

NEOPB SNAP-Ed Project Directors All LHD Call

Nutrition Education and Obesity Prevention Branch (NEOPB)

Thursday, February 19, 2015 | 2:00pm – 3:30pm

FFY 2015 USDA/WRO Management Evaluation (ME)

Gil Sisneros (Administration)

- NEOPB thanks all the participating LHDs for their ME preparation, presentations, and programs.
- Eight local health departments have been selected for a WRO Management Evaluation (combination of site visits and desk reviews). The will take place between January 20, 2015 and February 6, 2015. Schedule below:
 - Week 1: Visit with LHDs
 - Monterey, San Benito, and Santa Clara
 - Week 2: Visit with LHDs
 - Los Angeles, Orange, and San Diego
 - Week 3: Visit CDSS and CDPH
 - Desk Reviews – Tulare and Colusa
- The ME report will be sent to CDSS and CDPH by mid/late April. CDSS and CDPH have 60 days to respond.
- The ME's will be an annual process. At least 5 LHDs will be selected each year for ME site visits.
- Additional details about the ME were highlighted in the 2/18/2015 edition of the NEOPB News e- Bulletin.

LHD Comments

- Los Angeles: This was Los Angeles's third consecutive ME. It is good to have the attention and to showcase our work. Suggestions for improvement and on ways to expand upon the work are appreciated.
- Santa Clara: It is good to have positive feedback and it is a good opportunity. The ME can be a great experience.

LHD Success Story – San Diego, Linda Placita: How Eight Parking Spaces Were Transformed Into a Community Plaza

Caroline Kurtz (Local Programs and Training)

- NEOPB will feature LHD success stories each month as a standing agenda item. For the month of February, San Diego County was highlighted. Adrienne Gilleran discussed San Diego's Linda Placita project. For more information, please see attached for San Diego's success story.

Training and Resource Center (TRCs) Contract Extension

Reema El-Murr (Training Development)

- NEOPB thanks all the participating LHDs for feedback on the SurveyMonkey regarding the TRCs and training/support needs.

- NEOPB also received input from the SNAP-Ed Program Advisory (SPA) Team and the SNAP-Ed Advisory Task Force.
- The TRC contracts will be extended through September 30, 2015. **This decision is pending the approval of CDSS and WRO.**
- The NEOPB Training Team is working on a training plan and a strategic plan to inform training and technical assistance after the TRCs have contracts have ended.

FFY 2015 Amendments, LHD Carry-In, and FFY 2016 Funding

Gil Sisneros (Administration)

- FFY 2015 amendment #1 is pending.
- FFY 2015 amendment #2 includes the TRC contract extension and carry-in.
 - The TRCs will be funded at \$3.2 million, with \$3.5 million remaining to be distributed back to the LHDs. The carry-in funding will go to LHDs with an expenditure rate of 80% or above. This includes approximately 31 local health departments.
 - Once the FFY 2015 amendments are approved, the eligible LHDs will be invited to participate on a teleconference to discuss how to utilize the additional funding and the process for doing so.
- NEOPB is meeting with the state implementing agencies on the SNAP-Ed Plan for FFY 2016. Once we have had this meeting, NEOPB can share projected FFY 2016 LHD funding amounts.

LHD Questions:

- Q: Can you consider a minimum level of funding?
 - A: NEOPB will consider this and discuss it at the next SNAP-Ed Advisory Task Force meeting.
- Q: Is the carry-in from last Federal Fiscal Year 2014?
 - A: The carry-in is from last Federal Fiscal Year 2014, and is to be utilized this Federal Fiscal Year (2015).

March LIA Forum and Pre-Forum Webinars

Jessie Gouck (Training Development)

- The 2015 SNAP-Ed LIA Forum includes a two-day, in-person meeting, as well as three required pre-forum webinars.
 - **In-Person Forum Information:**
 - Date: Tuesday and Wednesday, March 17 - 18, 2015
 - Location: Sacramento, CA
 - Register by Monday, March 9, 2015
 - **Pre-forum Webinar Information:** The pre-forum webinars will address LIA feedback pertaining to last year's forum, the work plan planning and review processes, and the specific content essential to a successful working forum. All webinars will be recorded and made available on the [Forum webinar website](#).
 - Webinar #1 - Step 1: Partners & Planning - COMPLETED
 - Date: Friday, February 13, 2015
 - Time: 10:00-11:30 am
 - Webinar #2 - Step 2: The Work Plan

- Date: Friday, February 20, 2015
 - Time: 10:00-11:30 am
- Webinar #3 - Step 3: Putting It All Together with PSE Strategies
 - Date: Friday, February 27, 2015
 - Time: 10:00-11:30 am
- 3 out of 5 hotel blocks are full, so please make your reservations as soon as possible. The agenda is available on the [Forum website](#). More details will be shared in Webinar 3. There will not be a separate administrative and training track this year. A listing of specific sessions will be sent shortly. A session on adult learning will require signups due to limited space, but it will be repeated three times during the Forum.
- The revised Work Plan template, instructions, target summary, and instructions are posted on the [Forum work plan website](#). The draft templates have been reviewed by all SIAs and USDA/WRO; feedback from LIAs also have been incorporated.

FFY 2016 SNAP-Ed Plan Draft Timeline – *dates are subject to change*

Jackie Tompkins (Branch)

- The FFY SNAP-Ed Plan Draft Timeline was shared; this information will also be shared at the pre-forum webinar #3
 - March 17-18, 2015: LIA Forum
 - March 19-April 30, 2015 LIAs work on budgets and work plans
 - April 30, 2015 – Draft budget and work plan is due; instructions forthcoming
 - May 1-June 9, 2015: Ongoing technical assistance between SIAs and LIAs
 - June 3, 2015: Work Plan Coordinators will receive feedback/comments from SIAs
 - June 10, 2015: Final Submission of Budget
 - June 26, 2015 Final Submission of Work Plan; instructions forthcoming
- NEOPB is meeting with the state implementing agencies on the SNAP-Ed Plan for FFY 2016. Once we have had this meeting, NEOPB can share projected FFY 2016 LHD funding amounts.

Site Change Process and Dataset Update

Susan Mattingly (Local Agency Support)

- ACS for 2006-2010 for census tracts will no longer be used. Attachments 2 and 4 are going away. We are keeping Attachment 3. The ACS for 2009-2013 will be posted soon. We also have GIS through 2009-2013. USDA would like LHDs to use the most current datasets.
 - Sites that have already been approved in FFY 2015 using the older dataset can still proceed for FFY 2015.
 - In FFY 2015, any new sites or site changes must be done using the most updated data posted. If they don't qualify using those datasets, they can look to using an alternative method.
 - In development of the FFY 2016 work plan, the most updated dataset posted must be used.

LHD Questions:

- Q: Are there sites that will not be in the new datasets that we could use before? Will they be grandfathered in?
 - A: You can use those sites for the current FFY 2015, but they will need to be updated for FFY 2016. LHDs can look at alternate qualification methods for these sites. Please discuss with your project officer.

NEOPB Follow-up:

- For the FFY 2016 Integrated Work Plan and Targeting Summary, the following data sets can be used for qualifying intervention sites as well as Free and Reduced Price Meal (FRPM) data, means tested sites and any alternative methodology approved by Western Regional Office for SNAP-Ed.

ACS 2006 – 2010 Census Tracts, Ethnicities

ACS 2008 – 2012 Census Block Groups, All Races

ACS 2008 – 2012 Census Tracts, All Races

ACS 2008 – 2012 Census Tracts, Ethnicities

ACS 2009 – 2013 Census Block Groups, All Races

ACS 2009 – 2013 Census Tracts, All Races

ACS 2009 – 2013 Census Tracts, Ethnicities

- For FFY 2015, site change requests will be allowed up to May 1, 2015 and the data sets listed above should be used for any additions or the 2007-2011 sets if needed. Sites currently on the FFY 15 Integrated Work Plan that were approved using other data sets (ACS 2006-2010 All Races Census Tracts and Census Blocks and 2007-2011) can remain on the FFY 15 IWP but would need to qualify by the methods for FFY 16 in order to be placed on the FFY 16 Targeting Summary.

Site Change Process Refresher Webinar

Reema El-Murr (Training Development)

- SNAP-Ed SIAs are at the end of a 3-month pilot regarding the process.
- Site change process forms are undergoing change to streamline them.
- A webinar will be held Wednesday, March 4, 2015 from 1:00pm – 2:30pm to inform participants on changes to the Site Change Process, provide updates to the SNAP-Ed Site Change Form and Targeting Update Summary Spreadsheet, and share new resources available.
- Audience: SNAP-Ed Local Implementing Agencies and Stakeholders
- Register [HERE](#). The webinar will be recorded for later viewing.

Harvest of the Month (HOTM) Workbooks

Nestor Martinez (Local Agency Support)

Rosanne Stephenson (Statewide Media, Public Relations, and Information)

- USDA has added evidence-based requirements for materials. Current HOTM books provided by San Bernardino will have to be discontinued (good through FFY 2015) and moving forward only approved materials used.

- NEOPB will develop new HOTM resources to help build the evidence. Pilot in FFY 2016.
- The process of getting evidence-based requirements approved requires a checklist and electronic submittal to USDA which includes data and methodology. USDA is still tweaking this requirement. A meeting is being held on evidence-based in April.
- SurveyMonkey to be released in April 2015.

LHD Questions:

- Q: Is it just these workbooks that can't be used?
 - A: NEOPB will send out more information. Handouts are okay.
 - A: Locally developed materials are under review. The state developed materials are approved for use.
 - A: We will be holding a separate call with San Bernardino and other LHDs to discuss this and other issues.
- Q: The Plan is due in April; the SurveyMonkey on evidence-based is not until April. Where do we go for information?
 - A: NEOPB - Look at the materials list, and discuss with your project officer. There are 50 materials on the list that are available for use.
 - Where to get information on materials: The NEOPB Customer Care Team, [Debbie Fine](#) and [Cindy Figgins](#) can assist LHDs with materials.
 - The updated NEOPB Approved Materials List FFY 2015 is at the following link: <http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx>

CX³ Update

Jackie Richardson (Policy, Partnerships, and Program Development)

- The CX³ Team is reviewing the program components and will share a new framework in mid-March to assist with work plans. Please watch for that update.

If you have any questions/comments regarding this document, please email the Nutrition Education & Obesity Prevention Branch at neopb@cdph.ca.gov so it may be given to the appropriate person, or contact your Contract Manager or Project Officer. Thank you!



Creating Policy, Systems, Environmental Change: Your Success Story and Lessons Learned

Linda Placita: How Eight Parking Spaces Were Transformed Into a Community Plaza

Intervention Summary

Parklets are low-cost improvements to urban environments that usually involve extending sidewalks to provide amenities and green space for people using the street. About a year ago, a few community members in Linda Vista noticed parklets being installed in other San Diego communities and they witnessed how spaces were transformed from excess parking spots into lively public spaces. The community members decided that they wanted to see something similar in their neighborhood to connect their farmers market with a gathering space. The idea was presented at the Linda Vista Planning Group, and the librarian at the Linda Vista Library suggested converting some of the parking spaces in the library parking lot, which is adjacent to the farmers market, into a public space.

Community stakeholders, including Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³) and County of San Diego Health and Human Services Agency staff, began talking to city planners and other city departments about the project. The project caught the attention of the City of San Diego's Civic Innovation Lab, which helped steer the project through the city's planning process so that the plaza could be created. CX³ residents, who had been trained in community engagement through the Resident Leaders Academy (RLA) group at Bayside Community Center, were also integral to the success of the plaza. The CX³ residents participated in the initial design process, gathered family and friends to paint the space on multiple occasions, and worked with a local business to secure donations for flowers. The CX³ team also helped decide a name for the plaza: "Linda Placita." "Linda" means "beautiful" in Spanish and honors the Linda Vista community; "Placita" means "little plaza" in Spanish. A City Council member provided funds for potted trees, benches, and tables

for the space. CX³ Project Coordinators also pitched in by engaging community partners, helping at the community builds, and planning events. On August 7, 2014, a grand opening (pictured above) was held in the plaza. A representative from the Mayor's office, a City Council member, and over 120 people attended the event to celebrate the creation of the plaza. The plaza increases access to safe physical environments for residents to be physically active. It is also adjacent to the farmers market so residents can enjoy the space after they purchase their healthy food.

Description of Barriers Encountered and Identified or Proposed Solutions

The main barrier to the creation of the plaza was ensuring that the new plaza met the City of San Diego's requirements for parking. The CX³ Project Lead and a member of the Linda Vista Community Development Corporation researched the requirements for the number of spaces in the library's parking lot by talking with City of San Diego staff. There were more parking spaces than required for the size of the library building, so this hurdle was cleared. The eight parking spaces also included one of three entrances to the library parking lot from the street. The City asked the head of the Community Development Corporation to seek the local fire department's support for closing one of the entrances to the parking lot. The fire department fully supported the change.

Future Directions/Sustainable Success

The plaza was set up as a temporary space to experiment with the plaza concept before more permanent changes are made. If the community continues to use the space, a long-term solution will be pursued, which would include grass and other permanent landscaping. While there are many community partners involved, it will be important to host regular programming in the plaza so that more community members get to know and love the space. If the long-term solution is sought, another challenge will be seeking funding for a community-driven design process and the permanent changes. While the Linda Vista community has historically faced many challenges and a lack of funding, there are strong ties between community members. Those ties became even stronger through the process of creating the park, and stakeholders are confident that Linda Placita will have a positive impact on the community for many years.



Photo caption: The eight parking spaces in the Linda Vista Library's parking lot before the conversion into a public plaza.

Contact information about this Narrative

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County of San Diego, Health and Human Services Agency**

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