



CDPH NEOPB SNAP-Ed Stakeholders' Meeting

The Nutrition Education and Obesity Prevention Branch (NEOPB) will convene its third legislatively-established Supplemental Nutrition Assistance Program – Education (SNAP-Ed) stakeholders' meeting on Monday, April 27, from 9:30 a.m. to 12:30 p.m. at 1500 Capitol Avenue, Sacramento, East End Complex (Training Rooms A, B, and C). This meeting will provide an opportunity for feedback and discussion on the status, development, integration, and evaluation of nutrition education and obesity prevention programs under the NEOPB, as select state-level SNAP-Ed work transitions from contracted vendors to the state civil service staff. The meeting is applicable to all statewide SNAP-Ed stakeholders, including, but not limited to community organizations, food banks, nonprofit organizations, program contractors, and counties.

Meeting attendees may participate in-person or via webinar. As with previous meetings, advanced registration is required. We acknowledge that the timing of this meeting may be challenging due to the submission deadline of the Federal Fiscal Year (FFY) 2016 local integrated work plans; therefore, you are encouraged to join the meeting via the webinar option.

- Registration Option #1 – Onsite Participation: Register [here](#).
- Registration Option #2 – Webinar Participation: Register [here](#).

As a reminder, NEOPB has created a dedicated stakeholders' [webpage](#) to organize and house meeting information, including meeting registration details and pertinent resources.

FFY 2016 SNAP-Ed Plan Guidance Released!

On March 31, 2015, the United States Department of Agriculture (USDA), Food and Nutrition Service (FNS) released the FFY 2016 SNAP-Ed Plan Guidance – available [here](#). This document provides instructions for the development and submission of State nutrition education and obesity prevention grant program plans. Noted changes to the FFY 2016 SNAP-Ed Plan Guidance are highlighted in yellow throughout the document.

For questions or comments, please speak with your NEOPB Project Officer and/or Contract Manager.

NEOPB Training Resources

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

2015 Youth Engagement Forums

The NEOPB in collaboration with the Public Health Institute and Institute for Sustainable Economic, Educational and Environmental Design are holding three Youth Engagement Forums in 2015.

The Youth Engagement Forums will include interactive activities for the youth and are designed to share skills, strategies and frameworks that encourage youth to assess and plan youth-driven community changes. Youth attending the forum will learn how the environment affects a young person's health and the health of their community, and receive an overall vision of youth engagement, an overview of statewide youth engagement efforts, and additional information on the Youth Participatory Action Research (YPAR) model and processes.

Objectives of the forums:

- Explore root causes of health inequity and their impact on our lives and the health of our communities.
- Learn Participatory Action Research tools and strategies for making our local communities healthier.
- Understand the distinction between individual and environmental health and the impact of youth voice in creating a healthier California.

Are your youth registered yet?

The Youth Engagement Forums are free to attend and priority will be given to all Local Health Departments (LHDs) and their subcontractors working with youth 13 to 18 years old in the YPAR process.

2015 Youth Forum Dates and Locations

Saturday,
May 2, 2015
Monterey County
(Salinas, CA)

Saturday,
May 9, 2015
San Bernardino County
(San Bernardino, CA)

Saturday,
June 27, 2015
San Joaquin County
(Stockton, CA)

For further information on the forums, or to register your youth and adult allies for one of the events, please contact Dalene Branson at Dalene.Branson@cdph.ca.gov or Eugenio Garcia at Eugenio.Garcia@cdph.ca.gov.

2015 SNAP-Ed LIA Forum Final Notes

Thank you all for attending the 2015 LIA Forum in Sacramento in March. We hope it was an informative and valuable experience. Thank you to those that took the time to respond to the online evaluation. We are already hard at work planning the 2016 Forum based on your feedback and needs.

The Forum presentations and materials are all now posted on the Forum website. Please note there is a [Presentations & Handouts page](#) on the website, but there are additional resources on other pages of the site. Please take a look when you have time. Thank you again and good luck with your FFY16 planning.

For further information, contact Jessie Gouck at jessie.gouck@cdph.ca.gov.

Policy, Systems and Environmental Changes Success Story for Yuba County

Yuba County School and Community Edible Garden Project

Yuba County determined that community gardens in low-income neighborhoods and school-based nutrition education programs were considered a critical need in the county to improve health outcomes. The community gardens have been successful and the school edible gardens, such as those found at Kynoch Elementary and Ella Elementary, have strong engagement from multiple levels of the school system including students, teachers, parents, and administrators. The students taste test the produce from their garden and participate in fun filled nutrition education activities. As a result, other school administrators have expressed interest in starting their own edible garden projects at their schools.

Success in Yuba County can also be attributed to the strong committed efforts and support of the County Nutrition Action Plan group, also known as *HEALTHY YOUba*. Numerous collaborations and partnerships have been formed with local businesses such as Home Depot, which has provided the garden projects with garden supplies; the County's *Recology Center*, which has provided soil, fertilizer, seeds, and plants; and the California State University, Chico, dietetic/nutrition interns, who teach gardening and support students in garden maintenance with help from the students (weeding, watering, harvesting).

SharePoint Federal FFY 2016 SNAP-Ed State Plan

This year, the process for submitting FFY 2016 SNAP-Ed State Plan documents at both state and local levels will be transitioned from submission via email to submission via a designated SharePoint website. This change will greatly reduce email correspondence, ensure the most up-to-date versions of documents are being reviewed, enhance tracking, and allow for integrated feedback on local work plans. Although SharePoint has the capability to be used for the collaborative production of plan documents, due to the abbreviated timeline, at this time we are only using the site for FFY 2016 document submissions. Please note that this submission process has been identified for the Local Integrated Work Plan and the Targeting Summary. Further discussion will take place regarding a process for the individual LIA budgets.

The California Department of Social Services (CDSS) is working in collaboration with California Department of Public Health (CDPH) staff to develop the SharePoint structure as the site is housed at CDPH, and will be administratively managed by CDSS. We plan to host both State Implementing Agency (SIA) and LIA SharePoint Orientation trainings during the month of April. Details about these trainings will be shared with applicable agency staff in subsequent communications.

If you have any questions, please contact CalFreshSNAP-Ed@dss.ca.gov.

Communications Resource Library Image Web Pages Under Construction

Many of you may have noticed that some of the images in our Communications Resource Library are not available. NEOPB is working to restore the links. In the interim, we suggest that you use images from stock photography service providers. Thank you for your patience.

If you have further questions, please email NEOPB_ICS@cdph.ca.gov.

New NEOPB Study Show High Intervention Reach Related to More Healthful Eating

A study conducted by staff from the NEOPB Research and Evaluation Section, in collaboration with the University of California, Los Angeles, was published in the journal Preventing Chronic Disease. The article is titled "Reach of Supplemental Nutrition Assistance Program–Education (SNAP–Ed) Interventions and Nutrition and Physical Activity-Related Outcomes, California, 2011–2012." The study found that interventions funded by the USDA's SNAP-Ed for low-income Californians were related to adults and children eating more fruits and vegetables and adults eating fast food less frequently.

The findings from the study demonstrate the potential impact of SNAP-Ed interventions as implemented by numerous organizations with diverse populations and that these interventions may play an important role in addressing the obesity epidemic in California.

The complete study can be found here: http://www.cdc.gov/pcd/issues/2015/14_0449.htm

8th Biennial Childhood Obesity Conference

Register today for the 8th [Biennial Childhood Obesity Conference](#), June 29 - July 2, 2015 in San Diego at the [Town and Country Resort and Convention Center](#).

Just Announced: Chelsea Clinton, Vice President of [The Clinton Foundation](#), has been confirmed to open up this year's conference! Don't miss this exciting opportunity to learn about how the Foundation is making a difference for children and their families through their global and national initiatives to reduce chronic diseases and empower younger generations to make positive changes in their communities.

The Biennial Childhood Obesity Conference is the nation's largest, most influential collaboration of professionals dedicated to combating pediatric obesity. Nearly 2,000 attendees from across the country are expected to attend in 2015.

Join us as we continue to share and discuss emerging research, best practices, community-based efforts and effective policy strategies that promote and sustain healthy eating and physical activity practices for children, adolescents and their families!

Regular registration is [NOW OPEN!](#)

Questions about the conference? Contact Kristi Maryman, MPH, at Kristi.Maryman@cdph.ca.gov or by calling 916-445-5303.

Public Relations Updated Media Materials Available on Website

Take advantage of a variety of approved signature event templates, talking points, resources and other print ready items to help promote your Public Relations (PR) efforts throughout the year. The PR section of the NEOPB Communications Resource Library is no longer password protected.

Visit: <http://www.cdph.ca.gov/programs/cpns/RL/Pages/PublicRelations.aspx>

For more information, please contact Tina Starness at Tina.Starness@cdph.ca.gov

New Community Events Manual Available

A new publication, the Community Events Manual – Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events, has been sent to all Local Health Departments (LHDs). The manuals should have arrived the first week of April. The newly revised Community Events Manual is a toolkit on how to conduct successful nutrition education and physical activity promotions at community events. This resource could come in handy for upcoming signature events.

For more information, contact us at NEOPBcustomerCare@cdph.ca.gov.

FFY 16 Integrated Work Plan Sample

The FFY 16 Integrated Work Plan (IWP) Sample is now available on the NEOPB Website on the FFY 16 Resources page. Please find the [IWP Sample here](#).

A few notes about this year's sample:

1. The sample includes three local objectives that are inclusive of more than one Local Implementing Agency (LIA) for each objective.
 - a. This may not always be the case, but it is the hope that the work is coordinated and collaborative across objectives.
2. Nutrition Education is no longer a stand alone objective as it needs to be a part of a larger objective.
3. Even if Nutrition Education represents most (or all) of the activities associated with an objective, it should still be linked to a Specific, Measurable, Attainable, Realistic, and Timely (SMART) objective.
4. Local objectives need to be SMART, tied to a Policy, Systems and Environmental Change (PSE) or PSEs, and use nutrition education as activities (along with other intervention categories).
5. This sample relies heavily on PSEs because we have heard that they have been difficult for counties to incorporate into your work plans (and work). These examples are meant to give specific examples of allowable activities and objectives. Certainly, the expectation for individual counties is to submit a work plan within your capacity and the readiness of your jurisdiction.

As always, if you have any questions, please contact your Project Officer.

FFY 2015 Budget Adjustment Requests Cutoff

All remaining FFY 2015 Budget Adjustment Requests (BARs) must be submitted to CDSS by June 1, 2015. In order to meet this deadline, NEOPB has set its deadline for LHDs to submit FFY 2015 BARs by May 15, 2015.

Please note that NEOPB will accept BARs until July 31, 2015 for any requests that don't require review by CDSS and/or WRO.

As a reminder, BARs should be submitted to: NEOPBFiscalRequest@cdph.ca.gov

Please contact you assigned Contract Manager directly with questions.

Funding Opportunities - Active Transportation Program Cycle II Request for Applications

The California Department of Transportation (Caltrans) released the Active Transportation Program (ATP) Cycle II request for applications on March 26, 2015, to fund both local infrastructure (e.g. bicycle paths and pedestrian facility construction) and non-infrastructure (e.g., education, encouragement and enforcement) projects. (<http://www.dot.ca.gov/hq/LocalPrograms/atp/index.html>).

The ATP goals align beautifully with public health goals and strategies for creating healthy, safe, and active communities, and the application for funding awards points to applicants for demonstrating that projects could decrease pedestrian and bicycle injuries and fatalities, increase physical activity, decrease childhood obesity, reduce asthma, reduce greenhouse gas emissions, and improve safe, active transportation, especially within disadvantaged communities.

Caltrans is hosting workshops across the state for local entities interested in applying for ATP funding. To find a workshop, visit:

<http://www.dot.ca.gov/hq/LocalPrograms/atp/documents/2015/2015-Final-ATP-Cycle-2-District-Application-Workshops-xlsx-2015-3-12.pdf>

Caltrans will also provide workshops specifically focused on developing ATP projects that benefit disadvantaged communities, which you can learn more about at:

<http://www.dot.ca.gov/hq/LocalPrograms/atp/documents/Disadvantaged-Community-ATP-Workshop-Flyer.pdf>

You may also consider the ATP resources developed by the Safe Routes to School National Partnership: <http://saferoutescalifornia.org/funding-workshops-and-webinars/>

Project applications are due to Caltrans by June 1, 2015 (postmark date).

For more information, visit: <http://www.dot.ca.gov/hq/LocalPrograms/atp/cycle-2.html>

Funding Opportunities - Farmers Market Promotion Program 2015 Request for Applications

The Farmers Market Promotion Program (FMPP) is a component of the Farmers Marketing and Local Food Promotion Program, which is authorized by the Farmer-to-Consumer Direct Marketing Act of 1946, as amended (7 U.S.C. 3005). The two competitive grant programs that are available include: the Farmers Market Promotion Program (FMPP) and [Local Food Promotion Program \(LFPP\)](#).

The goals of FMPP grants are to increase domestic consumption of, and access to, locally and regionally produced agricultural products and to develop new market opportunities for farm and ranch operations serving local markets by developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting in the development, improvement, and expansion of, domestic farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, and other direct producer-to-consumer market opportunities. The maximum amount awarded for any one proposal cannot exceed \$100,000; the minimum award is \$15,000.

The deadline for the Grants.gov FMPP application submission is 11:59 pm ET, May 14, 2015.

[FMPP 2015 Request for Application](#) (PDF)

Local Health Department Survey of SNAP-Ed Training and Resource Center Services - Executive Summary

In 2014, CDPH contracted with Training and Resource Centers (TRCs) in seven regional Service Areas (SAs) of the state to support and strengthen the SNAP-Ed capacity of LHDs and their local partners. This report captures the LHDs' satisfaction with the services provided by the TRCs during the first 9 months of their contracts. It also offers insight into specific areas of support LHDs identified as important to the success of their SNAP-Ed programs moving forward. These results inform future plans for training, technical assistance and backbone support for LHDs and their SNAP-Ed partners, and, ultimately, resulted in the decision to extend TRC services through September 2015.

If you have any questions about the executive summary of the survey (see attached), please contact your assigned Project Officer.

2016 Healthy and Homemade Calendars

Iowa State University Extension and Outreach has developed the **2016 Healthy and Homemade Nutrition and Fitness Calendar**. The calendar is designed for novice cooks who want to stretch their food dollars; it includes healthy recipes with nutrition and cost analysis. Each month's illustration shows a complete menu consistent with MyPlate recommendations. Calendar recipes and content were designed for audiences with limited resources. The calendar is available in English and Spanish.

Contact your Project Officer if you wish to purchase this calendar using your SNAP-Ed funds.

See the link below for more information:

<http://www.extension.iastate.edu/humansciences/nutrition-calendar>



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

California Department of Public Health

Nutrition Education and Obesity Prevention Branch

Local Health Department Survey of SNAP-Ed

Training and Resource Center Services

January 2015

Executive Summary

Background:

In 2014 the California Department of Public Health (CDPH)/Nutrition Education and Obesity Prevention Branch (NEOPB) transitioned to a new SNAP-Ed funding model that distributes funds to Local Health Departments (LHDs) based on their percentage of the SNAP-eligible population. To support this model CDPH contracted with Training and Resource Centers (TRCs) in seven regional Service Areas (SAs) of the state and support and strengthen the SNAP-Ed capacity of LHDs and their local partners. This report captures the LHDs' satisfaction with the services provided by the TRCs during the first 9 months of their contracts. It also offers insight into specific areas of support LHDs identified as important to the success of their SNAP-Ed programs moving forward. Together these results are intended to inform future plans for training, technical assistance and backbone support for LHDs and their SNAP-Ed partners.

Methodology

SNAP-Ed Project Directors of fifty-nine LHDs asked to rate their experience and satisfaction with SNAP-Ed support services provided by the TRC in their respective SA via an electronic survey. Consistent with the TRC scope of work requirements, the survey addressed three domains of activities: training and technical assistance (TTA); media and public relations; and coordination of multi-county coalitions. A total of thirty-three surveys, representing 56% LHDs, were received from in each of the seven regional SAs.

Findings

Nine months into the TRCs' contracts the LHD respondents were generally pleased with services they'd received from them. Satisfaction scores were highest (91-97%) for the TRCs' engagement of LHDs in assessing their needs, involving them in regional training plans or responding to specific requests for support. Specific services provided within each domain received more moderate scores (61%-74%) on measures helpfulness and satisfaction.

For training and technical assistance (TTA), questions were asked about the responsiveness and helpfulness of TTA for 15 SNAP-Ed program topics. The results varied widely and reflected LHD participation rates in TTA for the same topics. Across all SAs the highest and five lowest rated topics on these measures are as follows:

<u>MOST Responsive and Helpful TTA</u>		<u>LEAST Responsive and Helpful TTA</u>	
<i>Toolbox for Community Educators</i>	<i>Retail</i>	<i>Worksite</i>	<i>Power Play</i>
<i>Champions for Change</i>	<i>Rethink Your Drink</i>	<i>Farm to School</i>	<i>Faith Based</i>
<i>Physical Activity</i>	<i>Spokesperson Training</i>	<i>Early Care/Education</i>	<i>Ethnic targeted programs</i>
<i>Harvest of the Month</i>	<i>Community Engagement</i>	<i>Youth Engagement</i>	

It's important to note that low scores for some of the program topics may have occurred because TTA had not yet been offered by the TRCs at the time of the survey or that LHD training needs assessments showed those topics to be of low priority for the SA. Consequently, the results from this

section of the survey would benefit from a closer review of how well TTA offerings reflected individual LHD needs for each SA before assessing satisfaction and usefulness.

For TTA on topics outside the 15 SNAP-Ed program topics, LHDs provided clear insight into subjects they deem as important to the success of their SNAP-Ed programs. When asked to rate the “Importance of Receiving Training and Technical Assistance (TAT) Support through the TRCs or NEOPB” on 26 topics pertaining to administrative and programmatic guidance, partnerships and collaboratives, and public health competencies the LHDs’ expressed strong interest in receiving a TTA across the board. Of the 26 topics, seven were rated as being “very important” by 73% of respondents and 13 were rated as either “important” or “very important” by 93% of LHDs.

<u>Very Important Topics for TTA</u>	<u>Moderately or Very Important Topics for TTA</u>
<ul style="list-style-type: none"> - <i>Annual assessment of LHD's SNAP-Ed TAT needs</i> - <i>NEOPB Program Orientation</i> - <i>TAT on strategies for effective stakeholder and community engagement</i> - <i>TAT on behavior change theory & practice</i> - <i>TAT on learner centered & other essential training methods</i> - <i>TAT on nutrition basics.</i> - <i>Coordination of SNAP-Ed promising practices exchanges in the Service Area.</i> 	<ul style="list-style-type: none"> - <i>NEOPB Administrative/Fiscal Orientation</i> - <i>TAT on evaluation of evidence-based SNAP-Ed interventions (including PSEs).</i> - <i>TAT on SNAP-Ed programmatic guidance and resources</i> - <i>Coordination of a SNAP-Ed peer-mentoring program</i> - <i>TAT on GIS mapping tools.</i> - <i>TAT on SNAP-Ed site selection.</i> - <i>TAT on allowable evidence-based strategies and interventions (including PSEs).</i> - <i>TAT on population based public health basics.</i> - <i>TAT on talking about public health policies to win community support</i> - <i>TAT on community assessment.</i> - <i>Opportunity to participate in drafting a Service Area wide SNAP-Ed training plan.</i> - <i>TAT on developing and sustaining effective multi-sector partnerships</i> - <i>Facilitator sessions to strengthen CNAPs, IWPs and multi-county collaboratives.</i>

With regard to coordination of Multi-County Coalition Coalitions (MCCs), the LHDs’ satisfaction with TRCs’ was moderately strong with ratings of 61% to 74% indicating that TRC services were moderately or very helpful. When asked to rate the importance of essentially the same “Activities to Support Multi-County Coalitions in the SA” scores were somewhat stronger at 77% to 84% indicating that external support for MCCs is moderately important or very important to the LHDs. These services in support of MCCs include:

- *Support for action planning with LHDs to leverage resources within the SA*
- *Meeting and events coordination to promote new partnerships within the SA*
- *Promotion and coordination of logistics for SA wide collaborative events*
- *Training and orientation to recruit and retain members of the collaborative.*

LHDs also found a moderate level of satisfaction with TRCs’ support of media and public relations efforts, with ratings of 54% to 68% indicating that TRC services were moderately or very satisfactory.

As in the other domains, many of those same services were identified as being of moderate or high importance to the LHDs with ratings averaging 90% to indicate that external support for Media and Public Relations is moderately or very important. These services in support of media and public relations include:

- *Aid in creating and implementing a SNAP-Ed media/public relations plan*
- *Assisting with planning/implementing activities in support of select state-level media campaigns*
- *Promoting media plans, secures PSA placement and promotes training opportunities in the SA*
- *Coordinating with LHDS to maintain contacts with media outlets throughout the SA*
- *Creating regional data, Champions for Change member profiles and fact sheets*
- *Training LHDs on NEOPB Train the Trainer materials; ensures LHD participates in NEOPB sponsored spokesperson training*

Conclusions

Local Health Departments need and appreciate support for their SNAP-Ed programs as demonstrated by moderate to high rates of satisfaction for activities provided by Training and Resource Centers in their first 9 months of their contracts. Of equal significance is the LHDs' strong indication that continued support in areas of training and technical assistance, media and public relations and multi-county coalitions is moderately important or very important to the success of their programs, whether provided through regional or state level programs. Given the feedback and information obtained from the LHDs in this survey, CDPH/NEOPB made the decision to extend the TRC contracts an additional five months until the end of the federal fiscal year 2015. At which point, CDPH/NEOPB staff will have fully transitioned responsibility for the development and delivery of TTA to LHDs.