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State of California—Health and Human Services Agency  
California Department of Public Health



EDMUND G. BROWN JR.  
Governor

March 30, 2018

TO: PROJECT DIRECTORS

SUBJECT: PROGRAM LETTER 18-03

RE: GUIDELINES FOR MEDIA AND PRINTING BUDGETS

The attached Program Letter (PL) 18-01, issued March 20, 2018, informs Nutrition Education and Obesity Prevention Branch (NEOPB) Grantees that the California Department of Public Health (CDPH) FFY 2019 Supplemental Nutrition Assistance Program Education (SNAP-Ed) budget is expected to decrease by \$5,154,191 annually, beginning next FFY 2019 through FFY 2021. This Program Letter provides guidance on printing and media placement for NEOPB Grantees due to these expected funding decreases.

For FFY 2019, please eliminate media placement-related charges from your budget. Media placement dollars can be replaced with printing-related charges or the purchase of approved nutrition education materials. Provided below is guidance regarding printing and media-related issues. Please work with your assigned Contract Managers to develop your FFY 2019 budgets.

### **Guidance for Budgeting and Printing Allowable SNAP-Ed Materials**

#### *Printing*

Budgetary reductions require Local Health Departments (LHDs) to move toward using more downloadable resources, especially for intermediaries. However, even resources intended for our target audience, such as workbooks or activity booklets for individuals, may need to be downloadable as it is not realistic for CDPH NEOPB to print these resources repeatedly each year. Our partners may need to copy them or you could consider printing them on behalf of your partners. NEOPB recommends that LHDs consider budgeting funds under the category of "Materials" to allow for printing or copying needs. While CDPH NEOPB may be able to meet some LHD material requests, it is unlikely that all LHD material needs will be met. In light of this, LHDs should:

- Budget in FFY 2019 and beyond for printing and purchasing of materials and curricula.
- Use more downloadable resources.
- Before printing, check the Web StoreFront to see if the material is available for order.
- Purchase a color copier and cartridge service to copy downloadable items.



- Request a print-ready PDF from [CDPH\\_NEOPBcustomercare@cdph.ca.gov](mailto:CDPH_NEOPBcustomercare@cdph.ca.gov) and work with a local printer or the Office of State Publishing to print the quantity of needed materials.

### *Media*

NEOPB develops, evaluates, and places state-level media for a number of important reasons:

- USDA requires media to be coordinated at the state-level to avoid duplication.
- All media elements require USDA approval.
- Media placements are hard to qualify and require purchasing expensive external data sources; the USDA does not want duplication of efforts (e.g., multiple LHDs purchasing these data sources or creating campaigns).
- Developing, evaluating, and placing media requires an evidence-based approach, which is available through CDPH with its annual Media Survey.

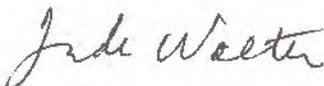
Note that these budgetary restrictions apply to media placement related charges and not to the following as LHDs can:

- Develop promotional materials such as flyers, posters and banners for community events, including, but not limited to, forums, back to school events, festivals, farmer's markets and health fairs.
- Provide training materials for subcontractors and other intermediaries.

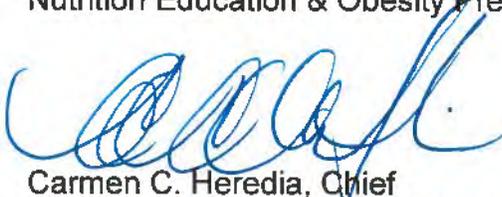
Promotional materials need prior approval from your NEOPB assigned Project Officer.

Please retain a copy of this PL 18-03 in your grant file to use as a reference. Should you have any questions regarding the topics discussed above, please contact your assigned NEOPB Project Officer or Contract Manager.

Sincerely,



Cyndi Walter, Chief  
Information and Communications Section  
Nutrition Education & Obesity Prevention Branch



Carmen C. Heredia, Chief  
State Media and Public Relations  
Nutrition Education & Obesity Prevention Branch

Enclosure



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March 20, 2018

TO: PROJECT DIRECTORS

SUBJECT: PROGRAM LETTER 18-01: NUTRITION EDUCATION AND OBESITY  
PREVENTION BRANCH, FEDERAL FISCAL YEAR (FFY) 2019 SNAP-ED  
FUNDING REDUCTION

This Program Letter informs Nutrition Education and Obesity Prevention Branch (NEOPB) Contractors that the California Department of Public Health (CDPH) FFY 2019 Supplemental Nutrition Assistance Program Education (SNAP-Ed) budget is expected to decrease by \$5,154,191 annually, beginning next FFY 2019 through FFY 2021. CDPH's overall annual SNAP-Ed budget will decrease from \$77,664,191 to \$72,500,000.

Please refer to the enclosed funding chart which highlights the projected budget amounts for the Local Health Departments (LHDs) beginning in FFY 2019. Please work with your assigned Contract Manager directly to develop your FFY 2019 budgets.

Sincerely,

Gil Sisneros  
Assistant Branch Chief  
Business Operations  
Nutrition Education and Obesity Prevention Branch

Enclosure



**Nutrition Education and Obesity Prevention Branch  
Supplemental Nutrition Assistance Program-Education  
FFY 2019 Funding**

Local Health Department or Designee	FFY 2019 Revised Award	FFY 2018 Projected Carry-In <b>Pending Approval</b>	FFY 2019 Total Budget
Alameda	\$ 1,395,915	\$ 97,490	\$ 1,493,404
Amador	\$ 150,000	\$ -	\$ 150,000
Berkeley	\$ 224,972	\$ 15,712	\$ 240,684
Butte	\$ 333,281	\$ 23,276	\$ 356,557
Calaveras	\$ 150,000	\$ -	\$ 150,000
Community Services Solutions (Alpine/Mono)	\$ 300,000	\$ -	\$ 300,000
Contra Costa	\$ 927,390	\$ 64,768	\$ 992,158
CSU Chico Research Foundation (Colusa/Glenn)	\$ 300,549	\$ 9,274	\$ 309,823
Del Norte	\$ 150,000	\$ -	\$ 150,000
El Dorado	\$ 187,477	\$ 13,093	\$ 200,570
Fresno	\$ 1,709,875	\$ 119,417	\$ 1,829,291
Humboldt	\$ 224,972	\$ 15,712	\$ 240,684
Imperial	\$ 313,960	\$ 21,927	\$ 335,887
Inyo	\$ 150,000	\$ -	\$ 150,000
Kern	\$ 1,429,726	\$ 99,851	\$ 1,529,577
Kings	\$ 224,972	\$ 15,712	\$ 240,684
Lake	\$ 187,477	\$ 13,093	\$ 200,570
Lassen	\$ 150,000	\$ -	\$ 150,000
Long Beach	\$ 724,523	\$ 50,600	\$ 775,123
Los Angeles	\$ 13,447,149	\$ 939,141	\$ 14,386,290
Madera	\$ 270,489	\$ 18,891	\$ 289,379
Marin	\$ 224,972	\$ 15,712	\$ 240,684
Mariposa	\$ 150,000	\$ -	\$ 150,000
Mendocino	\$ 224,972	\$ 15,712	\$ 240,684
Merced	\$ 502,336	\$ 35,083	\$ 537,419
Modoc	\$ 150,000	\$ -	\$ 150,000
Monterey (San Benito)	\$ 804,785	\$ 56,206	\$ 860,990
Napa	\$ 187,477	\$ 13,093	\$ 200,570
Nevada	\$ 224,972	\$ 15,712	\$ 240,684
Orange	\$ 3,212,052	\$ 224,328	\$ 3,436,380
Pasadena	\$ 224,972	\$ 15,712	\$ 240,684
Placer	\$ 280,149	\$ 19,565	\$ 299,714
Plumas	\$ 150,000	\$ -	\$ 150,000
Riverside	\$ 3,076,808	\$ 214,883	\$ 3,291,691

Sacramento	\$ 1,927,231	\$ 134,597	\$ 2,061,828
San Bernardino	\$ 3,052,657	\$ 213,196	\$ 3,265,853
San Diego	\$ 3,637,106	\$ 254,013	\$ 3,891,119
San Francisco	\$ 845,277	\$ 59,034	\$ 904,310
San Joaquin	\$ 1,019,162	\$ 71,178	\$ 1,090,340
San Luis Obispo	\$ 294,639	\$ 20,577	\$ 315,217
San Mateo	\$ 526,487	\$ 36,770	\$ 563,256
Santa Barbara	\$ 555,468	\$ 38,794	\$ 594,261
Santa Clara	\$ 1,531,159	\$ 106,935	\$ 1,638,094
Santa Cruz	\$ 299,470	\$ 20,915	\$ 320,384
Shasta	\$ 255,998	\$ 17,879	\$ 273,877
Siskiyou	\$ 196,426	\$ 13,718	\$ 210,144
Solano	\$ 358,331	\$ 25,026	\$ 383,356
Sonoma	\$ 502,336	\$ 35,083	\$ 537,419
Stanislaus	\$ 816,296	\$ 57,010	\$ 873,306
Sutter	\$ 224,972	\$ 15,712	\$ 240,684
Tehama	\$ 224,972	\$ 15,712	\$ 240,684
Trinity	\$ 150,000	\$ -	\$ 150,000
Tulare	\$ 883,918	\$ 61,732	\$ 945,651
Tuolumne	\$ 165,229	\$ 11,539	\$ 176,768
Ventura	\$ 806,636	\$ 56,335	\$ 862,971
Yolo	\$ 280,149	\$ 19,565	\$ 299,714
Yuba	\$ 187,477	\$ 13,093	\$ 200,570
	<b>\$ 51,107,613</b>	<b>\$ 3,442,375</b>	<b>\$ 54,549,988</b>