

III. PROGRAM PLANNING AND RESOURCES SECTION
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901 Technical Assistance (One-on-One)

As a *Network for a Healthy California (Network)* Local Incentive Awardee (LIA), contractors receive technical assistance from their assigned Program Manager on programmatic issues on an as needed basis. For programmatic issues outside the realm of the Program Managers expertise or knowledge, the Program Manager will refer the contractor to the appropriate *Network* staff to assist them. For example, if a contractor has questions about youth empowerment resources, the Program Manager will seek assistance from staff who works on the *Network's* Youth Empowerment Initiative. For contractors that are school districts, or contractors working with schools, technical assistance may be provided by the Program Manager, Contract Manager and/or the regional Nutrition Education **Consultant** (NEC), depending on the nature of the request.

A. Telephone/Email Consultation

Network staff is always available to provide technical assistance to contractors via the telephone or email. All communications with contractors are noted on a log sheet.

B. Site Visits

Site visits allow *Network* staff to provide in-person technical assistance to contractors and a *Network* orientation, if necessary. Site visits also give contractors an opportunity to share innovative strategies being conducted in the community. Site visits by *Network* Program and Contract Managers generally occur every two years for a contractor unless there is a need for more frequent visits, for example, a contractor may have new staff that would benefit from a *Network* orientation. Letters are sent to contractors prior to the visit confirming the date and time of visit. The letters will also list specific documents to be reviewed by *Network* staff at the visit. A site visit tool used by *Network* staff is also sent to the contractor prior to the visit, to allow the contractor to review the types of topics that might be addressed. A follow-up site visit report is sent from the *Network* to the contractor within 30 calendar days of the visit. Site visits generally include both Program and Contract Managers but occasionally may be conducted by only the Program Manager or the Contract Manager.

In addition, site visits are performed by the *Network's* regional NEC for contractors that are schools or work with school sites, and are available to provide technical assistance in the identification, utilization and/or evaluation of high quality instructional programs.

Additional information about the technical assistance provided by: Program Managers is in Section 100, Introduction; Contract Managers is in Section II, Fiscal; and regional NECs is in Section 600, School-Based Programs.

902 Network Trainings

The *Network* provides a wide array of training opportunities to contractors that will enhance their skills and knowledge and offer instructions and guidance on completing *Network* forms and requirements. Contractors are informed of upcoming trainings through e-mails sent from the *Network*. An updated copy of the Cancer Prevention Nutrition Section (CPNS)/*Network* Master Calendar is also available on the *Network* website at www.networkforahealthycalifornia.net, which lists all *Network* sponsored events. Contractors are encouraged to check the Master Calendar regularly for the latest information on training opportunities. For questions regarding the trainings listed below, contractors may call the CPNS main line at (916) 449-5400.

A. Network Skills-Based Trainings

The *Network* provides a variety of skills-based trainings for *Network* funded projects, including LIAs, to enhance their ability to meet their Scope of Work (SOW) requirements, increase their organizations capacity, and better serve the Food Stamp Nutrition Education (FSNE) eligible population. *Network* skills-based trainings are offered in various locations throughout the state each year. Examples of previous training topics include: Art of Training, Community Engagement, Art of Facilitation, *Network* Geographical Information System, Community Empowerment, Culturally Competent Partnership Development, and Sustainability. Contractors are encouraged to participate in these low-cost, FSNE allowable, training opportunities. These trainings provide opportunities to improve upon specific knowledge and skills and enhance state and local capacity to reach the food stamp audience.

B. Fiscal Trainings

The *Network* hosts fiscal trainings each year to review the administrative, fiscal and contractual requirements of contracting with the California Department of Public Health (CDPH) and the United States Department of Agriculture (USDA). Trainings are designed for fiscal staff responsible for preparing invoices and state share documentation reports. The trainings provide compliance requirements, definitions of expenditure categories,

instructions on how to complete the annual Funding Application Package (FAP), budgeting, allowable and unallowable scenarios, common errors found in reporting, equipment purchase and tracking procedures and travel requirements. Fiscal staff from each LIA contract is encouraged to attend.

C. Funding Application Packet (FAP) and Progress Report Trainings

The *Network* hosts two teleconferences each year on the FAP for LIAs. The teleconferences provide a step-by-step review of the FAP timeline, required forms (e.g., SOW, Budget Justification, Project Summary, etc.), instructions and samples. Prior to the teleconferences, participants are encouraged to send questions regarding the FAP to *Network* staff, which are then answered during the call.

In addition, the *Network* hosts two teleconferences each year on the Progress Reporting requirements for LIAs. The teleconferences provide a step-by-step review of the Progress Report Form, Progress Report Narrative, Activity Tracking Form, Semi-Annual Activity Report (SAAR) and attachments. Participants are provided an opportunity to ask questions during the call.

Contractors are encouraged to participate, as the teleconferences review *Network* requirements, highlight significant changes that have occurred and allows for participant questions.

D. Regional Networks for a Healthy California Trainings

Each *Regional Network* is tasked with supporting Local Incentive Awardees and other *Network* contractors by providing regional trainings. These trainings are meant to both support and enhance the content of state-level trainings, which are discussed in Section 902A above, and to allow the Regions to be responsive to the needs of local-funded programs and collaboratives. To determine topics and content, *Regional Networks* periodically survey local funded projects to identify areas of interest and need. Participation in these surveys is a key factor in ensuring that region sponsored trainings are relevant to local needs. Contractors are encouraged to participate in *Regional Network* trainings, especially those that are relevant to their specific areas of need and interest.

E. Harvest of the Month Trainings

In Fall 2007, the *Network* began offering a structured Harvest of the Month (HOTM) implementation training for contractors and *Network* partners regions. This training will also be made available through the *Network's* website (launch date tentative in Summer 2008). The training provides strategies for utilization of the HOTM monthly elements (educator newsletter, family newsletter, menu slicks and posters), integration with other *Network* program resources, and coordination and collaboration with the classroom, cafeteria, home and community to promote a common goal and healthier habits for students and their families. Contractors participating in HOTM are encouraged to participate in trainings, as it will increase their capacity to successfully implement HOTM and train staff on how to utilize all HOTM resources.

F. Media Spokespeople and Media Advocacy Trainings

The *Network* provides one and two day media trainings to provide *Network* funded partners speaking and writing skills as they relate to garnering media support for local efforts and influencing the target audience, and advancing the *Network for a Healthy California* brand and tagline Champions for Change. Trainings include: media spokesperson (how to deliver a message), broadcast media (including on-camera interviews), print media (developing

press releases, media advisories and creating meaningful, compelling messages) and building communications plans (developing communications and marketing tools). Trainings are advertised via email to contractors.

G. Youth Empowerment Trainings

The *Network* will offer youth engagement trainings to those contractors who have included youth empowerment activities into their SOW. The goal of these trainings is to help the adult ally gain the skills needed to support, guide and encourage youth leaders, as the youth work to increase the consumption of fruits and vegetables and increase daily physical activity in their school/community. The training participants will learn how to support and coach youth to take an active role in addressing nutrition and physical activity issues in their communities. The participants will understand the steps of participatory action research (PAR) which is an inquiry process that includes critical thinking, strategizing, gathering information, analysis and logical problem solving. Beginning Federal Fiscal Year 2009, the trainings will be offered in the Fall and early Spring of each fiscal year. In addition, the *Network* will offer six to eight monthly conference calls per year for participating sites that are managing local youth empowerment projects -- in order to encourage consistent peer learning, sharing and training.

903 Network Meetings and Conferences

The *Network* provides a wide array of meetings and a conference to contractors that will enhance their skills and knowledge, provide *Network* updates and allow for networking opportunities. Contractors are informed of upcoming events through e-mails sent from the *Network*. Additionally, an updated copy of the CPNS/*Network* Master Calendar is available on the *Network* website at www.networkforahealthycalifornia.net, which lists all *Network* sponsored events. Contractors are encouraged to check the Master Calendar regularly for the latest information on *Network* sponsored events. For questions regarding the meetings and conferences listed below, contractors may call the CPNS main line at (916) 449-5400.

A. Quarterly Network Contractor Teleconferences

Quarterly teleconferences are conducted for all *Network* funded projects to provide timely updates and provide a forum for questions. Typical topics included in the calls are state/federal updates, campaign updates, media and communications updates, training updates, and policy and procedure clarification, and various additional topics of interest. At least one representative from each LIA contract should participate in the quarterly teleconferences, because it will enhance the contractor's knowledge of the *Network* program and their ability to successfully meet SOW goals and objectives.

B. Shaping Health As Partners in Education (SHAPE) California Meetings

The California Department of Education facilitates semi-annual Shaping Health As Partners in Education (SHAPE) California meetings, typically in May (Spring) and November (Fall), in several regions around the state. All districts participating in SHAPE California are invited to attend. Members from each district's team receive training on at least one component of the SHAPE California approach and obtain resources and materials from their peers on successful strategies that promote positive eating behaviors and a healthy school nutrition environment.

The *Network* co-sponsors the Spring meeting, which focuses on nutrition education. Attendance at the Spring meeting is required for all school district and county office of education contractors' SOW and costs should be included in each budget. Contractors working with school districts and county offices of education are encouraged to budget

sufficient resources to support a team from each school district with whom they are working to attend the *Network* co-sponsored meeting.

C. *Network* Steering Committee Meetings

The Steering Committee of the *Network for a Healthy California* (Network Steering Committee or NSC) convenes three to four times a year in Sacramento. All *Network* partners and funded projects are encouraged to attend. The role of the NSC is to bring together FSNE local programs (including LIA contractors), *Network Campaigns and Programs*, *Regional Networks* and Collaboratives, researchers, state and federal agencies, community based organizations and other partners to actively promote the goals of the *Network*. In addition, the NSC works to create and strengthen partnerships that underpin a crosscutting integrated approach to confront the epidemic of obesity and chronic disease caused by poor diet and physical inactivity for food stamp eligible individuals. NSC meetings provide an opportunity for members and partners across the state to showcase new programs and material, network, improve communication and sharing, provide input/dialogue on FSNE activities, meet new partners, share ideas, and build *Network* cohesiveness.

For more information about the NSC and/or how to get involved, contractors are encouraged to contact Hope Wilson, Development Specialist for the Partnerships Team, at (916) 449-5422 or hope.wilson@cdph.ca.gov.

D. Annual *Network* Conference

The Annual *Network* Conference, hosted by the *Network*, is generally held during the January through March period in Sacramento for all *Network* contractors and partners. The conference is an opportunity for contractors to learn about social marketing programs from around the country, showcase their own projects, network with other local programs and learn of innovative and creative strategies to try in their own communities. Attendance at the conference is part of each contractor's SOW and costs are included in each budget.

E. Annual California Conference of Local Health Department Nutritionists (CCLHDN) Conference

The California Conference of Local Health Department Nutritionists (CCLHDN) consists of a professional nutritionist from each local health department in California. It is an affiliate of the California Conference of Local Health Officers (CCLHO). As the only public health nutrition organization of CCLHO they advise CCLHO on nutrition policy and practice; increase the awareness and effectiveness of community nutrition services at the local and state levels through statewide coordination and collaboration; share information and exchange nutrition program ideas among public health nutritionists, community nutritionist, and other health professionals; and provide continuing education opportunities for its members.

The Annual CCLHDN Conference is co-sponsored by the *Network* and focuses on building leadership capacity in the area of collaboration and partnership with agencies that provide services to low income consumers. Specific activities include: expanding knowledge and skills to meet the nutrition leadership challenges for nutrition initiatives in low-income audiences; enhancing professional skills to advance their roles as social marketers of public health nutrition with low-income audiences; obtaining updates on USDA, CDPH, California Department of Health Care Services, California Department of Education and county nutrition action plans (CNAP) addressing healthier eating, physical activity, preventing health disparities related to nutrition, and food assistance programs; enhancing professional

skills related to building effective partnerships for the purpose of attaining mutual goals; and networking with colleagues to share “lessons learned” and support wellness promotions for low-income audiences at county level. For more information about CCLHDN, contractors may contact Eliana Schultz, RD at eschultz@co.sanmateo.ca.us.

904 Regional Networks for a Healthy California

In January 2005, the 11 *Regional Networks* were established, competitively for the first time, as part of the *Network's* larger statewide partnership infrastructure. The purpose was to effect the full integration of a variety of State-level functions on the regional level, bringing services and support closer to *Network*-funded projects and partners serving the FSNE-eligible audience. These 11 *Regional Networks* were a combination of local health departments, nonprofit organizations, and university partners that became instrumental in fusing important healthy eating and physical activity promotion efforts and elements that had previously been handled through multiple, separate contracts.

Regional Networks conduct activities in three major areas of *Network* operations:

1. Maximizing impact through regional coordination, collaboration, communications support, and training to all *Network*-funded projects and other partners serving the *Network's* intended audience;
2. Empowering community action through Regional Collaboratives; and
3. Implementing the *Network's* targeted Fruit, Vegetable, and Physical Activity (FVPA) campaigns and programs on a regional level.

With administrative support from the 11 *Regional Network* lead agencies, there are now 11 established *Network* Regional Collaboratives operating in the State. Over 850 diverse individuals and organizations from around the State, half of which do not receive *Network* funding but serve the FSNE population and have similar priorities, are now part of the Regional Collaboratives. In addition to linking LIAs and other *Network*-funded projects, the Regional Collaboratives forge numerous non-traditional partnerships with other leaders and community activists who volunteer their time advancing the Collaborative agendas on behalf of FSNE-eligible Californians statewide. This collective base of people significantly expands the resources, influence, and ability of each region to implement comprehensive strategic plans and communications plans that organize and guide their work region-wide.

It should be noted that due to the rich diversity of collaborative partner types some collaborative activities are funded by non-USDA/*Network* sources and may go beyond the scope of USDA/*Network*-allowable activities. Contractors are encouraged to communicate regularly with their assigned Program Manager to ensure their role in collaborative activities is allowable. Additional contact and other information regarding each of the *Regional Networks* can be accessed on the *Network* website at www.networkforahealthycalifornia.net.

905 Network Program Compliance Review

In efforts to ensure local contractors are meeting USDA requirements, a Program Compliance Review was established by the *Network* to conduct periodic reviews. The reviews will be coordinated with the site visits and desk reviews conducted by the Program and Contract Managers. The Program Compliance Review will be conducted by the *Network's* Program Compliance (PC) Team. The PC Team will review both State and Federal Share programs and administrative/fiscal functions. The contractor will receive at least eight weeks prior notice from the PC Team and an instructions packet. The PC Team will meet with the contractor's assigned Contract and Program Managers prior to the review to be given a status on the contract.

After the review is conducted, the PC Team will meet again with assigned Contract and Program Managers to discuss the review, priority findings and recommendations. A written report will be issued to the Contractor and the assigned Contract and Program Managers within 30 days from the review. A teleconference will be scheduled between the Contractor and the assigned Contract and Program Managers to discuss the report and any findings. If the report includes priority findings, the Contractor, along with the assistance of the Contract and Program Manager, will have 30 days from the date of the teleconference to develop a written Program Improvement Plan (PIP) that addresses each of the findings. The contractor's assigned Contract and Program Managers along with the PC Team will provide technical assistance on implementing the approved PIP.

For additional information, contractors are encouraged to contact Gil Sisneros at (916) 499-5433 or gil.sisneros@cdph.ca.gov.

906 California Association of Nutrition and Activity Programs (CAN-Act)

The California Association of Nutrition and Activity Programs (CAN-Act) is contracted by the *Network* to improve communications between and among CDPH, CPNS and local *Network* contractors, to assist in reducing the administrative burden related to delivery of FSNE funded programs, to improve cost effectiveness and to enhance program performance. Specific activities include developing, providing training and pilot testing SOW templates for *Network* contractors in coordination with state *Network* staff; hosting regional meetings on contract activities; facilitating contractor communications and improved FSNE program delivery; assisting in the development of a contractor reference document which includes FSNE approved nutrition education materials; assisting in establishing electronic directory of local *Network* projects to facilitate peer communications and information sharing; and distributing membership brochure and annual report which will include contractor success stories.

For additional information, contractors are encouraged to visit the CAN-Act website at www.can-act.net or contact Melody Steeples at melody@can-act.net.

907 Network Websites

A. Network Website

The *Network* website (www.networkforahealthycalifornia.net) provides a number of valuable resources for contractors, intermediaries and professionals. These include fiscal training information, Funding Application Packets, Program Letters, Progress Report forms, CPNS/*Network* Master Calendar as well as other resources. It is also the best place to find newly released documents, reports and other valuable pieces of information from the *Network*.

B. Champions for Change

The *Network's* Champions for Change consumer website www.cachampionsforchange.net and its sister Spanish-language website www.campeonesdelcambio.net are all about connecting the target audience to resources in their local regions and providing on-line resources such as recipes and tips on easy ways to get physically active. The sites empower consumers and give them the tools, knowledge and resources to become Champions for Change. *Network* funded partners are encouraged to inform consumers of the website and may contact the Communications and Media Unit to provide potential content (e.g., event calendars). The Communications and Media Unit may be reached by calling the CPNS main line at (916) 449-5400.

C. Communication Resource Library

The Communications Resource Library is a central location for many of the communications resources that *Network* contractors need in order to help build equity and recognition in the Champions for Change brand. The Communication Resource Library can be accessed at <http://networkforahealthycalifornia.net/Library/index.php>. The online Library provides: photos, logos, graphic elements, templates, *Branding Guidelines Manual*, and additional resources. Contractors are encouraged to use this resource and to periodically review the site as the *Network* continues to refine and update it with new information, new photos, tip sheets, and other communications documents and resources as they become available. For questions regarding the Library, contractors may contact the Communications and Media Unit by calling the CPNS main line at (916) 449-5400.

D. Harvest of the Month

The HOTM website (www.harvestofthemoth.com/) provides information about this school-based resource and its four monthly elements, which includes educator newsletters, family newsletters, menu slicks and community (retail) newsletters. Monthly elements can be downloaded from the website and four HOTM posters can be ordered through the *Network's* online ordering system. Additionally, the website provides a wide variety of resources to complement the monthly elements. Section 907E below provides information about the *Network's* online ordering system.

E. Geographical Information System (GIS) Map Viewer

The *Network* Geographical Information System (GIS) Map Viewer is a powerful tool that provides comprehensive information for community assessment and program planning. Contractors can use this tool to assist with targeting programs for FSNE eligible audiences. Users have the ability to search a specific county, ZIP code, census tract, block group, or a specific street address.

The *Network* uses census tracts to identify which sites/locations qualify for use of USDA FSNE funds. A qualifying census tract is one where at least 50 percent of individuals have incomes that are less than or equal to 185 percent of the Federal Poverty Level (FPL). (Note: The 2000 United States Census poverty data available on the *Network* GIS Map Viewer includes individuals with incomes below 185 percent of the FPL. This is the best data available for providing a close approximation of income-eligible persons at the site/location.)

Some Uses of Network GIS Map Viewer

- **Identify census tracts where at least 50% of individuals have incomes that are <185% FPL** (for the purposes of carrying out merchandising of retail outlets, farmers markets, food demonstrations, award funding to mini-grant applicants, etc.).
- **Identify census tracts in which at least 50% of individuals from a given targeted-campaign subgroup have incomes <185% FPL (African-American, Latino, Asian/Pacific Islander)** (for the purposes of carrying out merchandising of retail outlets, farmers markets, food demonstrations, award funding to mini-grant applicants, etc.).
- **Map selected indicators of neighborhood assets in census tracts throughout California.** Examples include schools, health facilities, *Network* funded local and regional contractors, grocers that accept EBT and grocers that accept WIC.
- **Identify census tracts where Spanish or Asian languages are the primary language to carry out targeted in-language campaigns and/or pilot materials.**

- **Map location and type of retail and low-income worksite establishments throughout California.** Examples include grocery stores, convenience stores, fast food places, restaurants, hotels/motels, and cleaning businesses.

The *Network* GIS Map Viewer is accessible at the following website, www.cnngis.org. The website provides information on how to use the *Network* GIS Map Viewer, including a Quick Reference Tutorial.

F. Online Ordering System for *Network* materials

The *Network* has an online ordering system for all *Network* education materials including nutrition education reinforcement items. The website address is <https://web3.kpcorp.com/v25/entry.asp?Account=CANN>. Each funded contractor is assigned one user ID and password. Each contractor is expected to have one designated staff person responsible for managing their inventory, receiving and placing orders, and tracking the distribution of all materials for their contract. In addition, this staff person is responsible for assuring there is adequate and secure space for receipt and storage of the material. All contractors have been assigned a quantity allotment to support their nutrition education activities. Contractors that do not have their login information should contact *Network* staff for assistance.

The *Network* also offers a Cost Recovery system which has a variety of nutrition education and reinforcement items available to order at the cost of production plus shipping. Materials to promote fruit and vegetable consumption and physical activity may be purchased with a Visa or MasterCard. These materials may be ordered online at <https://web3.kpcorp.com/c2Credit>. Additionally, the website offers a complete PDF document of each publication.