



## **Pre-Diabetes Conference in Sacramento, March 15**

The California Center for Public Health Advocacy will discuss the state's pre-diabetes rates and potential policy, community and healthcare solutions at the Sheraton Grand Sacramento Hotel on March 15 from 8:00am – 12:00pm. The Keynote speaker will be Ann Albright, PhD, RD, and Director of the Diabetes Division at the Centers for Disease Control and Prevention. An expert panel will discuss equity issues presented by the diabetes epidemic; scalable policy, community and treatment solutions; and perspectives from people living with Type 2 diabetes. The cost for this conference is \$25.

For registration information, click on the following link:

[https://salsa4.salsalabs.com/o51/417/p/salsa/event/common/public/?event\\_KEY=5024](https://salsa4.salsalabs.com/o51/417/p/salsa/event/common/public/?event_KEY=5024)

## **Just Released! The 2016 SNAP-Ed Strategies & Interventions: An Obesity Prevention Toolkit for States**

The 2016 SNAP-Ed Strategies & Interventions: An Obesity Prevention Toolkit is now available! It includes interventions and resources for evidence-based policy, systems, and environmental changes that support direct education and social marketing interventions. The highlights of the new toolkit include:

- 20 additional interventions
- An update on the Western Region's Supplemental Nutrition Assistance Program Education (SNAP-Ed) Evaluation Framework (renamed the SNAP-Ed Evaluation Framework)
- SNAP-Ed Evaluation Framework's logic model with 51 indicators

See the [full](#) publication here or posted on the Nutrition Education and Obesity Prevention Branch (NEOPB) Approved (SNAP-Ed) Materials and Resources page:

<http://www.cdph.ca.gov/programs/NEOPB/Pages/ApprovedSNAP-EdMaterials.aspx>

If you have any questions, please contact your Project Officer.

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## NEOPB Training Resources

Check out the [NEOPB Training Resources](#) webpage for the latest training related information and calendar of scheduled

[NEOPB events](#)

### [NEOPB Event Highlights for February and March](#)

FFY 16 Program Training Post Webinar: Gifts from your Garden – February 24

Let's Get Fiscally Fit: FFY 16 SNAP-Ed Fiscal and Administrative Training -  
February 25 & March 3 & 10

CX3 GIS Neighborhood Mapping Workshop, Data Entry Training and On the Ground  
Survey Training – February 18 & March 3 & 10

Build a Better Budget: Guidelines for Strengthening Budget Development Skills -  
February 18

Sprouting Healthy Kids Early Care and Education Settings – March 1 & 24  
Smarter Lunchrooms Movement Principles & Practices Workshops –  
March 1, 3, 7, 9 & 11

Are You Talking to Me? Health Literacy and Effective Communication - March 15  
Recruiting and Engaging Youth – March 16

A, B, Cs of Healthy Retail: Fundamentals for Designing a Healthy Retail Program -  
March 22

Sprouting Healthy Kids in Early Care and Education Settings – March 24

Tools for Building Successful School Wellness Strategies – March 25

Make it Last! Creating Sustainable Retail Programs – March 29

The Middle Miles of Youth Engagement – March 30

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## New Supplemental Nutrition Assistance Program Data Now Available FFY 2016-2019

The Department of Social Services (CDSS) and the California Department of Public Health (CDPH) have collaborated to create the following resources that reflect current information for immediate reference. These documents are posted at the CDPH NEOPB website and the CDSS Supplemental Nutrition Assistance Program – Education (SNAP-Ed) SharePoint Site under SNAP-Ed Resources. For detailed information click on the following links below:

NEW—“Free and Reduced Price Meal Data”: Free and Reduced Price Meal (FRPM) data certified as of March 16, 2015. [FFY 16 SNAP-Ed Resources: Attachments and Census Tracts](#) → [Attachment 1: FRPM Data \(New 01 28 16\) SNAP-Ed Funding Application Guidance FFY 2017-2019](#): Attachments and Resources → Attachment 3: FRPM Data (New 01 27 16)

NEW—“ACS 2010 – 2014 Census Tract Data”: New Federal Poverty Level (FPL) Targeting Data have recently become available for the following ACS 2010 – 2014 Census Tract Data sets: All Races, Ethnicities, and Census Block Groups-All Races. This information has been added as reference and can be used to verify qualified sites based on the Approved Traditional Methodology. [FFY 16 SNAP-Ed Resources: Attachments and Census Tracts](#) and [SNAP-Ed Funding Application Guidance FFY 2017-2019](#): [SNAP-Ed Funding Application Guidance FFY 2017-2019](#): Attachments and Resources

REVISED—“FFY 2016 Integrated Work Plan Targeting Summary Spreadsheet” (FFY 2016 Site List): The FFY 2016 Site List template has been revised to add “ACS 2010-2014 data” as an auto-fill option to the template. The “ACS 2010-2014” data set option has been added as a drop-down menu option under the “ACS Data Set/Source/Year” column (column 0.18). [FFY 16 SNAP-Ed Resources: One Year Work Plan](#) → [FFY 16 Site List Template \(rev 01 28 16\)](#) [Note: Although added to the template, the SharePoint FFY 2016 Targeting Summary documents completed and approved as part of the FFY 2016 USDA Plan have not been revised to include this new data set option. You may contact your Project Officer for options on how to use this revised document].

REVISED— United States Department of Agriculture Western Regional Office (USDA/WRO) Targeting Summary Methodologies” (1-28-16): This document has been revised to reflect the most recent targeting methodologies approved by USDA/WRO as part of the FFY 2016 USDA Plan process. [FFY 16 SNAP-Ed Resources: Site Change Process Resources](#) [USDA/WRO Targeting Methodologies Summary Document Rev 1-28-16](#)

For more information please contact your assigned Project Officer.



## The Key to a Successful Event is to pitch it to the Media

If you have never pitched a story or event to your local news outlets or are unsure of where to start, the NEOPB Statewide Media and Public Relations team is here to help. Our online [Communications Resource Library](#) is full of templates and materials to get you started, including press releases, media advisories, social media recommendations and much more. You will also find a media deadline calendar that you can use as a guide for the best time to pitch your event to the media.

After you have made the pitch, let us know. The NEOPB is diligently keeping track of the earned media stories your efforts generate, and wants to ensure all your local results are captured. The NEOPB continues to track all news clips and requests your help in making sure we are alerted to your efforts so that we can capture any and all news coverage you receive. It's as easy as sending an email to [NEOPB\\_MediaPR@cdph.ca.gov](mailto:NEOPB_MediaPR@cdph.ca.gov) with the event details: the name of the event, the date and time, the name of the media outlet(s) that attended and any other relevant information you think we may need in order to track down coverage.

For more information contact Tina Starness at [Tina.Starness@cdph.ca.gov](mailto:Tina.Starness@cdph.ca.gov)



For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Visit [www.CaChampionsForChange.net](http://www.CaChampionsForChange.net) for healthy tips.