategies will focus on these communities: Cloverdale, Petaluma, Sonoma, and Roseland, Kawana Springs, and Downtown neighborhoods in Santa Rosa. Nutrition education interventions will be provided to: 1) SNAP-Ed eligible parents at qualifying schools whose catchments fall within CX³ neighborhoods; 2) SNAP-Ed eligible adults at food pantries, Head Starts, public housing/shelters, Cal Fresh, and TANF located in school catchments and/or CX³ neighborhoods; and 3) SNAP-Ed eligible adults at churches, farmer's markets/events located in qualifying CX³ neighborhoods. CX³ efforts will focus on engaging residents, providing them with knowledge/skills to use the 2012 CX³ findings to make environmental changes that support behavior change.

DEL NORTE UNIFIED SCHOOL DISTRICT

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Target Unduplicated Reach: 6,000

Intervention Channels:

Community Centers, Extension Offices, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Schools, WIC Programs, Youth Education Sites

Narrative Summary:

The objectives of the Del Norte Unified School District's *Network for a Healthy California* program include participating in regional collaboratives and meetings to share experiences, successes, best practices, ideas, etc., as well as attending *Network* trainings. The program utilizes the school classrooms, preschool through high school as a means to communicate nutrition education and physical activity promotion for our students and staff by utilizing approved curricula developed with *Network* approval and focusing on the California Health Content Standards and Nutrition Competencies as well as the Harvest of the Month Program. The nutrition program identifies and takes advantage of various activities and events in the community where staff can provide nutrition education and physical activity promotion to students, families, and community members. Trained high school aged Nutrition Student Educators also reach students by assisting the staff in the planning and organizing of activities and events that reach younger students in elementary schools, after school programs, and UC Cooperative Extension 4-H clubs, providing youth with age-appropriate nutrition educational opportunities that focus on skill building, food preferences and physical activity promotion. Methods for disseminating messages include: Children's Health Collaborative, nutrition education classes, gardens as outdoor classrooms, community education events, training/workshops for community members, and district staff/teachers, and youth engagement. Nutrition and physical activity messages are fully integrated into nutrition education materials for students and families. The Children's Health Collaborative supports community based organizations with the goal of increased fruit and vegetable consumption. Work is conducted with local Health & Human Services to promote CalFresh.

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Target Unduplicated Reach: 2,500

Intervention Channels:

Adult Education & Job Training Sites, CalFresh Offices, Churches, Community Centers, Elderly Services Centers, Extensions Offices, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Libraries, Public/Community Health Centers, Public Housing, Schools, Shelters, TANF Job Readiness Program, Youth Education Sites

Narrative Summary:

Humboldt County DHHS will focus on 9 objectives outlined in the Scope of Work for Public Health Departments for FFY 13. Staff will implement a comprehensive nutrition program to increase fruit and vegetable consumption among the SNAP-Ed eligible population. Interventions will also include increasing access to physical activity, social marketing and strengthened environmental supports in qualifying census tracts.

Staff will attend trainings and *Network* sponsored events as outlined in Objective 1. Humboldt County DHHS will continue to build on work that CNAP started in 2007. CNAP is also promoting the Re Think your Drink campaign at special events such as Food Day, The Fruit and Veggie Fest and a Kick-off event at the Farmers Market.

DHHS registered dietitian will conduct nutrition education classes for SNAP-Ed eligible clients. Cooking demonstrations and food tastings will be offered on a monthly basis at the CalFresh office, the food bank-produce give away days, and at food pantries in outlying areas. Nutrition education classes will also be provided for SNAP-Ed qualified clients at the Jefferson Project's new teaching kitchen in West Eureka. Staff will continue to provide technical assistance to three CX³ neighborhoods to increase access to healthy foods, beverages and physical activity.

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Schools

Narrative Summary:

Acting as the lead agency, the Humboldt County Office of Education coordinates the *Network for a Healthy California* through a consortium of 29 schools. Efforts focus on a comprehensive nutrition education program to promote the 2010 Dietary Guidelines, consumption of colorful fruits and vegetables, and promotion of daily physical activity. Activities include implementation of the Harvest of the Month (HOTM) program in approximately 250 preK-8 grade classrooms and 20 after school programs, *Power Up!* with Harvest of the Month in the 4th and 5th grade classrooms, garden enhanced nutrition education, Chefs in the Classroom and Junior Chef skill-based culinary program, and HOTM supported school wide special events. Additionally, multiple professional development and *Network* opportunities are offered to school site and after school program staff.

**MENDOCINO COUNTY HEALTH & HUMAN SERVICES AGENCY
COMMUNITY HEALTH SERVICES****Ms. Anne Robinson**

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Target Unduplicated Reach: 2,064

Intervention Channels:

Community Centers, Food Banks, Head Start Programs, WIC Programs

Narrative Summary:

Mendocino County Public Health Services and Mendocino County Social Services collaborate to improve community nutrition knowledge by delivering nutrition education with environmental supports to vulnerable population groups. Key activities for this program include implementation of the County Nutrition Action Plan, working with local USDA Food Nutrition Service funded programs as well as other critical stakeholders such as the Mendocino County Food Policy Council. The program will include promotion to community members, community educational classes, nutrition education at community events, unpaid media events to promote healthy food choices including the *Rethink Your Drink Campaign*, and emphasis on increasing healthy food choices-throughout the county. Youth will be engaged at four sites to assess their food environment through the CX³ community assessment process. Then the youth will make recommendations to improve their nutrition environment.

NAPA COUNTY OFFICE OF EDUCATION**Ms. Julie McClure**

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Target Unduplicated Reach: 6,500

Intervention Channels:

Schools

Narrative Summary:

The CalSERVES nutrition programs operate in two high need elementary school districts in Santa Rosa, reaching 5,700 children. CalSERVES focuses on providing nutrition education programming for students. Additionally, the program reaches 800 children and families through nutrition-focused outreach activities and information dissemination. The Program seeks to increase the daily consumption of fruits and vegetables and increase daily physical activity in low-income families, through nutrition education activities in the classroom, outreach events and promotional activities, and physical activity training within the context of nutrition education, gardening and healthy cooking activities. In addition, the program also coordinates with the Redwood Empire Food Bank, YMCA, and the Sonoma County Department of Health Service, Regional Children's Power Play! campaign to deliver consistent behavior-focused nutritional messages across Santa Rosa's Bellevue and Wright Elementary School Districts.

UKIAH UNIFIED SCHOOL DISTRICT**Ms. Terry d'Selkie**

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Education Coordinator
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Target Unduplicated Reach: 10,466

Intervention Channels:

Community Centers, Head Start Programs, Public, Community Health Centers, Schools

Narrative Summary:

Ukiah Unified School District NLP is composed of 11 qualifying school districts and 11 Head Start/State Preschool sites throughout Mendocino County. The program is garden-based nutrition education and students receive anywhere from 10-30 nutrition education lessons throughout the school year. These lessons encompass fruit and vegetables, My Plate.gov, gardening, food safety and shopping/preparation, limiting added sugars as well as Harvest of the Month and *Rethink Your Drink Campaigns*. Parents of students are encouraged to attend nutrition education events at schools, as well as nutrition education lessons after school. Teachers receive nutrition education training yearly and impact/outcome evaluation is used at the 4-5 grade level for all 4-5 grade students participating in the program. Promotion through MCTV Network PSA's and HOTM information is promoted through local newspapers as well as occasional newspaper nutrition articles at various sites and interviews and PSA's on local public radio stations. Physical activity promotion is incorporated into nutrition education lessons. Participation in community events with our nutrition education message will take place at all schools, as well as hospital/clinic and family resource centers. We will promote fruits and vegetables in all events.

UNITED INDIAN HEALTH SERVICES, INC.

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Target Unduplicated Reach: 1,000

Intervention Channels:

Community Garden, Early College, Farmers Markets, Food Banks, Head Start Programs, Public/Community Health Centers, Schools, WIC Programs

Narrative Summary:

Through fun and innovative activities at local schools, Headstarts and community events, nutrition and physical activity messages are reaching American Indians in Humboldt and Del Norte Counties. During culturally appropriate cooking classes at various community sites we teach people to incorporate more fruits and vegetables into their family meals.

Here at the Potawot Health Village, there is a 2-acre organic food garden. *Network* funds support taste-testing, cooking classes, workshops and various celebrations that utilize this incredible resource for nutrition education.

We reach our target audience through the following events and interventions: Monthly Nutrition lessons at each of the eight schools and Headstarts, as well as two after school programs. Community events include: Harvest Celebration, Arts and Crafts Fair, All Area Repchem, UIHS Mother's Circle, 2 Yurok Tribe Spring Flings, Loleta Family Fun Day, Potawot Community Food Garden Blessing, Salmon Festival, 4 Fresh Fruit Fridays (National Nutrition Month), Celebration of Food and Life, 3 WIC Food Demos, 3 Yurok Food Distribution Center Food Demos, and the HAWC Walk (Community Health and Wellness Committee). Weekly Food Demos at the Potawot Community Food Garden Produce Stand (June-Oct). Series of three Honor the Gift of Food Lessons based on MyPyramid Guidelines

WINDSOR UNIFIED SCHOOL DISTRICT**Ms. Ruth Roberson**

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Target Unduplicated Reach: 2,000

Intervention Channels:

Schools

Narrative Summary:

Windsor Unified School District administers the *Network for a Healthy California* Program in four public schools. Each school receives nutrition education and physical activity promotion during the regular school day and in the after school program. Nutrition education takes place in the classroom and the schools' gardens. Education consists of monthly HOTM fruit or vegetable tasting and activities, MyPlate, and a short physical activity supporting the lesson of the day.

Orange County Region

Orange County

<p>Network for a Healthy California Regional Lead Agency</p> <p>Orange County Health Care Agency 1725 West 17th Street Santa Ana, CA 92706-2316 www.ochealthinfo.com</p>	<p>Anna Luciano-Acenas Project Director and Collaborative Coordinator</p> <p>Phone: (714) 834-8673 Fax: (714) 834-8028 aluciano@ochca.com</p>
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Children's Power Play! Campaign Coordinator

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CATHOLIC CHARITIES OF CALIFORNIA (COMPETITIVE – RFA)

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Target Unduplicated Reach: 18,437

Intervention Channels:

Churches, Community Centers, Elderly Service Centers, Food Banks, Head Start Programs, Low-income Housing, Public Housing, Schools, Shelters

Narrative Summary:

In FFY 2013, CCC and seven local Catholic Charities agencies will implement a project providing 26 evidence-based SNAP-Ed interventions to at least 18,437 unduplicated members of the *Network* target population, in 30 cities throughout nine counties, including Imperial, Orange, Riverside, San Bernardino, San Diego, San Francisco, San Joaquin, Santa Cruz, and Solano. Fifteen interventions emphasize Priority 1: increasing access and consumption of healthy foods, and will facilitate nutrition education, social support, and increased access/consumption. Four interventions emphasize Priority 2: decreasing consumption of less healthy foods and beverages and increasing consumption of water. These projects will facilitate nutrition education. Seven interventions emphasize Priority 3: increasing physical activity opportunities throughout the day. These projects will facilitate education on the importance of daily activity, in conjunction with nutrition education. Interventions will engage SNAP(CalFresh) eligible children, adults, and seniors, of primarily Latino, African American, and white racial/ethnic background, who are at risk for poor nutrition and chronic diet-related diseases, including obesity. Participants will increase their knowledge about and motivation to make healthy food, beverage, and physical activity choices; acquire concrete skills strategies to enact those choices; and be empowered toward self-advocacy for positive change in their communities.

HUNTINGTON BEACH UNION HIGH SCHOOL DISTRICT**Ms. Nancy Wikes, M.S., R.D.**

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Target Unduplicated Reach: 20,161

Intervention Channels:

Schools

Narrative Summary:

The Huntington Beach Union High School District (HBUHSD) contract currently serves 5 high schools, 4 middle schools, 23 elementary schools and 1 preschool. HBUHSD has MOU's with three other school districts; Westminster School District, Ocean View School District and Garden Grove Unified School District reaching a total of 20,161 students, their parents and 840 teachers.

The Harvest of the Month program continues to be a core program offered to all schools and has reached 95-100% participation. The program includes: the HOTM workbooks for grades K-6, the parent and educator newsletters, monthly taste test, high school student pop-up cards, and a cafeteria connection flyer.

We continue to expand our nutrition education activities among all our schools with increased nutrition education being provided by the teachers. Greater emphasis will continue to be given to more effective teacher trainings to increase the sustainability of our program. Nutrition education materials will be provided to teachers at the trainings to encourage them to conduct nutrition education lessons (beyond the HOTM) in the classroom. We reach the community by providing a series of six nutrition education classes to parents and community members, by participating in city events, Back to School Night, Open House, etc. and by providing Family Nutrition Night Events.

NEWPORT-MESA UNIFIED SCHOOL DISTRICT**Mr. Geoff Ianniello**

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Target Unduplicated Reach: 10,000

Intervention Channels:

Schools

Narrative Summary:

NMUSD conducts a wide variety of nutrition education activities for all of our students, as well as our parents. A variety of nutrition education and physical activity interventions are conducted by up to 325 teachers, administrators, nurses and health assistants and other school site staff members at 14 school sites (Grades Prek-12).

Our biggest district-wide activity is *Harvest of the Month*. Additional student nutrition education activities conducted in classrooms include Kindergarten tea parties, storytelling, preschool piñata parties, farmer's market in the classroom, supermarket in the classroom, cooking classes, creation of nutrition-themed tile murals and school garden lessons. Special event activities include but are not limited to: family nutrition nights, nutrition Olympics and school-wide physical activity demonstrations. In addition, parent nutrition education classes and teacher trainings are offered at all of our *Network*-eligible sites.

Office of Samoan Affairs (Competitive – RFA)

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Target Unduplicated Reach: 3,500

Intervention Channels:

CalFresh Offices, Churches, Community Centers, Community Festivals, Farmers Markets, Individual Homes, WIC Programs

Narrative Summary:

The Office of Samoan Affairs (OSA) will educate, empower, and engage SNAP-Ed eligible participants to select healthy foods and beverages by 1) Conducting a media/marketing campaign (e.g., targeted radio and television advertisements, distribution of print media such as pamphlets, newsletters, and posters) ; 2) Providing nutrition education classes for large groups (i.e., seminars at community locations) and small groups (i.e., hands-on workshops that focus on learning new skills such as reading nutrition labels); 3) Developing a social support network through community partnerships (e.g., training peer volunteers to provide nutrition education); and 4) Advocating for improved local approaches that promote the availability of healthy food and beverage choices (e.g., presenting at staff meeting at agencies throughout the community and establishing written agreements of proposed changes). These objectives will be carried out in three counties: Los Angeles County, Orange County, and Sacramento County. OSA will also specifically target Native Hawaiians and Other Pacific Islanders (NHOPI) through partnerships with 75 faith-based and community organizations. The NHOPI population in CA is the largest in the world and suffers from one of the highest rates of obesity in the world. The NHOPI will benefit greatly from OSA's targeted nutrition education and obesity prevention objectives.

ORANGE COUNTY HEALTH CARE AGENCY

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Target Unduplicated Reach: 29,520

Intervention Channels:

Adult Education & Job Training Sites, CalFresh Offices, Churches, Community Centers, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Libraries, Migrant Education Parent Sites, Public/Community Health Centers, Public Housing, Schools, WIC Programs, Youth Education Sites

Narrative Summary:

The Health Care Agency (HCA) provides public health services to three million residents, including over 700,000 low-income individuals. HCA-Nutrition Services implements the *Network* activities and coordinates with public health, social services and community partners to provide nutrition education to eligible individuals of all ages through individual and group education, participation in events, displays and materials distribution. Special efforts will be made to reach families in homeless and recovery shelters. Good nutrition and food management skills are essential to their future success. Efforts will also target families living in public housing and children in high need areas, in coordination with non-profit agencies that help HCA with parent and youth nutrition education and engagement projects. HCA will direct the County Nutrition Action Plan to help ensure coordination among local USDA-funded nutrition programs and conduct CX3 neighborhood activities to improve access to healthy foods and promote community involvement. Nutrition messages will reach large audiences through media, displays, health fairs and events at County facilities, including CalFresh offices, and qualifying community sites, such as Second Harvest Food Bank, other food assistance sites and retail grocery stores. Process, formative and impact/outcome evaluation will be conducted.

ORANGE COUNTY SUPERINTENDENT OF SCHOOLS - ACCESS

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Target Unduplicated Reach: 25,000

Intervention Channels:

Schools

Narrative Summary:

The Orange County Superintendent of Schools, ACCESS program focuses on promoting healthy lifestyles for alternative education, special education, and day school students by promoting a nutrient dense diet and regular physical activity as part of a healthy lifestyle. Staff present teacher trainings to provide classroom teachers with nutrition education principles and creative ways to integrate nutrition into the curriculum. Teachers then conduct nutrition education classes by incorporating nutrition in all areas of the standardized curriculum. The Harvest of the Month (HOTM) program promotes this goal and students experience tasting various produce monthly. Using student artwork, students produce a HOTM calendar; it's distributed to families and includes recipes/produce facts. Students also work with a professional muralist to design a school mural that promotes healthy lifestyles. Registered Dietitians enter classrooms to conduct healthy cooking demonstrations and provide students with easily duplicated healthy recipes. Families are reached through nutrition education presentations and cooking demonstrations at school parent functions and after-school activities. Youth-led action research projects provide the opportunity to engage in leadership, critical thinking, and strategizing skills to address and promote a nutrition education and/or physical activity issue. Youth conduct a research project about their community related to improving nutrition and physical activity opportunities.

ORANGE COUNTY SUPERINTENDENT OF SCHOOLS - COALITION**Ms. Kari Tuggle, M.S., C.H.E.S., R.D.**

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Schools

Narrative Summary:

Monitored and coordinated by the Orange County Superintendent of Schools, the Orange County coalition consists of 14 public school districts working together to promote nutrition education, physical activity, and federally funded nutrition assistance programs. Activities include promoting the consumption of fruits and vegetables through Harvest of the Month program education, newsletters and taste tests, nutrition education and healthy cooking activities in the classroom, parent nutrition education classes/workshops, and school and community promotional events, including the *Rethink Your Drink Campaign*. Physical activity promotion is provided through the integration of physical activity messages in nutrition education activities and newsletters, and in school-wide nutrition and physical activity promotion events. Teacher training is provided to encourage and advocate for the integration of nutrition education and physical activity promotion in the classroom, including taste tests and healthy cooking demonstrations. Nutrition education promotion in the cafeteria includes participation in Harvest of the Month taste testing and promotional activities including nutrition education and physical activity promotional messages on menus and in the cafeteria. A brief outreach message about CalFresh/SNAP is included with the nutrition education conducted at parent classes and school events such as Open House, Back to School Night, and Kinder Roundup.

SANTA ANA UNIFIED SCHOOL DISTRICT**Ms. Jennifer Chavez, R.D.**

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Target Unduplicated Reach: 32,000

Intervention Channels:

Head Start Programs, Schools

Narrative Summary:

Linking schools, food services, and local school communities, SAUSD *Network* reaches approximately 32,000 students, staff and parents monthly. The goal is to increase students' consumption of fruits and vegetables and increase daily physical activity.

SAUSD's *Network* has School Nutrition Liaisons and Nutrition Activity Club Advisors in 49 K-12 schools and 20 Pre K sites. Liaisons and Advisors attend monthly meetings and receive HOTM newsletters, resources and materials that link and support nutrition education into existing curriculum and activities. *Network* also provides ongoing Professional Development for certificated and support staff.

As part of our community outreach, SAUSD *Network* distributes monthly HOTM newsletters district wide and provides nutrition education and physical activity at parents and staff meetings. SAUSD *Network* also provides monthly HOTM parent cooking classes that include cooking demonstrations, taste tests, and nutrition education to parent leaders. Parent participants prepare and share the information at their schools.

In conjunction with food services, staff market HOTM produce facts on the monthly school menus and feature HOTM produce in the menu selection. The dietitian coordinates the delivery of the HOTM produce to facilitate the monthly taste testing to approximately 30,000 students.

San Diego and Imperial Region

Imperial and San Diego Counties

<p>Network for a Healthy California Regional Lead Agency</p> <p>University of California, San Diego 4305 University Avenue, Suite 590 San Diego, CA 92105-1698</p> <p>www.sdnnonline.org</p>	<p>Blanca Melendrez Project Director</p> <p>Division of Child Development and Community Health- Department of Pediatrics</p> <p>Phone: (619) 955-1041 Fax: (619) 681-0666 bmelendrez@ucsd.edu</p>
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County of San Diego, Public Health Services**Ms. Ramona Berry**

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Target Unduplicated Reach: 15,000

Intervention Channels:

Adult Education & Job Training Sites, CalFresh Offices, Churches, Community Centers, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Foster Group Homes, Head Start Programs, Libraries, Public/Community Health Centers, Public Housing, Schools, Shelters, TANF Job Readiness Sites, WIC Programs, Worksites, Youth Education Sites

Narrative Summary:

The County of San Diego, Department of Public Health Services (LHD) will collaborate with CalFresh Social Services to achieve the overall goal of implementing a comprehensive public health nutrition program to increase fruit and vegetable consumption and physical activity among the SNAP-ED eligible population.

The LHD will develop key relationships with our CalFresh Director and staff to establish a County Nutrition Action Plan (C-NAP) group. San Diego County has the County Board of Supervisors' approved Nutrition Security Plan (NSP), which directs HHSA staff to provide nutrition education and improve nutritious food access to our CalFresh population and is the basis for the C-NAP group. Our CalFresh Director has created a Nutrition Security Task Force, which will be expanding to include other federal meals providers, WIC, and Head Start. The CNAP members will assist in guiding nutrition efforts throughout the County of San Diego.

IMPERIAL COUNTY PUBLIC HEALTH DEPARTMENT**Ms. Yoli Viviana Sanchez**

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Target Unduplicated Reach: 3,100

Intervention Channels:

Ault Education & Job Training Sites, Doctor Office, Calexico Chamber of Commerce, CalFresh Offices, Community Centers, Family Resource Center, Food Banks, Food Stores, Head Start Programs, Public/Community Health Centers, Public Housing, Schools, WIC Programs, Youth Education Sites

Narrative Summary:

The Imperial County Public Health Department's (ICPHD) main objectives are to strengthen SNAP-Ed collaboration, solidify the CNAP team, and enable SNAP-Ed eligible community members to select healthy foods and beverages, and increase physical activity through nutrition education, social marketing and environmental supports. ICPHD staff intends to work in partnership with local community groups and agencies, and community members, and others who are interested in promoting healthy foods and beverages and physical activity.

Our efforts to promote healthy eating and physical activity will focus on the 2010 Dietary Guidelines at approved SNAP-Eligible sites throughout Imperial County and will include the following interventions:

- a) Implementation of nutrition education series
- b) Promotion of *Rethink Your Drink Campaign* messages
- c) Coordination and convening of the CNAP team
- d) Completion of the *CX³* assessment process in small neighborhoods and implementation of interventions and environmental supports
- e) Community engagement to identify food and beverage strategies to increase access and consumption of healthy foods and beverages
- f) Creation of a formative evaluation plan that focuses on nutrition education, obesity prevention interventions and environmental support
- g) Recruitment and retention of peer educators who will promote food security and individual, family and organizational changes among SNAP-Ed-eligible members.

San Ysidro Health Center**Ms. Caryn Sumek**

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Target Unduplicated Reach: 425

Intervention Channels:

Churches, Community Centers, Elderly Service Centers, Farmers Markets, Head Start Programs, Public Housing, Public/Community Health Centers, Schools

Narrative Summary:

Community-based Multicultural Cooking project would enable SYHC to modify the health center's Salsita nutrition education program to include culturally relevant curricula tailored to African-American and Asian Pacific community members living in Central and Southeast San Diego. Salsita is a four week nutrition education and cooking class series for overweight and obese school-aged children and their families that targets the prevention and intervention of childhood obesity and other diet-related chronic diseases in the Latino community. The project will enable SYHC to modify Salsita's successful syllabi to include innovative and culturally competent health education curricula that promotes fruit and vegetable consumption and physical activity. The modified classes would feature a different cultural theme each week to represent and be inclusive of the diverse communities of Central and Southeast San Diego; the program's eligibility criteria will also be expanded to all age-eligible children, irrespective of weight status. Year One consists of formative research activities to identify effective intervention components and pilot test the modified class curricula. Years Two and Three consists of expanding the implementation of the classes to reach a greater service area and engage community residents in the Central and Southeast San Diego communities. In addition, Year Three will focus on making the Multicultural Cooking curriculum a sustainable resource to be shared with other community-based organizations and adult participants who commit to be Champions for Change.

SOUTHERN INDIAN HEALTH COUNCIL, INC.

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Target Unduplicated Reach: 1,580

Intervention Channels:

Adult Education & Job Training Sites, Food Banks

Narrative Summary:

The Southern Indian Health Council (SIHC) *Network* project continues to provide nutrition education regarding the importance of consuming colorful fruits and vegetables and living a healthy lifestyle that includes 30-60 minutes of physical activity per day to reduce the risk of chronic disease among Native Americans, community members and their families within the SNAP-Ed eligible target area. SIHC works in conjunction with several Native American Tribes and the *Network for a Healthy California* to promote healthy lifestyle messages at community events and meetings, health fairs, and commodity distribution days; nutrition information distribution and classes, cooking classes/demonstrations, and food tastings; distribution of Harvest of the Month nutrition newsletters for adults and children; promotion of physical activity at all events; and support an increased participation in collaborative partnerships to help expand and strengthen the project's efforts.

Vista Community Clinic

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Target Unduplicated Reach: 420

Intervention Channels:

Head Start Programs, Public Housing, Public/Community Health Centers

Narrative Summary:

The proposed project is an intensive nutrition education intervention aimed at providing the information, tools and support necessary to change longstanding, entrenched eating habits, thereby improving overall health and reducing documented disparities in obesity and chronic disease. Targeted communities and community members share socioeconomic attributes correlated with overall higher rates of obesity, diabetes, heart disease and cancer than the general population. The intervention will consist of a six session nutrition education series offered in weekly sessions or as scheduled by partners. Lack of access to fresh fruits and vegetables will be actively addressed through the promotion of local farmers markets, and community gardens with field trips scheduled if applicable. Evaluation activities will assess changes in fruit, vegetable and water consumption; physical activity; and nutrition knowledge.

Sierra Cascade Region

Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas,
Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties

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Target Unduplicated Reach: 3,100

Intervention Channels:

Food Banks, Head Start Programs, Shelters, WIC Programs

Narrative Summary:

Butte County Public Health Department (BCPHD) will empower and enable the target population to select healthy food and beverages and to increase physical activity through nutrition education classes, social marketing tools, and changing environmental supports. The target population includes those receiving CalFresh and individuals and families up to 185% Federal Poverty Level (FPL). Beginning in FY2013, BCPHD will provide individual and multi-level comprehensive approaches to nutrition education and obesity prevention at Means Tested Low Income Assistance Programs by integrating all levels of the Social-Ecological Model when designing, implementing, and evaluating interventions.

BCPHD's comprehensive SNAP-ed Program will reach at least 3,100 unduplicated individuals within the first year through Objectives 1-3 and Objectives 5-10, which include: Infrastructure; County Nutrition Action Plan; CX³ Assessment, Community Engagement; Nutrition Education; Events and Media; *Rethink Your Drink*; Evaluation; and Peer to Peer Education. In the following years, BCPHD will reach up to 5,100 unduplicated participants by building off the previous SOW to include Objective numbers 4, 11, 12, 15 and 17: CX³ Implementation; Impact Outcome Evaluation; School/Afterschool; Retail; and Faith Based.

In order to achieve all Objectives in the Scope of Work, BCPHD will allocate at least 30% of funds to sub-grantees by FY2014.

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Target Unduplicated Reach: 75,000

Intervention Channels:

Adult Rehabilitation Centers, Community Centers, Elderly Services Centers, Faith-Based Organizations, Farmers Markets, Food Banks, Head Start Programs, Indian tribal Organizations, Public/Community Health Centers, Public Housing, Schools, Shelters, Youth Education Sites

Narrative Summary:

CSU, Chico's Sierra Cascade Nutrition and Activity Consortium (SCNAC) is comprised of approximately 50 community and school district partners in 8 north state counties: Butte, Colusa, Glenn, Lassen, Modoc, Siskiyou, Tehama, and Yuba. SCNAC's programs implement strategies for preventing child and adult obesity by increasing consumption of fruit, vegetables, whole grains, and low fat dairy products; reducing sweetened beverage consumption; increasing daily physical activity; and providing resources and training for rural communities to better meet the dietary needs of their residents. Examples of SCNAC activities include: community based nutrition education and activity promotion by county departments of public health, Harvest of the Month tastings and associated materials, book programs, garden enhanced nutrition education, cooking and physical activity demonstrations, 'Lunch Leagues' nutrition education in the cafeteria and physical activity promotion on the playground, 'Treats for Troops' holiday candy exchange for healthy classroom nutrition activities, nutrition education for County Office of Education program preschoolers, culturally appropriate nutrition education and activity promotion services for Hispanic, Native American and Hmong families, and CX³ data collection and snapshot recreation for three Butte County neighborhoods. SCNAC activities at adult and Native American intervention sites include HOTM tastings and food preparation demonstrations to promote healthy eating patterns.

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Target Unduplicated Reach: 2,000

Intervention Channels:

Community Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Public/Community Health Centers, Public Housing, Schools, Shelters, WIC Programs, Worksites

Narrative Summary:

The Nevada County Public Health Department is undertaking new SNAP-Ed projects, including implementing its first year of the Communities in Excellence (CX³) program. Neighborhood assessments will be conducted in 3 neighborhoods and the information will be evaluated, mapped and presented to a variety of stakeholders. The County Nutrition Action Plan (CNAP) Group that started in 2012 will continue to convene throughout the year and expand the working group to include food banks, farmers, and federally qualified health centers. The group will apply multi-level approaches to advance and market a minimum of one nutrition and obesity prevention intervention that relates to CNAP.

On another front, the Public Health Department shall host a health forum to address primary prevention of disease through healthier eating patterns and physical activity. Community leaders shall be recruited to participate in the forum. Nutritional education and obesity prevention classes and events will be sponsored throughout the year, including five events revolving around *Rethink Your Drink* messaging, and the annual Celebrate Fruits and Vegetables festival.

There are a number of qualifying grocery stores within Nevada County that we shall begin to work with over the SNAP-Ed grant cycle. Our experience in working with stores in other capacities (e.g, Merchant Committed), it takes time to establish a relationship and roll out a program. The goal in the upcoming year is to implement the *Network Retail Program* in two stores. Once the programs are up and running we shall take our experience and knowledge to bring other stores into the program. When planning and implementing interventions, we shall consult with the *Network* and other LHDs that target American Indians to determine which approved materials are recommended.

**SHASTA COUNTY HEALTH AND HUMAN SERVICES AGENCY
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Target Unduplicated Reach: 35,109

Intervention Channels:

Adult Education & Job Training Sites, Adult Rehabilitation Centers, CalFresh Offices, Churches, Community Centers, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Libraries, Public/Community Health Centers, Public Housing, Schools, Shelters, Youth Education Sites

Narrative Summary:

The Shasta County Public Health Department's Healthy Communities Division conducts activities that encourage Supplemental Nutrition Assistance Program eligible residents to eat the recommended amounts of fruits and vegetables and get at least 30-60 minutes of physical activity most days. This goal is achieved through training and education, distribution of nutrition education and physical activity promotion materials. Education, trainings, and technical assistance that incorporate nutrition education and physical activity promotion are provided to community organizations and schools serving the eligible population. Nutrition education efforts are also promoted within local restaurants through the continuation of CX³ efforts and the promotion of healthy kid choices as menu alternatives. The unique aspects of the program are possible because of collaboration with other Shasta County Health and Human Services Agency staff and programs, the Shasta County Office of Education, the UC-CalFresh Cooperative Extension, the Sierra-Cascade Regional *Network* Collaborative, the Supplemental Nutrition Assistance Program (SNAP)/CalFresh, the Regional *Power Play!* coordinator, and other local coalitions.

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Target Unduplicated Reach: 10,348

Intervention Channels:

Head Start Programs, Schools

Narrative Summary:

Shasta County Office of Education *Network for a Healthy California* will be entering their 9th year in promoting fruit and vegetable consumption with the SNAP-Ed eligible families in Shasta County. This program focuses on students in grades pre-K through High School and the parents and teachers and providers who work with them. Nutrition Education classes will be conducted for both parents and students at the school sites that serve SNAP-Ed Eligible populations. Activities will include HOTM, cooking in the classroom, garden enhanced lessons, family newsletters, taste testing. Activities and lessons will be skilled based. Impact Evaluation will be conducted to determine changes in fruit and vegetable consumption.

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Target Unduplicated Reach: 2,000

Intervention Channels:

CalFresh Offices, Churches, Community Centers, Farmers Markets, First 5 Family Resource Centers, Food Banks, Head Start Programs, Libraries, Northern Valley Catholic Social Services, Public/Community Health Centers, Schools, Shelters, WIC Programs, Youth Education Sites

Narrative Summary:

Tehama County will target eligible low-income families with children under the age of six, young adults transitioning to independence, residents sheltering from violence or without homes and the community of Gerber.

Families with children under six will be reached through WIC, Head Start, Family Resource Centers, and state preschools. Young adults will be reached through Alternatives to Violence, shelters, transitional housing, Mental Health's Youth Empowerment Services (YES) and the Department of Education's Foster and Homeless Youth Programs, Mentoring Program and alternative high schools. The community of Gerber will be addressed through interventions at the elementary school, state preschool and the corresponding high school, Corning High School. There will also be community-wide interventions at outreach events and with local organizations.

Interactive interventions will include 1) shopping and cooking education (*Tehama Cooks* campaign to correspond to ongoing *Tehama Reads* Campaign), 2) education about and increased access to fresh fruits and vegetables through Farmers' Markets, and education about purchase of SNAP-Ed seeds for individual and community gardens, 3) education about *Rethink Your Drink* and 4) promotion of Tehama County Family Fitness Opportunities. Interventions will include cooking and shopping demonstrations and classes, community physical activity opportunities (including community walks, bike to school campaigns, after-school projects such as the movement programs listed in educational materials, physical activity demonstrations, information about activities for families (from authorized educational material list) and contests such as races at outreach events), technical assistance, media events and community interaction at outreach events. Presentations will include food preparation demonstrations and tastings. Classes will range in length from 0.5 hours to 1.5 hours depending on the age of audience and the specific class curriculum.



IV.
**Projects of Statewide
Significance**

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- Language: English (100%)
- Age: Adults 18 years +

Intervention Channels:

- A minimum of 30 school-based NLPs/NIAs

Narrative Summary:

The California Project Lean (CPL) has worked with schools for over 15 years to improve the nutrition and physical activity offerings on California's school campuses. CPL has worked with schools, school districts, and school stakeholders on various projects, including their *Parents in Action* project, *Food on the Run* campaign, *Marketing in Schools* project, and has created numerous resources to assist schools to provide nutrition education to students as well as improve their food and physical activity offerings. *Food on the Run* was the program that utilized the highly acclaimed tools, *Playing the Policy Game* and *Jump Start Teens*. The program yielded several important lessons and serves as a model for many programs still in operation today. *Food on the Run* was implemented for more than seven years and was a multi-component, high school-based intervention using student engagement, community mobilization, and social marketing strategies within a Spectrum of Prevention model. One of the key lessons learned in this campaign was that community and school partnerships are essential. Changing student nutrition and physical activity behaviors is a complicated matter and is best addressed when students, community groups, families, and schools come together.

CENTRAL VALLEY HEALTH NETWORK

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Target Unduplicated Reach:

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (4%); Asian (3%); Caucasian (21%); Latino (65%); Native American (< 1%); Pacific Islander (<1%); Other: refused to report (5%)
- Languages: English (%); Spanish (%); Hmong (%); Other: (%)
- Age: Under 5 (15%); 5 to 8 (9%); 9 to 11 (5%); 12 to 17 (10 %); 18 to 59 (53%); 60 and Over (8%)

Intervention Channels:

2 Adult Education and Job Training Sites (2); Churches (8); Community Centers (27); Elderly Service Centers (8); Emergency Food Assistance Sites (includes Food Banks) (17); Farmers Markets (3); Food Stamp Offices (7); Food Stores (12); Head Start Programs (25); Libraries (3); Other Youth Education Sites (includes Parks and Recreation) (15); Public/Community Health Centers (includes Public Health Departments) (80); Public Housing (19); Schools – students (Preschool) (2); Schools – students (Afterschool Program)(4); Schools – parents (12); Shelters/Temporary Housing (10); Worksites (9)

Narrative Summary:

The Central Valley Health Network's (CVHN) goal is to provide nutrition education that promotes the recommended intake of fruits and vegetables, 30 minutes for adults and 60 minutes for children/day of physical activity (PA), as well as improved food access for food stamp eligibles. To accomplish this, CVHN will distribute English/Spanish newsletters bi-monthly to health center clientele and community members highlighting the above. CVHN will collaborate with community organizations to conduct nutrition education and PA promotion activities at qualifying community sites. We will provide health center-based individual and/or classroom-setting nutrition education and PA promotion. SNAP will be promoted in conjunction with nutrition education. Coordinators will participate in a *Network for a Healthy California (Network)* impact evaluation training. Health centers will be able to measure the adoption of the fruits and vegetables and/or PA recommendations and related factors either through pre- and post-measures or annual surveillance with a representative sample of health center clients. Coordinators will communicate the *Network* program activities and its benefits regarding disease prevention to healthcare providers through presentations or newsletters at health centers twice per year. CVHN will acquire and apply basic media communication knowledge/skills by attending *Network* media webinars/trainings. Staff will communicate with their target audience through local media at least once per year.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, SAN FRANCISCO Geographic Information System (GIS)

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Target Unduplicated Reach:

- Gender: Male (100%) Female (100%)
- Languages: English (100%)

Narrative Summary:

The following demonstrates the contractual obligations for providing GIS data/analysis capabilities and application development and management. Geographic Information System (GIS) data layers will be updated at regular intervals - retail data, e.g., supermarkets, convenience stores, and eating establishments, will be updated at least quarterly, and as needed for other data layers (e.g., *Network for a Healthy California* [Network] projects, WIC vendors, farmers' markets, school data). Innovative methods to utilize the most current aggregated Food Stamp participation density data layers and federally-designated low-income areas, such as renewal communities, empowerment zones, and enterprise zone communities to identify high need census tracts will be investigated to potentially augment the outdated 2000 U.S. census data currently available. Additionally, UC California Food Stamp Nutrition Education data layers will be incorporated into the GIS. Provide continued support/resources for researching, identifying, validating, and acquiring new sources of data for the GIS viewer and updating/maintaining existing data layers. This includes all data-related work such as researching data availability, acquiring data, geocoding, projection transformations (i.e., changing data in one spatial reference system to another, so that data layers will overlay properly), attribute data updates (e.g., U.S. Census), elimination of redundant layers (e.g., combining multiple school layers into one), performance monitoring, creation of metadata, and/or other processing needed to keep the GIS Viewer data current and accurate. It also includes coordination of data purchasing (if necessary) and research on where to get new datasets and how they can be incorporated effectively into the *Network* GIS Viewer. The GIS Unit will provide ongoing technical and training support for *Network* staff and partners in order to ensure full understanding of the uses of the *Network* GIS Viewer application as it relates to programmatic goals set forth by the *Network*. The GIS Unit will provide ongoing technical and training support for *Network* staff and partners in order to assist *Network* in handling its data requests. Provide data analysis, data cleaning and processing, recommendations, policy analysis assistance, explanations of Census Data, and research support.



V.

Appendices

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Alphabetical Listing of all Organizations

Bay Area Region

Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara Counties

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Children's Power Play! Campaign

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Central Valley Region

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Merced, and Tulare Counties

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Desert Sierra Region

Inyo, Riverside, and San Bernardino Counties

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Gold Coast Region

San Luis Obispo, Santa Barbara, and
Ventura Counties

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Gold Country Region

Alpine, Amador, Calaveras, El Dorado,
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Solano, Stanislaus, Sutter, Tuolumne, Yolo,
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Alphabetical Listing of all Organizations***Children's Power Play!
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Los Angeles Region

Los Angeles County

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North Coast Region

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Orange County

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Alphabetical Listing of all Organizations***Worksite Campaign***

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San Diego and Imperial Region

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California Congressional Delegation and Legislature

Network Programs and Legislative Districts by Region

- The following websites allow you to access contact information for your representatives by **zip code**: US House of Representatives: <http://www.house.gov/> California Assembly and Senate: <http://www.leginfo.ca.gov/cgi-bin/memberinfo>
- Assembly and Senate member **rosters** are available online: <http://www.assembly.ca.gov/clerk/MEMBERINFORMATION/district.asp> and <http://www.leginfo.ca.gov/sen-addresses.html>

Region	Congressional Districts/ Representatives	CA Assembly and Senate Districts/Representatives	Projects in this Region	
<p><u>Bay Area Region</u> Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara Counties</p> <p>Director: Joe Prickitt, M.S., R.D. Phone: (408) 792-5118 Email: Joe.Prickitt@hhs.sccgov.org Agency: Santa Clara County Public Health Department, Nutrition and Wellness</p>	<p><u>District Representative</u> 6 – Doris Matsui 7 – Ami Bera 8 – Paul Cook 9 – Jerry McNerney 10 – Jeff Denham 11 – George Miller 12 – Nancy Pelosi 13 – Barbara Lee 14 – Jackie Speier 15 – Eric Swalwell 16 – Jim costa</p>	<p>Assembly <u>District Representative</u> 6 – Beth Gaines 11 – Jim Frazier 12 – Kristin Olsen 13 – Susan Eggman 14 – Susan Bonilla 15 – Nancy Skinner 16 – Joan Buchanan 18 – Rob Bonta 19 – Phillip Ting 20 – Bill Quirk 21 – Adam Gray 22 – Kevin Mullin 23 – Jim Patterson 24 – Richard Gordon</p> <p>Senate <u>District Representative</u> 3 – Lois Wolk 7 – Mark DeSaulnier 8 – Leland Yee 9 – Loni Hancock 10 – Ellen Corbett 11 – Mark Leno 13 – Jerry Hill</p>	<p>Alameda County Health Care Services Agency</p> <p>Alameda County office of Education – Coalition</p> <p>Asian Health Services</p> <p>Berkeley Unified School District</p> <p>Berkeley (City of) Health and Human Services Department</p> <p>Collective Roots</p> <p>Contra Costa Health Services – Community Wellness and Prevention Program</p> <p>Marin County Health and Human Services</p> <p>Mount Diablo Unified School District – After School Program</p>	<p>San Francisco General Hospital Foundation</p> <p>San Francisco Unified School District</p> <p>San Francisco (City and County of) Department of Public Health</p> <p>San Mateo County Health Services Agency</p> <p>Santa Clara County Public Health Department</p> <p>University of California, Cooperative Extension of Alameda County – Child and Youth Nutrition Program</p> <p>YMCA of Silicon Valley</p>

Region	Congressional Districts/ Representatives	CA Assembly and Senate Districts/ Representatives	Projects in this Region	
<p>Central Coast Region Monterey, San Benito, and Santa Cruz Counties</p> <p>Director: Niaomi Hrepich Phone: (831) 755-4675 Email: hrpichns@co.monterey.ca.us Agency: Monterey County Health Department</p>	<p><u>District Representative</u> 14 – Jackie Speier 17 – Mike Honda</p>	<p>Assembly <u>District Representative</u> 27 – Nora Campos 28 – Paul Fong</p> <p>Senate <u>District Representative</u> 12 – Anthony Cannella 15 – Jim Beall</p>	<p>Alisal Union School District</p> <p>Familia Center</p> <p>Monterey County Health Department</p> <p>Santa Cruz City School District</p> <p>Santa Cruz County Health Services Agency</p>	
<p>Central Valley Region Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties</p> <p>Director: Nichole Mosqueda-Curtin Phone: (559) 255-4300 Email: Inmosqueda@cvhnclinics.org Agency: Central Valley Health Network</p>	<p><u>District Representative</u> 18 – Anna Eshoo 19 – Zoe Lofgren 20 – Sam Farr 21 – David Valadao 22 – Devin Nunes</p>	<p>Assembly <u>District Representative</u> 17 – Tom Ammiano 29 – Mark Stone 30 – Luis Alejo 31 – Henry Perea 32 – Ruday Salas 34 – Shannon Grove</p> <p>Senate <u>District Representative</u> 12 – Anthony Cannella 14 – Tom Berryhill 16 – Michael Rubio</p>	<p>Central Valley Health <i>Network</i></p> <p>Education and Leadership Foundation</p> <p>Family HealthCare <i>Network</i></p> <p>Fresno County Department of Public Health</p> <p>Fresno County Office of Education</p> <p>Greenfield Union School District</p> <p>Kern (County of) Public Health Services Department</p> <p>Kern County Superintendent of Schools</p> <p>Kernville Union School District – Family Resource Center</p> <p>Lamont School District</p> <p>Madera County Children and Families Commission – First 5</p> <p>Madera County Public Health Department</p> <p>Madera Unified School District</p> <p>Merced County Office of Education</p> <p>Tulare County Health and Human Services Agency</p> <p>Tulare County Office of Education</p> <p>Visalia Unified School District</p>	

Region	Congressional Districts/ Representatives	CA Assembly and Senate Districts/ Representatives	Projects in this Region
<p><u>Desert Sierra Region</u> Inyo, Riverside, and San Bernardino Counties</p> <p>Director: Jeanne Silberstein, M.P.H., R.D. Phone: (909) 387-6320 Email: jsilberstein@dph.sbcounty.gov Agency: San Bernardino County Department of Public Health</p>	<p><u>District Representative</u> 25 – Buck McKeon 26 – Julia Brownley 41 – Mark Takano 42 – Ken Calvert 43 – Maxine Waters 44 – Janice Hahn 45 – John Campbell 49 – Darrel Issa</p>	<p>Assembly <u>District Representative</u> 32 – Rudy Salas 34 – Shannon Grove 36 – Steve Fox 59 – Reginald Jones-Sawyer 61 – Jose Medina 62 – Steven Bradford 63 – Anthony Rendon 64 – Isadore Hall 65 – Sharon Quirk-Silva 80 – Ben Hueso</p> <p>Senate <u>District Representative</u> 17 – Bill Monning 18 – Jean Fuller 37 – Mimi Walters 40 – Vacant</p>	<p>Montclair (City of)</p> <p>Riverside (County of) Department of Public Health</p> <p>San Bernardino (City of) Parks, Recreation and Community Services Department</p> <p>San Bernardino (County of) Department of Public Health</p> <p>San Bernardino County Superintendent of Schools</p>
<p><u>Gold Coast Region</u> San Luis Obispo, Santa Barbara, and Ventura Counties</p> <p>Director: Alicia Villicana Phone: (805) 677-5279 Email: Alicia.villicana@ventura.org Agency: Ventura County Public Health Department</p>	<p><u>District Representative</u> 22 – Devin Nunes 23 – Kevin McCarthy 24 – Lois Capps</p>	<p>Assembly <u>District Representative</u> 33 – Tim Donnelly 35 – Katcho Achadjian 37 – Das Williams</p> <p>Senate <u>District Representative</u> 15 – Michael Rubio 17 – Bill Monning 19 – Hannah-Beth Jackson</p>	<p>San Luis Obispo (County of)</p> <p>Santa Barbara County Public Health Department</p> <p>Ventura County Public Health Department</p> <p>Ventura Unified School District</p>

Region	Congressional Districts/ Representatives	CA Assembly and Senate Districts/ Representatives	Projects in this Region	
<p>Gold Country Region</p> <p>Alpine, Amador, Calaveras, El Dorado, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba Counties</p> <p>Director: Ramona Mosley Phone: (916) 556-3344 Email: rmosley@healthedcouncil.org Agency: Health Education Council</p>	<p><u>District Representative</u></p> <p>1 – Doug LaMalfa 2 – Jared Huffman 3 – John Garamendi 4 – Tom McClintock 5 – Mike Thompson 7 – Ami Bera 10 – Jeff Denham 11 – George Miller 18 – Anna Eshoo 19 – Zoe Lofgren</p>	<p>Assembly</p> <p><u>District Representative</u></p> <p>4 – Mariko Yamada 5 – Franklin Bigelow 8 – Ken Cooley 9 – Richard Pan 10 – Marc Levine 25 – Bob Wieckowski 26 – Connie Conway</p> <p>Senate</p> <p><u>District Representative</u></p> <p>1 – Ted Gaines 5 – Cathleen Galgiani 6 – Darrell Steinberg 14 – Tom Berryhill</p>	<p>California Rural Indian Health Board, Inc.</p> <p>Community Alliance With Family Farmers</p> <p>Community Services Planning Council, Inc.</p> <p>Elk Grove Unified School District</p> <p>Health Education Council</p> <p>Placer (County of), Community Health, Clinics & Animal Services Division</p> <p>Sacramento (County of), Division of Public Health</p> <p>San Joaquin County Public Health Services</p>	<p>Solano County Health and Social Services Department</p> <p>Stanislaus (County of) Health Services Agency</p> <p>Sutter (County of) Human Services Health Division</p> <p>Yolo County Health Department</p> <p>Yuba (County of) Health Department</p>

Region	Congressional Districts/ Representatives	CA Assembly and Senate Districts/ Representatives	Projects in this Region	
<p>Los Angeles Region</p> <p>Los Angeles County</p> <p>Director: Steve Baldwin Phone: (213) 351-7875 Email: stbaldwin@ph.lacounty.gov Agency: Los Angeles County Department of Public Health</p>	<p><u>District Representative</u></p> <p>22 – Devin Nunes 25 – Buck McKeon 26 – Julia Brownley 27 – Judy Chu 28 – Adam Schiff 29 – Tony Cardenas 30 – Brad Sherman 31 – Gary Miller 32 – Grace Napolitano 33 – Henry Waxman 34 – Xavier Becerra 35 – Gloria McCleod 36 – Raul Ruiz 37 – Karen Bass 38 – Linda Sanchez 39 – Ed Royce 42 – Ken Calvert 46 – Loretta Sanchez</p>	<p><u>Assembly District Representative</u></p> <p>36 – Steve Fox 37 – Das Williams 38 – Scott Wilk 39 – Raul Bocanegra 40 – Mike Morrell 41 – Chris Holden 42 – Brian Nestande 43 – Mike Gatto 44 – Jeff Gorell 45 – Bob Blumenfield 46 – Adrin Nazarian 47 – Cheryl Brown 48 – Roger Hernandez 49 – Ed Chau 50 – Richard Bloom 51 – Jimmy Gomez 52 – Norma Torres 53 – John Perez 54 – Holly Mitchell 55 – Curt Hagman 56 – Manuel Perez 57 – Ian Calderon 58 – Cristina Garcia 59 – Reginald Jones-Sawyer 60 – Eric Linder 61 – Jose Medina</p> <p><u>Senate District Representative</u></p> <p>17 – Bill Monning 19 – Hannah-Beth Jackson 20 – Alex Padilla 21 – Steve Knight 22 – Kevin de Leon 23 – Bill Emmerson 24 – Ed Hernandez 25 – Carol Liu 26 – Curren Price 27 – Fran Pavley 28 – Ted Lieu 29 – Bob Huff 30 – Ron Calderon 32 – Vacant</p>	<p>ABC Unified School District</p> <p>Alhambra Unified School District</p> <p>Compton Unified School District</p> <p>Community Partners for Rootdown LA</p> <p>Downey Unified School District</p> <p>Duarte (City of) Parks and Recreation Department</p> <p>East Los Angeles College</p> <p>El Monte City School District</p> <p>FAME Assistance Corporation</p> <p>Hawthorne School District</p> <p>Huntington Beach Union High School District</p> <p>Long Beach Unified School District</p> <p>Long Beach (City of) Department of Public Health</p> <p>Los Angeles (County of), Department of Public Health</p> <p>Los Angeles County Office of Education</p> <p>Los Angeles Trade Technical College</p> <p>Los Angeles Unified School District</p>	<p>Monrovia Unified School District</p> <p>Montebello Unified School District</p> <p>Pasadena Unified School District</p> <p>Pasadena (City of) Public Health Department</p> <p>Rosemead School District</p> <p>Santa Clarita Valley School Food Services Agency</p> <p>Vaughn Next Century Learning Center</p>

Region	Congressional Districts/ Representatives	CA Assembly and Senate Districts/ Representatives	Projects in this Region
<p><u>Northcoast Region</u> Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma Counties</p> <p>Director: Jennifer McClendon Phone: (707) 543-5810 x203 Email: jmccclendon@healthcollaborative.org Agency: California Health Collaborative</p>	<p><u>District Representative</u> 1 – Doug Lamalfa 6 – Doris Matsui</p>	<p>Assembly <u>District Representative</u> 1 – Brian Dahle 6 – Beth Gaines 7 – Roger Dickenson</p> <p>Senate <u>District Representative</u> 2 – Noreen Evans 3 – Lois Wolk</p>	<p>Del Norte (County of), Department of Health and Human Services Del Norte Unified School District Humboldt County Department of Health and Human Services Humboldt County Office of Education Mendocino (County of) Health and Human Services Agency Napa County Office of Education</p> <p>Sonoma (County of), Department of Health Services Ukiah Unified School District United Indian Health Services Windsor Unified School District</p>
<p><u>Orange County Region</u> Orange County</p> <p>Director: Anna Luciano-Acenas Phone: (714) 834-8673 Email: aluciano@ochca.com Agency: Orange County Health Care Agency</p>	<p><u>District Representative</u> 40 – Lucille Roybal-Allard 42 – Ken Calvert 44 – Janice Hahn 46 – Loretta Sanchez 47 – Alan Lowenthal 48 – Dana Rohrabachor</p>	<p>Assembly <u>District Representative</u> 56 – Manuel Perez 60 – Eric Linder 67 – Melissa Melendez 68 – Donald Wagner 69 – Tom Daly 70 – Bonnie Lowenthal 71 – Brian Jones 72 – Travis Allen 73 – Diane Harkey</p> <p>Senate <u>District Representative</u> 33 – Ricardo Lara 34 – Lou Correa 35 – Roderick Wright 38 – Mark Wyland</p>	<p>Catholic Charities of California Huntington Beach Union High School District Newport-Mesa Unified School District Orange County Health care Agency Orange County Superintendent of Schools- Access Orange County Superintendent of Schools – Coalition Santa Ana Unified School District</p>

Region	Congressional Districts/ Representatives	CA Assembly and Senate Districts/ Representatives	Projects in this Region
<p><u>San Diego and Imperial Region</u> Imperial and San Diego Counties</p> <p>Director: Blanca Melendrez Phone: (619) 955-1041 Email: bmelendrez@ucsd.edu Agency: UCDS, Community Pediatrics</p>	<p><u>District Representative</u> 49 – Darrell Issa 50 – Duncan Hunter 51 – Juan Vargas 52 – Scott Peters 53 – Susan Davis</p>	<p>Assembly <u>District Representative</u> 66 – Al Muratsuchi 73 – Diane Harkey 74 – Allan Mansoor 75 – Marie Waldron 76 – Rochy Chavez 77 – Brian Maienschein 78 – Toni Atkins 79 – Shirley Weber 80 – Ben Hueso</p> <p>Senate <u>District Representative</u> 36 – Joel Anderson 38 – Mark Wyland 39 – Marty Block 40 – Vacant</p>	<p>Imperial County Public Health Department</p> <p>San Diego (County of), Public Health Services</p> <p>San Ysidro Health Center</p> <p>Southern Indian Health Council, Inc.</p> <p>Vista Community Clinic</p>
<p><u>Sierra Cascade Region</u> Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties</p> <p>Director: Patricia Mannel Phone: (530) 345-2483 Email: pmannel@healthcollaborative.org Agency: California Health Collaborative</p>	<p><u>District Representative</u> 2 – Jared Huffman 4 – Tom McClintock</p>	<p>Assembly <u>District Representative</u> 1 – Brian Dahle 2 – Wesley Chesbro 3 – Dan Logue</p> <p>Senate <u>District Representative</u> 1 – Ted Gaines 4 – Jim Nielsen</p>	<p>Butte County Health Department</p> <p>California State University, Chico, Research Foundation SCNAC</p> <p>Nevada County Public Health Department</p> <p>Shasta County Health and Human Services Agency, Public Health Branch</p> <p>Shasta County Office of Education</p> <p>Tehama County Health Services Agency, Public Health Division</p>

2013 California Congressional Delegation

*Click on the District # for detailed information

Dist #	Representative		Party	Room	Building	Phone
1	Doug	LaMalfa	R	506	Cannon	(202) 225-3076
2	Jared	Huffman	D	1630	Longworth	(202) 225-5161
3	John	Garamendi	D	2438	Rayburn	(202) 225-1880
4	Tom	McClintock	R	434	Cannon	(202) 225-2511
5	Mike	Thompson	D	231	Cannon	(202) 225-3311
6	Doris	Matsui	D	2434	Rayburn	(202) 225-7163
7	Ami	Bera	D	1408	Longworth	(202) 225-5716
8	Paul	Cook	R	1222	Longworth	(202) 225-5861
9	Jerry	McNerney	D	1210	Longworth	(202) 225-1947
10	Jeff	Denham	R	1730	Longworth	(202) 225-4540
11	George	Miller	D	2205	Rayburn	(202) 225-2095
12	Nancy	Pelosi	D	235	Cannon	(202) 225-4965
13	Barbara	Lee	D	2267	Rayburn	(202) 225-2661
14	Jackie	Speier	D	211	Cannon	(202) 225-3531
15	Eric	Swalwell	D	501	Cannon	(202) 225-5065
16	Jim	Costa	D	1314	Longworth	(202) 225-3341
17	Mike	Honda	D	1713	Longworth	(202) 225-2631
18	Anna	Eshoo	D	241	Cannon	(202) 225-8104
19	Zoe	Lofgren	D	1401	Longworth	(202) 225-3072
20	Sam	Farr	D	1126	Longworth	(202) 225-2861
21	David	Valadao	R	1004	Longworth	(202) 225-4695
22	Devin	Nunes	R	1013	Longworth	(202) 225-2523
23	Kevin	McCarthy	R	2421	Rayburn	(202) 225-2915
24	Lois	Capps	D	2231	Rayburn	(202) 225-3601
25	Buck	McKeon	R	2310	Rayburn	(202) 225-1956
26	Julia	Brownley	D	1019	Longworth	(202) 225-5811
27	Judy	Chu	D	1520	Longworth	(202) 225-5464
28	Adam	Schiff	D	2411	Rayburn	(202) 225-4176
29	Tony	Cardenas	D	1408	Longworth	(202) 225-6131
30	Brad	Sherman	D	2242	Rayburn	(202) 225-5911
31	Gary	Miller	R	2467	Rayburn	(202) 225-3201
32	Grace	Napolitano	D	1610	Longworth	(202) 225-5256
33	Henry	Waxman	D	2204	Rayburn	(202) 225-3976
34	Xavier	Becerra	D	1226	Longworth	(202) 225-6235
35	Gloria	McCleod	D	1641	Longworth	(202) 225-6161
36	Raul	Ruiz	D	1319	Longworth	(202) 225-5330
37	Karen	Bass	D	408	Cannon	(202) 225-7084
38	Linda	Sanchez	D	2423	Rayburn	(202) 225-6676
39	Ed	Royce	R	2185	Rayburn	(202) 225-4111
40	Lucille	Roybal-Allard	D	2330	Rayburn	(202) 225-1766
41	Mark	Takano	D	1507	Longworth	(202) 225-2305
42	Ken	Calvert	R	2269	Rayburn	(202) 225-1986
43	Maxine	Waters	D	2221	Rayburn	(202) 225-2201
44	Janice	Hahn	D	404	Cannon	(202) 225-8220
45	John	Campbell	R	2331	Rayburn	(202) 225-5611
46	Loretta	Sanchez	D	1114	Longworth	(202) 225-2965

Dist #	Representative		Party	Room	Building	Phone
47	Alan	Lowenthal	D	515	Cannon	(202) 225-7924
48	Dana	Rohrabachor	R	2300	Rayburn	(202) 225-2415
49	Darrell	Issa	R	2347	Rayburn	(202) 225-3906
50	Duncan	Hunter	R	223	Cannon	(202) 225-5672
51	Juan	Vargas	D	1605	Longworth	(202) 225-8045
52	Scott	Peters	D	2410	Rayburn	(202) 225-0508
53	Susan	Davis	D	1526	Longworth	(202) 225-2040

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