

SNAP-Ed Stakeholders' Meeting

Supplemental Nutrition Assistance Program – Education

Friday, July 31, 2015

9:30am – 12:00pm

We will begin the meeting momentarily.

Preferred audio option for Go-to-Training: Telephone with specified audio pin

California Department of Public Health (CDPH)
Nutrition Education and Obesity Prevention Branch (NEOPB)



Welcome and Opening Remarks



Greg Oliva, MPH

Assistant Deputy Director for the Center for Chronic Disease Prevention & Health Promotion

Overview and Review



Selma Abinader
Meeting Facilitator

Stakeholder Meeting Timeline

July 1, 2014 – October 31, 2015

September 23, 2014

January 5, 2015

April 27, 2015

July 31, 2015

October 26, 2015

Meeting announcements and registration details will be posted on the NEOPB Partners and Stakeholders [Webpage](#)

Meeting Aims

- **Solicit input and receive feedback** from SNAP-Ed stakeholders **on the development, integration, and evaluation of the SNAP-Ed program** administered by CDPH – NEOPB.
- **Inform and update** statewide SNAP-Ed stakeholders **on the purpose, function, and direction of the SNAP-Ed program** administered by CDPH-NEOPB.

Today's Agenda

TIME	TOPIC
9:30am	Welcome from the California Department of Public Health (CDPH)
9:40am	Overview and Review of Stakeholder Meeting Process
9:45am	Updates from NEOPB with Q & A <ul style="list-style-type: none">• Staffing, Transitional Contracts, FFY 2016 SNAP-Ed State Plan, and Fiscal Report
10:25am	BREAK
10:40am	Update - NEOPB Strategic Training Transition Plan with Q & A
11:10am	Update - Strategic Planning and Partnership Plan with Q & A <ul style="list-style-type: none">• Interactive Session on Partnership Development
11:55am	Next Steps
12:00pm	Adjourn

Input and Feedback Opportunities

Activity	Details and Process
Questions and comments from onsite and webinar participants	<p><u>Onsite:</u> Place your name tents vertical</p> <p><u>Webinar:</u> Raise your hand and your line will be unmuted. You may also use the chat log.</p>
NEOPB Program Updates: Begin at 9:45am	Q & A session after each agenda topic area
Training Transition Plan Begins at 10:40am	Q & A session after the agenda topic area
Strategic Plan and Partnership with an Interactive Session Begins at 11:10am	<ul style="list-style-type: none">• <u>Onsite:</u> Worksheets will be handout out; return to registration table.• <u>Webinar:</u> Under webinar content library. Upon completion, email the worksheet back to NEOPB. You may also use the chat log.

Input and Feedback Opportunities

Activity	Details and Process
Individual Input and Feedback Worksheet – Organized by Agenda Topic	<p><u>Onsite:</u></p> <ul style="list-style-type: none">• Available on meeting tables• Upon completion, return the worksheet to the registration table <p><u>Webinar:</u></p> <ul style="list-style-type: none">• Available under the content library of Go-to-Training• Upon completion, email the worksheet back to NEOPB
Email to Provide Input and Feedback and Submit Meeting Worksheets	<p>neopstakeholders@cdph.ca.gov <i>Listed on the bottom of the agenda</i></p>

Meeting Follow-up

NEOPB Partners and Stakeholders [Webpage](#)

- Meeting Record*
 - General Questions and Responses
 - Concerns and Responses
 - Recommendations
- Presentation Slides

NEOPB email inbox

- neopbstakeholders@cdph.ca.gov

** Meeting record summary structure and organization may change based on input and feedback received at today's meeting.*

Housekeeping Items

Restrooms and water fountains are right out the room

- Formal break at 10:25am - 10:40am

All Participants - Use of Input and Feedback Worksheet; organized by agenda topic

Onsite participants - Place your table tents vertical

Webinar participants

- On mute
- “Raise your hand” to ask a question or comment. Your line will be un-muted.
- State your name, affiliation, and share your questions and/or comments
- You can also use the chat function to share your comments; your comments may be read during the course of today’s meeting

All Participants - Email us at: neopstakeholders@cdph.ca.gov

NEOPB Updates



John Talarico, DO, MPH
Branch Chief

NEOPB Staffing and Training

Retain and Recruit a Skilled, Diverse, and Empowered Workforce

California Department of Public Health Strategic Map



- Internal and external training opportunities
- Between 10/1/2014 – 6/30/2015, NEOPB staff have collectively attended over 120 different trainings to support professional development

NEOPB Staffing and Training

Retain and Recruit a Skilled, Diverse, and Empowered Workforce California Department of Public Health Strategic Map

- NEOPB Interventions
- Fundamentals of Professional Trainers
- Nontraditional Approaches to the Obesity Problem
- Nutrition Trends: Keeping up with the Changes
- Coordination, Collaboration, Partnerships, and Community/Youth Engagement
- Media and Messaging
- Training and Technical Assistance
- Community Nutrition and Physical Activity
- Built Environment, Land Use, and Transportation
- Early Childhood Education, School, After School, and Summer Programs/Policies
- Evaluation, RE-AIM, and ATF/EARS

Transitional Contracts

Non-Competitive Bid (NCB) Contract - Public Health Institute (PHI)

- **Contract Ends: 9/30/2015**
- **Contract Goal:**
 - Under the direction of and partnership with NEOPB, ensure a smooth transition and transfer of knowledge from PHI staff to CDPH NEOPB State civil service staff for select services
- **Key Activities:**
 - Mentor new CDPH-NEOPB staff; knowledge transfer
 - Develop toolkits, guides, manuals, and webinars
 - Create and deliver training modules and coaching sessions
 - Respond to various mentorship and technical assistance requests

Looking Ahead – FFY 2016

In partnership with CDSS, the FFY 2016 SNAP-Ed State Plan will be submitted to USDA/WRO on or before 8/15/2015

- **Support for State Implementing Agencies (SIAs)**

- **Training and Technical Assistance:** Comprehensive needs assessment and calendaring of training opportunities
- **Materials:** Web-based online ordering services
- **Evaluation:** In partnership with the University of California, Nutrition Policy Institute, continue EARS/ATF, IOE, and RE-AIM activities

- **Support for Local Implementing Agencies (LIAs)**

- **Training and Technical Assistance:** NEOPB staff to support local implementing agencies with resources, meetings, webinars, and conferences
- **Program and Partnership Development:** Leverage and extend SNAP-Ed resources, message reach, and tools/resources to support program implementation
- **Evaluation:** Continue EARS/ATF, IOE, and RE-AIM activities

Looking Ahead – FFY 2016

- **Statewide Media and Public Relations**

- Continue the Champion for Change media campaign (English and Spanish)
- Launch social marketing campaign promoting physical activity as a primary message with nutrition education as a secondary message
- Media Evaluation: Continue evaluation of the Champion for Change

- **Special Projects and Pilots**

- Pilot testing
- Curriculum Development
- Farmers' Markets and Early Care and Education
- Physical Activity Toolkit
- Strengthen partnerships among LHDs, local County Nutrition Action Plans (CNAPs), health care providers, and Champion Providers

Q & A Session

Please state your name and organization

Onsite:

Place your name tents vertical.

Webinar:

Raise your hand and your line will be unmuted. You may also use the chat log.



NEOPB Administrative and Fiscal Updates



Gil Sisneros, MPH

Assistant Branch Chief of Administration

FFY 2016 SNAP-Ed Funding

- **USDA National SNAP-Ed Allocation = \$411M**
- **CA SNAP-Ed Allocation**
 - Projected (3/31/15): \$117,392,608
 - Actual (7/7/15): \$116,529,713
- **CDPH-NEOPB Allocation = \$95.3M (81% of CA)**

CDPH-NEOPB SNAP-Ed Allocation

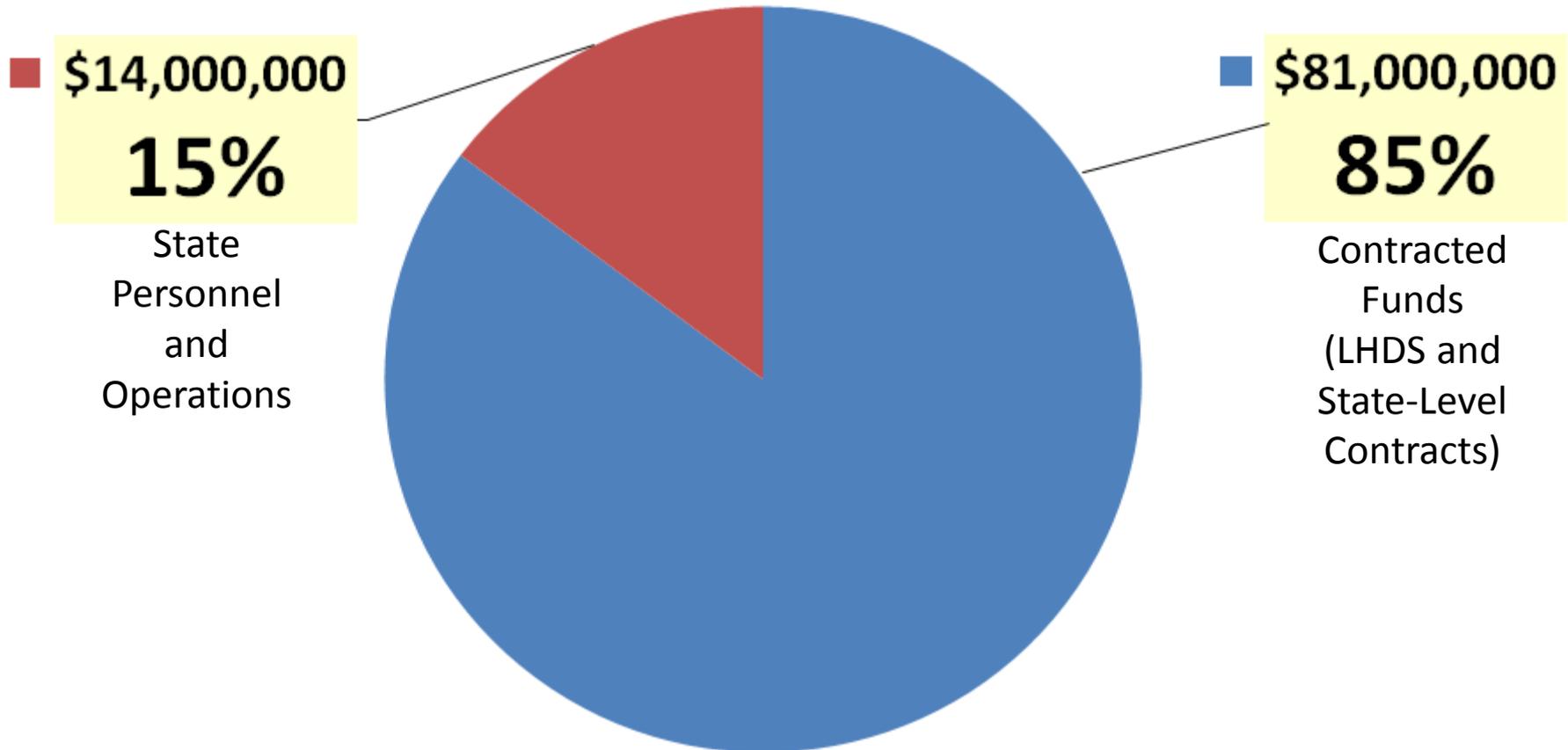
- **CDPH-NEOPB's SNAP-Ed Funds**
 - FFY 2015 Allocation: \$104.7M
 - FFY 2016 Allocation: \$ 95.3M
- **\$9.4M Reduction = 9% reduction** (from FFY 2015)
- **LHD allocation for FFY 2016 reduced by 7%** (planned)

CDPH-NEOPB SNAP-Ed Allocation

Award	FFY 2016	Difference
Nutrition Education and Obesity Prevention Local Health Departments (LHD)	\$64.7M	- \$3.3M
Media Runyon Saltzman Einhorn (RSE)	\$10.0M	- \$1.0M
Evaluation University of California, Nutrition Policy Institute (NPI)	\$3.7M	+1.0M
Meeting, Training, and Conference Planning California State University, Sacramento (CSUS)	\$2.2M	+1.2M

Contracted = 85% of Total CDPH-NEOPB SNAP-Ed Funds (~\$81M)

Percent Allocation of FFY 2016 CDPH-NEOPB SNAP-Ed Funds



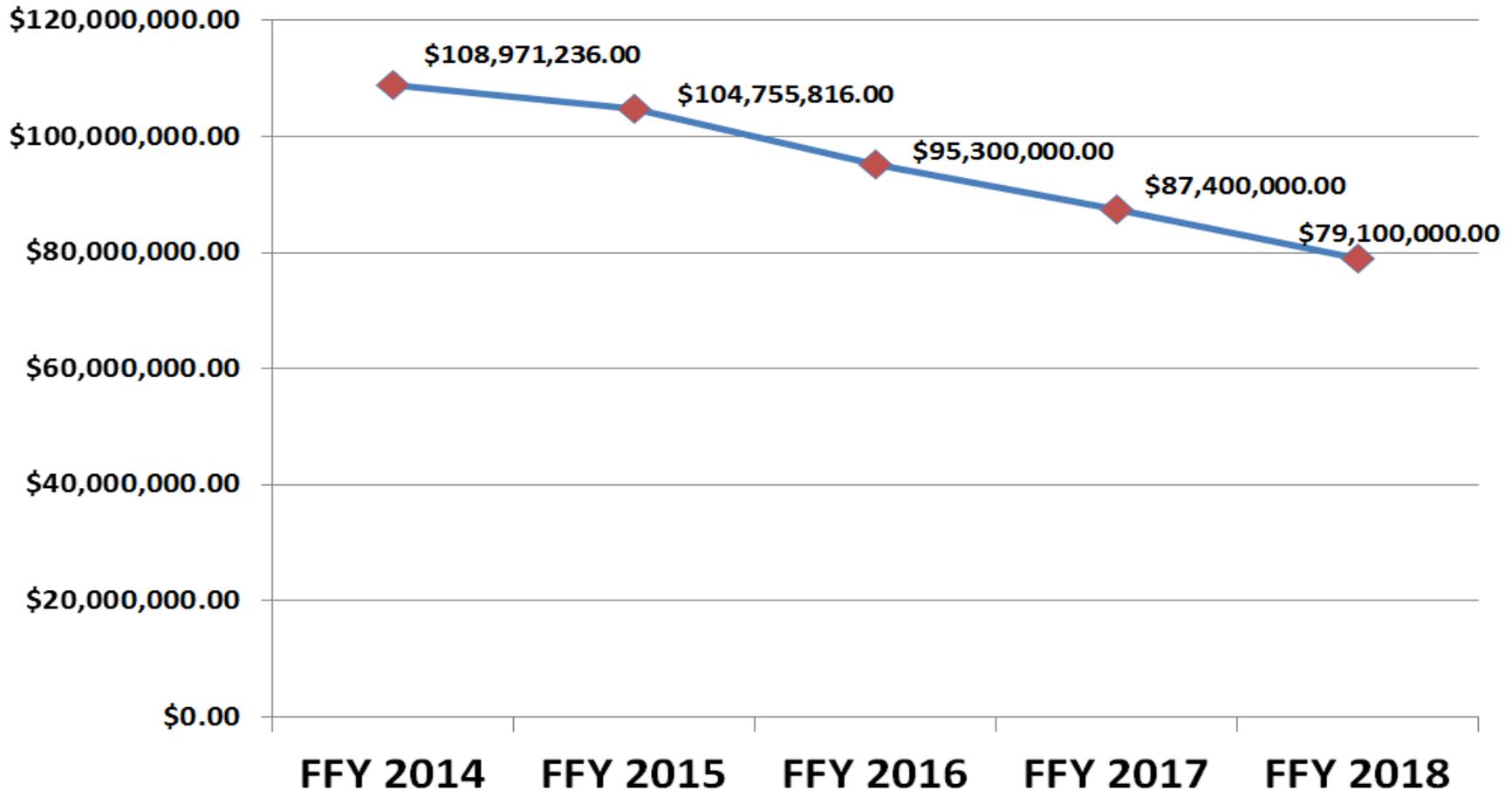
SNAP-Ed Fiscal Update

SNAP-Ed Funds to CDPH-NEOPB		
Federal Fiscal Year (FFY) 2014	\$108,971,236	
FFY 2015	\$104,755,816	
FFY 2016	\$95,300,000	↓ 9.0%
FFY 2017*	\$87,400,000	↓ 8.2%
FFY 2018*	\$79,100,000	↓ 9.5%

* Projected

SNAP-Ed Fiscal Update

Funds to CDPH-NEOPB



Local Health Department Highlights



Nutrition Education and Obesity Prevention Branch

The Nutrition Education and Obesity Prevention Branch (NEOPB) is a statewide movement of local, state and national partners collectively working toward improving the health status of low-income Californians through increased fruit and vegetable consumption and daily physical activity. Multiple venues are used to facilitate behavior change in the homes, schools, worksites, and communities of low-income Californians to create environments that support fruit and vegetable consumption and physical activity.

For more information, please visit: [About Us](#), [NEOPB Summary](#), or [Champions for Change](#).



Local Support & Training

- Deliverables (LHD)
- Progress Report Template (LHD)
- Approved Materials (SNAP-Ed)
- Calendar of Events & Training
- Communications Resource Library
- Fiscal & Admin. Guidelines
- Integrated Work Plans & Applications (SNAP-Ed)
- Project Directors Teleconferences (SNAP-Ed)
- Project Directory (SNAP-Ed)
- Site Change Process (SNAP-Ed)
- NEOPB Web StoreFront
- More Local Guidance
- More Local Training

Research & Evaluation

- Research & Evaluation
- Statewide Evaluations
- Statewide Data
- Geographic Information Systems Map
- Publications & Reports

Focus Areas

- Champions for Change
- Communications & Media
- Children & Youth Interventions
- CX3: Communities of Excellence
- Faith-Based Interventions
- Harvest of the Month
- Health Equity Interventions
- Prevention First
- Rethink Your Drink
- School Health Interventions
- Worksite Interventions

Partners

- Partnership & Stakeholder Meetings
- Noteworthy Initiatives/Success Stories**
- Partnership Development
- Events
- Helpful Links

Program Information

- About Us
- California SNAP-Ed Plan -- 2015
- NEOPB Contractors -- 2015
- Final SNAP-Ed Report
- Acronyms & Definitions
- Careers at NEOPB
- Contact Us



NEW! URL: <http://www.cdph.ca.gov/programs/NEOPB>



Q & A Session

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NEOPB Training Transition Plan



Caroline Kurtz, PhD.

Assistant Branch Chief of Programs and Policy

Reema El-Murr, MS, RD

Section Chief of Training Development and Support

NEOPB: Training Transition Plan (TTP)

What is the NEOPB TTP?

- Overview
- Training and Technical Assistance
- Coalition and Collaborative Support
- Media, Public Relations, and Coordination
- Questions and Answers

Overview

Coordinated Direction and Support

- Transitional contracts end 09/30/2015
- NEOPB Training Team with support from across the branch
- Statewide Training – Dual Roles
 - Training to LIAs
 - Funder and program oversight to LHDs
- FFY 2016 Training Plan informed by
 - CDSS and SIA requested trainings
 - FFY 2016 LIA Integrated Work Plan data
 - LHD TRC survey (2015) and LHD needs assessment survey (2014)
 - SNAP 2.0 meetings and LIA Forum (LIAF) taskforce meetings
 - Event Evaluation Reports: LIAF and Project Directors' Meeting

Training and Technical Assistance

1. Develop and deliver trainings to LIAs
2. NEOPB Event Calendar and training webpage
3. Locally coordinated logistical support services
4. Training TA to support local meetings and events
5. Needs assessment survey for FFY 2017

Coalition and Collaborative Support

- 1. PHI NCB Activity # 35 (FFY 2015)**
 - Statewide assessment and inventory of partnership groups
 - County-level partnerships fact sheet template
 - State fact sheet summary of county-level partnerships
- 2. Partnership Plan Implementation contract with Brown Miller Communications (FFY 2015 and 2016)**
 - Strategic council
 - Technical assistance
 - Training
- 3. State staff representation and content expertise**

Media, Public Relations, and Coordination

1. State role continues to be the primary lead
2. Media and Public Relations Plan
3. Champion Alliance Program
4. Signature events and public relations materials
5. Train-the-trainer spokesperson training
6. Nutrition Education Materials list
7. Annual media flow charts
8. Web Storefront
9. Technical Assistance - added-value media opportunities

Q & A Session

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NEOPB Strategic Planning and Partnerships



Caroline Kurtz, PhD

Assistant Branch Chief of Programs and Policy

Jackie Richardson, MIB, RD

Section Chief of Policy, Partnerships, and Program Development

NEOPB: Strategic Plan

Importance of a Strategic Plan

- Communicates the program's vision and goals
- Three-year focus (2017-2020)
- Prioritize focus areas
- Inclusive process of input from internal staff and external partners
- Implementation and accountability

NEOPB: Strategic Plan

Completed Activities

- Collected and analyzed input from internal staff and external partners
- Conducted Key Informant Interviews
- Gathered data to assist with decision making of priority areas
- Upcoming meeting with External Strategic Planning Workgroup

NEOPB: Strategic Plan

Next Steps

- Updates and sharing with staff and external partners
- Consider collective input to be analyzed
- Draft and produce the final plan
- Share and disseminate

Partnerships



Common Cause Partnerships

NEOPB

*Convener,
State Resources, Expertise
& Evaluation*

LHDs

*CNAPs, Nutrition Ed,
Physical Activity & PSEs*

CBOs

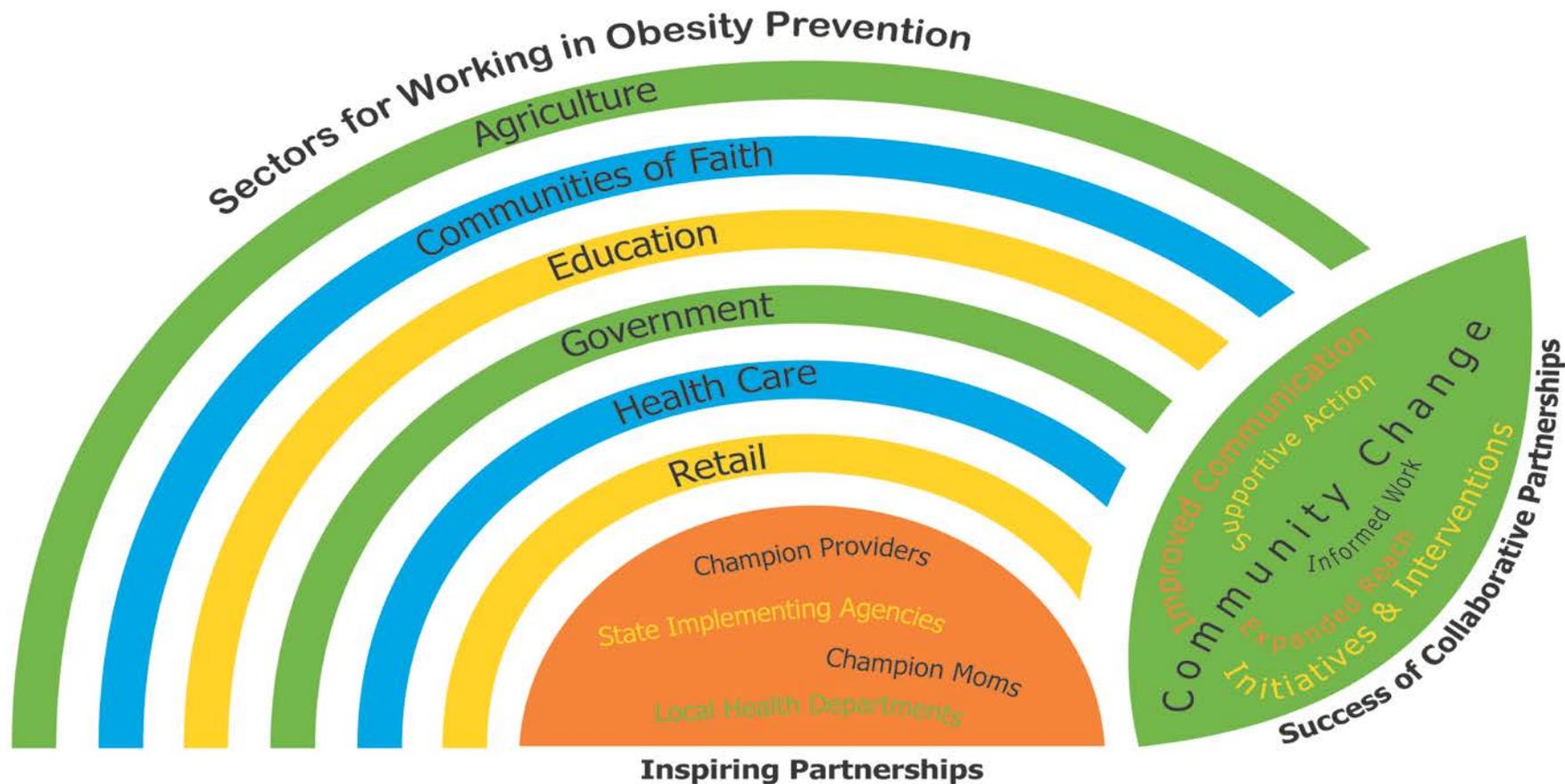
*Trust Broker,
Relationship Builder,
Community Connector*

SCHOOL DISTRICTS

*School-based
Nutrition, Evaluation &
Physical Activity*

NEOPB Partnerships

NEOPB Partnerships Vision



Benefits of NEOPB Partnership

- Statewide communication and reach
- Statewide evaluation and data collection to inform work
- Opportunities for cross-program interactions
- Statewide mass media
- Support for policy, systems and environmental change - locally and statewide
- Effective education and outreach



NEOPB Partnership Summit

- Date: September 28, 2015
- By Invitation
 - Open to approximately 30 attendees
 - Based on statewide reach, common cause, and focus on priority issues and interventions

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Expand Reach

Finding Common Cause through Partnerships

Individually or with Members of your Local Team/Organization: 12 minutes
Be prepared to share your collaborative partnership ideas with the full group

COLUMN	QUESTION/ACTIVITY
1	Expand Reach: What specific partnership activities or initiatives can you undertake to <u>address food insecurity issues</u> and promote food security?
2	Identify at least 1 activity/initiative that could show positive results in addressing food insecurity?
3	What other partners do you need to accomplish this activity/initiative?
4	What assets would you be able to contribute to support this activity/initiative?
5	What assets might your partners contribute to support this activity/initiative?
6	What NEOPB assets are needed to support this activity/initiative?

Examples of Initiatives to Promote Food Security

- Increase access points and enrollment for federal food assistance programs
- Work on complete streets (safety, walkability & transportation)
- Expand transportation access to grocery stores
- Develop regional food hubs

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Thank You and Next Steps

Complete and Return

- Input and Feedback Worksheet
- Partnership Worksheet

NEOPB Partners and Stakeholders [Webpage](#)

- Meeting Summary
- Presentation Slides

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