

**EXHIBIT A
Scope of Work**

**Contract Name:
Contract Number:**

GOAL 1: Implement a comprehensive public health nutrition program to promote the 2010 Dietary Guidelines, increase fruit and vegetable consumption and physical activity among the SNAP-Ed eligible population.

Objective 1: (Infrastructure), Contractors will complete and submit all required reports and forms on or before each deadline and participate in a minimum of 5 *Network*-sponsored community events and trainings throughout the fiscal year. _____ **(budget percentage allocation)**

Social Ecological Model: Individual Interpersonal: Social Groups Institutional/Organizational Community

Activities	Responsible Party	Deliverables	Timeframe
1) Complete all mandatory documentation on or before due date each contract year: survey monkey and the Semi-Annual Activity Reports (SAAR) survey (online), complete the Semi-Annual Progress Report, Annual Progress and Final Reports, which includes progress reports, progress report narratives, labeled attachments and deliverables and completed Education Administrative Reporting System (EARS) Activity Tracking Forms (ATF).	Project Coordinator	Documents completed and submitted to <i>Network</i>	April 2011 Sept. 2012
2) Contractors with over \$350,000 Federal Share: Conduct Impact Outcome Evaluation (IOE) of an intervention to increase fruit and vegetable consumption. This includes a pretest and posttest. Contractors are required to attend the IOE regional trainings and/or teleconference as offered.	Project Coordinator	Documents completed and submitted to <i>Network</i>	Oct. 2011 – Sept. 2012
3) Participate in ongoing community activities supporting statewide initiatives and provide nutrition education/physical activity promotion resources to local programs, including collaboration with existing University of California Cooperative Extension Food Stamp Nutrition Education agencies and organizations conducting food stamp outreach when appropriate.	Project Coordinator	Record of participation in activities	Oct. 2011 – Sept. 2012
4) Attend a minimum of two <i>Regional Network</i> related meetings (e.g., Fruit & Vegetable campaign meetings, collaborative meetings, etc.) to provide input into planning <i>Network</i> regional activities and participate in <i>Network</i> regional activities including the educational initiative efforts, and statewide initiatives.	Project Coordinator	Copies of agendas, record of participation	Oct. 2011 – Sept. 2012
5) Attend a minimum of three <i>Network</i> -sponsored trainings and conferences that may include the following: <i>Network</i> Conference and other <i>Network</i> -sponsored regional trainings; California Conference of Local Health Department Nutritionists (CCLHDN) annual conference; Harvest of the Month (HOTM) Trainings; Other non- <i>Network</i> sponsored trainings that have been pre-approved by State Program Managers.	Project Coordinator	Copies of agendas, record of participation	Oct. 2011 – Sept. 2012
6) Use United States Department of Agriculture (USDA) guidelines to ensure all activities are allowable and appropriately documented.	Project Coordinator	Documents (on file)	Oct. 2011 – Sept. 2012
7) Attend Geographic Information Systems (GIS) basic or advanced trainings offered by the <i>Network</i> and use GIS as a tool to strategically plan interventions in communities. Use GIS to qualify sites in the community.	Project Coordinator	Record of participation	Oct. 2011 – Sept. 2012

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Objective 2: (process) Establish key relationships by meeting at least four times per year and with one county CalFresh director or designee, one CalFresh Outreach/ community worker and work with the appropriate Food and Nutrition Services (FNS) funded partners to create a County Nutrition Action Plan (C-NAP) group. _____ (budget percentage allocation)

Social Ecological Model: Individual Interpersonal: Social Groups Institutional/Organizational Community

Activities	Responsible Party	Deliverables	Timeframe
1) Contractor will meet with CalFresh county director quarterly to establish the best plan of action to provide nutrition education and other resources to CalFresh recipients. Contractor will set up on-going communication throughout the year to maintain the relationship. a) Develop or strengthen relationship with local social service agencies to discuss food security and health issues. b) Identify a series of joint activities to integrate nutrition education for coordination.		Copies of agendas (on file), record of participation	Oct. 2011 – Sept. 2012
2) Contractor will connect with at least one CalFresh outreach/community workers quarterly to collaborate and coordinate outreach and nutrition education activities throughout the county.		Copies of agendas (on file), record of participation	Oct. 2011 – Sept. 2012
3) Attend and/or establish a C-NAP group in the county to coordinate USDA food program interventions and efforts to increase food security in the target population. a) Include FNS funded and unfunded interested partners that serve the target population in the area food programs and nutrition education and outreach such as Supplemental Nutrition Assistance Program (SNAP), Women Infants and Children Supplemental Nutrition Program (WIC), and Child Nutrition Programs. b) Build on existing State or County Nutrition Action plan or obesity plan. c) Co-ordinate nutrition education messages with CalFresh outreach efforts throughout the county for the various USDA food programs; CalFresh, WIC, Summer meals, Child and Adult Care Food Program (CACFP), school breakfast and lunchprograms. d) Identify existing resources and assets of organizations in the county that promote the C-NAP.		List of collaborating members, meeting agendas	Oct. 2011 – Sept. 2012
4) Provide nutrition expertise to county wellness efforts for the implementation nutrition related county policy. Use the policy as the basis for high quality nutrition education.		Summary of efforts	Oct. 2011 – Sept. 2012
5) Provide a strategic plan report on the upcoming direction of the counties coordination with CalFresh and other C-NAP partners for the FFY 2013 including the County Nutrition Action Plan with roles, commitments, and timelines for action.		Copy of the County Nutrition Action Plan, other strategic reports	Oct. 2011 – Sept. 2012

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Objective 3: (process) At a minimum (insert number) unduplicated SNAP-Ed eligible individuals in the community will participate in a five class nutrition education series, repeated at least two times per year . _____ **(budget percentage allocation)**

Social Ecological Model: Individual Interpersonal: Social Groups Institutional/Organizational Community

Activities	Responsible Party	Deliverables	Timeframe
1) Assess nutrition education needs of target population.		Copy of needs assessment	Oct. 2011 – Nov. 2011
2) Make preparations for conducting a five class nutrition education series which will include skill-based lessons/activities. Preparations may include: organizing materials, selecting/developing class assessment survey, purchasing food samples.		Sample of lesson plans, copy of class assessment survey(s)	Oct. 2011 – June 2012
3) Train staff to conduct nutrition education series. Contact and collaborate with Regional <i>Network</i> staff for training assistance if using the <i>Fruit and Vegetable and Physical Activity tool kit lessons</i> .		Training agenda	Oct. 2011 – Sept. 2012
4) Conduct nutrition education series, which will include a minimum of five classes in each series. Skill-based lessons/activities will be integrated into each series, such as cooking activities, label reading etc. Each class will use <i>Network</i> approved materials and follow 2010 Dietary Guidelines.		Sign-in sheets (on file), # of classes taught, unduplicated # of participants, ATF	Oct. 2011 – Sept. 2012
5) Conduct quality assurance, such as class assessment surveys; and oversight, such as site visits/observations of classes and summarize findings.		Summary of visits and observations, survey results, and result of findings	Oct. 2011 – Sept. 2012

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GOAL 1: Implement a comprehensive public health nutrition program to promote the 2010 Dietary Guidelines, increase fruit and vegetable consumption and physical activity among the SNAP-Ed eligible population.

Objective 4: (process) Conduct at a minimum two nutrition/physical activity promotion special events to reach a minimum of 200 (unduplicated) SNAP-Ed eligible community members. _____ **(budget percentage allocation)**

Social Ecological Model: Individual Interpersonal: Social Groups Institutional/Organizational Community

Activities	Responsible Party	Deliverables	Timeframe
1) Collaborate with partners including Regional Campaigns when planning nutrition/physical activity promotion events.		Meeting notes for each event	Oct. 2011 – Sept. 2012
2) Prepare for each event by identifying target audience, organizing materials and intervention strategies to be used, training staff, selecting method of event evaluation, and methods of promotion of event such as use of flyers and update of webpage.		Planning notes, training agenda, evaluation tool	Oct. 2011 – Sept. 2012
3) Conduct a minimum of two nutrition education/physical activity promotion special events such as nutrition education at health fairs, community festivals, farmers' markets, and retail events.		Event flyer, # reached, photos, ATF	Oct. 2011 – Sept. 2012

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GOAL 1: Implement a comprehensive public health nutrition program to promote the 2010 Dietary Guidelines, increase fruit and vegetable consumption and physical activity among the SNAP-Ed eligible population.

Objective 5: Provide a minimum of six nutrition education activities, inclusive of kick-off event, in support of local and regional “ReThink Your Drink” healthy beverage education efforts to reach *(insert number)* SNAP-Ed eligible individuals in qualifying communities. _____ **(budget percentage allocation)**

Social Ecological Model: Individual Interpersonal: Social/Groups Institutional/Organizational Community

Activities	Responsible Party	Deliverables	Timeframe
1) Attend a minimum of one Regional <i>Network</i> ReThink Your Drink nutrition education Train the Trainer workshop and one ReThink Your Drink media and spokesperson training. Contractor may attend a State-sponsored <i>Network</i> training if a Train the Trainer workshop is not available with the Region. a) Integrate the current ReThink Your Drink nutrition education materials obtained from your Regional Collaborative and Regional Media training into your county ReThink Your Drink nutrition education activities.		Training agendas, list of training materials used in activities	Feb. 2012 - July 2012
2) Provide a minimum of one County Health Agency (Dental, Diabetes, WIC, Infant Health, CalFresh etc.) with training on ReThink Your Drink campaign messages and nutrition education materials such as posters, pamphlets, flyers, etc.		Copies of training agenda, sign in logs	Feb. 2012 – Sept. 2012
3) In coordination with Regional Collaborative event planning, conduct a County ReThink Your Drink kick-off event, or public education event.		Photos, press releases, event flyer	Feb. 2012 – Sept. 2012
4) Provide nutrition education promoting healthy beverage options at least 4 times during the course of the contract year to adults. Sample activities may include: a) Instruction on ReThink Your Drink nutrition education lessons and optional taste testing of healthy beverages. b) Displaying ReThink Your Drink nutrition education materials: posters, pamphlets, flyers, etc. c) Hosting a Healthy Beverage nutrition education booth, exhibit, display or table at qualifying events. d) Using template state developed ReThink Your Drink media pieces such as press releases, articles, etc. in local publications that reach the target audience. e) Provide relevant model policies promoting healthy beverage options to county and community programs. Note that all nutrition education materials must be approved by the Network prior to distribution, with preference for use of existing State Network ReThink Your Drink branded materials.		Flyers, Lesson Plans, Photos	Feb. 2012 – Sept. 2012
5) Participate in Regional and State evaluation efforts, at minimum providing process evaluation data to Regional and/or State evaluators.		ATF	Feb. 2012 – Sept. 2012
6) Upon request, assist with additional State Network directed evaluation activities, which may include: obtaining input from intermediaries via electronic or printed surveys, conducting informal consumer testing of new materials, and/or implementing brief consumer surveys.		As requested	Feb. 2012 – Sept. 2012

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GOAL 1: Implement a comprehensive public health nutrition approach to promote the 2010 Dietary Guidelines, increase fruit and vegetable consumption and physical activity among the SNAP-Ed eligible population.

Objective 6: Conduct *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX³)* in 3 to 7 SNAP-Ed eligible low-income neighborhoods. _____ **(budget percentage allocation)**

Social Ecological Model: Individual Interpersonal: Social/Groups Institutional/Organizational Community

Activities	Responsible Party	Deliverables	Timeframe
1) CX ³ is a program planning framework that evaluates/assesses neighborhood level nutrition indicators and assets. Participate in all <i>Network</i> sponsored webinars, in-person CX ³ trainings and monthly conference calls. a) Webinars include: CX ³ orientation, data collection on outdoor marketing and emergency food outlets, reading your data, and others as needed. b) In person trainings: Tier 1 Geographic Information System (GIS) mapping (2-3 local health department staff); Tier 2 Survey/Field work (up to 3 people- 2 LHD staff + community org).		On file: Training agendas	Oct 2011- Sept 2012
2) Organize health department staff and community partners to assist in the CX ³ neighborhood data collection using CX ³ tools and methods, and analyze, interpret and share local data and information. a) Give at least ___ CX ³ presentations to a variety of stakeholders to explain the project, encourage participation, and utilization of data. Stakeholders include: health department leadership, community organizations (e.g., coalitions, collaboratives), and events with neighborhood residents, city/county officials. b) Identify qualifying neighborhoods using <i>Network's</i> GIS, complete Tier 1 mapping worksheet using the GIS and other on-line data sources, and share with appropriate stakeholders. c) For Tier 2, conduct trainings of surveyors, which should include the involvement of community members (e.g., adults or youth) from the neighborhoods, as well as community leaders (e.g., faith, City Engineers). Oversee Tier 2 field work utilizing all appropriate CX ³ surveys and tools. d) Organize all data, provide to the <i>Network</i> for analysis. e) After receipt of data analysis, complete all template Communications Tools for each neighborhood surveyed.		a) Presentation outline b) Completed Tier 1 worksheets c) Completed Tier 2 data surveys d) <i>Network</i> -provided data analysis e) Completed Communication Tools	a) Sept 2011 – Feb 2012 b) Sept - Dec 2011 c) Jan- May 2012 d) April - June 2012 e) June-July 2012

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Activities	Responsible Party	Deliverables	Timeframe
<p>3) Based on CX³ findings, prioritize identified problem areas with stakeholders, community groups, and organizations.</p> <ul style="list-style-type: none"> a) Using Communications Tools, present findings to a variety of stakeholders, involving community members where appropriate. Ensure commitment from local health department leadership to focus resources in selected neighborhoods. b) Host 3 – 5 nutrition education community forums/town halls reaching at least 75 neighborhood residents or individuals from the target population to review CX³ findings and determine greatest areas of concern as well as provide dynamic nutrition education. c) Identify potential neighborhood Champions including Champion retail food sources for future intervention work and campaigns. d) For the benefit of the target population, provide CX³ findings to all relevant city/county level departments* (e.g., planners, redevelopment agencies, etc.) where data on the CX³ neighborhoods would guide/inform decisions and promote increase access to healthy food. e) Provide CX³ findings to city/county officials as a way to engage in the Let's Move or other initiative and to track improvements in increasing access to healthy food. f) As relevant, share CX³ findings with local media to highlight areas of concern and opportunities for action. <p>* Of particular interest and priority, any City/County planning department receiving funding from SB 375 or other state/federal funding for economically disadvantaged populations, as well as foundation funded neighborhood level efforts to improve conditions.</p>		<ul style="list-style-type: none"> a) List of presentation outlines b) Forum/Town hall Agenda c) List of Champions d) List of engaged departments with contact dates e) List of county/city officials with contact dates f) Media journal, clippings 	<ul style="list-style-type: none"> a) June– Aug 2012 b) July – Sept 2012 c) July – Sept 2012 d) July – Sept 2012 e) July – Sept 2012 f) June- Sept 2012
<p>4) Identify <i>Network</i> allowable interventions and utilize to create a CX³ strategic community-focused action plan. Submit action plan to <i>Network</i> Program Manager for review and approval.</p>		<p>CX³ Implementation Plan</p>	<p>Feb 2011- Sept 2012</p>

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Objective 7: (Impact/Outcome) By July 31st, 2012 conduct and report on Impact Outcome Evaluation (IOE) to assess change in fruit and vegetable consumption and related factors such as perceived benefits of eating fruits and vegetables, perceived control, self-efficacy, readiness to eat more fruit, readiness to eat more vegetables, and perceived diet quality among a group of at least 75 adults. _____ **(budget percentage allocation)**

Social Ecological Model: Individual Interpersonal: Social Groups Institutional/Organizational Community

Activities	Responsible Party	Deliverables	Timeframe
1) Based on IOE plan developed in previous contract year, administer <i>Network</i> Food Behavior Checklist or Fruit and Vegetable Checklist surveys to target audience at intervention sites, using identification numbers (not names) to protect participant privacy. Pre-tests are to be administered prior to intervention, and post-tests afterwards to measure change in consumption and related factors.		Matched surveys	Oct. 2011 – June 2012
2) Create a data file with pre-test and post-test survey data using <i>Network</i> provided code sheets and, when possible, using <i>Network</i> provided data entry templates. The data file must contain a minimum of 75 matched pre- and post-tests. Complete data analysis.		Data file	Oct 2011 – July 2012
3) Develop an evaluation plan in concert with the Program Manager and REU for the next contract year. Findings from current and prior evaluations will be used to refine nutrition education activities and increase rigor of the subsequent evaluation.		IOE Plan	Oct 2011 – July 2012
4) Submit a set of IOE report documents, using <i>Network</i> templates, by July 31 st to the Program Manager and REU. This will include: a) IOE Final Report. b) Data file. c) IOE Plan for upcoming year. Interventions for children use separate REU designed IOE report and plan templates from those designed for adults.		IOE Report, data file, IOE Plan	July 2012

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GOAL 1: Implement a comprehensive public health nutrition program to promote the 2010 Dietary Guidelines, increase fruit and vegetable consumption and physical activity among the SNAP-Ed eligible population.

Objective 8: (process) Complete at least 10 single-session nutrition education classes in the community to reach a minimum of 250 unduplicated SNAP-Ed eligible individuals. _____ **(budget percentage allocation)**

Social Ecological Model: Individual Interpersonal: Social Groups Institutional/Organizational Community

Activities	Responsible Party	Deliverables	Timeframe
1) Assess nutrition education needs of target population.		Copy of needs assessment	Oct. 2011 – Sept. 2012
2) Collaborate with partners to plan and/or conduct classes. The same lesson can be taught at multiple sites.		Meeting agendas	Oct. 2011 – Sept. 2012
3) Make preparations for conducting classes using topics from the 2010 Dietary Guidelines which will include skill-based lessons/activities, adult learning theories and taste test /cooking demonstration. Preparations may include: organizing materials, selecting/developing class assessment survey, purchasing food samples.		Sample of lesson plans, copy of assessment survey(s)	Oct. 2011 – Sept. 2012
4) Recruit participants through Champion Moms, Community Based Organizations (CBOs), CalFresh offices, WIC or other C-NAP partners to increase participation in classes.		Samples/ documentation of recruitment methods used	
5) Train non nutrition staff (i.e. community workers) to conduct nutrition education classes. Train Champion moms to assist with nutrition education classes and to share their personal experience. Provide quarterly trainings to review lesson plans and answer questions to ensure quality scientifically accurate nutrition education is being taught.		Training agenda	Oct. 2011 – Sept. 2012
6) Conduct at least 10 single sessions to reach a minimum of 250 unduplicated SNAP-Ed eligible individuals.		Sing in sheets (on file), total number reached	
7) Conduct quality assurance, such as class assessment surveys; and oversight, such as site visits/observations of classes.		Summary of visits and observations, survey results, and planned changes as a result of findings	Oct. 2011 – Sept. 2012

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Objective 9: (process) Coordinate a minimum of two local media activities that highlight the nutrition and physical activity events, campaigns or accomplishments in your county that support state-level media and public relations efforts. _____ **(budget percentage allocation)**

Social Ecological Model: Individual Interpersonal: Social Groups Institutional/Organizational Community

Activities	Responsible Party	Deliverables	Timeframe
1) Coordinate at least one local media and public relations effort that supports <i>Network</i> signature promotions, which may include Fruit and Veggie Fest (May), Juneteenth (June), or Latino Health Awareness Month (September).		Event flyer, photos	Oct. 2011 – Sept. 2012
2) Provide support for the minimum of one state or regional <i>Network</i> media-related effort to promote campaign visibility. Activities may include: participation in launch event, serving as local spokesperson, providing comment and feedback on media-related materials, and participating on relevant workgroups.		Event flyer, photos	Oct. 2011 – Sept. 2012

Legend: