



CHAMPIONS for CHANGE

Network for a Healthy California

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•California Department of Public Health



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Technical Assistance and Leadership Projects

FFY 2012 Project Directory

The passage of the Healthy Hunger-Free Kids Act of 2010 (Public Law 111-296) modifies the Supplemental Nutrition Assistance Program Education (SNAP-Ed) to focus on obesity prevention in addition to nutrition education, with SNAP eligible populations. The new Nutrition Education and Obesity Prevention (NEOP) grant program funds:

- Individual and group-based nutrition education, health promotion and intervention strategies.
- Comprehensive, multi-level interventions at multiple complementary organizational and institutional levels.
- Community and public health approaches to improve nutrition.

FFY 2012 Technical Assistance and Special Projects

PURPOSE AND OVERVIEW

The *Network for a Healthy California's (Network)* Technical Assistance and Leadership Projects represent a wide range of channels and partners. They are designed to complement and work synergistically with *Network* local projects, the Fruit, Vegetable and Physical Activity Campaigns and Programs, and other partnership initiatives.

The projects act as incubators for new ideas in new channels. They work to enhance, focus and channel the *Network* Leadership infrastructure to help expand and strengthen selected priority initiatives and programs focused on SNAP-Ed eligible families.

As these projects grow, they allow the *Network* to extend the reach and effectiveness of SNAP-Ed programs in California, helping to fill unmet needs, fill program gaps, implement nutrition education activities in underserved SNAP-eligible audiences, target special populations and influential intermediaries, and develop models of best practice for streamlining effective delivery of these services throughout the state.

The mission of the *Network for a Healthy California (Network)* is to create innovative partnerships that empower low-income Californian's to increase fruit and vegetable consumption, physical activity and food security with the goal of preventing obesity and other diet-related chronic diseases.

TECHNICAL ASSISTANCE PROJECTS

Network Project Sustainability Center for Civic Partnerships

Center for Civic Partnerships (CCP) will conduct technical assistance and training to support the sustainability assessment tool and companion document developed in FFY 2011. The sustainability assessment tool focuses on strategies for participants to use to sustain their SNAP-Ed based community improvement efforts in addition to leveraging additional resources. CCP will offer webinars and in person trainings to strengthen SNAP-Ed intermediary organizations' capacity to achieve the *Network's* goal of increasing fruit and vegetable consumption, physical activity, and/or access to health foods in families with children who are eligible for SNAP-Ed assistance.

Regional Network Nutrition Education Initiatives Brown Miller Communications

Brown Miller Communications will provide technical assistance to all 11 *Regional Networks*, Regional Media Coordinators, Project Directors, Regional Collaboratives, and Collaborative Coordinators to support and facilitate the execution of nutrition education activities and initiatives addressing fruit and vegetable consumption, physical activity promotion, healthy beverage choices, and access to healthy food for SNAP-Ed eligible families.



FFY 2012 Technical Assistance and Leadership Projects

Local Health Department SNAP-Ed Leadership Projects California Conference of Local Health Officers

This project will assist the *Network's* efforts to raise the capacity for nutrition education and chronic disease prevention within the *Network's* local health department channel. All (61) California local health departments will potentially be reached by this project.

California Conference of Local Health Department Nutritionists

As SNAP-Ed transitions into a grant program under new guidance, capacity must be built in Local Health Departments for existing and new contractors to implement comprehensive, multi-level interventions based on public health approaches to move the target audience toward healthy eating and active living. Through this project, CCLHDN members will leverage support to identify new partners/collaborators and resources for building sustainable efforts to improve diet and physical activity practices among low-income Californians.



After School Nutrition Education Project—Gold Country Local Demonstration Project Health Education Council

The Health Education Council will continue to implement and evaluate a local demonstration project in the Gold Country Region. The goal of this project is to apply youth-led and peer development approaches to engage and activate local youth in working towards becoming leaders in creating strong and innovative nutrition education projects for their peers, family and the community.

Understanding Nutrition: A Primer California Center for Research on Women and Families

This project will update, expand and disseminate its publication, *Understanding Nutrition: A Primer on Programs and Policies in California*, originally developed in FFY 04. The revision will add information about programs and issues that have occurred in the past seven years.

Summer Meal Program Coalition California Center for Research on Women and Families

This project will conduct nutrition education activities and outreach to sponsors and sites throughout the state to reach eligible children during the summer, thus using existing nutrition education resources to increase fruit and vegetable consumption, physical activity, and access to healthy food.

Afterschool Model Intervention Initiative University of California, Davis, CRESS Center

The Healthy Behaviors Initiative (HBI) will expand the number of HBI Learning Centers to serve 9 *Network* regions to enhance the quality and promote sustainability of nutrition education in afterschool programs. This expansion will be guided by *Changing Lives, Saving Lives ~ A Step-by-Step Guide to Developing Exemplary Practices in Healthy Eating, Physical Activity and Food Security in Afterschool Programs*.



LEADERSHIP PROJECTS

Farm-to-Fork Nutrition Education Project Occidental College Community Alliance with Family Farmers California Foundation for Agriculture in the Classroom

This project will focus on ensuring that Farm-to-School and other direct marketing programs to grocery stores, child care, restaurants, and other potential customers in low-income communities are linked with SNAP eligible sites and will maximize this effort by providing nutrition education that connects students and other community members with the origin of their food.

Early Childhood SNAP-Ed Project Contra Costa Childcare Council First 5 Association of California

This project will enhance continuing *ReThink Your Drink* nutrition education efforts through continued partnership with key statewide professional organizations. This project will include end user resources for young children, their parents and other adult caregivers/educators. In particular, this project will focus on creating young child specific nutrition education materials for pediatricians, pediatric dentists, and childcare providers serving low-income children.

Teatro Nutrition Education Project University of California, Davis/TANA

This project will help raise awareness of the *Network's* campaign message of increasing fruits and vegetable consumption, physical activity, and access to healthy food in families with children who are eligible for CalFresh benefits through theatrical performances exposing audiences to current and historical issues within the Latino community. In FFY 12 the project will develop and deliver an instructional presentation and manual for *Network* funded projects or affiliated organizations to replicate the Nutrition Education *Teatro* statewide.

Network Mother's Taking Action California Food and Justice Coalition

This project will continue to pilot the Mother's Taking Action leadership project formerly known as Peer-to-Peer Education, a community engagement and leadership development obesity prevention approach tailored to local health departments which have conducted a Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) assessment. In FFY 12 efforts will focus on expanding the pilot intervention in the San Joaquin and Ventura County sites and reach an additional 1,200 SNAP eligible moms.

School and Afterschool Inspiring Youth California Healthy Kids Resource Center

The California Healthy Kids Resource Center (CHKRC) will continue to provide resources, professional development and technical assistance to teachers, administrators, and other professionals who work with preschool through 12th grade students in school settings and afterschool programs. The CHKRC will re-establish earlier efforts to promote the coordinated school health model, the implementation of school wellness policies and build stronger linkages between the education community and the public health community.



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