

California Department of Public Health

Nutrition Education and Obesity Prevention Branch

Questions and Responses

Supplemental Nutrition Assistance Program - Education (SNAP-Ed)

Stakeholders' Meeting – Monday, October 26, 2015

This document addresses the collective questions received from the SNAP-Ed Stakeholders convened on Monday, October 26, 2015. The following questions and responses have been grouped by theme and may be paraphrased to consolidate questions that address the same topic.

As a reference, during the October 26, 2015 meeting, NEOPB shared information and updates on the following topics:

- NEOPB state staffing and training
- Transitional contracts
- FFY 2016 SNAP-Ed State Plan –approved activities
- Administration and fiscal report
- Multi-Year SNAP-Ed Planning
- Nutrition education and obesity prevention portfolios
- NEOPB Training Transition Plan
- NEOPB Strategic Planning
- Partnerships and Partnership Summit

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Webpage: [NEOPB Partners and Stakeholders webpage](#)

FFY 2016 SNAP-Ed Plan Activities

- 1) **Question:** How is NEOPB “pushing the envelope” in terms of the changes in program priorities due to the Healthy Hungry Free Kids Act (HHFKA)?

Response: NEOPB is committed to working with SNAP-Ed local implementing agencies to develop and implement coordinated and Integrated Work Plans (IWP) that focus on the programmatic priorities and goals of the HHFKA 2010, including policy, systems, and environmental (PSE) change strategies for obesity prevention. NEOPB’s support for innovation is demonstrated through the recently released nutrition education and obesity prevention portfolios, in which these portfolios are PSE focused, follow the Social Ecological Model (individual, environmental, and sector levels of influence), align with the intent of the HHFKA 2010, and community change. NEOPB continues to “pilot” projects with local health departments and work with United States Department of Agriculture (USDA), Western Regional Office (WRO) to support the addition of more “allowable” activities to ensure the comprehensiveness, functionality, and effectiveness of policy, systems, and environmental change strategies. Furthermore, NEOPB is renewing relationships with statewide partners to create additional venues to ensure food access and availability is addressed in a coordinated way especially with important partners such as Western Growers and Sysco. NEOPB also has implemented a Champion Providers program in which a variety of health care providers are encouraged to inform and educate on community and state-level strategies that can improve physical activity and nutrition resources for their patients and their communities.

- 2) **Question:** Since the reductions in funds to schools and community based organizations (CBOs), what has happened to services developed for schools and CBOs? How is NEOPB ensuring there is reach to those populations served by the schools and CBOs?

Response: HHFKA 2010 modified SNAP-Ed significantly by re-establishing SNAP-Ed from a nutrition education program to a public health nutrition education and obesity prevention grant program; therefore funding allocations have shifted to align with this fundamental shift. SNAP-Ed funding reductions are impacting every SNAP-Ed funded agency in California at the state and local level and thereby SNAP-Ed services may be impacted as well. As a historical point of reference, at one time CDPH-NEOPB received had nearly \$144M to deliver SNAP-Ed services; for FFY 2016, the amount has decreased to \$96.8M, with further reductions projected FFY 2018 (8.2%) and FFY 2019 (9.5%).

Local Health Departments (LHDs) currently provide \$11.1M (37%) of their SNAP-Ed funding to eligible school districts. Likewise the LHDs provide \$11.9M (39%) of their SNAP-Ed funding to CBOs. As a result, schools and CBOs continue to play a major role in SNAP-Ed in California. NEOPB continues to emphasize the policy, systems and environmental (PSE) work at the local level. Through the nutrition education and obesity prevention portfolios the work at the local level is more focused and coordinated with local implementing agencies (LIAs) and much of the work to date has been accomplished through partnerships with schools and CBOs.

- 3) **Question:** How will NEOPB support CalFresh partners/promotion?

Response: The California Department of Social Services (CDSS) is the state agency overseeing the outreach functions for CalFresh. To avoid duplication of services, NEOPB is prohibited from directly providing outreach for CalFresh but we encourage the local health departments to find ways to partner with CalFresh to ensure a presence of outreach staff at appropriate LHD sponsored events and programs.

Administrative and Fiscal Report

- 4) **Question:** What is NEOPB doing with the percentage of SNAP-Ed funds that is not allocated to contracts?

Response: CDPH subcontracts approximately 86.7% (\$83.9M) of its FFY 2016 SNAP-Ed award (\$96.8M) with the majority of funding allocated to the LHDs (\$64.7M) (See the updated PowerPoint presentation, slide 24 [here](#) for specific FFY 2016 allocations). The balance of 13.3% (\$12.9M) is for state, personnel, operating, and indirect costs.

NEOPB Staff

- 5) **Question:** Does NEOPB still support any contract staff?

Response: Yes, NEOPB has a contract with the University of California; Nutrition Policy Institute (NPI) to provide evaluation and research work that supports all state and local implementing agencies. In addition, NEOPB provides additional state and local agency support through a contract with the Office of Statewide Printing (OSP) to support printing and design projects, a media contract with Runyon Saltzman Einhorn, Inc. (RSE) for mass communications and public relations activities, and a training and conference planning contract with California State University, Sacramento (CSUS).

Nutrition Education and Obesity Prevention Portfolios

Reference available [HERE](#)

- 6) **Question:** What are the statewide plan objectives and how are they related to local nutrition education and obesity prevention portfolios?

Response: CDSS is leading a strategic planning process that includes developing statewide SNAP-Ed goals and objectives; this process accounts for convening a statewide evaluation committee with representatives from each of the five State Implementing Agencies (SIAs). The proposed draft content of the goals and objectives coming from the workgroup and process remains similar to current statewide goals objectives and are compatible with the activities outlined in the nutrition education and obesity prevention portfolios. Once finalized, the updated SNAP-Ed goals and objectives will be communicated to partners and stakeholders and be incorporated into the development of the local integrated work plans (IWP).

- 7) **Question:** Do the nutrition education and obesity prevention portfolios incorporate more than a systems change approach? Can the LHDs select and implement more than one activity within the nutrition education and obesity prevention portfolios?

Response: There are five (5) nutrition education and obesity prevention portfolios based on the following core settings:

1. LIVE: includes places of worship, community organizations
2. LEARN: Early care and education, schools
3. SHOP: Retail Outlets
4. WORK: Worksites

The portfolios provide a menu of possible approaches at the individual, environmental, and sectors of influence levels of the Social Ecological Model (SEM). The “individual level” includes direct education approaches that focus on healthy food, beverages, and physical activity. The “environmental level” approaches impact the food, beverage, and physical activity environment of the intended audience through organizational changes, policies, rules, marketing and access. The “sector level” approaches include policies, incentives, and other efforts that effect and support changes at multiple institutions and involves action at a higher level. The LHD funding application [guidance](#) FFY 2017-2019 page 9 outlines specific funding tiers and portfolio requirements. With the tiered approach, NEOPB is taking into consideration funding amounts and the depth in which work is to be done within the portfolios.

- 8) **Question:** Where do college students and university staff fit into the discussed nutrition education and obesity prevention portfolios?

Response: Each portfolio describes core, secondary, and complementary settings. A core setting is required for each age group targeted which in turn describes the activities and interventions that impact the target audience. LHDs are encouraged to plan interventions that expose the intended audience to interventions in multiple settings and address the same identified behavioral outcomes. College students and university staff first must meet the criteria of SNAP-Ed qualified low-income population. Next, is to determine the setting where the population frequents to inform program planning efforts. In some cases this may cut across multiple portfolios, therefore, it is appropriate to select a portfolio based on the setting where the target population frequents.

- 9) **Question:** In which NEOPB portfolio could market match education be included?

Response: The portfolio that would work best for market match would be the [SHOP Portfolio \(Attachment 26\)](#) under the secondary setting of Farmers’ Market.

- 10) **Question:** In review of the [portfolio example](#) (slide 34) given during the Stakeholders’ Meeting, can you share why school wellness policy efforts are not included?
Response: The portfolio example given provides a sampling of approaches and not an exhaustive list of all the possible approaches.
- 11) **Question:** What is needed to take portfolios to the next level?
Response: The portfolios serve as guides for Local Health Departments (LHD) to use when planning their portion of the three-year Integrated Work Plan (IWP) for FFY 2017 – FFY 2019. Specifically, the portfolios:
- Inform conversations at the local level with LIA partners
 - Strategize, prioritize, and focus LHD obesity prevention work along with proposed activities from their partner LIAs.
 - Layer interventions and increase impact across eligible communities
 - Support statewide evaluation efforts
- In order to have maximum impact the LHDs will identify their intended audience and the setting in which they can most effectively reach the largest number of participants in this population.

NEOPB Training Transition Plan
Reference available [HERE](#)

- 12) **Question:** How were resources and reports from the Training and Resource Centers (TRCs) used to guide the NEOPB Training Transition plan?
Response: All of the resources and materials developed by the TRCs are being reviewed by NEOPB staff and as appropriate will be incorporated and utilized in future trainings. In addition, NEOPB will use the TRC materials to internally assess needs. NEOPB also posted a TRC training archive – available [here](#).
- 13) **Question:** What model is NEOPB using to collect information for assessing training needs at the local level to reduce and/or eliminate duplication of services?
Response: Each FFY, NEOPB will develop, distribute, and analyze a needs assessment for all the local implementing agencies to determine their technical assistance and training needs and avoid duplication of services. This will be a collaborative, ongoing process with the State Implementing Agencies.

The current FFY 2016 Training Plan has been informed by the following:

- i. California Department of Social Services (CDSS) and State Implementing Agency (SIA) requested trainings;
- ii. FFY 2016 LIA Integrated Work Plan (IWP) data (proposed activities and interventions);
- iii. LHD TRC survey (2015) and LHD needs assessment survey (2014);
- iv. SNAP-Ed 2.0 meetings (SIA leadership meetings);
- v. LIA Forum (LIAF) taskforce meetings (comprised of all SIA representatives); and
- vi. Event Evaluation Reports: LIA Forum (2015) and LHD Project Directors’ Meeting (2014)

- 14) **Question:** When will the trainings be offered in FFY 2016 Quarter 1 of the discussed NEOPB Training Transition Plan?
Response: There are two trainings occurring in December; December 8 “Let’s Get Fiscally Fit” and “Guidelines” on December 10. The LIAs will be notified of upcoming trainings through an email blast with sufficient notice to arrange travel through the individual organization. NEOPB Training and Events Calendar is available [online](#) and will be updated regularly. The calendar is sortable by start date; title/agenda; format (webinar or in-person); location; intended audience; registration details; and the contact person.

15) **Question:** Does NEOPB have a contract to assist with training (development)?

Response: During FFY 2015, NEOPB had a non-competitively bid contract (NCB) with the Public Health Institute to provide knowledge transfer, training, and technical assistance to state staff for the purpose of building state capacity to support program continuity. Currently, NEOPB has a dedicated training section with experienced staff who work collaboratively with subject matter experts from across NEOPB to develop and deliver statewide training programs and event planning coordination services to LHDs and LIAs, therefore NEOPB is not contracting for these services as work with fulfilled by state staff.

NEOPB Strategic Planning

16) **Question:** There is an emphasis on health disparities in the NEOPB Mission Statement i.e. *Through statewide, regional and local programs and partnerships, we promote healthy eating, physical activity, and food security with an emphasis in communities with the greatest health disparities*, does NEOPB have plans to have a partnership with the CDPH, Office of Health Equity (OHE) or The California Endowment (TCE)?

Response: NEOPB staff is currently in discussion with the Office of Health Equity on how best to work together. Other statewide partners who have a similar mission as NEOPB, such as TCE, are engaged through the NEOPB Partnership Plan and were invited to the Partnership Summit on September 28, 2015. NEOPB plans to meet regularly with these important partners.

17) **Question:** Please share more about hunger and food insecurity and its role in the NEOPB Strategic Plan.

Response: Food security is a priority for NEOPB and is a part of the NEOPB's mission statement (see mission statement in question 16). In addition, the NEOPB Partnership Plan (available [here](#)) is focused on efforts with statewide partners to significantly impact the availability and access to healthy food options. There are a number of approaches in the portfolios that LHDs can address access and availability of healthy food options especially through the [Shop Portfolio \(Attachment 26\)](#).

NEOPB Partnerships and Partnership Summit

18) **Question:** Is there a report from the NEOPB Partnership Summit meeting?

Response: Notes from the Partnership Summit are transcribed and available [here](#).

19) **Question:** Does NEOPB have visions for how and/or when the partner organizations will be ready to move toward collective impact?

Response: The Partnership Summit took place on September 28, 2015; NEOPB focused the meeting on introductions, networking, and building awareness of the collective activities happening in the areas of food access and availability. Subsequently, the attendees are interested in establishing a collective identity and in working together at the policy, systems, and environmental change level. As a response, NEOPB is actively planning a second meeting to discuss this further.

20) **Question:** What is the role NEOPB will have with the partners in the future?

Response: The role of NEOPB, as with the other organizations, will develop over time. At this point, we worked to develop a shared vision, to map assets and interests, and to gather interest in continued connectivity.

21) **Question:** Does NEOPB plan to work more closely with the Food Policy Council?

Response: The work with Food Policy Councils is happening more at the county level, though NEOPB has provided training and technical assistance to support and encourage this local engagement. NEOPB has supported *Roots of Change* in their Food Policy Council work by providing meeting space and a platform for training and technical assistance to Local Health Departments.

22) **Question:** How will County Nutrition Action Plans (CNAPs) work more effectively with their partners?

Response: NEOPB is enhancing the training and technical assistance package provided to leadership staff of CNAPs. NEOPB will host quarterly technical assistance teleconferences and will sponsor strategic planning trainings with CNAP leadership in order to help build the effectiveness of the CNAPs and partner engagement.

Additional Questions

23) **Question:** Please describe the appropriate role of NEOPB with regards to a potential statewide sugar-sweetened beverage (SSB) tax?

Response: NEOPB is restricted from engaging in advocacy efforts for any legislation, including a sugary beverage tax. Currently, NEOPB can provide nutrition information, education and training to promote healthy beverages and reduce the consumption of sugar-sweetened beverages in accordance with the *Dietary Guidelines for Americans* and SNAP-Ed Guidance.

24) **Question:** Does NEOPB have plans to do an evaluation or get feedback on the relationships between LHDs and community-based organizations (CBOs)?

Response: LHDs submit a list of partners through the Activity Tracking Form (ATF) but currently there is not a mechanism where the relationship of the partners is assessed. NEOPB plans to work more closely with the County Nutrition Action Plans (CNAPs) to obtain a better understanding of working relationships with CBOs.