



**United States
Department of
Agriculture**

Food and
Nutrition
Service

Western Region

90 Seventh St.
Suite 10-100
San Francisco, CA
94103

September 30, 2013
SNAP-10-6-CA/SNAP-Ed Plan

Ms. Linda Patterson, Chief
CalFresh Branch
Department of Social Services
744 P Street, MS 8-9-32
Sacramento, CA 95814

Dear Ms. Patterson:

This letter provides Food and Nutrition Service’s (FNS) final approval of California’s Federal Fiscal Year (FFY) 2014 Supplemental Nutrition Assistance Program Education (SNAP-Ed) Plan. We are approving the Plan for a total of **\$108,583,020.77** and understand the remaining funds will be requested by a Plan Amendment. We are approving **\$9,922,931.37** to be awarded to the California Department of Social Services (CDSS) (including its sub-contracts with the Departments of Aging and Food and Agriculture, as well as county welfare departments), **\$89,711,336.08** to the California Department of Public Health (CDPH) (including funding to the Public Health Institute and grants to local health departments), and **\$8,948,753.32** to the University of California, Davis Cooperative Extension (UC CalFresh). In addition, we are approving a total of **\$14,126,896.29** in FFY 2013 carry-in funds based on the proposals submitted in the 2014 State SNAP-Ed Plan. These amounts reflect denials and reductions for specific project costs denoted in the attached workbook. Unless noted, all other projects and activities are approved based on the State’s responses to WRO.

	FFY 2013 Carry-In	FFY 2014	Total Costs (FFY 13 Carry-in & FFY 14)
California Department of Social Services	\$1,595,803	\$9,922,931.37	\$11,518,734.37
California Department of Public Health	\$11,713,737	\$89,711,336.08	\$101,425,073.08
UC CalFresh	\$817,356.29	\$8,948,753.32	\$9,766,109.61
Total Costs	\$14,126,896.29	\$108,583,020.77	\$122,709,917.06

Both the 2013 carry-in and 2014 amounts are subject to the availability of federal funds. FFY 2013 carry-in funds must be obligated by September 30, 2014 and liquidated by December 30, 2014. FFY 2014 funding will be available for expenditure over the two-year period of FFY 2014 and FFY 2015. Using the First In, First Out (FIFO) principle, it is incumbent on the State to expend FFY 2013 funds

prior to expending FFY 2014 funds, unless there are notable exceptions. The Federal funding is granted with the understanding that should FNS at a later date identify activities and costs that cannot be justified or require further clarification, FNS reserves the right to request additional documentation and/or withhold funds for any questionable portion of activities.

As the largest SNAP-Ed program in the country, California has the tremendous potential for significantly reducing the causes of poor nutrition, inactivity, and overweight among the low-income population. While there are many robust activities and pilot initiatives proposed, in order to succeed, California must use FFY 2014 to restructure its SNAP-Ed plan. WRO will help. We also expect that California's agencies will use the coming months to reflect on the common issues raised by WRO in the grant review workbooks. While we appreciate the coordination between the state and implementing agencies, each still fundamentally operates its own SNAP-Ed program with their own requirements, training, materials development, auditing, and technical assistance. It is incumbent on California to develop collaborative models that invest in activities that will generate collective reach and impact.

Please be advised that California must provide FNS with the FFY 2013 SNAP-Ed Annual Report no later than November 30, 2014. In addition, FFY 2013 Plan Amendment requests must be submitted to FNS no later than May 1, 2014. We expect that California agencies will submit requests for plan amendments on a flow basis as local health departments initiate new sub-grants. We also request that California submit FNS also requests that any new social marketing or media materials funded by SNAP-Ed be shared with FNS for prior approval and continue to work closely with WRO in the implementation of new pilot projects and the comprehensive evaluation.

Per this note, we are also approving CDPH's new organizational structure as well as the local projects that have proposed alternative time tracking methodologies.

We would like to express our appreciation for Kristin Brinks and Adam Quintana and the rest of your staff, Gil Sisneros and Michele van Eyken of the Department of Public Health, and David Ginsberg of University of California, in responding to our review comments thoroughly and expeditiously. Should you have any questions, please contact me at (415) 705-2333, or Andrew Riesenber of my staff at (415) 645-1927.

Sincerely



DENNIS STEWART
Division Director
Supplemental Nutrition Assistance Program
Western Region

cc: Kristin Brinks, CA SA
Adam Quintana, CA, SA
Gil Sisneros, CA, IA
Michele Van Eyken, CA, IA
David Ginsberg, CA, IA
Kitty Reid, GMS, FM, WRO
Leigh Kearns, ASU, FM, WRO



**United States
Department of
Agriculture**

Food and
Nutrition
Service

Western Region

90 Seventh St.
Suite 10-100
San Francisco, CA
94103

December 31, 2013
SNAP-10-6-CA/SNAP-Ed Plan Amendment # 3

Ms. Linda Patterson, Chief
CalFresh Branch
Department of Social Services
744 P Street, MS 8-9-32
Sacramento, CA 95814

Dear Ms. Patterson:

This letter provides Food and Nutrition Service's (FNS) approval of the third amendment to California's Federal Fiscal Year (FFY) 2014 Supplemental Nutrition Assistance Program Education (SNAP-Ed) Plan. Per the amendment submitted for your state's implementing agencies, we are approving the following additional local projects and/or sub-grantees whose FFY 2014 funding was denied in the initial SNAP-Ed Plan approval letter.

California Department of Social Services (CDSS)

County Fairs Projects

- Sacramento County Fair (*Additional wheelbarrows*) \$5,320
- Marin County Fair (*Subcontractors to update the Paseo del Canal activity map and Shepard and Associates Graphic Designs*) \$2,750

Get Fresh Projects

- Del Norte County Social Services (*including sub-award to Public Health*): \$75,573
- Madera County Social Services (*including sub-award to Public Health*): \$107,578.12
- Nevada County Social Services (*additional funds for staffing*): \$17,966
- Merced County Human Services Agency (*including nutrition education contract*): \$201,686
- Catholic Charities of California (*including all contracts*): \$926,955.73

California Department of Public Health (CDPH)

- **Los Angeles County Health Department** (*additional funding for Los Angeles County Office of Education, Lawndale Elementary School District, Sustainable Economic Enterprises, Social Justice Learning Institute, Los Angeles Brotherhood Crusade, National Health Foundation, The Children's Collective, Tarzana Treatment Centers, Episcopal Diocese of Los Angeles*)
\$195,065.88

- **San Francisco Department of Public Health** (*funding for sub-contractors: Nutrition Education classes/Evaluation, Peer Nutrition Education, Early Childhood Nutrition Education, Faith-Based Organizations*) **\$310,000**
- **Long Beach Department of Health and Human Services** (*funding for sub-contractors: Community-Based Organization, Faith-Based Organization, Evaluation*) **\$115,000**
- **Training and Resource Centers** (*additional 6 months of funding for the North Coast, SF, Delta, Central Coast, Central Valley, LA, and Inland Desert contractors*): **\$3,914,739**
- **Public Health Institute** (*funding for Healthy Retailer Project and Afterschool Engagement*): **\$270,000**

University of California, Davis Cooperative Extension (UC CalFresh)

- San Joaquin County (*additional staff time*) \$19,447.05
- State Office (*new hire, materials and supplies*) \$65,828.37

We are now approving the Plan for a total of **\$129,266,025.12** and understand the remaining funds will be requested by a Plan Amendment. We are approving **\$11,260,760.22** to be awarded to the California Department of Social Services (CDSS) (including its sub-contracts with the Departments of Aging and Food and Agriculture, as well as county welfare departments), **\$108,971,263.12** to the California Department of Public Health (CDPH) (including funding to the Public Health Institute and grants to local health departments), and **\$9,034,028.78** to the University of California, Davis Cooperative Extension (UC CalFresh). In addition, we are approving a total of **\$14,126,896.29** in FFY 2013 carry-in funds based on the proposals submitted in the 2014 State SNAP-Ed Plan.

	FFY 2013 Carry-In	FFY 2014	Total Costs (FFY 13 Carry-in & FFY 14)
California Department of Social Services	\$1,595,803	\$11,260,760.22	\$12,856,563.22
California Department of Public Health	\$11,713,737	\$108,971,236.12	\$120,684,973.12
UC CalFresh	\$817,356.29	\$9,034,028.78	\$9,851,385.07
Total Costs	\$14,126,896.29	\$129,266,025.12	\$143,392,921.41

Both the 2013 carry-in and 2014 amounts are subject to the availability of federal funds.

We would like to express our appreciation for your staff in responding to our review comments thoroughly and expeditiously. We look forward to receiving a copy of your final FFY 2014 SNAP-Ed plan that reflects all funding and approved projects to date. Should you have any questions, please contact me at (415) 705-2333, or Andrew Riesenbergs of my staff at (415) 645-1927.

Sincerely,



for
DENNIS STEWART
Division Director
Supplemental Nutrition Assistance Program
Western Region

cc: Kristin Brinks, CA SA
Adam Quintana, CA, SA
John Talarico, CA IA
Gil Sisneros, CA, IA
Michele Van Eyken, CA, IA
David Ginsburg, CA, IA
Kitty Reid, GMS, FM, WRO
Leigh Kearns, ASU, FM, WRO

California Department of Public Health
Supplemental Nutrition Assistance Program (SNAP) Nutrition Education (SNAP-Ed)
State Plan of Operations for Federal Fiscal Year (FFY) 2014

Executive Summary

The California Department of Public Health (CDPH) Nutrition Education and Obesity Prevention (NEOP) Branch will fully achieve its planned transition of SNAP-Ed operations in FFY 2014. Contractors who traditionally received funds based on their ability to achieve large numbers of contacts and to generate State Share under the previous funding model will complete their work by the end of the current fiscal year. Effective October 1, 2013, CDPH's reduced allocation will be directed to all but two of California's 61 local health jurisdictions with funds based on the level of SNAP participation.

CDPH's focus this year will be to ensure that state-level operations provide appropriate support to Local Health Departments (LHDs), expand partnerships with the state Departments of Social Services, Education, Food and Agriculture, Aging, Health Care Services and the University of California and, through these efforts, meet the programmatic and evaluation recommendations of U.S. Department of Agriculture (USDA) staff in its recent Management Evaluation (ME).

PLAN HIGHLIGHTS

- 1) Support for Local Health Departments (LHDs):
 - a) The NEOP Branch modified its scope of work (SOW) for LHDs so that it more accurately reflects the grant allocation process for distribution of CDPH SNAP-Ed funds. While the options for SNAP-Ed activities remain essentially the same as in the previous 17-objective SOW, the new format with a smaller number of required objective and a focus on performance measures allows for increased flexibility for LHDs to determine the best range of activities to undertake in their jurisdiction and identifies the critical process and outcome measures for which CDPH will hold LHDs accountable.
 - b) Branch Reorganization to Support New Structure:

The NEOP Branch has engaged a facilitator to guide the process of defining the functions and teams needed to support the LHD model. The current Branch structure, based on funding source, target population and messages, is confusing to stakeholders and unwieldy for managers. The new structure, to be based on the functions that support LHDs and obesity prevention, should be in the CDPH approval process by January 2014. Please see the attached *draft* organizational structure.

- c) Training in Areas of Focus for SNAP-Ed:
As part of its reorganization, CDPH NEOP will create a Training Unit that will be responsible for coordinating and ensuring the quality of all training provided to LHDs. NEOP plans to supplement the basic training provided to LHDs in FFY 2013 (orientation, fiscal management, systems and environment interventions, community and population engagement, reporting and targeting) with additional training support in FFY 2014.
- d) Partnership and Media Support Solicitation:
CDPH also issued a Request for Proposal in July 2013 to solicit bids from potential entities to assist CDPH in providing training, coalition-building and public relations support for the first year of full LHD implementation of SNAP-Ed. Entities in seven geographic areas will serve as regional centers, allowing regional center staff to travel short distances to provide quality training and other support to the LHDs in their service area in the LHDs first year of operation as the lead agencies for their jurisdiction. This contract is for one year only to ensure training support for LHDs continues uninterrupted while NEOP completes and receives approval for its reorganization.

2) LHD-led Pilots and Special Projects:

CDPH will continue to pilot-test and explore innovative strategies as it has in the past; however, these will be conducted with selected LHDs as the lead for each project. CDPH anticipates releasing “mini-grants” through an informal competitive process to select the LHD to receive an additional allotment of funds to provide local direction on several pilot projects:

- a) *African American Beauty Salon Pilot Test and Evaluation:* One or more LHDs will collaborate with CDPH and serve as the lead LHD to pilot test, evaluate and develop materials to assist other LHDs to implement SNAP-Ed interventions in salons in low-income African American neighborhoods;
- b) *Body and Soul Pilot and Evaluation:* One or more LHDs will collaborate with CDPH and serve as the lead LHD to pilot test, evaluate and develop materials to assist other LHDs to implement SNAP-Ed interventions in churches and other faith-based organizations in low-income neighborhoods;
- c) *SNAP-Ed Materials for American Indian Populations in California:* One or more LHDs will collaborate with CDPH and serve as the lead LHD to develop pilot test and evaluate materials for American Indian communities which can then be shared with others;
- d) *SNAP-Ed Interventions in Federally-qualified Health Centers (FQHCs):* One or more LHDs will collaborate with CDPH and serve as the lead LHD to pilot test, evaluate and develop materials to assist other LHDs to implement SNAP-Ed interventions in salons in FQHCs serving the SNAP-eligible population.

3) Evaluation of LHD Operations and SNAP-Ed Behavior Outcomes:

Ongoing evaluation of SNAP-Ed interventions, including assessment of nutritional choices of selected populations within California will continue in FFY 2014. In addition, CDPH will conduct the BenchMark Study, a four-year evaluation of the LHD

model of SNAP-Ed services, using both outcome measures to gauge effectiveness and process interviews and surveys to assess the processes most likely to contribute to positive outcomes;

- 4) Media and Materials: CDPH NEOP plans to continue the strong distribution of its four key messages: “Eat a Harvest Every Month”, “Rethink Your Drink, Power Play! And We’re All in This Together” through print materials, media distribution and public relations activities to reach a large audience of low-income families.
- 5) Partnerships and Special Projects with State Departments and the University of California: CDPH will continue its partnerships with its Lead Agency, the California Department of Social Services/CalFresh Branch, and its long-term partner Implementing Agency, the University of California at Davis, Cooperative Extension program. Regular meetings will focus on resolving site duplication, and other operational areas of collaboration between the implementing agencies.
 - a) In addition, CDPH will enter its second year of collaboration with the Office of Farm to Fork in the California Department of Food and Agriculture with joint funding from the California Department of Education.
 - b) State Superintendent of Public Instruction Tom Torlakson has initiated Team California for Healthy Kids (TCHK) to promote healthy eating and physical activity throughout the day, every day, during, before and after school, in early childhood programs and in communities. CDPH is an active collaborator in TCHK, including supporting the implementation of SNAP-Ed-allowable interventions in eligible school sites.
 - c) CDPH will enter into a new partnership with the California Department of Health Care Services (CDHCS) for data collection and analysis of Body Mass Index of low-income children and to pilot test SNAP-Ed materials and interventions in health care settings to improve monitoring of obesity prevalence in the SNAP target population and to increase SNAP-Ed interventions in this important channel.
 - d) Finally, CDPH will collaborate with the California Medical Association (CMA) and the California chapters of the American Academy of Pediatrics (AAP) to create partnerships between LHDs and local medical associations around issues related to healthy eating, physical activity community environments that support healthy choices and how medical care providers can contribute to these efforts by becoming Champion Physicians.

California Department of Public Health State Plan
SNAP-Ed for Nutrition Education and Obesity Prevention
FFY 2014: Table of Contents

Binder 1 of 3

Section G: Signature Page

Nutrition Education and Obesity Prevention (NEOP) Summary
Table of Contents
Network Organization Chart
Network phone list
Acronym list

Section A: Needs Assessment Identifying and Understanding the Target Audience

Identifying and Understanding the Target Audience

Attachments A:

Hispanic/Non-Hispanic SNAP households by California counties, July 2012
Child Poverty, Food Insecurity and CalFresh Participation by County
Contractors List by County
Memorandum of Understanding
Decision Tree
Nutrition Education Materials
Nutrition Related Programs
California SNAP-Ed Sites, Eligible Individuals, Census Tracts, and Schools by County (on CD)
Quarterly Time Study
Sites and Tracts for Schools

Section B: Nutrition Education Plan

NEOP Local Projects (NLPs)

Public Health Departments – Cities & Counties

Alameda County Health Care Services Agency
Alpine County Health and Human Services
Amador County Health and Human Services
City of Berkeley Department of Public Health
Butte County Public Health Department
Calaveras County Local Health Department
Contra Costa Health Services (Community Wellness and Prevention Program)
CSU, Chico Research Foundation (Colusa/Glenn)
Del Norte County department of Health and Human Services
El Dorado County Vision & Health Coalition
Fresno County Department of Public Health
Health Education Council
Humboldt County Department of Health & Human Services
Imperial County Public Health Department
Inyo County Health and Human Services

County of Kern Through It's Public Health Services
Kings County Community Action Partnership
Lake County Public Health Department
City of Long Beach Department of Health & Human Services
County of Los Angeles Department of Public Health
Madera County Public Health Department
Marin County Department of Health and Human Services
Mendocino County Health and Human Services Agency (Community Health Services)
Merced County Department of Public Health
Mono County Department of Public Health
Monterey County Public Health Department
Nevada County Public Health Department
County of Orange Health Care Agency
Pasadena, City of, Public Health Department
Plumas County Public Health Department
Riverside, County of, Department of Public Health
Sacramento County Division of Public Health
San Bernardino Department of Public Health
County of San Diego Health and Human Services Agency

Binder 2 of 3

City and County of San Francisco Department of Public Health
San Joaquin County Public Health Services
San Luis Obispo County Public Health Department
San Mateo County Public Health Department
Santa Barbara County Public Health Department
Santa Clara County Public Health Department
Santa Cruz County Health Services Agency
Shasta County Health and Human Services Agency, Public Health Branch
Siskiyou Health and Human Services Agency
Solano County Nutrition Program
County of Sonoma Department of Health Services
Stanislaus County Health Service Agency
Sutter County Human Services – Health Division
Tehama County Health Services Agency
Tulare County Health and Human Services Agency
Tuolumne County Health Department
Ventura County Public Health Department
Yolo County Health Department
Yuba County Health and Human Services

Local Food & Nutrition Education Projects (LFNE)

Asian Health Services
Community Alliance with Family Farmers
Community Bridges
CSU, Chico Research Foundation
Education and Leadership Foundation
FAME Assistance Corporation

Family HealthCare Network
Community Partners for RootDown LA
San Ysidro Health Center
Vista Community Clinic

FFY 2013 RFA Competitive Grants Final Quarter:

Catholic Charities
California Health Collaborative
Collective Roots
Health Education Council
Office of Samoan Affairs
Ventura County Public Health Department
Young Men's Christian Association

State Level Projects

Administration
Communications
Community and School Policy and Training
Community Development
Department of Health Care Services
Fruit, Vegetable, and Physical Activity Campaigns

Binder 3 of 3

Leadership
Materials & Distribution
Research & Evaluation
Technical Assistance
Training and Resource Centers

Section C: Staffing

Network Local Projects Staff Form
State Staff Form
PHI Staff Form

Attachments Section C:

State Duty Statements
PHI Duty Statements

Section D: Budget Summary

Network Budget

Section E: Assurances

Assurances

Section F: Targeting (on CD)

Qualifying Census Tracts (ACS 2005-2009)
Qualifying Census Block Groups (ACS 2005-2009)
Qualifying Ethnic-Based Census Tracts 100% FPL (ACS 2005-2009)
Qualifying Census Tracts (ACS 2006-2010)
Qualifying Census Block Groups (ACS 2006-2010)
Qualifying Ethnic-Based Census Tracts 100% FPL (ACS 2006-2010)
California Schools 50% Free/Reduced Price Meals by County



NUTRITION EDUCATION and OBESITY PREVENTION BRANCH

STAFF LIST

1616 CAPITOL AVE, MS 7204, SACRAMENTO, CA 95814

Main Phone: 449-5400
Main Branch Phone: 449-5353
Main Fax: (4th Floor) 449-5415
(5th Floor) 449-5414
IT Help Desk: 445-2985
Security Desk: 445-3574
After Hours Security: 445-3610
Voice Mail Access - Outside of Office (916) 319-7900

BRANCH

* **John Talarico** 449-5353
 Branch Chief John.Talarico@cdph.ca.gov

* **Gil Sisneros, MPH** 322-4253
 Asst. Branch Chief GIL.SISNEROS@cdph.ca.gov

* **Michele van Eyken, MPH, RD** 552-9883
 Asst. Branch Chief MICHELE.VAN.EYKEN@cdph.ca.gov

* **Kamaljeet Singh-Khaira, MS** 449-5437
 Program Director III KAMALJEET.SINGH-KHAIRA@cdph.ca.gov

Michele Fast, MBA 449-5360
 HPS1, Plan Administrator MICHELE.FAST@cdph.ca.gov

Christina Finlayson 445-8028
 Health Program Auditor IV CHRIS.FINLAYSON@cdph.ca.gov

Gregory Holtom 558-1710
 Staff Counsel III GREGORY.HOLTOM@cdph.ca.gov

Sara Metzger 449-5388
 Special Consultant SARA.METZGER@cdph.ca.gov

Carma Okerberg, RD, MPH 449-5425
 Health Program Specialist II CARMA.OKERBERG@cdph.ca.gov

PHI ADMINISTRATION

* **James Grey** 449-5383
 Program Administrator III JAMES.GREY@cdph.ca.gov

Jitendar Chadda 449-5933
 Compliance Administrator JITENDAR.CHADDA@cdph.ca.gov

Jennifer Chaussee 449-5377
 Administrative Assistant III JENNIFER.CHAUSSEE@cdph.ca.gov

Debbie Fine 449-5331
 Accounting Assistant II DEBBIE.FINE@cdph.ca.gov

Tanya Garbolino 445-5440
 Program Administrator II TANYA.GARBOLINO@cdph.ca.gov

Janene Iorga 449-5456
 Accounting Assistant III JANENE.IORGA@cdph.ca.gov

Laura O'Neill 327-8267
 Program Administrator II LAURA.ONEILL@cdph.ca.gov

Ian Tovar 552-9981
 Contracts Administrator II IAN.TOVAR@cdph.ca.gov

Kristi Smith 449-5422
 Accounting Assistant KRISTI.SMITH@cdph.ca.gov

Liza Bolante 449-5422
 Contracts Administrator II Liza.Bolante@cdph.ca.gov

ADMINISTRATIVE OPERATIONS SECTION

* **Melissa Meade** 449-5409
 Staff Services Manager II MELISSA.MEADE@cdph.ca.gov

FISCAL SERVICES UNIT

* **Marissa Hutchinson** 449-5378
 Staff Services Manager I MARISSA.HUTCHINSON@cdph.ca.gov

Emma White 445-5602
 Assoc. Gov't Program Analyst EMMA.WHITE@cdph.ca.gov

Antonio Baxter 449-5434
 Staff Services Analyst ANTONIO.BAXTER@cdph.ca.gov

Jasbir Gahunia 440-7896
 Staff Services Analyst JASBIR.GAHUNIA@cdph.ca.gov

Michael Keane, MBA 324-1185
 AGPA, Admin Liaison MICHAEL.KEANEY@cdph.ca.gov

Gloria Schroeter 449-5384
 Assoc. Accounting Analyst GLORIA.SCHROETER@cdph.ca.gov

ADMINISTRATIVE OPERATIONS UNIT

* **Reyna Fong** 650-6711
 Staff Services Manager I REYNA.FONG@cdph.ca.gov

Gretchen Kocinsky 449-5369
 Office Technician GRETCHEN.KOCINSKY@cdph.ca.gov

Becky Nguyen 449-5368
 Office Technician BECKY.NGUYEN@cdph.ca.gov

Daniel Sanderson 445-4181
 Office Technician DANIEL.SANDERSON@cdph.ca.gov

Christopher Whipple 449-5373
 Office Technician CHRISTOPHER.WHIPPLE@cdph.ca.gov

Patrice Wilson 449-5718
 Office Assistant PATRICE.WILSON@cdph.ca.gov

Kayla Druse 449-5395
 Management Services Tech. KAYLA.DRUSE@cdph.ca.gov

Paula Mora 323-1648
 Assoc. Gov't. Program Analyst PAULA.MORA@cdph.ca.gov

Fam Saefong 449-5396
 Assoc. Gov't. Program Analyst FAM.SAEFONG@cdph.ca.gov

CMU - ANALYST

Cathryne Ahrens 440-7836
 Assoc. Govt. Program Analyst CATHRYNE.AHRENS@cdph.ca.gov

CONTRACT OPERATIONS UNIT A

* **Shardool Doongursee** 449-5433
 Staff Services Manager I SHARDOOL.DOONGURSEE@cdph.ca.gov

Daniel Phillips 552-9926
 Assoc. Gov't. Program Analyst DANIEL.PHILLIPS@cdph.ca.gov

Mandy Hauck 445-1462
 Assoc. Gov't. Program Analyst MANDY.HAUCK@cdph.ca.gov

Lori Milami 327-8288
 Assoc. Gov't. Program Analyst LORI.MILAMI@cdph.ca.gov



NUTRITION EDUCATION and OBESITY PREVENTION BRANCH

STAFF LIST

1616 CAPITOL AVE, MS 7204, SACRAMENTO, CA 95814

John Pacheco 449-5394

Assoc. Gov't. Program Analyst JOHN.PACHECO@cdph.ca.gov

Monica Regalado 449-5931

Assoc. Gov't. Program Analyst MONICA.REGALADO@cdph.ca.gov

Shelly Martin 449-5446

Assoc. Gov't. Program Analyst SHELLY.MARTIN@cdph.ca.gov

CONTRACT OPERATIONS UNIT B

* **Antoinette Souza-King** 445-2521

Staff Serv. Manager I ANTOINETTE.SOUZA-KING@cdph.ca.gov

Erika Elespuru 449-5856

Assoc. Gov't. Program Analyst ERIKA.ELESPURU@cdph.ca.gov

Debra Thompson 440-7362

Assoc. Gov't. Program Analyst DEBRA.THOMPSON@cdph.ca.gov

Kisha Holmes 552-9836

Assoc. Gov't. Program Analyst KISHA.HOLMES@cdph.ca.gov

Jorge Leal 327-8018

Assoc. Gov't. Program Analyst JORGE.LEAL@cdph.ca.gov

Sarita Lee 445-2547

Assoc. Gov't. Program Analyst SARITA.LEE@cdph.ca.gov

CONTRACT COMPLIANCE MONITORING UNIT

* **Kelley Maddox** 449-5392

Health Program Manager I KELLEY.MADDOX@cdph.ca.gov

Sheila Chinn 449-5375

Staff Services Analyst SHEILA.CHINN@cdph.ca.gov

Willie Holmes 440-7189

Assoc. Health Program Advisor WILLIE.HOLMES@cdph.ca.gov

Theresa McGinnis 449-5920

Assoc. Health Program Advisor THERESA.MCGINNIS@cdph.ca.gov

Pat Nelson 319-9003

Assoc. Govt. Program Analyst PATRICIA.NELSON@cdph.ca.gov

COMMUNITY AND SCHOOL POLICY AND TRAINING SECTION

* **Caroline Kurtz** 552-9908

Health Program Manager II CAROLINE.KURTZ@cdph.ca.gov

Jane Alvarado Banister 559-977-4619

Project Coordinator JANE.ALVARADO@cdph.ca.gov

Linda Cowling, MPH, RD 445-2973

Program Coordinator LINDA.COWLING@cdph.ca.gov

Annette DiPirro, MPH 552-9894

Program Training Coordinator ANETTE.DIPIRRO@cdph.ca.gov

Cindy Figgins, BA 650-0409

Health Program Specialist I CINDY.FIGGINS@cdph.ca.gov

Cyndi Guerra Walter 552-9980

Program Director CYNDI.WALTER@cdph.ca.gov

Katherine Hawksworth, MPH, CHES 552-9959

Program Manager KATHERINE.HAWSWORTH@cdph.ca.gov

Maran Kammer-Perez 552-9951

Program Administrator MARAN.PEREZ@cdph.ca.gov

Deirdre Kleske 619-723-6457

Project Coordinator DEIRDRE.KLESKE@cdph.ca.gov

Andrew Manthe, MPH, CHES 449-5393

Program Coordinator ANDREW.MANTHE@cdph.ca.gov

Nestor Martinez, MPH, RD 552-9941

Health Program Specialist II NESTOR.MARTINEZ@cdph.ca.gov

Jeffery Rosenhall, MA 650-6891

Health Program Specialist II JEFFERY.ROSENHALL@cdph.ca.gov

Chad Brackett 449-5400

COPP Program Survey CHAD.BRACKETT@cdph.ca.gov

Tammy Yu 445-2974

Program Representative I TAMMY.YU@cdph.ca.gov



NUTRITION EDUCATION and OBESITY PREVENTION BRANCH

STAFF LIST

1616 CAPITOL AVE, MS 7204, SACRAMENTO, CA 95814

POLICY, PLANNING, AND PARTNERSHIP SECTION

* **Susan B. Foerster, MPH, RD 449-5385**
 Chief SUSAN.FOERSTER@cdph.ca.gov
 Kristy Tuttle 449-5424
 Health Program Specialist I KRISTY.TUTTLE@cdph.ca.gov

FRUIT, VEGETABLE, AND PHYSICAL ACTIVITY CAMPAIGNS

Amy DeLisio, MPH, RD 449-5413
 Program Director I AMY.DELISIO@cdph.ca.gov
 Rebecca Garrow 449-5453
 Health Educator IV REBECCA.GARROW@cdph.ca.gov
 Tara Vang 327-8012
 Marketing Specialist III TARA.VANG@cdph.ca.gov
 Stephanie Carillo 449-5423
 Marketing Manager II STEPHANIE.CARILLO@cdph.ca.gov
 Mary Coordt 449-5423
 Health Educator III MARY.COORDT@cdph.ca.gov

CHILDREN'S PP! CAMPAIGN

Lloyd Nadal 440-7609
 Marketing Manager II LLOYD.NADAL@cdph.ca.gov
 Judy Vang 449-5426
 Marketing Specialist IV JUDY.VANG@cdph.ca.gov
 Susan Vitulli 449-5318
 Marketing Specialist IV SUSAN.VITULLI@cdph.ca.gov

LATINO CAMPAIGN

Ignacio Romero 449-5435
 Marketing Manager II IGNACIO.ROMERO@cdph.ca.gov
 Sandra Laird 449-5309
 Marketing Specialist III SANDRA.LAIRD@cdph.ca.gov
 Keirsten Mihos, MPH 449-5619
 Marketing Specialist IV KEIRSTEN.MIHOS@cdph.ca.gov

AFRICAN AMERICAN CAMPAIGN

Asbury Jones Jr., MPA 449-5430
 Marketing Manager I ASBURY.JONES@cdph.ca.gov
 Angela Dennis 552-9928
 Marketing Specialist III ANGELA.DENNIS@cdph.ca.gov
 Maurice Miller 327-8012
 Marketing Specialist IV MAURICE.MILLER@cdph.ca.gov

RETAIL PROGRAM

Rosanna Oliva 449-5399
 Marketing Manager I ROSANNA.OLIVA@cdph.ca.gov
 Courtney Cagle 449-5449
 Marketing Specialist IV COURTNEY.CAGLE@cdph.ca.gov

WORKSITE PROGRAM

Jane Beal 449-5417
 Marketing Specialist IV JANE.BEAL@cdph.ca.gov
 Gerarrd Herrera 319-9289
 Marketing Specialist III GERARRD.HERRERA@cdph.ca.gov

RETHINK YOUR DRINK

Suzanne Morikawa 449-5420
 Marketing Specialist III SUZANNE.MORIKAWA@cdph.ca.gov

PHYSICAL ACTIVITY INTEGRATION PROGRAM

VACANT 445-7727
 Health Educator III @cdph.ca.gov
 Jessica Lime 445-6311
 Health Educator IV JESSICA.LIME@cdph.ca.gov

PARTNERSHIPS AND PLANNING UNIT

Elizabeth (Betsy) McNeil 449-5503
 Marketing Manager II Betsy.McNeil@cdph.ca.gov
 Kathy Streng, RD 552-9843
 Health Educator IV KATHARINA.STRENG@cdph.ca.gov
 Susan Lopez-Payan 449-5432
 Community Partnership Specialist III
 SUSAN.LOPEZ-PAYAN@cdph.ca.gov
 Melanie Ely 449-5849
 Community Partnership Specialist MELANIE.ELY@cdph.ca.gov
 Jessamy Herrera 449-5379
 Community Partnership Specialist JESSAMY.HERRERA@cdph.ca.gov
 Lisa Tadlock 449-5370
 Community Partnership Specialist
 LISA.TADLOCK@cdph.ca.gov
 Erin Bertoni 445-8112
 Administrative Assistant III Erin.Bertoni@cdph.ca.gov

REGIONAL OPERATIONS UNIT

Lynn Fuhrman 552-9862
 Technical Assistant Specialist III LYNN.FUHRMAN@cdph.ca.gov
 Metria Munyan 449-5410
 Technical Assistant Specialist II METRIA.MUNYAN@cdph.ca.gov
 Monet Parham-Lee, MPH 552-9906
 Health Ed. Consultant III MONET.PARHAM-LEE@cdph.ca.gov
 Emily Perez, MA 445-8177
 Health Educator IV EMILY.PEREZ@cdph.ca.gov
 Monica Perez MS, RD, CLC 449-5488
 Public Health Nut. Consult. III MONICA.PEREZ@cdph.ca.gov
 Jackie Richardson, RD, MBA 449-5398
 Public Health Nut. Consult. III JACKIE.RICHARDSON@cdph.ca.gov

PROGRAM DEVELOPMENT SECTION

* **Rosanne Stephenson, MPA 449-5403**
 Chief ROSANNE.STEPHENSON@cdph.ca.gov

COMMUNICATIONS/MEDIA UNIT

* **Ana Bolanos 449-5381**
 Health Program Specialist II ANA.BOLANOS@cdph.ca.gov
 Sarah Billingsley 449-5418
 Marketing Manager I SARAH.BILLINGSLEY@cdph.ca.gov
 Kristy Garcia 449-5411
 Marketing Manager II KRISTY.GARCIA@cdph.ca.gov
 Kathryn Gardella 322-2034
 Marketing Specialist III KATHRYN.GARDELLA@cdph.ca.gov
 Carmen C. Heredia 449-5402
 Health Program Specialist I CARMEN.HEREDIA@cdph.ca.gov
 Leslie Kemp 449-5448
 Marketing Manager I LESLIE.KEMP@cdph.ca.gov



NUTRITION EDUCATION and OBESITY PREVENTION BRANCH

STAFF LIST

1616 CAPITOL AVE, MS 7204, SACRAMENTO, CA 95814

Rebecca Larson 449-5297
Marketing Manager I REBECCA.LARSON@cdph.ca.gov

Loren Magaña 449-5429
Marketing Specialist III LOREN.MAGANA@cdph.ca.gov

COMMUNICATIONS/MEDIA UNIT (CONTINUED)

Sarita Navarro 445-8051
Health Educator III SARAH.NAVARRO@cdph.ca.gov

Iain Rylett 449-5454
Information Specialist II IAIN.RYLETT@cdph.ca.gov

Barbara Ward 449-5372
Administrative Assistant IV
BARBARA.WARD@cdph.ca.gov

Laura Webster 449-5376
Marketing Specialist III LAURA.WEBSTER@cdph.ca.gov

Kristie Rosetti 449-5428
Marketing Specialist II
KRISTIE.ROSETTI@cdph.ca.gov

COMMUNITY DEVELOPMENT UNIT A

* Susan Mattingly MS, RD 449-5390
Public Health Nut. Consultant III
SUSAN.MATTINGLY@cdph.ca.gov

Chris Bilbrey MS, RD 319-9809
Public Health Nut. Consult. III CHRISTINE.BILBREY@cdph.ca.gov

Aine Bracken MS, RD 449-5427
Public Health Nut. Consult. III AINE.BRACKEN@cdph.ca.gov

Sandy Fagin MPH, RD 445-8116
Public Health Nut. Consult. III SANDY.FAGIN@cdph.ca.gov

Chris Florendo 449-5431
Staff Services Analyst CHRIS.FLORENDO@cdph.ca.gov

Mimi Kmetz MPH, RD 449-5428
Public Health Nut. Consult. II MIMI.KMETZ@cdph.ca.gov

Bernadeen Valdez MPH 449-5194
Health Edu. Consultant III BERNADEEN.VALDEZ@cdph.ca.gov

COMMUNITY DEVELOPMENT UNIT B

Stephen Bartlett RD 449-5439
Health Program Specialist I STEVE.BARTLETT@cdph.ca.gov

Joy Fong 650-6886
Assoc. Health Program Advisor JOY.FONG@cdph.ca.gov

Nancy Guenther, MST 449-5291
Program Manager NANCY.GUENTHER@cdph.ca.gov

Myrtle Jones 324-9121
Health Program Specialist I MRYTLE.JONES@cdph.ca.gov

Lila Shelton MS, RD 552-9853
Public Health Nutrition Consultant III LILA.SHELTON@cdph.ca.gov

COMMUNITY FOOD ACCESS UNIT

Pamela Delapa 449-5382
Health Program Specialist I PAMELA.DELAPA@cdph.ca.gov

Maria Leech (760) 753-0111
Health Educator IV MARIA.LEECH@cdph.ca.gov

Vicki Sanderford-O'Connor 319-9164
Community Partnership Specialist II
VICKI.SANDERFORD-O'CONNOR@cdph.ca.gov

RESEARCH AND EVALUATION SECTION

* Fred Molitor 449-5294
Chief FRED.MOLITOR@cdph.ca.gov

* Sharon Sugerman, MS, RD, FADA 449-5406
Program Director II SHARON.SUGERMAN@cdph.ca.gov

Lauren Whetstone 322-3262
Research Scientist II LAUREN.WHETSTONE@cdph.ca.gov

Michael Biehl, PhD 449-5455
Research Scientist I MICHAEL.BIEHL@cdph.ca.gov

Elizabeth Egelski, MPH 319-9794
Research Associate III ELIZABETH.EGELSKI@cdph.ca.gov

Alyssa Ghirardelli, MPH, RD 449-5342
Research Scientist I ALYSSA.GHIRARDELLI@cdph.ca.gov

Angie Jo Keihner, MS 449-5389
Research Scientist I ANGIE.KEIHNER@cdph.ca.gov

Amanda Linares, MS 449-5412
Research Scientist I AMANDA.LINARES@cdph.ca.gov

Patrick Mitchell, DrPH, MA 449-5344
Research Scientist I PATRICK.MITCHELL@cdph.ca.gov

Barbara MKNelly, MS 552-9938
Research Scientist I BARBARA.MKNELLY@cdph.ca.gov

Alexis Narodovich, MPH 650-6905
Research Assoc. IV ALEXIS.NARODOVICH@CDPH.CA.GOV

Carolyn Rider, MA 449-5547
Research Associate IV CAROLYN.RIDER@cdph.ca.gov

Marja Strutz 650-6887
Technical Assistance Specialist II MARJA.STRUTZ@cdph.ca.gov

Betty Sun, MS, RD 449-5386
Research Associate IV BETTY.SUN@cdph.ca.gov

Evan Talmage 449-5407
Research Associate III EVAN.TALMAGE@cdph.ca.gov

Herng-Leh (Mike) Yuan 552-9913
Research Scientist II MIKE.YUAN@cdph.ca.gov

Acronym List FFY 2014

ADP	Automated Data Processing
ANR	Agriculture and Natural Resources
ASNNA	Association of State Nutrition Network Administrators
BMI	Body Mass Index
BPS	Budget Project Statement
BRFSS	The Behavioral Risk Factor Surveillance System
CACFP	Child and Adult Care Food Program
CAES	College of Agricultural and Environmental Sciences
CalCHEEPS	The California Children's Healthy Eating and Exercise Practices Survey
CalTEENS	The California Teen Eating, Exercise and Nutrition Survey
CALWorks	California Work Opportunities and Responsibility to Kids
CAN-Act	California Association of Nutrition and Activity Programs
CBO	Community Based Organization
CCLHDN	California Conference of Local Health Departments Nutritionists
CCLHO	California Conference of Local Health Officers
CDA	California Department of Aging
CDC	California Disease Control and Prevention
CDE	California Department of Education
CDFA	California Department of Agriculture
CDPH	California Department of Public Health
CDPS	California Dietary Practices Survey
CDSS	California Department of Social Services
CE	County Extension
CFR	Code of Federal Regulations
CNAP	County Nutrition Action Plan
CHIS	The California Health Interview Survey
CWD	County Welfare Departments
CWDA	California Welfare Directors Association
CWHS	The California Women's Health Survey
CX ³	Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention
DESS	Department of Social Services
DOJ	Department of Justice
EARS	Education and Administrative Reporting System
EBT	Electronic Benefits Transfer
EFNEP	Expanded Food and Nutrition Education Program
ERIB	Curriculum—Eating Right is Basic (Michigan State University)
ERS	Effort Reporting System
ESLS	Eat Smart, Live Strong
FBC	Food Behavior Checklist
FDPIR	Food Distribution Program on Indian Reservations
FFY	Federal Fiscal Year
FFY	Federal Fiscal Year
<i>FITNESSGRAM</i>	Physical Fitness Testing
FNS	Food and Nutrition Service
FPL	Federal Poverty Level
FPRS	Food Program Reporting System
FRAC	Food Research Action Center
FRPM	Free and Reduced Price Meals
FS	Food Stamp
FSNE	Food Stamp Nutrition Education
FSORK	Food Stamp Resource Kit
FSP	Food Stamp Program
FTE	Full Time Equivalent
FV	Fruit & Vegetable

FVPA	Fruit, Vegetable and Physical Activity
FY	Fiscal Year
GIFTS	Grant Information Fiscal Tracking System
GIS	Geographic Information System
HFZ	healthy fitness zone
HHS	Health and Human Services
HOTM	Harvest of the Month
IFAC	Interagency Food Assistance Committee
IGAM	Internet Grant Application Module
IOE	Impact Outcome Evaluation
IT	Information Technology
ITO	Indian Tribal Organization
JAMA	Journal of the American Medical Association
LESPHT!	Let's Eat Smart and Play Hard Together! (S. Peterson UCCE ANR Curricula)
LFNE	Local Food and Nutrition Education
LHD	Local Health Department
LIA	Local Incentive Award
LYFFTF	Loving Your Family, Feeding Their Future
MOU	Memorandum of Understanding
NAL	National Agricultural Library
NCCOR	National Collaborative on Childhood Obesity Research
NCI	National Cancer Institute
NEERS	Nutrition Education Evaluation and Reporting System
NEP	Nutrition Education Program
NEOP	Nutrition Education and Obesity Prevention
<i>Network</i>	<i>Network for a Healthy California</i>
NIA	Non-profit Incentive Award
NIFA	National Institute of Food and Agriculture
NSC	<i>Network Steering Committee</i>
OGC	U.S. Department of Agriculture Office of General Council
OMB	Office of Management and Budget
PA	Physical Activity
PCT	Program Compliance Team
PDF	Portable Document Format
PDM	Project Director Meeting
PedNSS	Pediatric Nutrition Surveillance System
PSE	Policy Systems and Environmental Change
RAMP	UC Curriculum—Reading Across My Pyramid
SEM	Social-Ecological Model
<i>SIRKs</i>	<i>School Idea & Resource Kits</i>
SNAP	State Nutrition Action Plans & Supplemental Nutrition Assistance Program
SNAP-Ed	Supplemental Nutrition Assistance Program—Education
SSA	Social Services Agency
TA	Technical Assistance
TANF	Temporary Assistance for Needy Families
TOT	Teacher Observation Tool [<i>UC-FSNEP Evaluation tool</i>]
<i>Tracking Survey</i>	<i>Network Communications Annual Tracking Survey</i>
TTT	Teacher Tasting Tool [<i>UC-FSNEP Evaluation tool</i>]
TWIGS	UC Curriculum—Teams with Intergenerational Support
UCCE	University of California Cooperative Extension
UC-FSNEP	Title for SNAP-Ed program-- aka University of California Food Stamp Nutrition Education Program
US	United States
USDA	United States Department of Agriculture
WIC	Special Supplemental Food Program for Women, Infants and Children
WRO	USDA Western Regional Office