
Section A – Needs Assessment

1. Identifying and Understanding the Target Audience

California Department of Public Health
Network for a Healthy California



Section A. Identifying and Understanding the Target Audience FFY 2013

1. Needs Assessment Methodology & Findings

Needs Assessment Methodology

Needs assessment methods are continually upgraded to plan, run, and evaluate California's large and diverse Supplemental Nutrition Assistance Program (SNAP) Education (SNAP-Ed) effort. California built on its available research, existing reporting systems, and special reporting systems were developed. Diverse data sources—programmatic, survey, US Census and published articles—are used to address the four needs assessment sections: demographic, nutrition-related behaviors and lifestyle characteristics, other nutrition-related programs and underserved areas. The data presented below are recent and the best available.

SNAP-Ed, under the direction of the California Department of Social Services (CDSS), is operated by three implementing agencies – the University of California at Davis (UCD), and for the first year California Department of Social Services (CDSS), and the California Department of Public Health (CDPH). CDPH and UCD use surveys and surveillance systems to identify the measurements needed for setting Specific, Measurable, Achievable, Realistic, and Time-phased (SMART) population objectives with the population segments eligible to receive SNAP-Ed. The low income populations targeted in the *Guidance* have been categorized in three population segments because they are different in many ways from each other, as well as from state averages used as a frame of reference, so each may be expected to have different outcomes.

Income: Using the income categories available in each data source, the needs assessment distinguishes segments of the low-income population with incomes below 130 % of the Federal Poverty Level (FPL) who are:

- (a) *Certified* to use SNAP or
- (b) *Likely eligible* for SNAP (<130% FPL), and
- (c) *Potentially eligible* because their annual household income falls between 130 and 185 % of FPL (130-185% FPL).

For brevity and unless otherwise stated, the terms *very low-income* (using and not using SNAP) will be used for those <130 % of the FPL, and *low-income* will be used for those with incomes between 130-185 % of the FPL. When data are reported using other income categories, the income level will be stated. The terms *audience*, *low-resource*, *qualifying*, *target population*, *segment*, and *eligible* will be used for describing the entire SNAP-Ed population. Each year, the Health and Human Services (HHS) updates the maximum household income cut-offs corresponding with 130 and 185 % of the FPL.

Locations: SNAP-Ed efforts are concentrated in locations demonstrating the most economic need based on USDA specifications. USDA allows the use of qualifying census tracts, census blocks, grocery stores and supermarkets, schools, and means

tested programs such as food banks, CalFresh offices, Women, Infants and Children (WIC) offices, Head Start and other locations. Direct service projects are found in the 1,378 census tracts (of 8,058 in California) where $\geq 50\%$ of the residents have incomes $<185\%$ of the FPL and for SNAP-Ed efforts targeting a specific race/ethnic audience segment the additional 889 census tracts where $\geq 50\%$ of the target audience has incomes $<185\%$ of the FPL according to the ACS 2006-2010); other proxy venues serving large numbers of low-income people, as above; the 5,933 schools (of 11,217 in California) where $\geq 50\%$ of the students qualify for Free and Reduced Price Meals ($\geq 50\%$ FRPM) (CDE, 2011-12 FRPM data file); and the 5,915 grocery stores located in SNAP-Ed qualifying census tracts (of more than 10,614 CalFresh-certified grocery stores in California) and an additional 1,779 CalFresh authorized retailers identified as major redeemers and SNAP-Ed eligibles located outside qualifying census tracts (2012).

Based on the ACS 2006-2010 data, 1,378 census tracts in California include 50 % or more of residents who have incomes less than 185 % of the FPL. Yet only an estimated 34 % of California's population at these income levels lived in these 1,378 census tracts, indicating that many low income families are unlikely to receive SNAP-Ed directly without the use of other high-volume venues such as supermarkets, low-wage worksites, faith organizations, and community settings. In addition, USDA's determination in FFY 09 that site eligibility may be based on block group as well as census tract could allow SNAP-Ed to reach households containing over 745,000 more eligible persons (2006-2010 ACS).

Sources Used in the Needs Assessment: This section incorporates many different data sources. For demographic characteristics, the needs assessment incorporates data from:

- USDA's Characteristics of Supplemental Nutrition Assistance Program Households Fiscal Year 2010.
- CDSS's CalFresh monthly participation statistics.
- The U.S. Census 2006-2010 American Communities Survey.

To characterize the nutrition-related behavioral and lifestyle characteristics of eligible children, adolescents and adults, the needs assessment incorporates data from:

- *Network* surveys to monitor the nutrition-related behavioral and lifestyle characteristics of eligible persons, as compared with other Californians. *Network* conducts three representative surveys with over-samples of the qualifying target populations starting about 2002.
 - The California Dietary Practices Survey of Adults (18 years and older; CDPS) – Biennially, since 1989
 - The California Teen Eating, Exercise and Nutrition Survey (12-17 year olds; CalTEENS) – Biennially, since 1998
 - The California Children's Healthy Eating and Exercise Practices Survey (9-11 year olds; CalCHEEPS) – Biennially, since 1999

- The *Network Communications Annual Tracking Survey* (Mothers, annually starting in 2004) – evaluates *Network Campaign* media efforts, connections to direct services
- In addition to the dedicated surveys, the *Network* also adds special questions to the larger representative surveys conducted by others.
 - The Behavioral Risk Factor Surveillance System (BRFSS, conducted annually since 1984)–questions on fruit and vegetable consumption and physical activity since 1998 and food security since 2002
 - The California Women’s Health Survey (CWHS, conducted annually since 1997) questions on fruit and vegetable consumption, physical activity, food stamp participation and food security, since 2000
 - The California Health Interview Survey (CHIS, conducted biennially since 2001)–questions on fruit and vegetable consumption, high-sugar foods, physical activity and food security, variable since 2001
- In addition, data from two independent survey sources are utilized:
 - Physical Fitness Testing – (*FITNESSGRAM*, annual since 1998) – body composition, fitness level achieved for all 5th, 7th and 9th graders
 - Pediatric Nutrition Surveillance System (PedNSS, annual since 1988) – tracks nutritional status of children (0–19 years old) who participate in publicly funded health programs – for short stature, underweight, overweight, at-risk for overweight, anemia, low and high birth weight
- Studies and journal articles are also referenced in this section, including publications in UC Davis’s *California (CA) Agriculture*, *Journal of Extension*, and “UC Delivers” and the UC Food Blog web publications.
- UC CalFresh utilizes decentralized needs assessment data from existing county and state data sources and results from previous program evaluations and the year-end ERS, EARS and the NEERS data reporting systems.
- UC CalFresh uses the Food Behavior Checklist (FBC) to assess the diet, food-related skills and behavior practices of adults enrolled in the program.
- UC CalFresh staff conducts detailed interviews mirroring the applicable FBC points with other staff delivering programs using the information from the youth evaluation teacher observations and student food preferences. The evaluations have been standardized and linked to the core UC Curriculum used by the county programs.
- Staff also conducted a telephone teacher survey with approximately 75 educators selected by a weighted randomization for feedback on program requirements, satisfaction and support provided.

In addition to survey data, the assessment is informed by advisory committees, regular stakeholder meetings and local assessments. Some examples are:

- UC CalFresh partners directly with representatives of local, regional and state agencies who provide assistance to eligible adult audiences and with school personnel to assess youth needs within local counties. Key input from community coalitions (for example Healthy San Joaquin and Healthy Shasta), local assessments (*Advocacy in Action San Joaquin*), research and various statistical reports, (Center for Weight and Health UCB), and community

demand also assist program leaders as they orient nutrition education programming to address needs within their target audiences and programs.

- Advisors administering UC CalFresh participate in the Cooperative Extension’s Agriculture and Natural Resources (ANR)-sponsored workgroups. Members apply academic principles to address community nutrition issues.
- Information is shared at the “coordination” meetings between the *Network* and UC CalFresh state programs when they take place.

Findings of State Needs Assessment

1. Demographic characteristics of SNAP-Ed Audiences in California.

SNAP-Ed eligibility categories cover approximately 12.2 million people in California having gross annual income less than 185 % of the FPL (See Table 1). Category 1 Certified Eligibles includes people that participate in SNAP/CalFresh and are determined eligible. Category 2 Likely Eligibles have incomes less than 125 % of the FPL but are not participating in CalFresh. Category 3 Potentially Eligibles have incomes equal or less than 185 % of the FPL but greater than 125 % of the FPL. These categories are diverse and, in many cases, transitional because families struggling out of poverty typically have fluctuating incomes that make them intermittent participants in CalFresh. For community interventions, this income level approximates eligibility levels of other programs such as WIC and reduced price school meals.

	Category 1: Certified eligible (people receiving CalFresh)¹	Category 2: Likely eligible (gross income <125% Federal Poverty Level (FPL) but not receiving CalFresh)²	Category 3: Potentially eligible: (gross income >125-≤185% Federal Poverty Level (FPL) ³	Total⁴
Number	4,001,785	3,727,848	4,486,086	12,215,719
California Population⁵	10.9%	10.2%	12.3%	34%

¹ As of May 2012, the most recent month for which CalFresh participants is available. Source: California Department of Social Services website CalFresh Data Tables, Food Stamp Program Participation and Benefit Issuance Report (DFA 256) for participants of federal and state households, March 2012: <http://www.dss.cahwnet.gov/research/PG352.htm>

² Category 2 is an estimate based on number of people with income <125% FPL from the US Census 2010 American Community Survey (7,729,633), minus the average monthly number of CalFresh participants in March 2012 (3,901,467). CalFresh gross income eligibility is actually <130% FPL but population figures only available for the <125% FPL cut-off.

³ US Census 2010 American Community Survey using the available <125% FPL cut-off rather than <130% FPL.

⁴ 2010 American Community Survey <185% FPL.

⁵ California population estimates of 36,593,372 from US Census 2010 American Communities Survey.

SNAP-Ed Category 1: Certified-Eligible for CalFresh (CalFresh participants): In March 2012, the most recent month for which statewide data were available, the average monthly CalFresh participation (federal CalFresh and the state-funded California Food Assistance Program) was just over 4 million of California’s total population (10.7%). As with other parts of the country, California has seen a

dramatic increase in CalFresh participation associated with the economic downturn and higher rates of unemployment. From March 2011 to March 2012, the monthly average number of CalFresh recipients increased by 294,008 people or 7.9 % (See Attachment 2 for the one-year change by county and the state overall.)

According to USDA’s most recent Characteristics of Supplemental Nutrition Assistance Program (SNAP) Households Report, SNAP households in California tend to be even poorer than national figures, with only 5.8 % having incomes above the poverty level compared to 14.7 % nationally (USDA’s Characteristics of Supplemental Nutrition Assistance Program Households: Fiscal Year 2010). Individuals identified as the heads of SNAP household in California are more likely to be Hispanic and less likely African American or White compared to the national SNAP demographic profile. California SNAP participants are much more likely (61.4%) to be children (under 18 years) and less likely (1.8) to be elderly (60 years or older) than national figures (nationally, 46.6 and 7.9%, respectively).

See Table 2 for race/ethnicity and age by SNAP-Ed eligibility category compared against statewide population statistics. Attachment 1 provides the race/ethnicity breakdown of SNAP households for all California counties based on the Medi-Cal Eligibility Data System for August 2011.

Table 2: Race/Ethnicity and Age Breakdown by SNAP-Ed Eligibility Categories					
	Category 1: Certified eligible (CalFresh homes)¹	Category 2: Likely eligible (gross income <125% FPL)²	Category 3: Potentially eligible: (gross income ≥125-≤185% FPL)²	CA Total Population ³	US Total Population³
Race/Ethnicity⁴					
Hispanic or Latino	48.0%	49.4%	53.0%	37.7%	16.4%
White – Non-Hispanic	28.3%	28.9%	28.6%	40.0%	63.7%
Black/ African American Alone (NH)	15.2%	8.3%	5.1%	5.8%	12.3%
American Indian/Alaskan Native (NH)	.8%	0.8%	0.5%	0.4%	0.7%
Asian, [Hawaiian] ⁵ or other Pacific Islanders (NH)	5.4%	10.2%	10.7%	13.3%	4.9%
Some Other Races or Two or More Races (NH)	2.2%	2.4%	2.0%	2.8%	2.2%
Age					
0-17 years	61.4%	31.5%	30.0%	24.9%	23.9%
18-64 years	36.8%	57.4%	54.9%	63.6%	62.9%
65+ years	1.8%	11.1%	15.1%	11.4%	13.0%
% Completed High School or Higher⁶	59.4%	61.3%	64.1%	80.7%	85.6%

Average Household Size	2.5	2.1	2.6	2.94	2.63
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¹ Race/ethnicity of CalFresh participants from the California Department of Social Services, July 2011:

<http://www.cdss.ca.gov/research/res/pdf/foodtrends/FSA6.pdf>. Age information from state level data presented in USDA's SNAP Household Characteristics report Fiscal Year 2010, and education and household size information from CDSS webpage CalFresh Program Information FFY 07 <http://www.dss.cahwnet.gov/foodstamps/PG844.htm>.

² Source: American Community Survey 2006-2010 Public Use Micro Sample (PUMS) data. Total sample size for California <125% FPL= 325,653 and 125-185% FPL= 185,669.

³ Source: US Census 2010 American Community Survey. Total sample size for California = 37,349,363. Total sample size for US= 309,349,689.

⁴ Category 1 refers to head of the food stamp household. All other categories refer to adults +25 years and category 2 refers to households with incomes <125% FPL.

⁵ Hawaiian respondents were included in this grouping for Category 1, California and US total population only.

⁶ Filipino respondents were included in this grouping for Category 1 only.

The CDSS website shows key characteristics of CalFresh households in FFY 07. The average child's age was 8.1 years, the average age of head of household was 37.2 years, and the average number of persons per household was 2.5. More than 90 % of the recipients were U.S. citizens. Three quarters of heads of households were women, and almost 60% had completed at least 12 years of school. Fewer than half (43.5%) also received CalWorks cash assistance. Fewer than a fifth (17.4%) of SNAP households had earned income and fewer than a sixth (14.5%) had received food stamps for five years or more.

Although there is no primary language information available for SNAP participants, among low-income Californians (<150% FPL) over 5 years of age, 29 % report Spanish, and 44 % report a language other than English at home (ACS 2010).

Attachment 2 shows the number of CalFresh participants by county based on the monthly data from March 2012. The five counties with the largest share of California's CalFresh participants are: Los Angeles County (27%), San Bernardino (9.0%), Riverside (6.0%), San Diego (6.0%) and Fresno (5.0%).

SNAP-Ed Category 2: Likely-Eligible for the CalFresh (income <125% FPL but not participating in CalFresh): Relatively recent population estimates are available only for persons <125 % of the FPL rather than the gross income eligible cut-off of 130 % of the FPL. According to ACS 2010, 7.7 million people in California, or 20.1 % of the population, had incomes <125 % of the FPL. This number minus the number of CalFresh participants (March 2012) is 3.8 million or approximately 10.5 % of the population. See Table 2 for race/ethnicity and age breakdown of people with incomes <125 % of the FPL.

For those with gross incomes <125 % of the FPL, 61.3 % of the population aged 25 years or older had a high school education or higher.

SNAP-Ed Category 3: Potentially-Eligible for the SNAP Because Annual Household Income Could Easily Drop to <130 % of the FPL (all persons with incomes between 125-185% FPL, not currently eligible for SNAP): According to the ACS 2010, approximately 4.5 million people (12.3% of the state population) in California have incomes between 125-185 % of the FPL (see Table 2 for

race/ethnicity and age breakdown for this group). For those with gross incomes between 125 -185 % of the FPL, 64.1 % aged 25 years or older had a high school education or higher.

Contrasting the various SNAP-Ed eligible categories is complicated by the lack of a single data source. Still, some general comparisons can be made. A much higher percentage of Category 1 is children than those in *Category 2* or *Category 3*. All three SNAP-Ed eligible categories have a higher prevalence of children than California's or the United States' population overall. A higher %age of people in Category 1 identified themselves as being Black or African American than in *Category 2* or *Category 3*. All three SNAP-Ed eligible categories have a higher %age of people who identify themselves as being Hispanic or Latino and a lower %age who identify themselves as being White (non-Hispanic) than the race/ethnic composition of California overall. In Table 2, few differences are evident between people in *Category 2* and *Category 3*.

California saw increases in school meal participation of 1.3 % and 3.5 % for lunch and breakfast, respectively, from FFY 10 to FFY 11. While the rate of increase has leveled off in 2010, approximately 3.2 million children in California participated in the school lunch and 1.3 million in school breakfast program in Fiscal Year 2011.¹ Although specific free and reduced price meal data are not yet available for this period, the number of students in both groups has likely increased.

Disparities in Rates of Healthy Weights in Low-Income Children: The rates of overweight and obesity* were about 20 %age points higher among children from SNAP homes and “likely eligible” children when compared with those “not eligible.” Approximately half of the children from SNAP homes and “likely eligible” children were affected, with one out of five being overweight and over one-quarter already obese (See Table 6). By comparison, less than one-third of those “not eligible” for SNAP reported heights and weights that placed them in the category of overweight or obese, with only one in ten already obese.

Since the first *CalCHEEPS* in 1999, rates of overweight and obesity rose markedly among children from SNAP homes, then appeared to plateau in 2003 (See Figure 4). From 1999 to 2009 the largest increases were seen among “likely eligible” children (24.2 %age point increase) who remain most likely to be overweight or obese. No other significant trends were found between 1999 and 2009.

Weight Disparities in Preschool Children in Child Care: In California, 45 % of the over 2.9 million children ages birth to 5 years old come from low-income households (<200% FPL), with approximately 600,000 living in poverty (<100% FPL).⁴ State wide, the number of children living in poverty has increased 12 % from 2008 to 2010. Over 11,000 licensed child care centers in California serve a capacity of 700,000 children.⁵

* Overweight is defined as a BMI \geq 85th %ile but < 95th %ile and obese is a BMI \geq 95th %ile.

Weight disparities exist in children as young as 2 years of age. Nearly one-third of low-income children aged 2-4 years were overweight or obese.⁶ In 2009 California ranked third, at 17.0 %, for the prevalence of obesity among low-income children aged 2 to <5 years.³ This is 2.3 %age points higher than the national average (14.7%) for low-income preschool children and 4.9 %age points higher than the proportion of all U.S. children (12.1%) in a similar age group.⁷ Nationally, the prevalence of obesity in low-income 2-, 3- and 4-year olds increased from 12.7 % in 1999 to 14.7 % in 2009. However, obesity rates have remained stable since 2003.³

Prevalence of Overweight and Obesity in California Teens: In 2010, 28.7 % of teens were overweight or obese[†], a significant increase over prevalence of overweight and obesity (21.3%) measured in the first year *CalTEENS* was conducted in 1998 and more recently (21.8%) in 2008. There continue to be discrepancies among ethnic and socioeconomic groups. In 2010, four out of every ten African American teens (39.7%) and one-third of Latino teens (35.6%) were overweight or obese, compared to 24.6 % of White and 14.6 % of Asian/Other teens. The overall pattern of differences between the four ethnic groups was statistically significant (Figure 9).

Furthermore, significant differences in overweight and obese status exist among teens by household SNAP participation and federal poverty level (Table 8). There was a gradient of decreasing prevalence at higher income levels, with the highest rates of overweight and obesity present in teens from households receiving SNAP and the lowest in teens from homes with incomes greater than 185 % of the FPL. Similar results have been reported by CHIS, showing that obesity prevalence is more than twice as high among teens from low-income homes, compared with those from more affluent households.¹⁰

Disparities in Overweight and Obesity Among Low-Income Adults: A *Healthy People 2020* objective is to see a 10 % reduction in obesity rates. Using 2011 *CDPS* data, in California, reaching this goal would equate to a decrease from 30.6 to 27.5 %. According to self-reported data, low-income Californians, as well as certain ethnic groups, have much higher rates of overweight and obesity (Table 13). Higher income adults (\$50,000+) have obesity rates nearly half that of the lowest income Californians (<\$15,000). In addition, nearly three-quarters of African Americans and Latinos report being overweight or obese.

[†] Overweight is defined as a BMI \geq 85th %ile but < 95th %ile and obese is a BMI \geq 95th %ile.

Table 13. Disparities in Overweight and Obesity among the Race/Ethnic and Income Groups, 2011

	Overweight	Obese	Overweight & Obese
Total	32.8	30.6	63.5
White	31.9	27.3	59.2
Latino	38.5	35.4	73.9
African American	34.5	39.1	73.6
Asian/Pacific Islander	29.9	13.8	43.7
Less than \$15,000	31.7	37.6	69.3
\$15,000 - 24,999	34.7	32.8	67.5
\$25,000 - 34,999	35.3	31.4	66.7
\$35,000 - 49,999	40.2	28.4	68.3
\$50,000+	32.3	20.2	52.6

Data Source: *California Dietary Practices Survey, 2011*

Notably, the rates of obesity, but not overweight, reported through *CDPS* have increased significantly since 2001. Between 2001 and 2011, the statewide obesity rate has nearly doubled, increasing by 91 %. Low-income adults have been affected disproportionately as obesity among the two lowest income groups, <\$15,000 and \$15,000-24,999, have increased by 109 % and 105 % respectively ($p < .001$). California obesity data from the *BRFSS*, 1995-2010 looks very similar to that of *CDPS* (Figure 14). African Americans, Latinos, and the two lowest income groups have seen steady increases in obesity. United States obesity trends closely mirror those observed in California, with the exception of the national Latino population being more similar to the national average (Figure 15).

Unemployment, Poverty and Median Income of High Food Insecurity Counties:

Feeding America’s recently released *Map the Meal Gap 2011* uses state and national level *USDA* food insecurity data together with local economic data to estimate food insecurity at the county-level. Their analysis provides important insights. For example, “the high food insecurity rate counties are more economically disadvantaged compared to the national average for all counties and for the U.S. population as a whole.”¹⁷ The highest unemployment rate among counties was over 28 % in Imperial, California. “While food insecurity (FI) rates among the population are an important indicator of the extent of need, there are a number of counties that may not have the highest food insecurity rates but in terms of population, represent some of the biggest challenges. Several large metropolitan areas rise to the top in the estimated number of food insecure people, including:

- **Los Angeles**, California: **1.7 million** (17.4% FI rate)
- **San Diego**, California: **442,000** (14.8% FI rate)”

“Another interesting detail about Hispanic-majority counties emerges when high food insecurity rates are compared to counties with the top agricultural sales in the United States. Three counties that fall in to the top 5 highest agricultural sales in the U.S.

are also in the top 10 % highest food insecurity rate counties: Merced, Fresno and Tulare counties in California. In each of these communities, more than 20 % of the population is food insecure and all three have high %ages of Hispanics (nearly 50% or more). Thus, there are significant numbers of food insecure families in areas of the country that produce some of the nation's greatest agricultural abundance and they are likely to be disproportionately Hispanic."¹⁷

2. Nutrition-related behavioral and lifestyle characteristics of children, adolescents, and adults eligible for SNAP-Ed in California.

California Children

This profile of children is drawn from the statewide, 2009 *CaICHEEPS* (N=856) unless otherwise specified. Comparisons are made among four groups of 9- to 11-year-old children using FPL and SNAP participation. ***Only statistically significant differences are reported ($p \leq .05$), unless otherwise indicated.***

Children's Fruit and Vegetable Consumption: Children in households receiving SNAP averaged 2.6 cups of fruits and vegetables (FVs) on a typical school day. Very few children met the *Dietary Guidelines for Americans* (2010) based on gender, age, and activity level. Only 30.2 % children from SNAP homes reported meeting the fruit guideline and 14.8 % ate the recommended cups of vegetables. However, at 14.8 and 15.2 %, children from homes using SNAP and "potentially eligible" children were most likely to meet the vegetable guideline (See Table 3).

Low-Income Children Participation in School Meals Program: The average daily participation of California students in the National School Lunch Program is 3.2 million, of whom 78.9 % receive free and reduced-price meals.¹ *CaICHEEPS* data showed that most children from homes using SNAP reported also eating school lunch 3 or more times in the previous week (88.5%), with over three-quarters (78 %) eating school lunch daily. In contrast, far fewer "not eligible" children reported eating school lunch most or all weekdays (45.0 % and 30.0 %, respectively).

Children who participated in the school breakfast program reported higher FV consumption across all six *CaICHEEPS* years (See Table 4). While 98 % of children from SNAP homes reported eating school meals, considerably fewer reported getting nutrition lessons at school. Access to lessons at school on food, nutrition, and health was reported by nearly two thirds of children "not eligible" for SNAP (63.7%), but less common among children from SNAP homes (46.8%) and those "likely eligible" and "potentially eligible" (57.7%). Nutrition lessons showed a significant, positive relationship to FV consumption in four out of six *CaICHEEPS* years (See Table 5).

Over the last decade (1999-2009), *CaICHEEPS* data have shown a statewide reduction in the proportion of children with school access to vending machines stocked with chips, cookies, or candy and soda. Fewer children also report that their

school cafeteria serves fast food (-8.9 percentage points). Reductions in access to snack vending, soda vending, and fast food at school during this period were greatest among “likely eligible” children. Similarly, the proportion of children who reported school bake and candy sales decreased (-15.2 percentage points; 2005-2009), with children from “likely eligible” homes reporting the largest drop in sales (-29.5 percentage points). In addition, there has been a significant rise in the proportion of children reporting that their school cafeteria has a salad bar (9.2 percentage points; 2003-2009). This change was particularly large among children from SNAP households (27.9 percentage points) and for “likely eligible” and “potentially eligible” children (18.0 to 32.8 percentage points).

Low-Income Children and High Calorie, Low Nutrient Foods: In 2009, almost one-quarter (23.3%) of children from homes using SNAP reported eating 6 or more daily servings of high calorie, low nutrient foods, compared with 13.5 to 18.0 % among the other groups. However, from 1999 to 2009, the consumption of high calorie, low nutrient foods decreased significantly among children from SNAP households (-1.2 servings), “likely eligible” children (-1.1 servings), and “not eligible” children (-0.6 servings). This change can be attributed to a significant reduction in sweets and high-fat snacks. Another statewide trend (1999-2009) highlights the reduction in the % of children drinking soda and sweetened beverages, with a 6.4 %age point increase in those reporting no servings. This change was highest among “likely eligible” children (17.4 percentage points).

Low-Income Children and Higher Fiber and Whole Grain Foods: In 2009, California children ate very little higher fiber and whole grain foods. More children from homes using SNAP and “likely eligible” children reported eating 0.5 or more daily servings of dry beans (50.9 and 48.6%), compared with those “potentially eligible” and “not eligible” (39.5 and 35.9%). In contrast, “not eligible” children were most likely to report eating high fiber whole grain bread (20.7% vs. 7.5 to 13.0%).

Low-Income Children and Low Fat Milk: One-third of the children from homes using SNAP and those “likely eligible” reported drinking 3 or more daily servings of milk (30.7 and 33.7%), compared to a quarter of those “potentially eligible” and “not eligible” (26.3 and 21.5%). However, when examining milk type, children from homes using SNAP and “likely eligible” children tended to drink milk with a higher fat content, 2 % and whole milk (84.0 and 81.8%), compared to those “potentially eligible” and “not eligible” (76.0 and 64.3%).

Low-Income Children and Physical Activity: Organized sports, offered outside of the school day, support physically active lifestyles. However, 2009 *CalCHEEPS* found that children from SNAP homes (36.2%), “likely eligible” children (48.3%), and “potentially eligible” children (50.7%) participated in organized sports at levels lower than not eligible children (69.9%; See Figure 2). Children who participated in organized sports were over one-third more likely to meet the physical activity recommendation on a typical day (74.2 % vs. 48.7%).

Only two out of five (40.4%) children residing in SNAP households reported meeting the recommendation of 60 minutes or more of moderate and vigorous physical activity (PA) on a daily basis. This compared to 46.2 and 42.3 % among “likely eligible” and “potentially eligible” children, and 50.9 % for “not eligible” children; differences were not significant.

Between 1999 and 2003, *CalCHEEPS* showed significant increases in reported PA among all children, with increases being greatest among children from SNAP homes (See Figure 3). However, between 2003 and 2005, the proportion of children from SNAP households who reported meeting the PA guideline dropped markedly to 1999 values, similar to that found with FV consumption. Decreases were observed in the state as a whole. No significant changes were seen in these four groups from 1999 to 2009.

Children and Sedentary Activity: The Institute of Medicine recommends that children spend less than two hours of recreational screen time a day.² Over three-quarters of the 9- to 11-year-old children sampled for *CalCHEEPS* met this recommendation. Children from households using SNAP reported spending an average of 105.9 minutes per day watching television or playing video and computer games. “Likely eligible” and “potentially eligible” children reported 83.5 to 86.8 minutes, respectively, whereas children from higher income households spent only 76.4 minutes, a half of an hour difference between SNAP homes and those “not eligible.” No significant changes were seen among the four groups from 1999 to 2009, although the state total dropped significantly during this period (-8.1 minutes).

Television viewing is common among children as early as preschool age. In 2009, 77.3 % of children aged 2-4 years viewed 2 or fewer hours of television per day, meeting the screen time recommendation.³ The findings varied by race/ ethnicity for *CalCHEEPS* with rates being lowest among Black (67.9%) and Hispanic (72.7%) children and highest among White (84.4%) children.

Children with televisions in their bedrooms have higher BMIs than children without.² *CalCHEEPS* found a negative relationship between FPL and the prevalence of televisions in a child’s bedroom. Over two-thirds (69.5%) of children from SNAP homes reported having a television in their bedroom. This compared to similar rates 67.0 and 73.4% among “likely eligible” and “potentially eligible” children, but only 49.9% for those not eligible, a difference of over 15 percentage points as compared to the lower income groups. Children with televisions in their bedrooms averaged 30 minutes more screen time (94.3 vs. 65.1 minutes) and were 20 % less likely to spend two or fewer hours a day on screen time (70.4 % vs. 87.8%), as compared to children with no television in their bedroom.

Low-Income Parents Helping Children Achieve a Healthy Lifestyle: Almost two-thirds of 9- to 11-year-old children who reside in SNAP households agreed that their parents eat high calorie, low nutrient foods like French fries, chips, or desserts, compared to about two out of five children from other groups (See Figure 5). Children who agreed with this statement reported more daily servings of high-fat

snacks (0.9 vs. 0.7 servings) and high calorie, low nutrient foods (3.8 vs. 3.3 servings), compared to those who disagreed.

When examining the availability of fruits and vegetables at home, *CaICHEEPS* found that children from SNAP households were least likely to report regular access to cut up and ready-to-eat vegetables (18.6%) compared to other groups (22.6 to 40.2%). Regular access to cut up and ready-to-eat vegetables at home was related to increased consumption of fruits and vegetables among children (3.3 vs. 2.6 servings) and a higher overall healthy eating practices score (2.8 vs. 2.5 points).

Children who ate family meals reported consuming half of a serving more fruit (2.1 vs. 1.7 servings), one-third of a serving more vegetables (1.3 vs. 1.0 servings), and had a higher overall healthy eating practices score (2.8 vs. 2.5 points).

Survey findings show that self-confidence related to physical activity varies among children. Fewer “likely eligible” children had the confidence to ask their parents or another adult to sign them up for sports, dance, or other physical activities (83.6%), compared to other groups (89.2 to 99.5%). Children who were confident asking parents or adults to help them enroll in physical activities were over twice as likely as not-confident children to get the recommended amount of physical activity on a typical day (49.1 vs. 21.0%).

Findings from the 2011 *Network for a Healthy California Tracking Survey* indicate that 27 % of SNAP mothers and 35 % of SNAP eligible mothers do not report high levels of self-efficacy related to family change behaviors to support healthy eating. Forty-seven % of SNAP mothers and 40 % of SNAP eligible mothers report low levels of self-efficacy related to family change behaviors to support physical activity. However, from 2010 to 2011, there was a significant increase in SNAP eligible mothers reporting it easier to make children eat fruits and vegetables and to limit the amount of unhealthy food for snacks at home.

California Adolescents - Summary

The *California Teen Eating, Exercise and Nutrition Survey (CalTEENS)* (N=1,220 for 2010) was drawn to be representative of the 3.2 million⁸ 12- to 17-year-old teens likely to be in middle or high school in California. In 2009, approximately 12 % of all Californians ≤185 % of the FPL were 12- to 17-year-old adolescents, representing over 1.2 million low-income teens. In 2010, 65.0 % of the CalTEENS sample was drawn from households <130 % of the FPL and 70.8 % from households <185 % of the FPL. While 68 % of California teens are non-white, 85 % of California adolescents from low-income homes (≤185% FPL) were non-white (2009 American Community Survey), demonstrating the disproportionate number of non-white teens who are poor in California. Beginning in 2006 and unlike 1998-2004, *CalTEENS* asked for family income; this is reported categorically as well as converted to categories for SNAP use and FPL. These categories replaced proxy questions used

about hunger and household participation in food assistance programs for low-income status, termed “income-related food risk.”[‡]

California Teens and Increase Fruit and Vegetable Consumption: FV consumption remained stable from 1998 to 2010[§] at 4.3 to 4.4 servings. However, there were significant differences among ethnic groups: African Americans reported eating significantly fewer servings (3.2 servings) than Latino (4.5 servings), White (4.3 servings), or Asian (5.0 servings) teens.

In 2010, overall 10.1 % of California teens reported eating less than a serving of fruits and vegetables the day before and 49.4 % reported eating no vegetables or salad. SNAP participants were more likely to report eating no fruits and vegetables (Table 7).

Participation in Food Assistance among Minority Teens: In 2010, six percent of all teens reported being hungry in the past year because “there was not enough food in the house”, with the highest prevalence of hunger among teens from homes between 130 and 185 % FPL (7.4%) and teens from homes participating in SNAP (13.2%). Nearly a quarter of teens (23.8%) reported that their household used SNAP (an increase from a reported 19% in 2008) and 13.4 % reported household use of WIC (up from 11.3% in 2008). Significant differences exist among racial/ethnic groups. Household use of SNAP was highest among Latino and African American teens while household use of WIC was highest among Latino teens.

Teens and High Calorie, Low Nutrient Foods :** Unhealthy eating by California teens remains high, but has decreased significantly in recent years (Figure 6). Teens who reported eating two or more high calorie, low nutrient (HCLN) foods decreased from 73.0 % in 2000 to 52.4 % in 2010. In 2010, there were significant differences in intake of HCLN intake by poverty and race/ ethnicity. Teens from households below 130 % of the FPL were most likely to report eating two or more HCLN foods, regardless of whether they came from homes using SNAP (56.5%) or not using SNAP (56.6%). While fewer than half (44.9%) of White teens reported eating two or more HCLN foods, prevalence were higher among African American teens (57.0%), Latino teens (56.4%), and Asian/Other teens (58.8%).

Although there has been a decrease in sugar-sweetened beverage (SSB; excluding sports drink) consumption since 2000 (from 69%; Figure 7), 44.2 % of teens still reported drinking SSBs on the previous day and consumption was particularly high among Latino teens (50.9%) and teens from homes participating in SNAP (55.9%). In 2010, CalTEENS began to track consumption of sports drinks. When sports

[‡] Income-related food risk included teens who reported being hungry in the past 12 months or lived in a household that received SNAP or WIC food assistance.

[§] Only 100% fruit juices were explicitly specified beginning with the 2004 *CalTEENS* analysis.

** High calorie, low nutrient foods include pastries (such as doughnuts or muffins), deep-fried foods (such as onion rings or fried chicken), potato chips, sweet snacks (such as cake or cookies), candy, and soda.

drinks are combined with other SSBs previous tracked, reported prevalence of consumption of all SSBs the previous day is much higher at 53.1 %.

One out of five (20.3%) teens reported eating fast food on the previous day in 2010 (Figure 8); eating fast food was more common among Latino (23.4%) and African American (23.0%) teens compared to teens of other ethnicities (19.6% of Caucasians, and 12.0% of Asian/Other teens). Fast food consumption declined significantly from 32 % in 1998, it leveled off in 2010. Although consumption of HCLN foods, including SSBs and fast food has declined overall, rates remain disproportionately high among minority and low-income teens.

Teen Physical Activity: In 2010, only 42.1 % of teens reported being physically active for an hour or more on the previous day, a significant decline from 2006 when roughly two-thirds of teens had reported this behavior. There were significant differences in reaching this milestone among racial/ethnic groups, with African American teens most likely to get an hour of physical activity the previous day (58.4%). Further, while half (50.6%) of teen boys reported an hour or more of physical activity the previous day, only one in three (33.2%) teen girls did.

Teen Sedentary Activity: *Healthy People 2020* and the American Medical Association⁹ both recommend that adolescents spend 2 or fewer hours a day watching television. The average California teen spent 109.7 minutes watching television or playing video games in 2010, not far below the 2 hour recommendation, yet teens in some demographic groups exceeded 2 hours. For example, Latino teens reported an average of 132.7 minutes of television and video games per day (compared to 111.9 minutes for African American, 103.9 for Asian/Other, and 87.3 for White teens). Teens living in households below 130 % FPL also exceeded 120 minutes on average, whether their households participated in SNAP (123.2 minutes) or did not participate in SNAP (140.6 minutes). Screen time was significantly associated with overweight status in teens; overweight and obese teens spent an average of 119.5 minutes watching television and playing video games per day, which was a half hour more than non-overweight adolescents (94.2 minutes).

School Environment to Support Healthy Eating and Exercise: Prior to passage of SB 12 (nutrient standards for all competitive foods sold at schools) and SB 965 (standards for beverages sold at schools), 45.0 % of teens reported access to a soda vending machine and 39.1 % reported access to a machine serving HCLN foods at school. Between 2000 and 2006, significant declines for access to soda vending, but not for access to HCLN vending (Figure 10) were reported by California teens. Teens surveyed in 2008, after implementation of SB 12 and SB 965, reported less access to soda vending (29.0% down from 45.0%) and HCLN vending (33.4% down from 39.1%), representing a statistically significant decline from the level of access reported in 2006. This decline continued into 2010 for soda vending (33.9%), but leveled off for HCLN vending (21.1%).

A recent study by Columbia University and UC Berkeley found an association between the proximity of fast food restaurants to a school and obesity among

California children as measured by the FITNESSGRAM.¹¹ Among 9th grade children, a fast food restaurant within a tenth of a mile of a school was associated with at least a 5.2 % increase in obesity rates. The authors concluded that these results imply that policies restricting access to fast food near schools could have significant effects on obesity among school children.

In addition to the school food environment, schools play an important role in adolescent healthy by helping teens have opportunities to be physically active. *Healthy People 2020* recommends an increase in the percent of adolescents participating in daily physical education (PE) at school, with a goal of 36.6 % of high school students. Three-quarters (73.1%) of teens reported taking physical education at school in 2010, and 48.4 % of all teens (ages 12-17) reported taking PE daily. Of those taking PE, teens reported, on average, being in PE class 4.3 days per week and spending 45.7 minutes per PE class being physically active. Two-thirds (66.2%) of teens met the *Healthy People 2010* recommendation of participating in daily PE. Two-thirds (66.1%) of all teens reported being involved in organized sports, including individual sports such as martial arts and yoga. Teens who reported regular physical activity were more likely to be involved in organized sports (71.7%) than teens who did not report regular physical activity (56.9%). Teens from homes participating in SNAP (57.8%) and likely eligible teens (59.2%) had the lowest rates of reported participation in organized sports.

School-Based and Youth-Led Nutrition and Physical Activity Programs in Middle and High Schools: School-based nutrition programs with youth involvement show significant positive results among those involved in promotional activities, such as taste tests or poster contests promoting lower-fat foods.¹² In 2010, three out of five (59.8%) California teens reported having a class on healthy eating and three-quarters (72.4%) reported having a class on the health benefits of exercise.

In addition, evidence from a recent pilot study of *EatFit*, a curriculum used by UC-FSNEP, demonstrated a significant increase in academic performance among sixth graders participating in the intervention. The study examined the impact of *EatFit*, a teen nutrition education program, on student academic performance measured by California education standards. The findings indicated that theory-based nutrition education supports optimal academic achievement and healthy food choices.¹³

California Adults - Summary

The data provided in this section came from the *2009 and 2011 California Dietary Practices Survey (CDPS)*. These data are augmented by the *2011 Network Communications Annual Tracking Survey (Tracking Survey)*, the *2010 California Women's Health Survey (CWHS)*, and the *2010 Behavioral Risk Factor Surveillance System (BRFSS)*.

The *CDPS* over-samples low-income Latinos, African Americans, and other adults to provide greater sensitivity for analyzing data on these typically under-represented population segments, thus allowing the data to be analyzed by four race/ ethnic

groups, five income categories, and four educational categories, consistent with by the national *Behavioral Risk Factor Surveillance Survey* coordinated through the CDC. Beginning with the 2003 *CDPS*, data analysis also included the assessment of results by two new subpopulations of adults, namely SNAP participants and likely eligibles with household incomes $\leq 130\%$ FPL. The “potentially eligible” (household income 131-185% FPL), subpopulation was used in the 2009 analysis; however in 2011 this subsample is too small to be analyzed as its own group.

From 2004-2007 and in 2009-2011, the *Tracking Survey* provided data on all three segments of eligible mothers between the ages of 18-54 years (very low-income mothers with and without FSP and low-income mothers with household incomes 130-185% FPL) contrasted with a sample of mothers with incomes $>185\%$ FPL; in 2008, only very low-income mothers were surveyed.

Low-Income Adults and Food Insecurity, Obesity and Increased Risk for Chronic Disease: In addition to an increased incidence of obesity among low-income adults, data from 1999-2004 NHANES have indicated food insecurity is also associated with various chronic diseases, namely hypertension and risk factors for cardiovascular disease.¹⁶ For California households overall, USDA estimates food insecurity at 15.9 % (average 2008-10), with very low food security at 5.8 %.¹⁴ In 2010, 14.5 % (17.2 million households) of all U.S. households were food insecure, and USDA classifies 5.4 % (6.4 million) of households with very low food security.

CDPS data reveals that Latino households are disproportionately affected by food insecurity and its related factors. Latinos reported that food they bought did not last, they could not afford enough food, ate less than they thought they should because there was not enough money to buy food, and cut or skipped meals more often than other race/ethnic groups (Figure 11).

In the 2010 *CWHS*, almost 72 % of SNAP participants reported some level of food insecurity. One of the factors associated with food insecurity in this population is not being able to make CalFresh benefits last 30 days. Running out of food before the end of the month may lead to overeating when food supplies is available and may partly explain higher rates of obesity among food insecure women in California.¹⁵

Changes in FV Intake among Adults: The 2011 *CDPS* revealed that California adults reported consuming, on average, 5.2 daily servings of FV, and this level has remained steady since 2007. Since the *Network's* inception in 1997, reported FV consumption for the total California adult population has increased by 1.4 servings, with more dramatic increases reported for specific groups targeted by the *Network*. In 2011, three of four race/ethnic groups exceeded five servings of FV per day, with only African Americans lagging. Despite this, White, Latinos, and African Americans have seen significant improvements since 1997, with Latinos making the most impressive gains.

Steady improvements have also been reported for the various income segments. In 2011, for the first time, two income groups (\$25,000-\$34,999 and \$35,000- \$49,999) have reported FV consumption surpassing six servings per day. Very low income adults, those with incomes less than \$15,000, are consuming nearly two more servings per day than they were in 1997. When looking specifically by SNAP/ *CalFresh* status, in 2011 there are no significant differences between groups in FV consumption. *CalFresh* participants report consuming 5.1 servings, with “likely eligible” consuming 5.3 servings, and adults with household incomes exceeding 185 % FPL consuming 5.2 servings daily.

Awareness of Healthy Eating Messages among Low-Income Adults: In 2005, the revised *Dietary Guidelines for Americans* approximately doubled the recommendation for FV and complicated the message, moving from 5 or more servings per day to 3½ to 6 cups per day depending on gender, age, and level of physical activity. In 2011, a new recommendation was launched for making half a plate fruits and vegetables.

The 2011 *Tracking Survey*, which evaluates awareness of *Network* messaging, assessed knowledge of the amount of FV needed by mothers who use SNAP. Knowledge about the recommended daily intake of FV has continued to be low in 2011 when the recommendation changed to “half your plate”. In 2011, only 37 % of SNAP recipients answered accurately the recommended daily intake of FV

Low-Income Adults and Availability to Fruits and Vegetables: Findings from the 2009 *CDPS* indicate that the primary reason SNAP participants, “likely eligible,” and “potentially eligible” adults are not eating more FV is cost; whereas “not eligible” adults cite as their top barrier that FV take too much time to prepare. These findings suggest that low-income Californians would eat more FV if they were more affordable. Almost 60 % of “likely eligible” adults agreed that FV are too expensive, as compared to only 28 % of adults not eligible. The food-at-home Consumer Price Index (CPI) index increased 4.8 % from 2010 to 2011, more than expected. A 2.5 to 3.5 % increase is expected for 2012.¹⁸ The fresh fruit index is up 0.1 % since last year, however fresh vegetable prices are down 12.6 %, due to very favorable growing conditions in early 2012. In addition to the cost barrier, other reasons SNAP participants and those income-eligible cite for not eating more FV include: disliking the taste (12.2 and 11.0%), not in the habit (14.1 and 6.7%), lack of preparation time (10.0 and 5.5%) and FV are not readily available (6.2 and 6.7%).

Fast Food Intake by Low-Income Adults: Americans consume food away from home more than ever. The increase in eating away from home, fast food in particular, is concurrent with the increase in obesity over the last two decades.¹⁹ Fast food tends to be higher in total calories, fat, cholesterol, and refined carbohydrates, which have been shown to be associated with greater weight and weight change over time.²⁰⁻²² In addition, fast food is energy dense and nutrient poor, due in large part to the abundance of sugar, other carbohydrates, and fat, and the lack of FV. A recent study examining diet quality and estimated cost in California showed that higher quality diets were more costly for low-income women. Although

their diets were high in calories, they were also nutrient poor. This inverse ratio has implications for food assistance and education programs for SNAP populations and for all nutrition programs delivered by USDA.²³

2009 *CDPS* data indicate that among adults who ate out on the previous day, 43 % ate fast food, and more SNAP participants (63.4%) ate fast food than adults from households not likely to be SNAP eligible (>130% FPL, 28.6%). Thirty-one percent of California adults agree that FV are difficult to buy in restaurants, in general, and 72 % agree they are difficult to buy in fast food restaurants. *CDPS* findings show that adults who eat in fast food outlets consume fewer FV than adults who eat out in sit-down restaurants or who do not eat out at all. Adults who ate out in a fast food restaurant on the previous day ate a half serving fewer vegetables and salad, and just over one serving fewer fruits and juice.

Low-Income Adults and Access to Fruits and Vegetables: Store accessibility, food prices, and CalFresh policies are the major factors affecting where SNAP participants shop.²⁴ Thirty percent of Californians who shop for groceries two or more times per month report seeing FV promotional items in the produce section of their store. Of adults seeing promotional items, over half are encouraged to buy more FV and 43 % take promotional materials home with them.

Convenient access to good quality and affordable FV is an issue for many low-income Californians. A recent publication suggests that access to supermarkets is one of the most promising strategies to reduce obesity for disadvantaged populations.²⁵ A report by the Urban & Environmental Policy Institute at Occidental College in Los Angeles found that middle and upper-income areas had 2.3 times as many supermarkets as low-income areas. A study conducted in East Los Angeles found that of 190 food outlets, 49 % were fast food outlets, 33 % were grocery stores and only 18 % of the grocers carried good quality fruits and vegetables.²⁶

Data from the *Network's CX³ (Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention)* have been collected by 24 health departments in 94 SNAP-Ed qualifying neighborhoods ($\geq 50\%$ at 185% FPL). Analysis has been conducted from surveys of 473 food stores from 2007-2009. Surveys were conducted in all stores within boundaries defined by qualifying census tracts or block groups. Stores surveyed in 62 low-income neighborhoods were predominantly small markets, known as "mom and pops" or "corner stores," and convenience stores (79% of neighborhood stores). Two-thirds (67%) of the stores sampled sold fresh fruits or vegetables. Only 13 % of the stores were supermarkets or large grocery stores and nearly all (98%) of supermarkets and large grocery stores carried 7 or more types of produce, and quality was rated as all or most good (96% for fruits, 98% for vegetables). Among small markets, 81 % sold fresh produce, and 68 % contained moderate or better variety (4 or more types) of fresh vegetables. Close to 60 % carried 7 or more types of vegetables. Just over forty % (41%) carried seven or more types of fruit. Of the small markets selling produce, quality appears to be variable, with less than one-third (29%) having all or most good quality fruits.

These data help explain the findings of USDA studies²⁷ that most CalFresh participants tend to use their benefits in areas other than those in which they live. Small markets are important locations to target to increase offerings and quality of fruits and vegetables. Education and engagement with residents to request more and for stores to offer better quality fruits and vegetables are critical to increase demand and consumption and reliable tools and useful communications pieces have been developed to support this process.²⁸

In California, *CalFresh* participants may redeem their benefits at over 24,000 SNAP certified retail outlets, including convenience stores, drug stores, and health food stores. However, the great majority of *CalFresh* dollars are redeemed at supermarkets which are less common in low-income than higher-income areas. For example based on 2005 information, supermarkets represent almost a quarter (23%) of the certified retailers, but in SNAP-Ed-eligible census tracts ($\geq 50\%$ at 185% FPL) only 12 % of the certified retailers are classified as supermarkets, suggesting that many *CalFresh* participants must patronize supermarkets outside SNAP-Ed-qualified census tracts. Of the 751 certified retailers classified as “major redeemers” (\$50,000 or more in average monthly redemptions) in 2005, 71 % (530 stores) were located outside of SNAP-Ed-eligible census tracts.

Low-Income Adults and Access to Fruits and Vegetables and Physical Activity Opportunities at Work: A report from the California Department of Health Services and the Public Health Institute found that when business leaders of lower-wage settings were given a list of worksite policies and asked about whether or not they thought each policy could be accepted and promoted by their management team, 75 % supported the idea of making healthy foods available at worksite cafeterias, vending machines, and at other food access points. Despite this, focus groups with low- and middle-income working women found that the most frequently cited barrier was a lack of access at work to healthy foods like FV. Every group reported having vending machines that sold less healthy foods, and many women reported that their employers routinely offered donuts, pastries, and cookies during meetings or other workplace gatherings. Women also noted that the easiest foods to access outside of their worksites were fast food restaurants, which offer inexpensive, convenient, and often less nutritious foods.²⁹

Employer-paid overweight- and obesity-attributable costs range from \$175 to \$2,485 per employee per year, depending on the degree of overweight and gender. Approximately 30 % of these costs result from increased absenteeism.³⁰ Individuals spend up to 60 % of their waking hours on-the-job, thus a work environment promoting healthy eating and physical activity is critical to employee health and increased productivity at the worksite, and such lifestyle improvements have the potential to affect employees’ families at home.

The 2009 *CDPS* found that out of working adults with a cafeteria, snack bar, or food service on-site, nearly two-thirds had access to FV. Over two-thirds of working

adults have access to exercise facilities at their worksites, 18.5 % have employer-provided physical activity benefits, and only 10.7 % have employer-provided produce and vending machines with FV, respectively (Table 9). Educational level also plays a role in both access to exercise facilities at work and employer-provided physical activity benefits, as adults with less than a high school degree have significantly less access to both as compared to those with college degrees.

The 2011 *Media Tracking Survey* showed that only 10 % of SNAP recipient moms, 7 % of SNAP eligible, and 9 % of low-income mothers (at 130-185% FPL) reported access to employer provided physical fitness benefits compared to 30 % of mothers >185 % of the FPL. However, when available, 58 % of SNAP recipients, 59 % of SNAP eligible and 52 % of low-income mothers actually use these benefits. Disparities exist as well regarding the ability of families to afford activities and programs to be active with 25 % of low-income mothers (at 130-185% FPL), 29 % SNAP eligibles and 42 % of SNAP recipients reporting not being able to afford these programs compared to only 15 % of mothers >185 % of the FPL.

High-Calorie, Low-Nutrient Food and Beverage Intake Across Ethnic and Income Groups: The 2011 *CDPS* found that *CalFresh* participants drank 1.4 SSBs yesterday, compared to one serving for “likely eligible” adults, and 0.6 servings for adults from households with incomes > 185 % FPL. The 0.8 serving that separates *CalFresh* participants and the higher income group is statistically significant. In addition, *CalFresh* participants were nearly twice as likely to drink at least one SSB on the previous day as compared to the higher income group (50.0% vs. 25.8%).

Since 1999, the overall rate of SSB consumption for the state has decreased significantly (Table 10). Despite this, improvements have not been reported specifically among the *Network’s* target audience. Latinos, African Americans, and the very low income have not reported decreased in SSBs consumed yesterday. The overall state trend appears to be driven by lower consumption in Whites and the \$35,000-49,999 and \$50,000+ income groups.

The 2009 *CDPS* showed significant differences between race/ethnic and SNAP-Ed eligibility groups in 3 of 4 HCLN food groups: deep fried foods, high fat sweets, and breakfast pastries (Figures 12 and 13). African Americans and Latinos report consuming more deep fried foods than non-Hispanic Whites and Asian/Pacific Islanders. More non-Hispanic Whites, Asian/Pacific Islanders, and African Americans report eating high fat sweets than Latinos. More than twice as many Latinos report eating breakfast pastries than African Americans, the next highest consuming group. Twenty-eight percent of SNAP participants ate deep fried foods on the previous day, as compared to 16 % of adults from households with incomes greater than 185 % FPL. More middle income adults not participating in SNAP ate breakfast pastries, and the most adults from households 131-185 % FPL and above 185 % FPL ate high fat sweets. No differences were observed for fried snack food consumption among the race/ethnic or SNAP-Ed eligibility groups.

Physical Activity Levels Among Low-Income Adults: In 2008, the U.S. Department of Health and Human Services announced the *2008 Physical Activity Guidelines for Americans*.³¹ The basic guidelines recommend adults get 150 minutes of moderate-intensity or 75 minutes of vigorous-intensity PA a week or an equivalent combination of both moderate and vigorous activity, performed in episodes of at least 10 minutes, and preferably spread throughout the week. Statewide, the 2009 *CDPS* shows 67.9 % of Californians report engaging in 150 minutes of moderate or vigorous activity a week. Seventy-two percent of participants meet the 150 minute per week PA goal, as compared to 69.8 % of adults from households with incomes greater than 185 % FPL and just over half of adults from households less than 130 FPL not receiving *CalFresh* and adults from households with incomes between 130 and 185 % FPL (Table 11). In addition, more *CalFresh* participants are meeting the 75 minutes of vigorous activity a week recommendation than all 3 other SNAP-Ed eligibility groups.

In addition to time spent physically active, time spent being sedentary is of equal concern. On average, California adults spend 2.2 hours per day watching television and an additional 53 minutes using the internet, playing video games, or watching videos/DVDs. *CalFresh* participants watch significantly more television than adults from households above 185 % FPL, and adults from households above 185 % FPL spend significantly more time engaged in internet, video game, and video/DVD activities (Table 12). Striking differences in screen time also exist among race/ethnic groups. African American adults watch significantly more television than Latinos (4.1 vs. 2.2 hours, respectively).

Social Media and Mass Media as Methods to Engage Low-Income Adults for Nutrition Education: According to recent research, consumers are increasingly turning to social media for healthcare information. A 2009 survey conducted by CDC's Center for Health Statistics revealed that 51 % of adults aged 18 to 64 went to the internet to look up health information, and that 35 % sought user-generated information via social networking sites (e.g., Facebook, Twitter). While research among lower-income populations show a less robust adoption of internet and social networking usage, there is strong evidence to suggest that a dedicated social media campaign specifically designed to convey nutrition education to California SNAP recipients and eligibles could be an efficient and effective way to change attitudes and behavior related to diet and exercise.

The *2011 Network for a Healthy California Tracking Survey* showed meaningful participation rates in social media among SNAP recipient mothers and SNAP-eligible mothers. These numbers have increased over the past year, specifically with use of mobile devices. Eighty-three percent had access to the internet at least once a week in 2011, up from 78 % in 2010 and 74 % in 2009 among SNAP recipients and an increase to 77 % in 2011 from 73 % among SNAP eligibles in 2009-2010. The use of the home computer to access social networking sites continued to drop (from 57% to 47% among SNAP eligible and from 66% to 54% among SNAP recipients), with a shift to access through a mobile device (up from 13% in 2009 to 36% in 2010

and to 45% in 2011 among SNAP eligible and from 22% 2009 to 26% in 2010 and to 39% in 2011 among SNAP recipients). Three out of five (60%) of SNAP eligibles and 61 % of SNAP recipients have created a social networking profile. SNAP eligibles and SNAP recipients continued to check social networking sites several times a day in 2011 (38% among eligibles and 23% among recipients). Twenty-seven percent of SNAP recipients and 22 % of SNAP eligibles frequented sites once a day in 2011. When combined, half of SNAP recipients and 60 % of SNAP eligibles reported access social networking sites at least once a day in 2011.

The 2011 *Media Tracking Survey* shows 57 % even in the absence of any ad campaign, close to 71 % aided recall in 2010 among Spanish-speaking SNAP eligibles and 56 % in 2011 compared to 74 % in 2010 among SNAP recipients of any *Network* ads, showing that penetration and retention of marketing is considerable. These gains are evident in English speaking SNAP recipients as well with 56 % reporting aided recall of any *Network* ads in 2011 compared to 52 % in 2010 and 57 % of English speaking eligibles in 2011 with aided recall of any ad and 52 % in 2010.

The Links among Local Food Environments, Obesity and Diabetes: A study of the link between local food environments and obesity and diabetes in California underscores the importance of making healthy foods more readily available especially for low-income communities^{††} (California Center for Public Health Advocacy, Policy Link and UCLA Center for Health Policy Research, April 2008). The study, titled *Designed for Disease*, provided evidence that people who live near an abundance of fast-food restaurants and convenience stores compared to grocery stores and fresh produce vendors have a significantly higher prevalence of obesity and diabetes. Lower-income communities had relatively worse food environments than higher-income communities and a higher prevalence of obesity and diabetes. The rates of obesity and diabetes were the highest among adults who live in lower-income communities with relatively poorer food environments (20 and 23% higher than higher-income communities, respectively). Areas that contain healthy food options such as supermarkets or large grocery stores can be identified to enhance or establish retail promotions of healthy foods, specifically fruits and vegetables.³²

3. Other nutrition-related programs serving low-income persons in California.

California's State agencies administer federal categorical programs that may include nutrition education, principally through USDA, the Health Resources and Services Administration, and the Centers for Disease Control and Prevention (CDC). Some State-funded categorical programs allow local contractors to include nutrition education as an option through "local assistance" funding to units of local government and through competitive grants to public and non-profit organizations.

^{††} *Designed for Disease: The Link Between Local Food Environments and Obesity and Diabetes.* California Center for Public Health Advocacy, PolicyLink, and the UCLA Center for Health Policy Research. April 2008

Over the past decade as concern about obesity has risen, so too has the allocation by county, school district, and other local governments of local and State funds for nutrition education. By far, most of these funds target lower-income groups and communities. In spite of the increasing number of federal and state laws on nutrition, obesity prevention and school wellness, there are as yet no federal or state funds earmarked for nutrition education in schools. The support for nutrition education and continued opportunities for SNAP-Ed may be negatively impacted by the current economic downturn.

A different type of nutrition-related program, “place-based” obesity prevention, has become more visible in recent years. These projects are geographically based in neighborhoods, tribal areas, cities, or counties and have a strong systems and environmental change component. The majority of persons served by these projects are low-income and/or they are sited in low-income areas. The CDC, Kaiser Permanente, and The California Endowment are all major funders of California nutrition-related programs that do complimentary work to that of SNAP-Ed.

A list of websites about other nutrition-related programs serving low-income persons in California follows. Brief summaries of current program activities are provided in Attachment 5 which also includes an overview of the Intra- and Inter-Governmental Infrastructure to Coordinate Efforts among Programs.

Programs and leadership activities by the State of California

- Department of Social Services
 - The CalFresh (USDA Supplemental Nutrition Assistance Program)
 - Emergency Food Assistance Program
 - California Food Assistance Program
- Department of Public Health and Department of Health Care Services
 - CDPH California Nutrition, Physical Activity, and Obesity Prevention Program
<http://www.cdph.ca.gov/programs/Pages/CPANOP.aspx>
Includes the Network and
 - The California Center for Physical Activity (Center) -
www.caphysicalactivity.org.
 - California Project LEAN (Leaders Encouraging Activity and Nutrition) (CPL) - www.CaliforniaProjectLEAN.org
 - The Maternal, Child and Adolescent Health (MCAH) -
<http://www.cdph.ca.gov/programs/MCAH> - Title V
 - Women, Infants, and Children (WIC) Women, Infants and Children (WIC) Program - <http://www.cdph.ca.gov/programs/wicworks/>
 - State Nutrition Action Plan
<http://www.fns.usda.gov/ora/snap/plans/California.htm>
 - The Children’s Medical Services (EPSDT) -
<http://www.dhcs.ca.gov/services/Pages/cms.aspx>
 - School Health Connections - www.dhs.ca.gov/schoolhealth

- The Safe and Active Communities (SAC) Branch State and Local Injury Control Section
- University of California
 - Agriculture and Natural Resources (ANR) – <http://ucanr.org/>
 - UC County Cooperative Extension
 - 4H – <http://www.ca4h.org/>
 - Expanded Food and Nutrition Education Program (EFNEP) – <http://efnep.ucdavis.edu/>
 - Center on Weight & Health, UC Berkeley – www.cnr.berkeley.edu/cwh
 - Center for Healthcare Policy and Research, *Department of Chicano/a Studies*, Center for Transnational Health---
<http://chi.ucdavis.edu/content/center-transnational-health>
 - Center for Social Marketing and Nutrition, UC Davis – <http://socialmarketing-nutrition.ucdavis.edu/somark.htm> (a website resource only)
- California Department of Education – www.cde.ca.gov
 - SHAPE California - <http://www.cde.ca.gov/ls/nu/he/shape.asp>
 - A Garden in Every School - <http://www.cde.ca.gov/ls/nu/he/garden.asp>
- California Department of Food and Agriculture – www.cdffa.ca.gov
 - The Dairy Council of California - www.dairycouncilofca.org
 - The California School Garden *Network* (CSGN) - <http://www.csgn.org/>
- The California Children and Families Commission - <http://www.cafc.ca.gov/>

Major place-based projects in California

- CDC Community Transformation Grants
 - Public Health Institute – (12 “intense” counties; 30 less intense)
<http://www.co.mendocino.ca.us/bos/meetings/MG21598/AS21606/AS21617/AI21706/DO21791/1.PDF>
 - Los Angeles County –
http://publichealth.lacounty.gov/tob/pdf/CTG_one_page_summary_FIN_AL9_27_11.pdf
 - San Francisco County
 - San Diego County – CDC Community Transformation Grant
http://www.sdcounty.ca.gov/hhsa/programs/phs/chronic_disease_health_disparities/ctg.html
- CDC Capacity Building Community Transformation Grants
 - Fresno, Kern, San Benito, Stanislaus, and Ventura Counties; Toiyabe Indian Health Project
- Kaiser Permanente Community Health Initiatives; Healthy Eating Active Living (HEAL) Grants and Partnerships -
http://info.kp.org/communitybenefit/html/our_work/global/our_work_3_b.html
- The California Endowment Healthy Communities; Healthy Eating Active Communities (HEAC) and Central California Regional Obesity Prevention Program (CCROPP)
<http://www.calendow.org/healthycommunities/background.html>

4. Areas of California where Supplemental Nutrition Assistance Program Eligibles are under-served or have not had access to SNAP-Ed previously.

All 58 counties are eligible to receive support for SNAP-Ed through the 11 current *Regional Networks* (Attachments 3 and 6; Figure 17). The *Network Regions* provide technical assistance, coordination, media and public relations, educational materials, specific *Network Campaign* interventions, including programs with qualifying retail food stores and low-wage worksites and some staff support for public/private *Regional Network* Collaboratives that focus on regional priorities. All these activities focus on better serving eligible populations.

The California map (Attachment 6, next page) shows counties where the *Network* projects and UC CalFresh intervention sites are serving eligible families directly. For *Network*, 39 county and 3 city local health department projects will provide county-wide services including coordinated planning with other USDA-funded supplemental nutrition programs. Refer to Attachment 7 for an alphabetical list of *Network* contractors and UC CalFresh program units by county.

Planned for FFY 13, UC CalFresh projects will provide nutrition education at 2,183 sites in 31 counties.^{##} Of the 1,121 schools targeted, 940 or 84 % are at 50 % or greater with students receiving free meals (130% FPL). Of the 1,154 community locations, 638 are proxy sites. The remaining sites qualify by having 50 % at or below 185 % of FPL with the various targeting criteria. *Network* projects (LHDs, Local Network Projects (LNPs), and LFNE), including the *Regional Networks*, *Network* campaigns, and faith-based projects, plan to provide nutrition education at 3,406 sites in 50 counties. Of these sites, approximately half are located in low-resource schools (43%) reaching 1,487 (25%) of the 5,933 low-resource schools. This leaves 4,446 eligible, low resource schools without SNAP-Ed. All but 8 counties have at least one direct service SNAP-Ed project site. Planned for FFY 13, UC CalFresh projects will provide nutrition education at 2,183 sites in 31 counties.^{##} Of the 1,121 schools targeted, 940 or 84 % are at 50 % or greater with students receiving free meals (130% FPL). Of the 1,154 community locations, 638 are proxy sites. The remaining sites qualify by having 50 % at or below 185 % of FPL with the

^{##} For consistency, unduplicated UC CalFresh and *Network* sites are reported in the needs assessment and corresponding attachments. There are a total of 2,269 duplicated sites submitted by UC CalFresh. Duplicated sites count each different type of programs conducted at one site separately. The duplicated site count is used in all other UC CalFresh plan documents. *Network* sites include all SNAP-Ed projects including LIA, NIA, LFNE, Campaigns, and Programs from October 1st, 2011 to March 30th, 2012 Activity Tracking Forms (ATF). Duplicated sites are not available for the *Network*, based on the ATF data.

^{##} For consistency, unduplicated UC CalFresh and *Network* sites are reported in the needs assessment and corresponding attachments. There are a total of 2,269 duplicated sites submitted by UC CalFresh. Duplicated sites count each different type of programs conducted at one site separately. The duplicated site count is used in all other UC CalFresh plan documents. *Network* sites include all SNAP-Ed projects including LIA, NIA, LFNE, Campaigns, and Programs from October 1st, 2011 to March 30th, 2012 Activity Tracking Forms (ATF). Duplicated sites are not available for the *Network*, based on the ATF data.

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SNAP-Ed efforts are concentrated in locations demonstrating the most economic need using USDA specifications for the prevalence of SNAP participation/eligibility, low-income census tracts, or schools where the majority of students qualify for Free and Reduced-Price school meals, as well as implementing nutrition and physical activity policies at organizations where SNAP eligible groups are predominantly located such as worksites of low-wage earners or eligible youth- and faith-based organizations.

Counties covered only by the *Regional Networks* are: Alpine, Inyo, Mariposa, Mono, Napa, and Sierra. Based on the August 2011 program information, those 6 counties have 12,067 CalFresh participants, or 0.3 % of the State's total CalFresh participants (See Attachment 2). From a *SNAP-Ed Guidance* perspective, barriers to providing SNAP-Ed in these counties include the low number of qualifying census tracts and school districts in these rural areas, the lack of services by UC county-based nutrition advisors, and the small CalFresh population. However, in FFY 13, the *Network* will work with these counties to see how they could work on a cluster basis to provide services to their CalFresh residents and other low income residents. Lessons learned from the expansion county cluster of Del Norte, Siskiyou, and Trinity will also provide a basis of the successes and challenges in SNAP-Ed interventions in rural counties.

In counties and project sites where the *Network* and UC CalFresh both provide services, coordination is carried out in a variety of ways. Locally program staff meets on a regular basis to plan on how to deliver nutrition education programs by identifying the resources each program provides and to determine how best to meet the needs identified, working to reduce the overlap and to identify where there is unmet need. *Power Play! Campaign* Regional Managers and UC CalFresh staff work closely to cross-promote the programs and coordinate services, thereby reaching a wider audience of eligible children. For example, where appropriate, the *Power Play! Campaign* Regional Managers promote *Reading Across MyPyramid* (RAMP a UC CalFresh resource) to interested Kindergarten through third grade teachers, who then work with UC CalFresh staff to receive training and materials and in classroom support. The *Power Play! Campaign* has procedures in place to

Attachment 6: California SNAP-Ed Planned Sites¹ for FFY2013

County	Network Sites ¹	UCD Sites
Alameda	182	32
Alpine	*	0
Amador	*	25
Butte	67	54
Calaveras	0	29
Colusa	5	7
Contra Costa	61	169
Del Norte	18	0
El Dorado	3	0
Fresno	152	349
Glenn	14	20
Humboldt	34	0
Imperial	10	55
Inyo	*	0
Kern	60	153
Kings	7	34
Lake	8	0
Lassen	1	0
Los Angeles	931	222
Madera	30	0
Marin	5	0
Mariposa	*	0
Mendocino	32	0
Merced	36	18
Modoc	4	0
Mono	*	0
Monterey	96	0
Napa	*	0
Nevada	9	5



— Continued —

County	Network Sites	UCD Sites
Orange	355	0
Placer	2	40
Plumas	1	0
Riverside	161	92
Sacramento	149	0
San Benito	3	0
San Bernardino	155	0
San Diego	124	0
San Francisco	40	37
San Joaquin	49	188
San Luis Obispo	8	19
San Mateo	30	42
Santa Barbara	47	26
Santa Clara	90	168
Santa Cruz	31	0
Shasta	48	63
Sierra	*	0
Siskiyou	18	0
Solano	20	0
Sonoma	40	0
Stanislaus	24	62
Sutter	11	11
Tehama	15	24
Trinity	2	39
Tulare	75	119
Tuolumne	*	7
Ventura	113	0
Yolo	14	69
Yuba	12	4
Total	3,406	2,182

¹ For consistency, unduplicated UC CalFresh and Network sites are reported in the needs assessment and corresponding attachments. There are a total of 2,269 duplicated sites submitted by UC CalFresh. Duplicated sites count each different type of programs conducted at one site separately. The duplicated site count is used in all other UC CalFresh plan documents. Network sites include all SNAP-Ed projects including LIA, NIA, LFNE, Campaigns, and Programs from October 1st, 2011 to March 30th, 2012 Activity Tracking Forms (ATF). Duplicated sites are not available for the Network, based on the ATF data.

* County covered by the *Regional Network*.

avoid double reporting these numbers to the USDA. The overarching intent of UC CalFresh /Regional coordination is to increase nutrition education opportunities to eligible audiences that otherwise would not have received nutrition education.

Coordination at the state-level continues with the three implementing agencies working together to ensure that complementary services are being provided in the counties they both serve. For *Network* incentive award contractors, standard language in all contract scopes of work states that Incentive Awardees (LIAs/NIAs) will coordinate and collaborate with UC CalFresh agencies to deliver nutrition education. This is also true in communication provided to the UC CalFresh programs. For the FFY 13 plan, all *Network* contractors that have been identified as providing SNAP-Ed at the same school locations as UC CalFresh were contacted to identify how the *Network* and UC CalFresh nutrition education strategies are unique and/or complementary for of type of intervention, content, audience, etc., including the date they communicated with each other. We continue to work on reducing the number of schools with existing collaborative arrangements and are not approving new locations if one of the SNAP-Ed funded projects is already delivering nutrition education programs at the same site. The specifics on this contractor request can be found in Section B Attachments 9-10. The *Network*, UC CalFresh, and CDSS staff will continue to encourage these relationships and help to facilitate them by conducting periodic meetings to coordinate efforts. UC CalFresh has established Memorandum of Understanding (MOU's) and Letters of Agreement (LOA) with all program sites where programs are delivered, and in some counties MOU's have been established between UC CalFresh and the *Network* LIAs.

5. Implications of the Needs Assessment

The implications of the California Needs Assessment for the FFY 13 SNAP-Ed Plan, especially in light of new federal guidance based on the HHFKA of 2012, are four-fold:

1. Nutrition education, which has been widely disseminated throughout the state targeting low-income and specific ethnic populations, has improved consumption of fruits and vegetables to a measurable extent; many of these interventions should continue.
2. Levels of obesity, particularly among school age children, have not improved measurably across California in the past decade, despite these nutrition education efforts; other evidence and practiced-based interventions need to be considered and implemented as feasible and allowable.
3. The research literature suggests that nutrition education and obesity prevention efforts should expand to include community-level approaches such as those promoting environmental and policy changes, in addition to individual-level interventions.

4. Nutrition education and obesity prevention efforts must be targeted to those geographic areas and to populations that are at highest risk and to those interventions that have the greatest record of success, given the capped grant funding formula in effect since FFY 2012.

CDPH is faced with the challenge of determining how best to use its diminishing resources while building California's overall capacity to reach SNAP-Ed goals. Collectively, the mission is to foster positive behavior change among California's low-income residents, trigger improvements in low-income community environments to foster support for healthy behaviors, and ultimately help eliminate health disparities in obesity and its related diseases. SNAP-Ed *Guidance* received in late March 2012 also contained greater emphasis on entire low-income households participating in means-tested programs, and community environments in under-served areas.

The transition plan by CDPH for SNAP-Ed is designed to lay a statewide foundation to achieve these goals. Beginning in FFY 13, the *Network* will award funding to LHDs to implement comprehensive local nutrition education and obesity prevention programs. Consistent with their statutory requirements and this funding, LHDs will serve as the lead health agency in their respective jurisdictions. LHDs will coordinate with local partners and involve multiple sectors in spearheading efforts to improve the nutritional status and prevent obesity among California's low-income population. The funding each LHD receives is population based and this will increase the reach across all small, medium, large, and extra-large counties to reduce gaps in SNAP-Ed services across the state.

The remaining state and regional funds will maintain all *Network* contractors at FFY 12 levels in FFY 13 to ensure there is no disruption in SNAP-Ed funds recipients. State and regional funds will, in addition, serve to provide state-and regional-level training to LHDs to strengthen their technical capacity for local jurisdiction-wide nutrition education, marketing and policy, systems and environmental change targeting low-income residents and locations among the 44 largest of California's 61 official local health departments (LHDs). The LHD grant requirements in FFY 2013 are and rigorous (www.networkforahealthycalifornia.net), and the funding formulas are based on the number of residents with incomes below 185 percent of the Federal Poverty Level. Maintaining current grantees while starting the transition to LHD-led local efforts is the best possible use of the increase in SNAP-Ed funds in FFY 2013.

LHDs will be encouraged to partner with school districts not presently being served by the implementing agencies (*Network*, UC CalFresh, and CDSS). However, in some cases these schools may not be feasible for services based on poor acceptance by school administration or geographic isolation.

Income-related disparities in consumption of fruits, vegetables and high calorie, low nutrient foods and beverages, PA and sedentary activity, access to food in low-income communities, and obesity prevention were priorities used to continue refining UC CalFresh interventions proposed for FFY 13. UC CalFresh nutrition education

programs are a result of integrating UC resources based upon documented needs in the literature, national and state survey assessments, and/or through target population assessments. Extension Specialists and County Advisors link research, theory, and practice to guide resource development and nutrition education program delivery at the local level. UC CalFresh delivery uses or modifies resources and curriculum developed by UC and Extension for nutrition education programs.

Goal setting, a tool for individual level behavior change, was thoroughly examined to use in delivery of nutrition education (Shilts, Horowitz, Townsend, 2004). This needs assessment review indicated that goal setting for dietary or physical activity behavior was effective with adults and more likely to produce positive behavior change results. Due to the limited evidence of goal setting success with teens, *EatFit* curriculum for middle-school students was evaluated for guided goal setting and found to be successful (Horowitz, Shilts, Townsend, 2004). The *EatFit* program was honored with the 2009 Jeanne M. Priester Health Award, which recognized this sound and innovative health education program out of the Cooperative Extension nationwide. *EatFit* has been used by Cooperative Extension staff with teachers in more than 35 California counties. Over the last eight years, 105,000 California adolescents have participated in *EatFit*. The program's effectiveness has been documented, showing that adolescent participants adopted desired dietary behaviors, and their goal commitment ranged between 87 and 90 %.

Findings from evaluations of some of the county programs are as follows:

“Growing Healthy Families – Family Centered Nutrition Education Success”

The UC CalFresh Nutrition Education Program exceeded targeted program goals by 22 % for FFY 11, reaching 139,746 eligible Californians with Direct Education (DE). The average participant received 36 separate direct education interventions lasting a half hour or more. Thus, the program achieved over five million DE contacts during the year.^{***} Additionally, UC CalFresh indirect nutrition education provided over 1.2 million impressions bringing our total reach to over 1.352 million participants. Our primary target audience is CalFresh recipients and others who are at or below 130 % of the Federal Poverty Level (FPL). Data collected by County Extension program units indicate 60 % of the nutrition education programs serviced this population. We believe repeated DE has the strongest effect on participant behavior change. However, UC CalFresh is committed to exploring lower cost delivery approaches for adults and becoming still more efficient. We provided DE to 35 % more participants, an increase of 36,001 over FFY 10 on the total numbers served and held federal spending growth to only 9 % over what was spent last year.

A cornerstone of the UC CalFresh Nutrition Education delivery strategy is a “family centered” approach to nutrition education. The family centered approach enhances long term behavior change by providing direct education to the family instead of providing education to adults and youths separately. Family centered education

^{***} There were an additional 2,137 youth participants who were re-categorized within indirect education based on incomplete demographic information required for reporting as direct delivery, (per EARS requirements).

increases youth's familiarity with healthy food and simultaneously provides nutrition and resource management education for the adults/gatekeepers in these youth's lives. FFY 11 results show significant progress in shifting towards this goal. Forty-seven % of educated adults (n=7,229 out of 15,641) were recruited from or educated on youth sites. Youth education showed significant growth as well with a 38.5 % growth (n+=34,500) in direct education (DE) over FFY 10 to 124,105. This expanded youth nutrition education and programming is expected to provide wider opportunities for continued, family centered/parent/adult education beyond this year's 11 % growth (adult growth n=1,501 to 15,641). UC CalFresh's commitment to 'growing healthy families' remains constant. This is demonstrated in the evaluation findings and the qualitative participant responses included within the report.

UC CalFresh utilized both series based and workshop education lessons for adults, depending on the venue and participant's availability. Skills and knowledge based nutrition education and/or food resource management were provided to adults/parents of children in youth sites (47%); family homes (13%); job training sites (13%); County Welfare Offices (9%); shelters/community centers (4%); senior centers (3%); other adult delivery sites (13%). Given the mix of adult venues and the growth in school sites that are better suited for workshop delivery, adult interventions averaged 2.26 sessions per participant. Evaluations found the average adult participant sustained positive change of 42 % across all measured healthy behaviors. UC CalFresh is able to achieve positive behavior changes in 2-3 sessions that appear equal to behavior change rates achieved in 4-6 sessions found in other SNAP-Ed land grant programs.

FFY 11 evaluations focused on using standardized tools to measure, observe and quantify increases in healthy foods/behaviors, resource management and overall awareness of fruits and vegetables. Local programs conducted evaluations on 73 % of the adults (n=11,411) and 25 % of youth (n=25,441) participating in the UC CalFresh nutrition education programs. Overall, UC CalFresh was able to significantly impact adult and family nutrition choices and successfully introduce youth to healthy foods concepts and products. Some of the evaluation findings include:

Adult/Parent Notable Behavior Changes

Nutrition Behaviors:

- 69.3 % of adults intend to reduce SSB consumption^{†††}
- 57.5 % of adults intend to drink lower fat milk^{***}
- 46.2 % of adults improved their fruit and vegetable diet variety^{†††}
- 43.9 % of adults improved overall Nutrition practices^{†††}

Resource Management (subcategories):

- 85 % know more about saving money on food^{§§§}
- 81 % know more about food ads^{†††}

^{†††} As measured by the adult "Intent to Change" workshop evaluation tool, n= 8,413.

^{***} As measured by the Food Behavior Checklist evaluation tool, n=2,998; 4+ lessons with average time to posttest being 76 days.

^{§§§} Making Every Dollar Count program Evaluation n=85 Kern County (p<0.0001).

- 81 % know more about simple, healthy meals to make at home⁺⁺⁺
- 41.2 % of adults improved food resource management skills.^{****}

When asked if they had compared prices to see if using a coupon is better than buying the store brand:

- 76 % intended to do so in the future⁺⁺⁺
- 18 % reported they had compared prices since the lesson⁺⁺⁺

Youth/Child Notable Behavior Changes

- 95 % of youth now can identify healthy food choices⁺⁺⁺
- 87.9 % of youth now are willing to try new healthy foods at school^{****}

Overall, across all categories of healthy food items tasted in UC CalFresh youth classes:

- 62 % of youth reported ever trying the target food before⁺⁺⁺
- 93 % actually tried the food in the classroom during the lesson⁺⁺⁺
- 81 % reported willingness to try the food again at school⁺⁺⁺
- 75 % reported an intent to ask for the healthy food at home⁺⁺⁺

UC CalFresh achieved the majority of targeted behavior and program goals in 2011; reached a significantly wider audience of SNAP eligible adults and youth with lower cost direct education approaches; increased program evaluation by incorporating results in improving program quality; and continues to look forward to fulfilling our mission through UCCE educators to provide comprehensive, evidenced-based programs within 2012 and in future years.

UC CalFresh has focused most of its efforts over the past 16 years on youth nutrition education and awareness to change youth preferences at a core level; UC CalFresh's FFY 12 program plan significantly integrated family centered/ child-adult delivery strategies into its nutrition education programs [*Eat Smart and Play Together, which is a 6-week Eat Smart and Play Hard adaptation*] to address and increase instances of behavior change. The strength and effectiveness of family centered educational interventions was recently communicated via an article abstract on "Healthy Living" ANR (Agricultural and Natural Resources). *Forty-four youth completed the youth-only series and 38 youth completed the same series along with an adult member of their families. Participation in project influenced nutrition and physical activity knowledge, attitudes and behaviors. Compared with the youth-only group, parents who participated in the youth-adult series were more likely to express confidence in modifying recipes to reduce fat and sugar, while still maintaining acceptability with*

^{****} As measured by the Food Behavior Checklist evaluation tool, n=2,998; 4+ lessons with average time to posttest being 76 days.

⁺⁺⁺ As measured by the youth "Teacher Observation Tool" post UC CalFresh Nutrition Education interventions, n= 23,990; "compared to the beginning of school...students can now...".

⁺⁺⁺ As measured by the youth "Teacher Tasting Tool" post UC-CalFresh tasting interventions, n= 634 classrooms.

their families. Among the youth, there was an overall trend towards nutrition behavior change, with significant change observed in reduced soda and sports drink consumption. In addition, youth were better able to identify whole grains.^{§§§§}

FFY 13 planning has created statewide objectives linked to the curriculum and evaluation tools. This is creating a statewide consistency for the evaluation administered and a greater ability to measure both county and state outcomes when the curriculum is used. We are also finding with the Teacher Observation Tool and Teacher Taste Test Tool, synergy and common messaging between young children's healthy food preferences and their gatekeepers' ability to purchase and prepare healthy foods.

Family-Centered Nutrition education will help reduce barriers to healthy food choices and preparation (Adult): Learning from FFY 12 implementation of *Eat and Play Together!*, we have enhanced our delivery by adapting Eat Smart and Be Active lessons and those from Making Every Dollar count into Plan Shop Save and Cook, a four lesson series based curriculum. It is allowing for better delivery with the CalFresh intended audiences

UC CalFresh is directly addressing the economy's pressure on low-income participants, by integrating food resource management, label reading, healthy foods, recipes, PA into its lessons. PSSC is used in all adult education statewide with at least 25 % of their targeted adults. PSSC supports Making Every Dollar Count and the online version to allow a self-paced format.

The Food Stamp Office Resource Kit 2 (FSORK2) has been a direct way of reaching potential SNAP-Ed participants at the beginning of the application process, and it fits well with the federal emphasis on SNAP as a nutrition program rather than a welfare program. Re-christened the CalFresh Office Resource Kit (CFORK), the *Network* has been working to refresh the kit to modify elements to include the CalFresh brand and to identify new recipes for the cards using the CDC's products promotable guidelines. Additional *Network* approaches will continue with local contractors and FVPA Campaign spokespersons to increase use of CWD offices as sites for nutrition education, including demonstrations of recipes by local staff since the idea of recipe demonstrations was very well received in focus group testing of the video.

Both the size of California and the public health significance of the problems described in this needs assessment require coordinated action. At the state level, leadership is provided through a number of mechanisms including the infrastructure of advisory bodies such as the Food Assistance, Nutrition Education, and Outreach (FANOut) committee which includes local partners and stakeholders. Regular coordination meetings were convened during 2010 and will continue for 2013 between CDSS, CDPH and UC CalFresh. UC CalFresh and the *Network* will continue efforts started in 2010 to merge identified needs as County Advisors and Extension Specialists work together locally, regionally, and at the state level.

^{§§§§} UC Delivers, <http://ucanr.org/delivers/impactview.cfm?impactnum=768>, 2009.

LHDs/CWD Partnerships have had a long history with the *Network* and CDSS successfully working with the low income community, reaching the SNAP eligible population through direct nutrition education efforts and by providing training and resources to community partners that directly serve the target audience. LHD/CWD Partnerships have the ability to conduct impact evaluation with positive results and have participated in the CX³ data collection in low income neighborhoods to empower community members to make changes in their neighborhoods.³² Since all local health departments have the opportunity to apply for funds in FFY 13, this partnership will continue to grow as LHDs will continue to collaborate with their funded and unfunded local social service agencies and other FNS programs to maximize the health and benefits to the low income population. LHDs will continue to act as the nutrition expert to provide support to local social service SNAP-Education programs as needed.

The role of LHDs will be expanded with 42 local health departments, 39 county and 3 city, taking part in the *Network* following a templated Scope of Work that includes choices to provide them with the flexibility and control to develop unique solutions and adapt to changing needs. Local public health practitioners know what partners and what issues need to be at the table and they are uniquely positioned to facilitate dialogue among diverse partners. The LHD often serves as a connecting force in the community and is able to reach out to everyone. LHDs have the credibility to speak for the community and are concerned for community health. LHDs know their communities, have access to local data, and are aware of the ongoing problems and the dynamics to changing problems. The CDC Communities Putting Partners to Work grants, one of the first place-based funded programs, saw a number of successes from its county health department grantees.³³

Basic LHD activities for all 42 LHDs will include coordination and joint activities with CalFresh counterpart, partner collaboration to identify, work on, and evaluate two priority multi-level public health approaches, community assessment using the Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³) process, community engagement around CX³-identified issues, direct nutrition education classes, coordinated work to support healthy beverage consumption, and community events. Optional activities, based on LHD size and local needs, include those related to retail, worksite, peer education, outcome evaluation of direct nutrition education, school/after school, youth engagement, early childhood, and faith-based.

In addition to providing regional coordination and training, the *Regional Networks* will update their regional operations plan for the FVPA campaigns and programs, communications and media outreach, and support to *Network* projects and partners during the transition year and build-up of LHD SNAP-Education infrastructure.

A key element of *Network* activities is targeted social marketing strategies that include culturally relevant interventions and public education media campaigns. The *Network's* three campaigns are tailored for the major segments of CalFresh participants as described in the needs assessment, namely Latinos (48.0%), African

Americans (15.2%), and children (61.4%) and to address low rates of FV and PA across these groups. The population-targeted campaigns for low-income African Americans, Latinos, and 9- to 11-year-old children enable the *Network* to offer tested, turnkey, culturally- and age-appropriate approaches to partners, and to continually refresh materials with experience and changing needs. *Network* interventions also address food insecurity through consumer empowerment, the promotion of *CalFresh*, and links with *CalFresh* Outreach.

Although reduction in consumption of sugar sweetened beverages (SSB's) has been evident at varying levels across populations, consistent disparities still exist with low-income and specific race-ethnicities reporting differences in rates of consumption. Room also exists for reduction of SSB's among all ages, incomes and ethnicities with the potential to significantly reduce obesity.³⁴

The *African American Campaign* operates through 6 of the 11 *Regional Networks* and in FFY 13 will fund two Faith Projects aimed at servicing the nearly 40 % of African Americans in California who are low-income. The *Campaign* is implemented through festivals and other community events, retail stores, community-based organizations, direct health services providers, churches, and the media. In the church setting, it utilizes Body & Soul[®], an evidence-based health program developed by the National Cancer Institute and American Cancer Society to increase FV consumption.

The *Latino Campaign* will work in FFY 13 to increase the cultural competence and partnership capabilities in local health departments (LHDs) throughout the state. As part of an overall capacity-building approach to working with LHDs, we plan to interview health department staff members in selected counties to assess their current ability to serve low-income Latinos. We will use this information to advise and support LHDs as they provide nutrition education to our target audience members.

In FFY 13, the *Network* will complete the large scale evaluation of the *Latino Campaign*. Baseline data was collected in March and April 2012; follow-up data will be collected in October and November 2012. The intervention period is May 1 through September 30, 2012. This large an evaluation has not been done on the *Campaign* for over a decade. This evaluation project has focused on obtaining data on the effectiveness of *Network* mass media targeting Latinos and the community-based interventions of the *Latino Campaign*. This quasi-experimental intervention/control study will be conducted in two media markets in California during a time of year when there will be no Spanish language media promoting FV and PA purchased in the control community. The media component of the intervention will consist of Spanish language radio, television and outdoor advertising, e.g. billboards, bus transit and catering truck signs, while the community-based social marketing will include community educator presentations at festivals and flea/farmers' markets, retail merchandising and promotions, chef/community educator food demonstrations, nutrition education classes using the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators* conducted by community-based organizations and direct health service providers such as WIC, Migrant Ed, the Mexican Consulate, and food

distribution centers, and other activities, including two bilingual theatrical performances and a pilot text message educational opportunity. Control communities will lack most of these activities, however limited retail and local contractor scope of work activities will continue. The *Network* baseline survey sample was drawn from a random sample from a list of CalFresh recipients living within the Zip Code areas being served by the Latino Campaign in the Central Coast region. The survey asks about fruit and vegetable consumption and physical activity, related determinants, exposure to all the types of *Network* social marketing, understanding of the messages, and motivational effects, sedentary time, consumption of sugar-sweetened beverages, and household rules that pertain to limiting less healthy foods and screen time. Results from this evaluation study will show the effectiveness of elements of the *Latino Campaign* and help guide future *Latino Campaign* activities conducted by the local contractors and mass media produced at the state level.

The *Children's Power Play! Campaign* educates and inspires California's low-income 9- to 11-year-old children to eat the recommended cups of FV and get 60 minutes of PA every day. Its target audience includes over a half million fourth- and fifth-grade children from qualifying low-income homes in all 11 regions, and it is designed to engage children through school classrooms and cafeterias, community youth organizations, and communities. *Campaign* materials are available in English and Spanish, and they have been proven-effective with an ethnically diverse, low-income audience.³⁵ The *Power Play! Campaign* conducted a large-scale evaluation study in FFY 12 in partnership with the U.C. Berkeley Center for Weight and Health. The study evaluated the impact of the *Campaign's* interventions on children's reported fruit and vegetable consumption and physical activity levels, as well as related behavioral determinants. These results will be available in Fall 2012.

The majority of SNAP-Ed partner's work with children, closely reflecting the CalFresh recipient population, in which 61.4 % are children. Among children, the *Children's Power Play! Campaign* and *Harvest of the Month*[®] are designed to increase the number of children exposed to nutrition, PA, and health lessons in school and to promote participation in school meals as allowable. *HOTM*[®] is being extended to retail food stores, low-wage worksites, community promotions, parents, WIC, food banks, head start, farm to school and farm to fork programs. An evaluation of *HOTM*[®] was completed in FFY 11 and is guiding the future improvements and direction. . The *Network* also will continue to collaborate with California Project LEAN to optimize the integration of parent engagement strategies and best practices statewide.

Similarly, UC CalFresh utilizes popular children's nutrition and resource programs geared towards pre-school through high school including but not limited to: *Happy Healthy Me...Moving, Munching & Reading Through MyPyramid, Reading Across My Pyramid*, and *Eating Healthy from Farm to Fork, Making Every Dollar Count, Money Talks! Hunger Attack!*, *Eat and Play Together* and *Plan Shop Save and Cook*. Additionally UC CalFresh plans to pilot Organ Wise Guys curriculum and support materials into a few of the county programs. We will work with OGW's evaluations for

comparative purposes and also for acceptance and ease of use by teachers and extenders.

To address findings from CDC's YRBS and CalTEENS showing that health practices related to nutrition and PA begin to decline among teens, UC CalFresh promotes the use of *EatFit* to target issues most important to middle school adolescents. Focus groups and cognitive testing were conducted with California teens in the development of this program. The FFY 13 Plan will include increased efforts in the areas of child/youth physical activity promotion and reduction of sedentary activity. The *Network* will again offer technical assistance in youth engagement strategies and media literacy to contractors working with teen students.

SNAP-Ed implementing agencies recognize the need to involve parents with school nutrition programs. Parents exert strong influences on their children's eating patterns. Involving parents in school nutrition education programs enhances both the parent and child's learning behaviors. Parents are receptive to activities that can be done at home and that integrate family focused approaches.

UC CalFresh will continue with SMARTBoard use in some of the schools. Initial results from the teacher evaluations have shown greater willingness to deliver the UC Cooperative Extension/UC CalFresh nutrition education programs. Web-based logins are used with some of the schools and educators, enabling demographic details to be automatically entered and compiled. We have also begun to integrate clicker the required demographics for EARS reporting. The clickers also provide immediate feedback on lesson comprehension with the participants allowing the educators to refine their delivery and reinforce what is being delivered.

The *Retail Program* will continue to address the need to increase access to FV and provide adults with assistance in food preparation and shopping in all 11 regions. In the upcoming year, the *Retail Program* will conduct consumer testing of merchandising materials – posters, wobblers and signage- as well as infuse “make half your plate fruits and vegetables” and “rethink your drink” messages into retail materials. In addition, the *Retail Program* will explore strategies for providing “consultation to SNAP retailers on stocking healthier food options” (see SNAP-Ed Guidance) and work with newly joining Local Health Departments (LHD) electing to implement SNAP-Ed in qualified retail settings.

The *Network's Worksite Program* continues its work to improve the availability of FV and opportunities for PA at the worksite for the 30 % of California's *CalFresh* households that have earned income (*USDA SNAP Household Characteristics Report FFY 10*). The *Worksite Program* aims to assist over 115 worksites in 7 of the 11 regions with implementing healthy eating and PA interventions and educate them about environmental changes to support these behaviors and improve access to fruits and vegetables and physical activity opportunities.

The *Physical Activity (PA) Integration Program* operates in all of the 11 *Regional Networks* through the work of the Regional Physical Activity Specialist (PAS). The 11 Regional PAS are charged with the task of integrating physical activity promotion into all *Network*-funded nutrition education efforts and programs to reach SNAP-Ed eligible consumers where they shop, learn, work, socialize, exercise and live. The PAS maximize the impact of intermediaries that serve the SNAP-Ed-eligible audience by implementing physical activity train-the-trainer sessions and hosting Physical Activity/Nutrition Resource Showcases. An integral part of the 11 PAS being successful is to have valuable resources to utilize with intermediaries and our target audience. In FFY 12, the *Physical Activity Integration Program* promoted and disseminated a variety of nutrition-integrated resources to help both adults and children meet the physical activity recommendations. These resources, such as the *Shape of Yoga* and *Power Up in 10* booklets and DVD, help to address barriers reported by SNAP-Ed eligible adults; for example, they offer safe, indoor exercise opportunities for those concerned with neighborhood safety.

In FFY 13, the *PA Integration Program* will continue to integrate physical activity across nutrition education in collaboration with all FVPA campaigns and programs. The program will continue to provide technical assistance on existing resources as well as updating resources and training materials as the need is identified.

All of the fruit, vegetable, and physical activity campaigns and programs will work to infuse the 2010 Dietary Guidelines for Americans consumer message to “Make half your plate fruits and vegetables.” This is intended to offer a simple, consistent message to consumers and help address the drop in awareness of the fruit and vegetable recommendations following the release of the 2005 Dietary Guidelines. A number of materials will be updated based on the results of a project to re-test materials with the target audience. These refinements are intended to improve receptivity and comprehension of the materials and may include reductions in reading level for, particularly for the approximately 40 % of *CalFresh* recipients with less than a high school education; introduction of materials targeted more specifically to the African American population; and introduction of the “half your plate” message.

Nutrition education to help consumers make healthy beverage choices will continue and be enhanced during FFY 13. Reducing sugar sweetened beverage consumption is supported by the 2010 DGA and is evidenced based. This work builds on the American Recovery and Reinvestment Act (ARRA) funding received by CDPH and three counties. The nutrition aspect of the ARRA grants focuses on improving policies, including school policies, related to reducing sugar sweetened beverage consumption. Healthy beverage work is also synergistic with efforts being carried out by CCROPP and the CTG projects. In nine of the eleven *Regional Network Collaboratives Rethink Your Drink* campaigns were implemented in FFY 12 and coordinated with the numerous *Network* funded programs participating in ReThink Your Drink nutrition education activities. A high school RYD curriculum has been developed, and a tool identified for evaluation of behavior change. Staff anticipates using that tool on a wide scale with this population for cross-cutting evaluation.

UC CalFresh will be using focused training to communicate key program goals, the standardized curriculum objectives and evaluation tools, program compliance, and program delivery improvement. Training will also be provided to assist with growth in family centered and adult programs. Additionally we will continue to make advances in the use of technology, including webinars, use of clickers and white board typing to provide cost-effective training. As the materials are reviewed and tested, UC CalFresh will explore dissemination of the lessons and materials in order to address the new behavioral objective in the 2013 USDA Guidance.

The *Network* continues to use webinars as a cost-effective means of training and expects to make use of webinars. Trainings in FFY 13 will be expanded to include a focus on building health departments capacity to play a leadership role in their counties and implementation of public health approaches for system and environmental change to address nutrition education and obesity prevention.

The *Network* partnership infrastructure includes the Food and Nutrition Education and Outreach (FAN-Out) and California Nutrition and Activity Programs (CAN-Act) and forms a crosscutting, integrated approach to enhance SNAP-Ed. Other partnerships to widen the reach and effectiveness of SNAP-Ed programs in California, filling gaps, providing new approaches to nutrition education for eligible families and leveraging limited resources to maximize SNAP-Ed impact will be pursued in FFY 13.

The Introduction and Objectives section that follows will fully outline how this year's Needs Assessment will inform and strengthen ongoing and new projects, initiatives and operations by the three collaborating agencies. Their combined mission is to offer California's approximately 12.2 million SNAP-Ed eligible people the most effective and powerful nutrition education possible, assure fiscal and program efficiency and accountability, and achieve results in: resources and inputs; strategies and actions; and outcomes as recommended by the Institute of Medicine (IOM) most recent report *Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation* (2012). The IOM evaluated prior obesity prevention strategies and identified five key goals to accelerate progress: 1) Integrate physical activity every day in every way, 2) Market what matters for a healthy life, 3) Make healthy foods and beverages available everywhere, 4) Activate employers and health care professionals, and 5) Strengthen schools as the heart of health. Outcomes will be measured not only as population behaviors but also as permanent improvements in public and private sector institutions, systems and community environments that result in healthy choices becoming the easy choices for California's low-income residents.

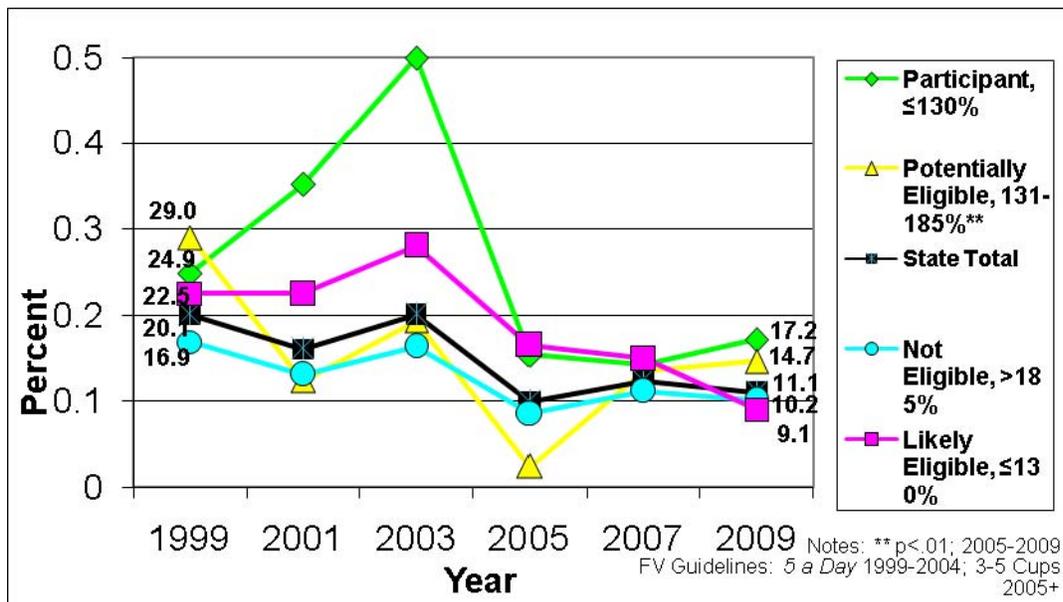
These activities are designed to be responsive to other nationwide initiatives in which USDA participates, such as *Let's Move!*, Let's Get Healthy California, and in ending hunger by 2015, and reversing obesity in a generation. SNAP-Ed activities are, as much as is USDA-allowable, integrated with the *Network's CalFresh Access Improvement Project* as a means of improving dietary intake.

Tables Illustrating Needs Assessment Results

Table 3. The % of Children Meeting the Fruit and Vegetable Recommendations Based on the *Dietary Guidelines for Americans* (2010)

	Cups of Fruit	Cups of Vegetables
2009 State Totals	30.6	8.9
Food Stamp Status, % FPL		
Participant, ≤ 130%	30.2	14.8
Likely Eligible, ≤ 130%	27.2	9.8
Potentially Eligible, 131-185%	34.1	15.2
Not Eligible, >185%	31.0	6.6

Figure 1. The Proportion of Children Meeting the Fruit and Vegetable Guidelines from 1999-2009



Data Source: California Children's Healthy Eating and Exercise Practices Survey, 1999-2009

Table 4. Children Participating in the School Breakfast Program Reported Eating Significantly More Servings of Fruits and Vegetables

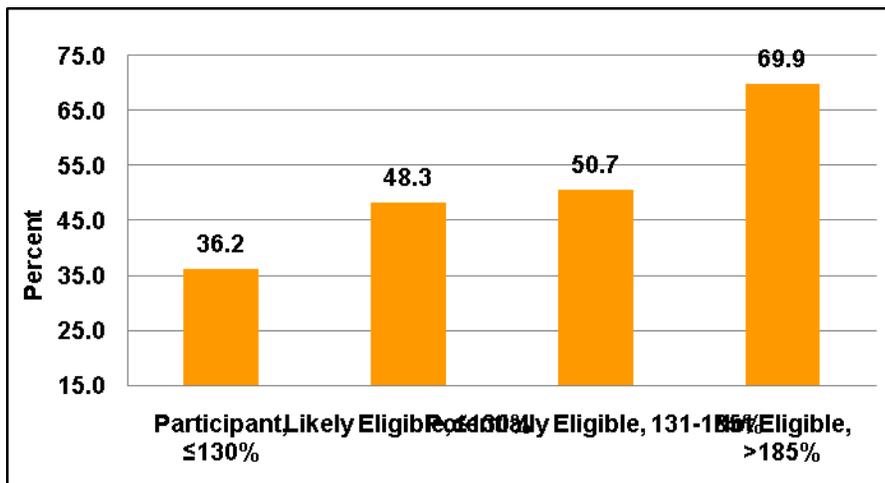
School Breakfast	1999	2001	2003	2005	2007	2009
Yes	4.3	3.6	4.0	3.5	3.8	3.7
No	3.0	2.7	3.0	2.9	3.0	3.0
<i>Difference</i>	<i>1.3</i>	<i>0.9</i>	<i>1.0</i>	<i>0.6</i>	<i>0.8</i>	<i>0.7</i>

Table 5. Children Participating in Nutrition Lessons Reported Eating More Servings of Fruits and Vegetables in Most Survey Years

	1999	2001	2003	2005	2007	2009
Nutrition Lessons	2.7	2.5	3.2	3.2	3.1	3.3
No Lessons	2.5	2.1	3.2	2.8	3.2	3.0
<i>Difference</i>	0.2	0.4	<i>ns</i>	0.4	<i>ns</i>	0.3

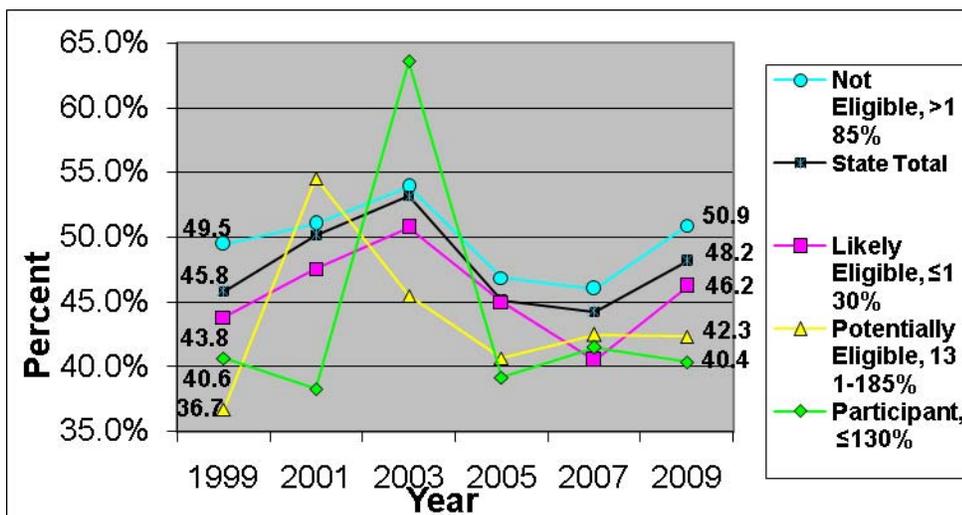
Notes: Within the table, "*ns*" indicates a non-significant difference.

Figure 2. Low-Income Children Are Less Likely to Participate in Organized Sports Outside of Their School Physical Education Class



Data Source: California Children's Healthy Eating and Exercise Practices Survey, 2009

Figure 3. Proportion of Children Meeting the Physical Activity Guideline Did Not Change from 1999 to 2009



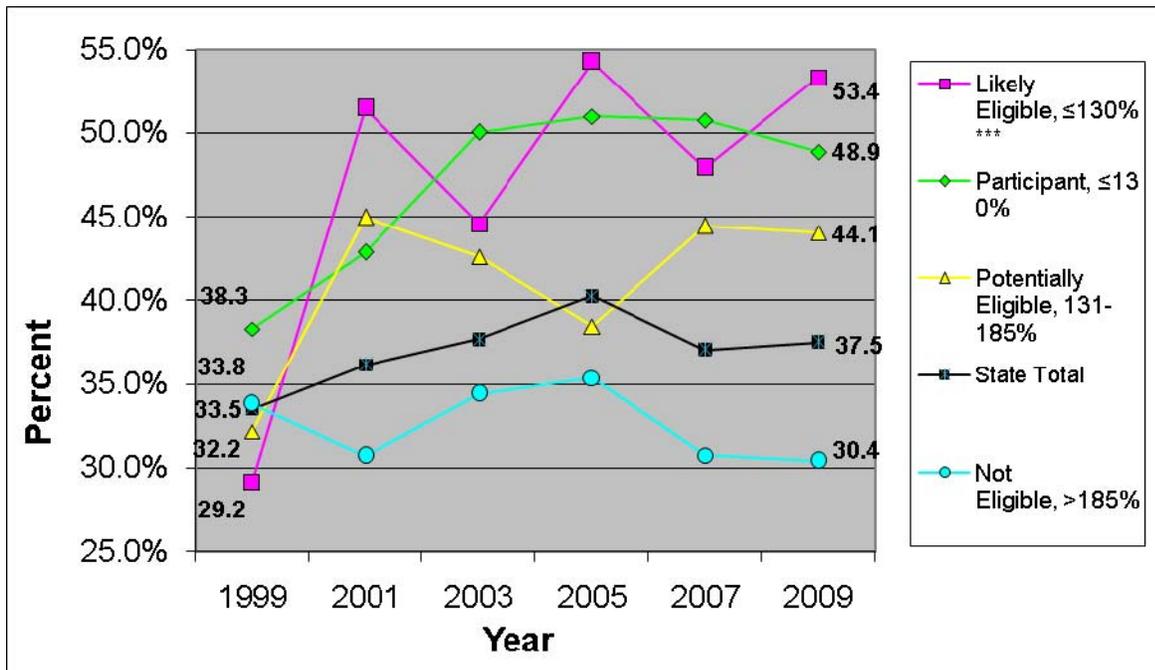
Data Source: California Children's Healthy Eating and Exercise Practices Survey, 1999-2009

Table 6. % of Overweight or Obese Children Based on BMI¹

	Not Overweight²	Overweight³	Obese⁴
2009 State Totals	62.5	19.5	18.1
Food Stamp Status, % FPL			
Participant, ≤ 130%	51.1	23.8	25.1
Likely Eligible, ≤ 130%	46.6	16.2	37.1
Potentially Eligible, 131-185%	55.9	26.2	17.9
Not Eligible, >185%	69.6	18.6	11.9

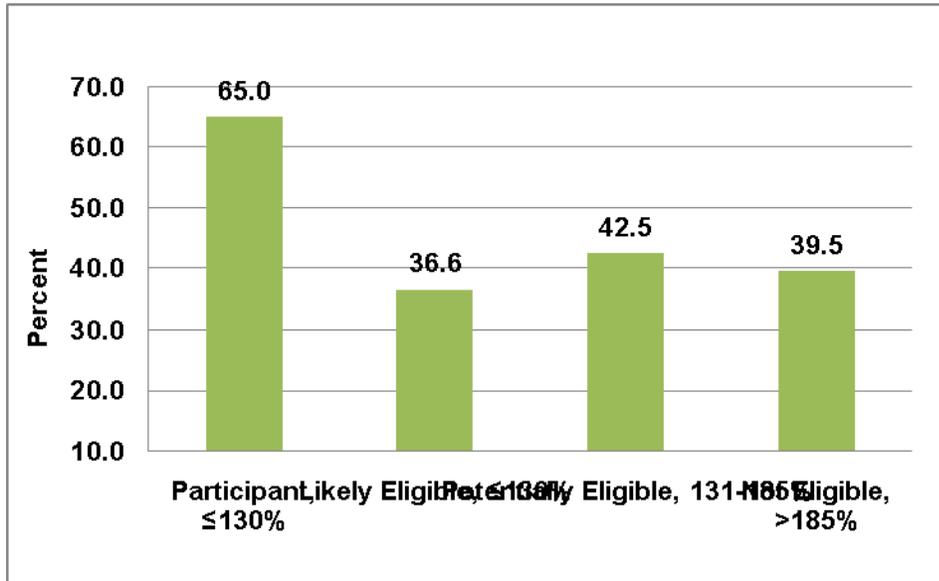
Notes: ¹Body Mass Index (BMI) was calculated using the equation: weight in kilograms divided by height in meters squared; ²BMI < 85th %ile; ³BMI ≥ 85th to <95th %ile; ⁴BMI ≥ 95th %ile

Figure 4. The Proportion of Overweight and Obesity Increased Significantly Among Likely Eligible California Children from 1999-2009



Data Source: California Children's Healthy Eating and Exercise Practices Survey, 1999-2009

Figure 5. Children from Homes Using SNAP Were Most Likely to Agree that Their Parents Eat High Calorie, Low Nutrient Foods

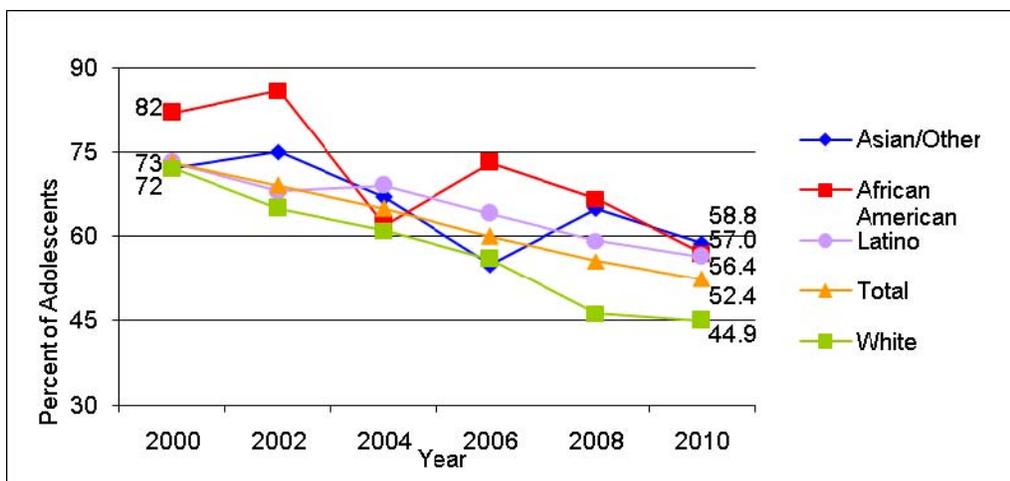


Data Source: California Children's Healthy Eating and Exercise Practices Survey, 2009

Table 7. Fruit and Vegetable Consumption Reported by California Adolescents, Ages 12-17 Years, 2010

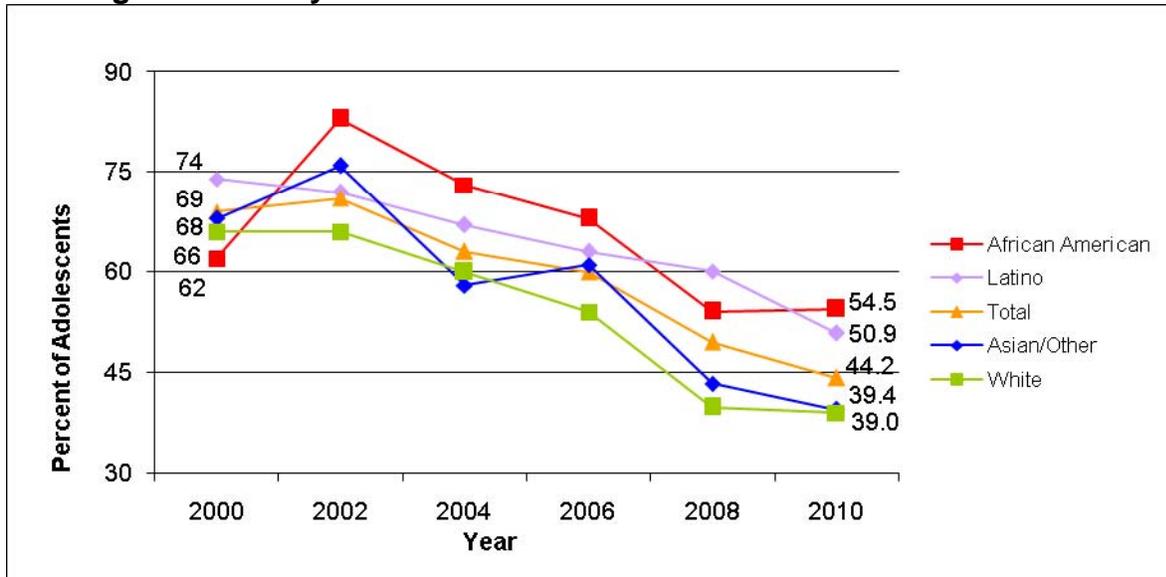
	% Eating Less than 1 Serving of FV
All adolescents	10.1
SNAP Status, % FPL	
Participant, ≤ 130%	15.8
Likely Eligible, ≤ 130%	10.6
Not Eligible, >185%	7.4

Figure 6. California Teens Reporting Eating Two or More Servings of High Calorie Low Nutrient Foods on the Previous Day, 2010



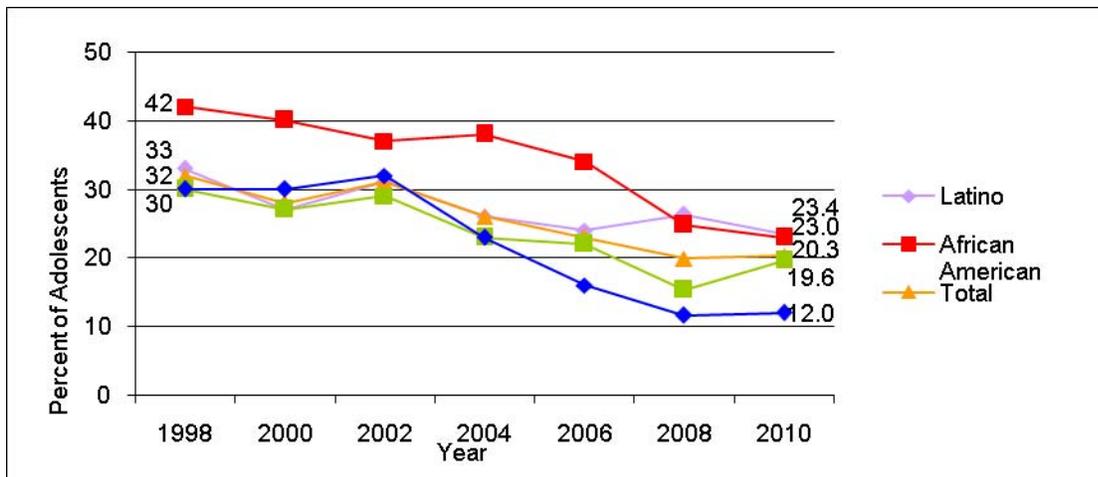
Data Source: California Teen Eating, Exercise, and Nutrition Survey, 2000-2010

Figure 7. California Teens Reporting Drinking Sugar Sweetened Beverages Yesterday



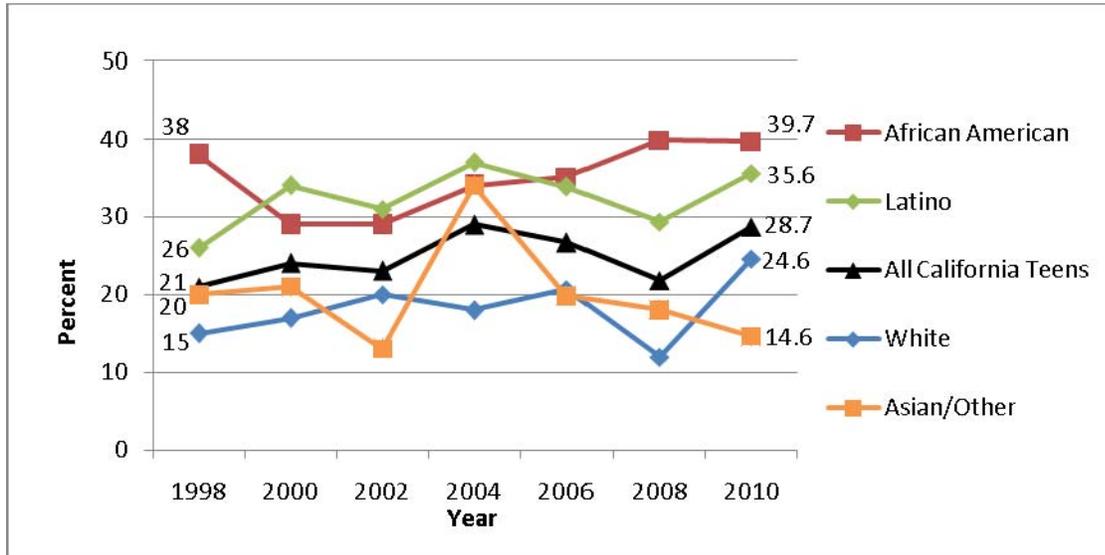
Data Source: California Teen Eating, Exercise, and Nutrition Survey, 2000-2010

Figure 8. California Teens Reporting Eating Fast Food Yesterday



Data Source: California Teen Eating, Exercise, and Nutrition Survey, 1998-2010

Figure 9. Prevalence of Overweight and Obesity in California Teens from 1998 to 2010

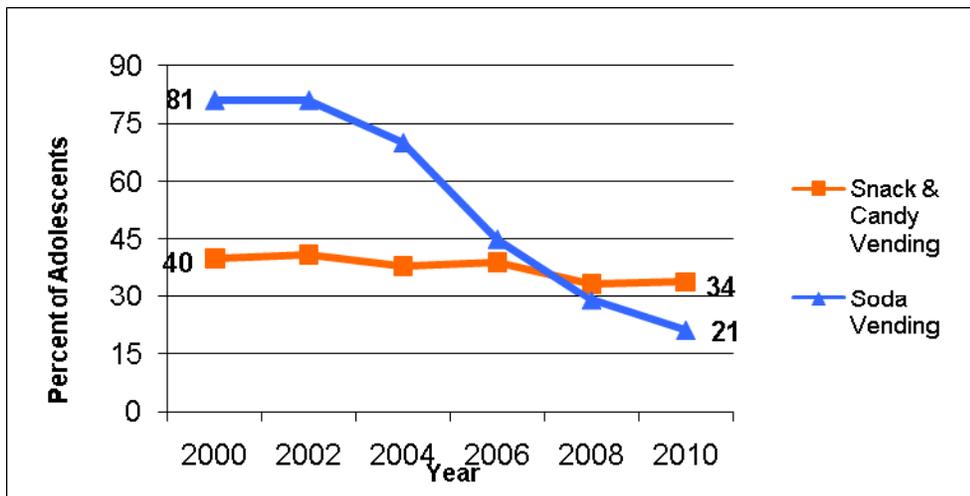


Data Source: California Teen Eating, Exercise, and Nutrition Survey, 1998-2010

Table 8. Overweight Status of California Adolescents by SNAP Participation and Federal Poverty Level, 2010

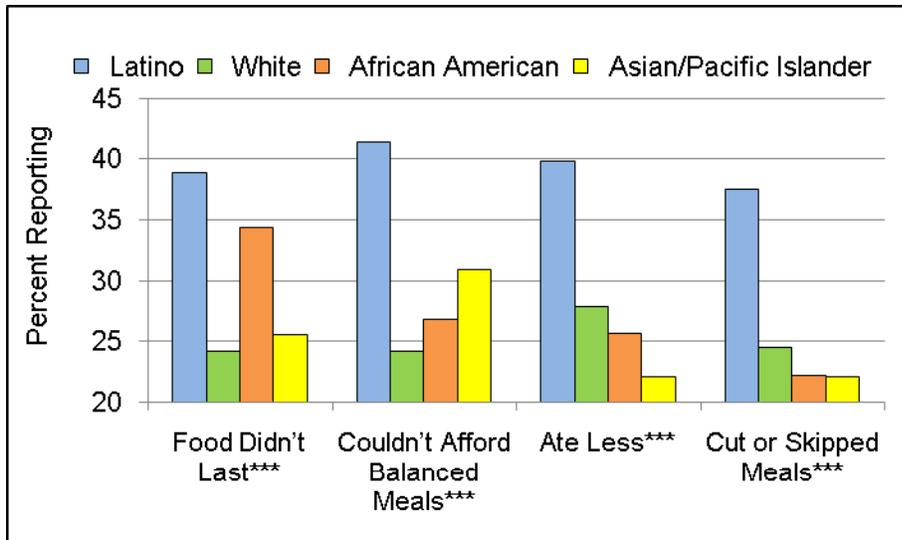
	Not Overweight	Overweight	Obese	Overweight and Obese
All Adolescents	71.3	16.4	12.3	28.7
SNAP Status, % FPL				
Participant, ≤130%	59.3	21.7	19.0	40.7
Likely Eligible, ≤130%	63.9	15.5	20.6	36.1
Not Eligible, >185%	79.8	14.6	5.6	20.2

Figure 10. Reported Access at School to High Calorie Low Nutrient Foods and Beverages by Food Type



Data Source: California Teen Eating, Exercise, and Nutrition Survey, 2000-2010

Figure 11. More Latino Adults Report Facing Food Insecurity Issues than Other Race/Ethnic Groups



*** p<.001

Data Source: California Dietary Practices Survey, 2009

Table 9. Fruit & Vegetable and Physical Activity Benefits in the Workplace, 2009

	Employed California Adults (%)
Exercise Facilities at Worksite	34.5
Employer-Provided Physical Activity Benefits	18.5
Employer-Provided Produce	10.7
Vending Machines with Fruits & Vegetables	10.7

Data Source: California Dietary Practices Survey, 2009

Table 10. Reported Adult Sugar-Sweetened Beverage Consumption, 1999-2011

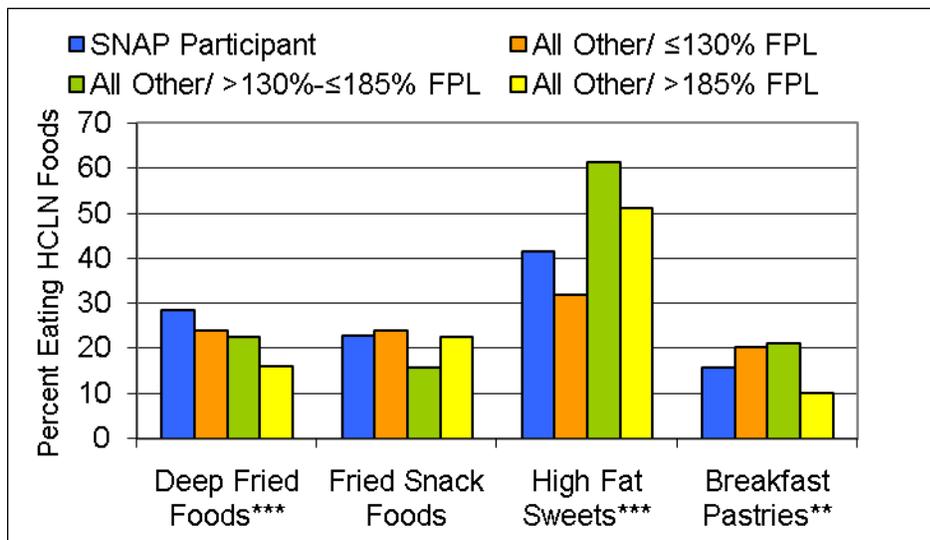
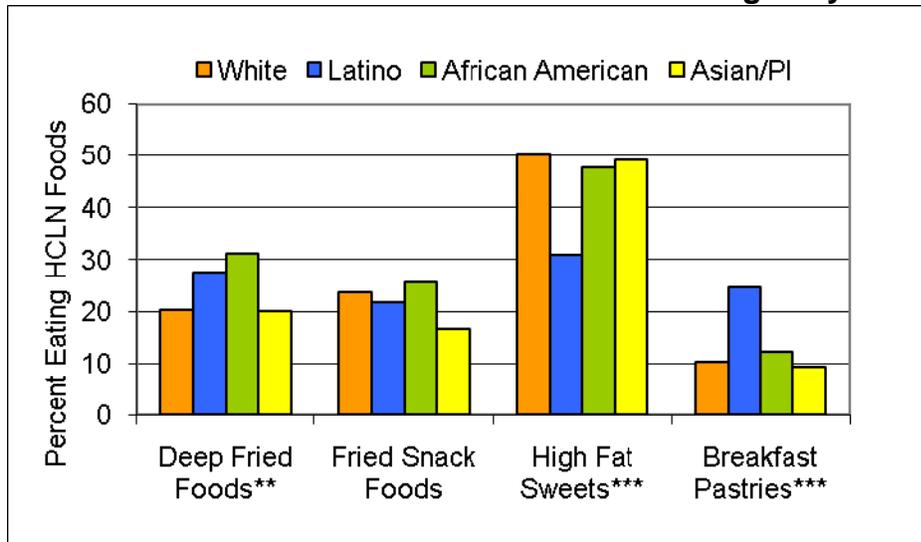
	% Drinking One or More SSB Yesterday							Trend 1999-2011
	1999	2001	2003	2005	2007	2009	2011	
Total	47	49	52	48	49.9	49.9	42.3	-4.7*
White	45	45.0	49	43	45.1	43.5	35.7	-9.3***
Latino	55	56	61	62	60.9	59.7	52.9	-2.1
African American	53	59	61	49	61.7	50.0	49.4	-3.6
Asian/Pacific Islander	39	46	54	35	35.2	53.2	27.9	-11.1
Less than \$15,000	48	47	56	50	51.1	53.7	52.8	4.8

\$15,000 - 24,999	54	53	52	54	59.0	52.1	45.8	-8.2
\$25,000 - 34,999	40	44	54	51	56.4	50.4	40.8	0.8
\$35,000 - 49,999	48	58	56	45	49.8	45.9	32.0	-16.0***
\$50,000+	41	46	50	43	43.4	46.2	25.4	-15.6***

*p<.05, *** p<.001

Data Source: California Dietary Practices Survey, 2011

Figures 12. and 13. Differences Exist in HCLN Food Consumption Among Race/Ethnic and SNAP-Ed Eligibility Groups



p<.01, * p<.001

Data Source: California Dietary Practices Survey, 2009

Table 11. More CalFresh Participants Are Meeting Physical Activity Guidelines than Other SNAP-Ed Eligible Status Groups, 2009

	75 Minutes of Vigorous		150 Minutes of Moderate or Vigorous	
SNAP-Ed Eligible Status				
SNAP/CalFresh Participant	69.0	***	71.8	***
Likely Eligible, ≤ 130% FPL	36.1		50.9	
Potentially Eligible, >130%-≤ 185% FPL	31.8		52.8	
Not Eligible, > 185% FPL	49.3		69.8	

***p<.001

Data Source: California Dietary Practices Survey, 2009

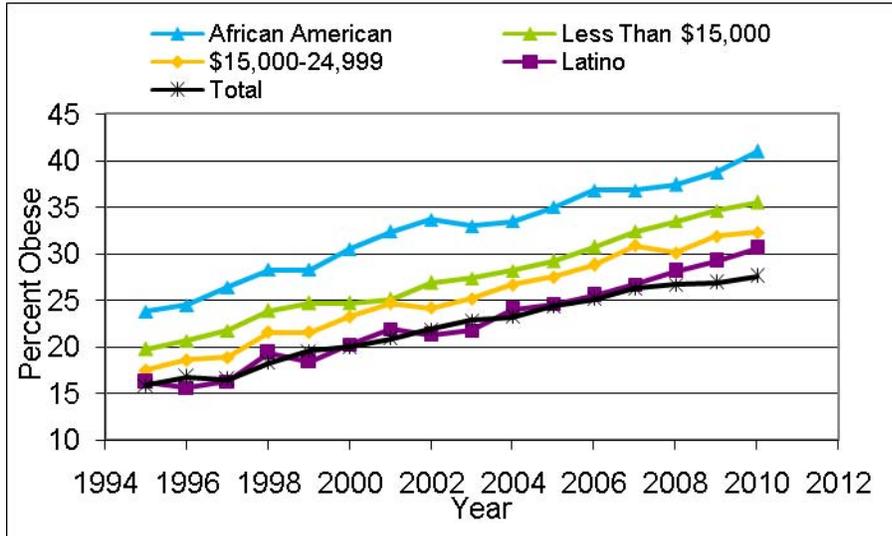
Table 12. Differences in Screen Time Among Race/Ethnic and SNAP-Ed Eligible Groups, 2009

	Television		Internet, Video Games, Videos/DVDs		Total Screen Time	
Ethnicity						
White	142.0 ^{bc}	***	65.7 ^b	***	208.1 ^{bc}	***
Latino	109.3 ^a		20.9 ^a		130.3 ^a	
African American	179.4 ^c		64.6 ^b		245.6 ^c	
Asian/Pacific Islander	115.6 ^{ab}		67.0 ^b		182.6 ^b	
SNAP-Ed Eligible Status						
SNAP/CalFresh Participant	143.4 ^b	**	52.3 ^{ab}	*	196.1	
Likely Eligible, ≤ 130% FPL	137.1 ^{ab}		35.6 ^a		173.0	
Potentially Eligible, > 130% - ≤ 185% FPL	136.1 ^{ab}		49.8 ^{ab}		186.0	
Not Eligible, > 185% FPL	115.6 ^a		61.3 ^b		176.9	

***p<.001; Categories sharing a common superscript (a,b,c) are not statistically different from each other

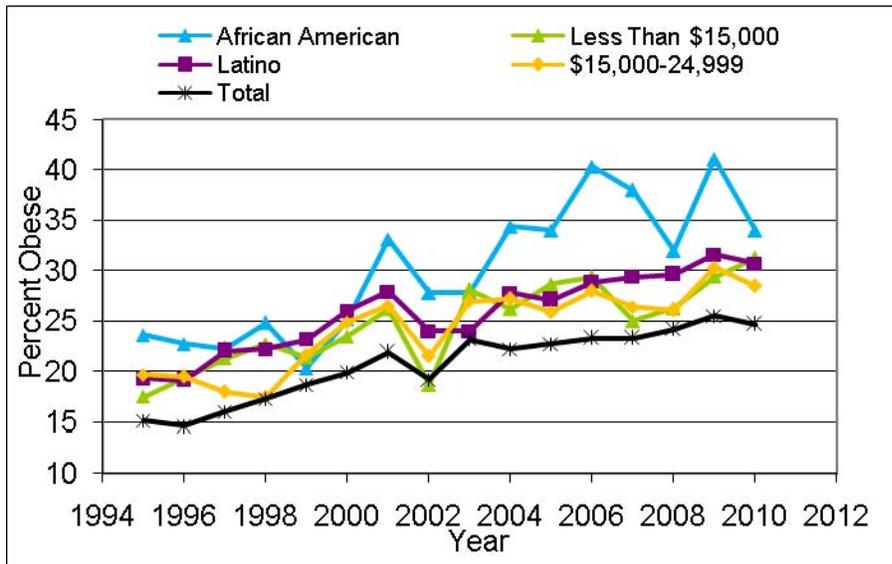
Data Source: California Dietary Practices Survey, 2009

Figure 14. Obesity Among the US Adult Population



Data Source: Behavior Risk Factor Surveillance System, 2010

Figure 15. Obesity Among the California Adult Population



Data Source: Behavior Risk Factor Surveillance System, 2010

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FFY 2013 State Level Objectives

I. Behavior

Fruit & Vegetable Intake is the principal behavioral change being sought by SNAP-Ed in California. Fruits and vegetables are the most under-consumed healthy foods, and they are viewed as key to and indicators of better health and a healthier food environment. A number of good surveillance systems are set up in California to measure changes in the consumption of fruits and vegetables over time. Progress is monitored by using all available data, with priority placed on the three specialized biennial statewide surveys of adults and program evaluations, teens and children, ages 9 to 11 years, each of which over-samples the three categories of SNAP-Ed persons, e.g., certified, likely and potentially eligible for SNAP, and compares them against higher-income groups, statewide averages, and ethnic-specific adult trends. Because surveys are done biennially, there is usually a 2-3 year lag in analysis and reporting of results to use in future planning.

A simple protocol to project FFY 13 targets is used: If the most recent 2-year period showed an increase in reported consumption, then the same percentage point increase was projected for the next 2-year period, and half that much was projected for a 1-year period when the increase looked to be a reasonable percentage projection. The projection was adjusted downward if circumstances indicated. If the most recent 2-year period was flat or declined, then a modest increase was used to project the next 1-year period. The optimistic rationale is that with SNAP-Ed interventions going on throughout California, our audiences would at least keep up with or even exceed statewide trends, in spite of economic and educational disadvantage.

Objective 1 (Dietary Quality):

Fruits and Vegetables - By September 2013, as measured by statewide surveys and other surveillance systems, the percent of eligible Californians who are consuming at least 5 servings of fruit and vegetables a day, the goal for which all *Network* and national surveys have been calibrated, will increase among:

- a. Adults: For CalFresh-participants, to 53% in 2011 from 48% (2009); for adults with incomes less than 130% of FPL, to 44% in 2011 from 42 53% (2009). It is projected that the statewide average for all adults will be 54% by 2011, up from 51% (2009). *Source: Biennial CDPS*
- b. Teens: Income data are now available for youth, so objectives can be set in terms of CalFresh participants and eligibles. For CalFresh participant youth, to 53% in 2013 from 49% (2008) and for CalFresh likely eligible youth 43% in 2011, up from 39% (2008). It is projected that the statewide average for all youth will be 43% by 2011, up from 39% (2008). *Source: Biennial CalTEENS.*
- c. Children, ages 9-11 years: For children from homes using food stamps, to 35% in 2011 from 25% (2009), for Latino children, to 34% in 2011 from 18% (2009); and

for African American children, to 34% in 2011 from 26% (2009). It is projected that the statewide average for all children will be 27% by 2011, up from 19% (2009).
Source: Biennial CalCHEEPS and CalCHEEPS methodology formative research.

- d. Student participants in *Harvest of the Month*® (*HOTM*): In FFY 2013, children exposed to 11 or more Power Play! and/or *HOTM* resources over the course of their intervention will maintain a fruit/vegetable increase of at least 0.7 times/day, meeting or exceeding increases of 0.41 (2010, 24 contractors), 0.23 (2009, 24 contractors), 0.57 (2008, 21 contractors), 0.58 (2007, 15 contractors) and 0.85 (2006, 10 contractors) in prior years. No minimum exposure level was stipulated in prior years for meeting target objective. Note: Student participants in either or both *Harvest of the Month*® (*HOTM*) or the FVPA Children's Power Play! Campaign. *HOTM* elements are designed and used in a variety of ways and settings, with applications being extended to retail, worksite and other community venues. As local partners continue to expand their use of *HOTM* and incorporate the activities into their SOW, the anticipated trend is to see participation and results increase.
- e. In FFY 2013, children receiving UC CalFresh facilitated education and in classroom taste testing will express willingness to try [87.9%*] and/or ask for [75%] fruits and vegetables in alternative settings [school repeated, home]. Baseline exposure for fruit/vegetable awareness in both “try” and “ask” was 62% and 75%. Increased openness to and willingness to self-advocate for fruits and vegetables an important cornerstone of UC CalFresh nutrition education approach. Source: UC CalFresh Teacher Tasting Tool 2011 year end data.

For all evaluated youth participants in UC CalFresh,

- 95% of youth now can identify healthy food choices⁵
- 87.9% of youth now are willing to try new healthy foods at school⁵

Overall, across all categories of healthy food items tasted in UC CalFresh youth classes

(n=634 classrooms):

- 62% of youth reported ever trying the target food before⁶
- 93% actually tried the food in the classroom during the lesson⁶
- 81% reported willingness to try the food again at school⁶
- 75% reported an intent to ask for the healthy food at home⁶

Source: UC CalFresh Teacher Observation Tool 2011 and /or UC CalFresh approved curricula evaluations.

- f. The Supplemental Nutrition Program for Women, Infants and Children (WIC): By September, 2013, and based on the groundwork laid with the Network/WIC collaborative work for the 2009 introduction and roll-out of the new WIC food package,
- 2,000 retailers will be using *Network/WIC* co-branded materials. At least 50% of retailers participating in FFY 10 will be retained.

- One or more WIC representatives will participate on each *Regional Network Collaborative* whose nutrition education efforts focus on women with children, aged 0-5 years, and/or breastfeeding promotion.

g. **Sugar Sweetened Beverages: Adults:** By fall 2013, the percentage of women receiving CalFresh benefits who report they “set limits on the amount of sweetened beverages they have in the home for children to drink” will increase to 94%, about a 10% increase what CalFresh recipients reported in 2009 (86%); the percentage of women who are CalFresh eligible, but not receiving benefits who report they set sweetened beverage limits will increase to 87%. *Source: Annual Benchmark Survey.*

h. **UC CalFresh¹: Adult Dietary and Resource Management Improvements:**

As measured by changes in the Food Behavior Checklist (FBC) evaluation or via the UC CalFresh “Intent to Change Evaluation”, by September 30, 2013, at least 25% of eligible persons receiving series-based nutrition education will:

Nutrition Behaviors:

- 69.3% of adults intend to reduce sugar sweetened beverage consumption²
- 57.5% of adults intend to drink lower fat milk²
- 46.2% of adults improved their fruit and vegetable diet variety.³
- 43.9% of adults improved overall Nutrition practices.³

Resource Management (subcategories):

- 85% know more about saving money on food.⁴
- 81% know more about food ads.⁴
- 81% know more about simple, healthy meals to make at home.⁴
- 41.2% of adults improved food resource management skills.³

When asked if they had compared prices to see if using a coupon is better than buying the store brand:

- 76% intended to do so in the future⁴
- 18% reported they had compared prices since the lesson⁴

Physical Activity is interwoven into most SNAP-Ed interventions and materials, with leadership in each *Network Region* provided by a Physical Activity Specialist. Every effort is made to build on the *2005 Physical Education Content Standards* and the *2008 Health Education Content Standards* of the California Department of Education. For

¹ UC CalFresh will apply FFY11 results in each of these categories for FFY13 goal-setting purposes.

² As measured by the adult “Intent to Change” workshop evaluation tool n= 8,413

³ As measured by the Food Behavior Checklist evaluation tool n=2,998 4 lessons or more with average time to post test being 76 days.

⁴ Making Every Dollar Count program Evaluation n=85 Kern County (p<0.0001)

⁵ As measured by the youth “Teacher Observation Tool” post UC CalFresh Nutrition Education interventions n= 23,990 “compared to the beginning of school...students can now...”

⁶ As measured by the youth “Teacher Tasting Tool” post UC CalFresh tasting interventions n= 634 classrooms

sustained physical activity interventions not allowed through SNAP-Ed, efforts are linked with other specialized entities such as the CDPH Center for Physical Activity, the Governor's Council on Physical Fitness and Sport, *Safe Routes to School*, CATCH, and SPARK. Measurement tools have been developed for use by *Network* partners. UC CalFresh continues to offer youth materials further supporting the relationship between healthy living/eating and physical activity (e.g. linking *WalkFit/EatFit*). The programs are delivered directly to middle school children within qualifying low-resource school districts. UC CalFresh's supporting parent newsletters and communications bridge the gap by providing information to eligible adults.

The measurement of and timing for reporting progress in physical activity behavior has the same caveats as those described above for fruits and vegetables. Similar to healthy eating, new data from 2008 suggest that the recession will reduce rates of physical activity in low-income women. Since parents protect their children, it is not known if the same effects will be seen for children and youth. We have adopted the same simple protocol for projecting behavioral objectives by September 2013 as was described above for fruits and vegetables.

Objective 2 (Physical Activity): As measured by statewide surveys, the percent of eligible low-income Californians who meet physical activity targets will increase among:

- a. Adults: For CalFresh participants, to 79% in 2013 from 72% (2009; for adults with incomes less than 130% of FPL who are not CalFresh-recipients, to 53% in 2013 from 51% (2009). It is projected that the statewide average for all adults will be 71% by 2013, up from 68% (2009). *Source: Biennial CDPS.* (Using 150 minute/week standard for physical activity target revised by DHHSS in 2008.⁴)
- b. Mothers: By fall 2013, the percentage of women receiving food stamps who "know they can" set aside the time to be physically active 30 minutes daily even when undergoing a stressful life change, rather than responding "maybe I can" or saying they "know I cannot", will increase to 47%, about a 10% increase and reaching beyond what women who were eligible for CalFresh reported in 2010 (43%). In 2010, women did reach the 2011 goal of 34% and are expected to reach the new 2013 goal of 47%. By fall 2013, the percentage of women receiving CalFresh who "know they can" "stick to your physical activity plan even when you have chores to do", rather than responding "maybe I can" or saying they "know I cannot", will increase to 58%, about a 10% increase and reaching beyond what women who were eligible for food stamps reported in 2010 (52%). *Source: Annual Benchmark Survey.*
- c. Teens: Income data are now available for youth, so objectives can be set in terms of CalFresh participants and eligibles. A decline in meeting physical

⁴ U.S. Department of Health and Human Services. 2008 Physical Activity Guidelines for Americans. <http://www.health.gov/paguidelines/pdf/paguide.pdf>

activity targets was seen in nearly all sub-groups, as well as the total. For CalFresh participant youth, to 53% in 2013 from 50% (2008) and for CalFresh likely eligible youth 42% in 2011, up from 40% (2008). It is projected that the statewide average for all youth will be 57% by 2011, up from 54% (2008).
Source: Biennial CalTEENS.

- d. Children, ages 9-11 years: - For children from homes using food stamps, to 46% in 2011 from 40% (2009), for Latino children, to 51% in 2011 from 47% (2009). Since African-American children had decreased to 40% in 2007, we project that in 2011 rates will each the projected statewide average of 53% since their statewide average bounced back to 48% in 2009. It is projected that the statewide average for all children will be 53% by 2011, up from 48% (2009). *Source: Biennial CalCHEEPS.*

II. Reach

Marketing science shows that consumers buy only after repeated exposures to messaging and *if* they have access to the intended “product.” Figures from the 1990s indicate that an estimated \$5 billion in advertising is spent annually in California for mostly-unhealthy foods, and in low-income settings less healthy foods are cheaper and more readily available than healthy foods especially fresh fruits and vegetables. Federal Trade Commission figures for 2006 show that these trends persist: for children’s advertising, fruits, vegetables and whole grains the least marketed of all food groups. Therefore, it is critical that SNAP-Ed reach as many of the 2 million households containing adults with children eligible for SNAP-Ed in as many times, in as many ways, and in as many relevant locations as possible.

Social marketing programs focus on market segments, rather than unique individuals. The *Network* defines social marketing activities as including mass communications, public relations, direct education and other types of direct and indirect contacts, along with a variety of public health approaches, as ways to increase exposure and opportunity for healthy eating and physical activity. Every effort is made to estimate the number of eligible adults and children we touch and how often, directly, indirectly, and through mass communications. Significant factors in FFY 12 will inhibit our ability to reach SNAP-Ed eligible persons. Reporting methods have shifted to EARS in FFY 11, which limits our ability to capture direct (unduplicated) contacts for projects that see their audience in non-classroom settings. Further, the new ACS method for census tract-based targeting has serious limitations that eliminate many potential sites for intervention. However California SNAP-Ed does have additional funding which might enable activities that could extend reach for certain activities.

Objective 3 (Direct Contacts): By September 30, 2013, an estimated 5.9 million Californians will again receive nutrition education at a dose of 118 million impressions through SNAP-Ed (State and Local.).

- a. *Network* local projects and an additional six local health departments (1.2 million direct contacts, over 25 million impressions)

- b. *Regional Networks – Fruit, Vegetable and Physical Activity Campaigns* (research-based, multi-channel, large-scale social marketing initiatives conducted at the State, regional, and local levels) 951,000 million total estimated reach (unduplicated contacts), excluding those reached through public relations activities.
- c. LFNE and African-American faith projects (Faith estimate 20,850 unduplicated contacts, LFNE 5,200 unduplicated direct contacts)
- d. UC CalFresh programs are in 2,275 organizations and agencies. In total, 185,000 participants will be targeted in FFY 13 with 525,000 direct and indirect contacts.
- e. UC CalFresh adult delivery targets are increasing based on refocusing and shifting previously youth dedicated educators towards adult and Family Centered nutrition education. Planned adult participants are 28,000/108,000 (direct/indirect) contacts the estimated 27,000/81,000 served in FFY12. This redirection of effort will focus on using Plan Shop Save Cook, Eat Smart Be Active, Making Every Dollar Count and Loving your Family, Feeding your Future. These include MyPlate workshops, resource management delivery, label reading, and healthy food options.
- f. UC CalFresh will enter into Phase II of Fresno County's SMARTBoard web-based nutrition education delivery. FFY 2013 plans involve expanding SMART activities to three to five UC county programs reaching approximately 3,000 direct education youth.
- g. UC CalFresh will also further integrate the use of Clickers for program evaluation and efficiencies.

Objective 4 (Mass Communications): By September 30, 2013, the *Network* will continue the use of mass media including TV, radio, and outdoor advertising. Proven measures will be employed to deliver over half of mass media impressions to eligible audiences, defined as individuals living in households $\leq 185\%$ FPL. If the state media contract is executed and no advertising restrictions are placed on the proposed mass media plan, total duplicated impressions should exceed 1 billion. Impressions directed to the eligible adult audiences are projected to be at 796,628,000, representing 56.1 percent of the 1,420,522,000 total estimated mass media impressions.

- a. Indirect duplicated mass media advertising contacts among CalFresh-eligible persons 18+ are estimated to be 796,628,000. Unduplicated contacts among this audience are estimated to be 6,049,793. Total mass media impressions, regardless of income, are projected to be 1,420,522,000.
- b. Public Relations are projected to generate about 110 million impressions.
- c. CalFresh promotion is projected to generate 835,000 impressions with a minimum of 555,000 impressions among those below 185% of FPL.
- d. UC CalFresh will generate 565,000 impressions from the various news features and TV segments promoting the importance of the nutrition education programs offered in the local markets (earned media).

III. Infrastructure, Administration, and Evaluation

In order to deliver effective interventions across the State and expend funds accountably, the SNAP-Ed agencies must assure that skilled personnel and competent administrative infrastructures are in place. The *Network*, UC CalFresh, and CDSS will

continue to work together to implement the Education and Administrative Reporting System (EARS), USDA's national reporting system, and electronic time records. Both implementing agencies also will continue monitoring their performance to assure that agreed-upon corrective actions from the *Network's* FFY 06 Administrative Review and UC CalFresh's FFY 2008-2011 reviews are addressed.

Objective 5 (Administration and Training): By September 30, 2013, ensure effective delivery of State and local SNAP-Ed programs by starting automation of the annual State Plan in two channels, providing comprehensive and specialized planning, fiscal and program contract administration, fiscal and programmatic reviews, trainings, evaluation, State-level steering committees and specialized services for approximately 165 local projects (Local Incentive Awardees, Local Food and Nutrition Education, and Faith-Based projects, 11 *Regional Networks*, Leadership Projects, and 31 UC CalFresh participating counties).

- a. The *Network* will continue to build out the Grant Information Fiscal Tracking System (GIFTS) and enhance it with management and retrieval of narrative, budget and attachment documents for the annual Plan, progress reports, and annual data submission; Incorporate Quarterly GIFTS Trainings for CMs/PMs; at least 1 management training per year; Enhance automated invoice notification system for local contractors; Create new reporting modules using Crystal Reports. The *Network* will research other state automated application systems to identify future options for an automated grant management system.
- b. *Network* invoices and progress reports – Community Development Unit Program Managers will complete 100% of CDU LIA/NIA and special project annual progress report analyses and site visits for a minimum of 25% of contractors. Administrative Operations Section Contract Managers will timely process 100% of all invoices.
- c. The *Network* will strive for a spend-rate by LIAs of over 85% and 90% for the State program, given the uncertain reimbursement of contractors and furloughs of State personnel.
- d. *Network* Contract Compliance Monitoring Unit (CCMU) will:
 - i. By the end of the second quarter of FFY 13, complete fiscal and administrative orientations for all newly funded projects under NEOP (26 in total).
 - ii By the end of 2013, begin new CCMU reviews verifying compliance to NEOP fiscal and administrative requirements.
 - iii. Continue to compile summary findings and trends from CCMU reviews.
- e. *Network* and UC CalFresh will sponsor or co-sponsor a variety of leadership conferences to increase the capacity of SNAP-Ed providers to understand and implement evidence and practice-based nutrition education and public health approaches, to provide training and technical assistance to build skills and knowledge that will facilitate the transition from SNAP-Ed to NEOP in FFY 13, and to provide training for sustainability and institutionalization of prior work.
 - i. UC CalFresh Annual Conference will be combined with EFNEP in FFY 13. The number of attendees will stay stable at about 150 similar to the number who attended during FFY 12.

ii. *Network* Statewide Collaborative - In FFY 12, the number of attendees at the Fall and Spring meetings will increase to 200 from the 140 persons who attended during FFY 10-11 as contractors and potential contractors will have interest in learning more about the intensified efforts to connect SNAP/CalFresh benefits with making healthy food purchases and the transition of Network from SNAP-Ed to NEOP.

iii. *Network* Annual Conference—In FFY 2013, the conference will provide the Network with the opportunity to provide information and training for implementation of new SNAP-Ed guidelines, strategies, and evidence- and practice-based nutrition interventions and showcase successful nutrition education interventions with the target population.

iv. California Conference of Local Health Department Nutritionists – Provide partial training support for approximately 50 CCLHDN members at the March, 2013 CCLHDN Annual Conference focusing on building leadership capacity in the area of collaboration, partnership, and mobilizing low-income consumers.

v. Other local *Network* trainings - In FFY 12, the Network will conduct at least 20 trainings for local contractors. The trainings will be conducted both through webinars and in-person and will cover topics such as the EARS ATF, Administrative/Fiscal Issues, Regional Network FVPA Community Education, Regional Network Skills Building, LFNE Orientation, Local Contractor Program Training, and GIS Application.

vi. Participation in UC CalFresh monthly Town Hall webinars will hold steady at about 50 per call; up to three regional program/administrative meetings with similar participation will include reviews and training on programmatic functions, nutrition education delivery and evaluation, and program coordination with *Network* and County Welfare agencies, new curricula, best practices, resource sharing, and partnering.

f. UC CalFresh will continue to focus on ensuring programmatic compliance and effectiveness through county site visits and regionally focused meetings. Special attention will be given to supporting improvements in evaluation, program review and education delivery. Identified “best practices” will be communicated statewide (e.g. successful newsletter formats particularly generating positive client response and behavioral change), in efforts to maximize impact at the client level.

i. Expand and offer curriculum models using the integration of webinar technology to address programmatic and administrative excellence. Two to three additional taped modules demonstrating best practices on administrative items will be made available and posted on the internal UC CalFresh website by September 2013.

ii. Reinforce and continue peer training: The UC CalFresh county clusters (Butte/Tulare/SF/Shasta) will host meetings with staff from neighboring counties to share information, methods for success, best practices and materials. More clustering opportunities will be explored.

iii. The State Office Review Team (SOT) will continue county visits and will make 7- 10 county visits/reviews by the end of FFY 13 using the framework and tools developed and refined over the last two years and incorporating previous findings identified in the FFY 11 USDA/CDSS review.

- g. At UC CalFresh, systems will be in place to support collaboration and cooperation among campus and county advisors and educators and with outside organizations in order to provide integrated research-based, quality UC Extension programs. Within the Healthy Family and Communities Initiative, UC CalFresh is extending its collaboration with 4-H, Master Gardeners, EFNEP and other community initiatives.
 - i. Leveraging the new structure of the Healthy Families and Communities initiative; increase collaboration between 4-H staff and nutrition educators and the local and State levels.
 - ii. Leveraging the new structure of the Healthy Families and Communities initiative; further increase collaboration between Master Gardener staff and nutrition educators and the local and State levels.
 - iii. Refocus UC CalFresh to serve additional counties, where reasonable, to reach more of the adult audience and those directly linked to the county welfare offices.

Objective 6 (Contracts and Grants): By September 30, 2013 *Network* contracts and contract amendments with nearly 100 continuing or renewing public and non-profit incentive award agencies, the 11 *Network* Regions, other local assistance and special projects will be fully executed. One-year contract extensions for *Network Regions* and continuing contractors were executed for FFY 13. Through the regional infrastructure, all 58 counties in California will be served by:

- a. Local Health Departments (LHDs): 42 Local Health Departments will receive grant funds to build infrastructure in FFY 13. Beginning in FFY 13, CDPH will award funding to implement comprehensive local nutrition education and obesity prevention programs. Consistent with statutory requirements, LHDs will coordinate with local partners and involve multiple sectors in spearheading efforts to improve the nutritional status and prevent obesity among the low-income population.
- b. Regional Campaigns: Strategic Plans completed during FFY 09 for the regional *Fruit, Vegetable and Physical Activity Campaigns and Programs (Children's Power Play! Campaign, Physical Activity, and Retail Program)* (all 11 regions), the *Latino Campaign* (9 of 11 regions) and *Worksite Program* (7 of 11 regions), *African American Campaign* (6 regions), including faith-based projects. The *Network Regions* will provide SNAP-Ed services at 3,500+ eligible sites, including but not limited to low-resource schools, community youth organizations, retail food sites, churches, farmers' and flea markets, and worksites.
- c. Local Projects: Support for *Network* contractors by providing regional trainings, coordination and communications support to about 115 *Network*-funded local agencies providing SNAP-Ed at nearly 7,600 eligible community sites (including but not limited to low-resource schools, after-school programs, pre-schools, food banks/food pantries/meal sites, direct health service provider sites, affordable housing projects, and farmers' markets).
- d. UC CalFresh County Extension Providers: Direct nutrition education to a minimum of 185,000 participants within 2,275 eligible community sites in 31 counties.
- e. Regional Collaboratives: The 11 Regional Collaboratives composed of SNAP-Ed funded organizations and their partners will have implemented 11 regional Nutrition Education Initiatives (1 per Region) that make it easier for eligible residents to adopt healthy eating and physical activity lifestyles in their communities.

- f. Settings: SNAP-Ed interventions will be delivered as planned, using effective approaches and materials, through the local agency infrastructure, with the highest penetration of eligible sites being:
- At 106 County Welfare Department CalFresh office sites within a 25-county area receiving direct services from *Network* contractors and UC CalFresh, and through the Food Stamp Offices Resource Kit video obtained for about 385 CalFresh offices in 43 of California's 58 counties and 400 additional sites.
 - At about 1,487 (25%) of the total number (5,933) of low-resource schools statewide, with adjustments between UC CalFresh and *Network* locations. In FFY13, about 72 more public schools became eligible for SNAP-Ed because their FRPM enrollment exceeded 50%, to total about 58% of all California schools.
 - At 850 (18 percent) of the estimated total number of eligible supermarket and medium/small food retail sites statewide (4,810) through combined regional and State-led activities.
 - Through 42 (71%) of the State's 61 local public health departments, an increase from the 20 that participated in FFY 2012. Additional local health departments received grant funding through the 2011 amendment. Additional local health departments will received grant funding through the 2011 amendment and selection process is underway.

Objective 7 (Surveys, Evaluations): By September 30, 2013, the *Network* will conduct standardized impact/outcome evaluation studies of direct education with at least 57 contractors, a media messaging survey, two in-house surveillance survey, participate as a partner on two additional statewide surveys. Evaluate a curriculum for middle school students, begin formative research with LHDs on public health approach interventions, and initiate the baseline year of a comprehensive quantitative and qualitative evaluation for the *Network's* overall LHD four-year objectives.

Evaluation will track change in the target audiences' nutrition- and physical activity-related knowledge, attitudes and behaviors, as well as related "upstream" measures. The *Network* will conduct annual impact/outcome assessments with at least 57 of the larger local agencies, complete an impact evaluation and disseminate findings from both impact evaluations of targeted Campaigns as well as Campaign media efforts, update analyses from CDPS, CalCHEEPS and CalTEENS, and share findings, as appropriate, from at least half of the 6 annual/biennial statewide surveys that are conducted with different eligible population segments. The number of impact evaluations is dependent on the number of *Network* contractors with federal share budgets exceeding \$350,000 in FFY 12. Statistics and success stories that illustrate system-wide trends and improvements as per the 2007 Institute of Medicine evaluation model will be maintained. Evaluation findings will be disseminated through web-based reporting, peer reviewed journal articles, and presentations.

The UC CalFresh State Office with the evaluation task force and the advisory committee is enhancing the statewide evaluation efforts and has created core objectives and evaluation measures and tools linked to the UC core curriculum. The program will

continue to utilize existing evaluative measures, Food Behavior Checklist (FBC), and Intent to Change (ITC) for all adult populations and incorporate the youth evaluation tools piloted during FFY 09 and refined and validated over the last two years. The youth evaluations will use the Teacher Observation Tool (TOT) and Teacher Tasting Tool (TTT) will continue to be implemented in all youth programs. For technologically-delivered direct delivery, evaluation collection and reporting will be aggregated using web-based pre-test and post-test capabilities.

UC CalFresh will partner with the UC campus resources to explore and expand relationships and opportunities to work with the various centers and departments on promoting and sharing already developed resources and science based information including; evaluations, research and technology, teaching methods, and educational tools. FFY 13 UC CalFresh will continue to coordinate and communicate with the UCB Center for Weight and Health on program design and evaluation strategies.

By September 2013:

- a. Impact Study - Reports from findings from final reports of the estimated 43 continuing contractors will be submitted to the *Network's* Research and Evaluation Unit, and preliminary analysis will be completed. Findings will be interpreted with practitioners and State staff and built into programming for FFY 12. To the degree that staffing allows, a critical analysis including contextual factors that influence consumption, identification of effective nutrition education activities, and recommendations for the future will again be reported in FFY 12, as reports that are due from local projects July 30 each year miss the window for specific inclusion in the following year's annual Plan.
- b. Annual Benchmark Survey - The Annual *Network* Benchmark Study which surveys 1,000 women <130% FPL to measure advertising recall, normative beliefs, and attitudes and behavior related to fruit and vegetable consumption will be formulated and ready for fielding. Survey results will be completed by April 2013.
- c. Comprehensive Evaluation of LHD-Based SNAP-Ed. An ongoing survey of 400 adult women CalFresh participants and 400 child participants age six-11 in each of the ten counties will be implemented to track knowledge, attitude, and behavior change in *Network* priority areas. Concurrently, key informant interviews with staff at (44) local health department and qualitative methods will capture a baseline comprehensive picture of the landscape in which the LHD interventions are taking place, including capacity building, leveraging, building relationships, community involvement, engagement, collaboration with non-*Network* programs, policy, systems, environment/community change.
- d. Survey Findings - Reports of findings for most recently available data (e.g., BRFSS 2010, CDPS, 2011, CalTEENS 2010, CalCHEEPS 2011) about SNAP-Ed population segments from at least half of the six annual/biennial Statewide surveys will again be disseminated through a variety of mechanisms, including: *Data Points*, journal articles, data briefs, data tables, website posting, oral presentations at partnership meetings, and other regional or national venues. Findings will enable the *Network* to track progress toward meeting objectives in

various population segments and identify topic areas where to direct particular *Network* efforts in the future.

e. *Power Play!* Study - Implementation of the quasi-experimental impact evaluation of the Power Play! Campaign is concluded. The report will be completed in FFY 2013.

f. *Latino Campaign Study* - Implementation of the quasi-experimental impact evaluation of the Latino Social Marketing Campaign will be completed with the post-test. Analysis and reporting will occur in FFY 2013.

g. Peer-Reviewed Journal and Publications - The Supplement to the *Journal of Nutrition Education and Behavior* with 16 *Network* articles was published in June FFY 11. An article about using the Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3) approach to inform program planning, nutrition education, and other scope of work activities appeared in the November 2010 American Journal of Public Health. FFY 13 articles for publication in peer-reviewed journals will be produced as feasible.

h. UC CalFresh SMARTBoard – Qualitative evaluation data will continue to be collected from the SMARTBoard activities from teachers and educators using the technology. Evaluation report will be available 2013.

Objective 8 (Reporting Systems): By September 30, 2013, The *Network* and UC CalFresh will proceed with and/or strengthen SNAP-Ed reporting systems for FFY 2013, namely:

a. EARS:

(1) A vendor to modify EARS code developed for a different state to meet the *Network's* needs for a web-based reporting system has been engaged and systems development is underway; it will be pilot tested with local agencies in FFY13 and implemented at the beginning of FFY14.

(2) Utilize an upgraded Excel-based reporting system to collect a comprehensive set of participant and activity measures and reports including both EARS data, as well as that of the Semi-Annual Reporting System (SAAR);

(3) Maintain an updated training plan so that EARS data can continue to be obtained Statewide in FFY 13 using Excel until web-based system can be implemented; and

(4) Continue to coordinate efforts with and learn from other States through the Association of State Nutrition Network Administrators, as appropriate.

b. Time Reporting - Evaluate and secure approval by the WRO of a "menu" of automated time-reporting systems, including those with capacity for electronic signatures, for use by California's diverse array of local partner agencies;

c. Corrective Action Plans- Continue using findings from Corrective Action Plans (CAPS) and other observations from the Contract Compliance Monitoring Unit (CCMU) site visits to make systems changes in the State Office provide fiscal and administrative training to local partners, and help select development priorities for State staff.

d. Reimbursement Documentation – All costs presented within either the *Network* or UC CalFresh's 2013 Nutrition Education Plan will require appropriate documentation based on FFY 2013 plan guidance regardless of fund source.

e. Outcome Metrics - If still considered appropriate, the *Network* and UC CalFresh, through the Association of State Nutrition Network Administrators (ASNNA), will continue to collaborate on the identification of a set of metrics that is acceptable to USDA for the evaluation of SNAP-Ed/NEOP programs. State Plans. This project may be done in California, with other States in the Western Region, or nationally.

Objective 9 (Fiscal and Administrative Integrity): By September 30, 2013, systems put in place will be used routinely as follows:

- a. *Network* Administrative Review - *Network* managers achieved the 12 corrective actions and 20 recommendations outlined in the *Network's* USDA Corrective Action Work plan that came out of the USDA Administrative Review conducted in Spring 2006 (Per USDA WRO September 26, 2007 Letter.) -*Network* staff will continue to implement with input from local partners developed and instituted a firm and transparent *Network*-wide protocol for initiating corrective measures against programmatically and/or fiscally non-compliant SNAP-Ed contractors, as well as criteria for contract termination.
- b. UCD Corrective Action Plan—UC CalFresh personnel will continue to operationalize measures to assure compliance resulting from the Internal Audit and CDSS/USDA reviews. UC CalFresh has instituted quarterly program financial and compliance review and reporting for state and county program delivery and expenditures. Reports are provided to the counties for review and to assist with program progress and monitoring.
- c. CDSS Oversight - CDSS will track progress and provide administrative oversight for both implementing agencies. It will work with CDPH and UCD to support nutrition education in multiple venues including social service settings, ongoing program improvement, streamlined administration, simplified reporting, and timely reimbursement.

10. Objective 10 (Collaboration and Coordination):

By September 30, 2013, CDSS will continue to coordinate collaboration efforts between County Welfare Departments (CWDs), Local Health Departments (LHDs), University of California Extension (UCCE) programs, and UC CalFresh to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget. CWDs, LHDs, UCCE, and UC CalFresh will continue to build partnerships at the local level to reach CalFresh participants and CalFresh eligibles. The goal of this partnership is to increase fruit and vegetable consumption and increase physical activity among CalFresh participants and SNAP-Ed eligibles in counties with a low percentage of CalFresh participants. These long-lasting partnerships will promote nutrition interventions in low-income community settings.

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: Madera County Children and Families Commission

Program Area: Local Network Project: Madera County

Contract Number: 12-10172

a. Related State Objectives.

See State-level objectives

b. Audience.

Gender: Male 7% Female 93%

Ethnicity:

- African American 2%
- Asian 1%
- Caucasian 25%
- Latino 69%
- Native American _____%
- Pacific Islander _____%
- Other (specify) Biracial & unknown:3%

Languages:

- | | |
|--|---|
| <input checked="" type="checkbox"/> English <u>53%</u> | <input type="checkbox"/> Khmer (Cambodian) _____% |
| <input checked="" type="checkbox"/> Spanish <u>43%</u> | <input type="checkbox"/> Korean _____% |
| <input type="checkbox"/> Arabic _____% | <input type="checkbox"/> Lao _____% |
| <input type="checkbox"/> Armenian _____% | <input type="checkbox"/> Tagalog _____% |
| <input type="checkbox"/> Russian _____% | <input type="checkbox"/> Vietnamese _____% |
| <input type="checkbox"/> Bosnian _____% | <input checked="" type="checkbox"/> Other (specify) <u>multi:</u> <u>2%</u> |
| <input type="checkbox"/> Cantonese _____% | <input checked="" type="checkbox"/> Other (specify) <u>unkn:</u> <u>2%</u> |
| <input type="checkbox"/> Farsi _____% | <input type="checkbox"/> Mandarin _____% |
| <input type="checkbox"/> Hmong _____% | |

Ages:

- Under 5 years old 20%
- 5 to 8 5%
- 9 to 11 _____%
- 12 to 17 _____%
- 18 to 59 75%
- 60 years old and over _____%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:

- See attached Census Tract data sheet*
- See attached Free/Reduced Price Meal % data sheet*
- Other (Specify): _____ (_____ % equal to or less than 185% FPL)

FEDERAL FISCAL YEAR (FFY) 2013 PROJECT BUDGET COVER SHEET (BCS)

NETWORK FOR A HEALTHY CALIFORNIA ADMINISTRATION

Federal Share Budget	FFY2012			FFY2013			% DIFFERENCE
	PHI	STATE	TOTAL	PHI	STATE	TOTAL	
1. Personnel Salaries/Benefits	0	3,786,655	3,786,655	914,143	3,379,418	4,293,561	13.39
2. Contracts/Grants/Agreements	0	-	0	0	0	0	#DIV/0!
3. Non-capital Equipment/Supplies	0	157,575	157,575	26,227	176,201	202,428	28.46
4. Materials	0	-	0	0	0	0	-
5. Travel	0	49,505	49,505	28,950	28,783	57,733	16.62
6. Administrative *	0	-	0	357,212		357,212	#DIV/0!
7. Building/Space and Other General Expenses *	0	1,329,706	1,329,706	103,000	1,112,943	1,215,943	(8.56)
8. Maintenance *	0	-	0	0		0	-
9. Equipment & Other Capital Expenditures	0	-	0	68,800		68,800	#DIV/0!
Total Direct Costs	0	5,323,441	5,323,441	1,498,333	4,697,345	6,195,678	16.38
					0		
11. Indirect Costs @11.7 % of Personnel Costs for State staff**	0	325,652	325,652	238,732	395,391	634,123	94.72
12. TOTAL COSTS	\$0	\$5,649,093	\$5,649,093	\$1,737,065	\$5,092,736	\$6,829,801	20.90

See Appendices, Section C, Staffing, and Section D, Budget Summary for detailed staffing and operating costs for state and Public Health Institute (PHI)

All costs on the state side roll up to the detailed budgets and budget justifications in Section C for staffing and Section D for operating costs. State staff in Section C are now identified by name and state level project budgeted under.

*Administrative and Maintenance costs for state included in the line Building/Space & Other General Expenses. PHI budgets for Administrative costs separately

**Indirect Cost rate for the State is 11.7% of total personnel costs and PHI is 16.7% of total budget less subcontracts

10% Budget Changes Justifications

State Justifications

1. Salaries & Benefits - Although all staff budgeted at 4.62% below salary rates for 9 months, FTE went from approximately 37 to 42 in FFY 2013. Also, in FFY2012, SSM III was allocated at .43% of salary and benefits. In FFY 2013, allocated .85% to project
3. Non-Capital Equipment/Supplies - In FFY2012, additional costs above the state standard costs were allocated to all state staff according to FTE. In FFY2013 the only added cost of 38 personal computers was added as a lump sum and budgeted in the Administration Project budget. Even with the increase in FTE and the lump sum addition of the cost for 38 personal computers, the projected costs for this line item came in at about 21% less than in FFY2012.
7. Travel -The decrease in this line is due to fewer staff being budgeted for travel in FFY2013 than in FFY2012. There were 19 Fte budgeted for travel in FFY2013 compared to 23 in FFY1012
11. Indirect Costs -This ties to the increase in line 1 - Salaries & Benefits

PHI

EATING SMART, BEING ACTIVE

ESBA-15 Lesson 1, Get Moving – English Version
 ESBA-16 Lesson 1, Get Moving – Spanish Version
 ESBA-17 Lesson 2, Plan, Shop, \$ave – English Version
 ESBA-18 Lesson 2, Plan, Shop, \$ave – Spanish Version
 ESBA-19 Lesson 3, Vary Your Veggies – English Version
 ESBA-20 Lesson 3, Vary Your Veggies – Spanish Version
 ESBA-21 Lesson 4, Make Half Your Grains Whole – English Version
 ESBA-22 Lesson 4, Make Half Your Grains Whole – Spanish Version
 ESBA-23 Lesson 5, Build Strong Bones – English Version
 ESBA-24 Lesson 5, Build Strong Bones – Spanish Version
 ESBA-25 Lesson 6, Go Lean with Protein – English Version
 ESBA-26 Lesson 6, Go Lean with Protein – Spanish Version
 ESBA-1 Lesson 1, Water Bottles
 ESBA-2 Lesson 4, Measuring Cups
 ESBA-3 Lesson 7, Measuring Spoons
 ESBA-4 Lesson 6, Food Thermometer
 ESBA-5 Lesson 5, Stretch Bands
 ESBA-6 Lesson 3, Produce Brush
 ESBA-7 Lesson 8, Recipe Book – English Version
 ESBA-8 Lesson 8, Recipe Book – Spanish Version
 ESBA-9 Physical Activity Book – English Version
 ESBA-10 Physical Activity Book – Spanish Version
 ESBA-11 Lesson 2, Grocery Lists – English Version
 ESBA-12 Lesson 2, Grocery Lists – Spanish Version
 ESBA-13 Pocket Folder – English Version
 ESBA-14 Pocket Folder – Spanish Version

AARA SNAP BROCHURES/HANDOUTS**LOVING YOUR FAMILY, FEEDING THEIR FUTURE**

Educator Handbook (24 pages)
 Staff Support Kit (6 pages)
 Family Meals: Easy tasty healthy-session guidance (4 pages)
 How Much? Food and Physical Activity (4 pages)
 Vegetables and Fruits: Simple Solutions (4 pages)

MAKING EVERY DOLLAR COUNT

Making Every Dollar Count – DVD with Intro Video
 Making Every Dollar Count – Calendar
 Making Every Dollar Count – Savings Calculator
 Making Every Dollar Count – Recyclable Grocery Bag

MyPlate

MyPlate Posters
 MyPlate Mini Posters

COOKING MATTERS, [Adults and Children]**FRESH FROM THE GARDEN****CHOOSE HEALTH EAT WELL (CHEW), [Seniors]****EAT SMART, LIVE STRONG****LEARN-AT-HOME****CURRICULA/MATERIALS DESCRIPTIONS --- FAMILY-CENTERED DELIVERY****EAT & PLAY TOGETHER!, [adults and children, 6-8 year olds]**

Acknowledgement & Table of Contents
 Introduction



SECTION C: Staffing Position Descriptions

University of California CalFresh Nutrition Education Program

UC CalFresh Nutrition Education Program (NEP) Staff

SECTION C: NUTRITION EDUCATION PLAN STAFFING shows the proposed staffing plan. The budget (Summary D) has two staffing components; (1) State Office and (2) County Program Delivery. The positions are described below:

Please note: UC CalFresh position description headers supply the following information:

Position Title	# of Staff	Total FTE of Position
Title of Position	Number of staff who occupy the position	Total FTE by Position Description

UC CalFresh NEP STATE LEVEL STAFF:

UC CalFresh NEP State Office was reorganized within FFY 09 in order to address "separation of duties, cross-training and other controls needed according to UC policy and procedures". The FFY13 operational plan maintains all changes.

UC CalFresh NEP DIRECTOR	1	1.00
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- Coordinates program planning throughout the state.
- Acts as primary contact with USDA and CDSS on policy issues related to program suitability, program objectives and program growth; acts as the primary liaison with CDSS and USDA - Food and Nutrition Service, other statewide agencies, and national committees as required.
- Modifies policies and procedures to reflect changes in USDA SNAP-Ed Guidance, Federal Rules, University, State, and Federal guidelines; develop and disseminate program management guidelines as needed.
- Determines nutrition education program content and delivery strategies, as well as "Local Support" requirements and program integrity, in partnership with UCCE advisors, specialists and other UC faculty in order to meet the needs of the target audience.
- Coordinates program evaluation for behavior change, including the use of nutrition education evaluation tools to analyze the educational impact of the program.
- Ensures compliance of federal, state, and university program and fiscal guidelines.
- Models creativity and long-term vision insuring the program remains current and meets the needs of the low income residents of California.
- Coordinates youth and adult UC CalFresh Nutrition Education programs at the county level and supplemental projects from the University of California, including the use of youth and adult nutrition education materials and methods.

- Develops collaborative relationships with other agencies who serve the same clientele, such as the *Network for a Healthy California*, CDSS, CDE, CDFA & other extended partners.
- Develops strategic partnerships with outside agencies and others at varying levels including other departments, University Land Grants, colleges, and at local state and federal levels.
- Establishes and maintains a strong relationship with regional and country based CE offices, advisors and staff, and Agriculture and Natural Resources at the University of California Office of the President to ensure excellent communication of program policies, procedures, goals and vision.
- Consults on a regular basis with the UC CalFresh NEP Advisory Committee and other committees for advice and feedback on program management decisions and issues.
- Interacts and collaborates with research faculty to ensure state of the art knowledge is integrated into educational programs benefiting UC CalFresh NEP direct education.
- Increases awareness of needs and assets, oversees development of marketing tools and effectively communicates program impacts to program partners.
- Provides supervision and management to State Office staff.

ANALYST IV PROGRAM AND EVALUATION	1	1.00
<ul style="list-style-type: none"> • Under general direction of the UC CalFresh NEP Director, provides a full range of advanced technical and programmatic services related to the planning, implementation, and evaluation of consumer, intermediary, and systems approaches for UC CalFresh nutrition education programs. • Participate in the design and recommendations for program planning, development and implementation, and in the evaluation of UC CalFresh Nutrition Education Program. • Work with other nutrition education program staff, extension specialists and advisors to provide overall leadership for the training and technical assistance to county programs to build the capacity of UC CalFresh Nutrition Education Extension staff to evaluate evidence based SNAP-Ed programs and curriculum. • Review nutrition education delivered at the community level and provides feedback on the programs and evaluations conducted. • Review and develop implementation, and evaluation of conferences, workshops, trainings and annual meetings. • Responsible for working in tandem with the Advisory Committee and sub committees to align and standardize UC CalFresh NEP evaluation, programmatic objectives and curricula. • Supports development of both short and long term strategic planning in concert with the Director, the Program Training Analyst and Advisory Committee to position the program for successful execution of plan guidance and demonstrated outcomes. • Coordinate the development and submission of the year end final report. 		

ANALYST II/III PROGRAM AND TRAINING	1	1.00
<ul style="list-style-type: none"> • Development of short and long term strategic planning in concert with the Director, the Analyst IV and Advisory Committee to position the program for successful program delivery execution of the state plan. • Prepares key analysis of surveys and provides recommendations on statewide programmatic needs and findings from evaluations, qualitative feedback and program delivery growth. • Spearheads internal UC CalFresh NEP training initiatives to bring both administrative and programmatic training modules to county programs. Works with the Program and Training Analyst and administrative analysts to synthesize state administrative and programmatic protocols. • Partners with State Office staff, Advisory Committee and work groups to develop training sessions for presentation during Administrative conferences, state wide conferences, webinars and town halls in support of programmatic delivery. • Partners with Director and Advisory Committee Evaluation team to facilitate the state wide evaluation of programs. • Works with Nutrition Education Committee on core curriculum needs for county programs. • Spearheads mid-year reporting process to meet USDA and CDSS reporting requirements. • Plans and coordinates large annual events such as the statewide UC CalFresh NEP conference, quarterly training conferences and targeted training opportunities for the program. • Communicates with Network and CDSS for training opportunities. • Coordinates plans and evaluates the monthly Town Hall Webinars for the UC CalFresh NEP and others as appropriate. • Prepares analysis for UC CalFresh NEP Director as requested. • Assists with Final Report submission; collects the data and summarizes results for Final Report and, if required, the Nutrition Education Statewide Plan. • Attends state level meetings with Director as needed. 		
ANALYST II	1	1.00
<ul style="list-style-type: none"> • Under general direction of the Program Director, provide support to the Director and act as lead analyst for the management of administrative, financial, personnel, research and institution support. • Serve as principal resource for business office staff on financial procedures and policy. Provide advice and guidance to the Director on short-term and long term financial and personnel planning and management and serve as the chief budget and fiscal staff advisor and as primary contact for all staff and county representatives who are funded by UC CalFresh. • Work closely with the Dean's office, Office of Research, ANR, Business Contracts, Accounting and Financial Services, sponsoring agencies and other external parties (subcontractors, 		

consultants, etc.) to facilitate the submission of proposals and to expedite the transfer of the awards; serve on campus and college-wide committees associated with financial management matters.

- Independently develops and implements procedures, coordinates the proposal submission and review process and tracks funding for proposals with County and state agencies. Engages in frequent and high level interactions with administrators and staff at California State Agencies to secure and maintain joint grant programs.
- Identifies funding opportunities and mechanisms to implement joint programs; prepares recommendations of alternatives to the Director; participates in budget and program implementation. Identifies mechanisms and approaches to streamline general procedures that can operate across 30-35 off site Cooperative Extension offices located throughout the State; identifies creative uses of resources to maximize impact across off site Cooperative Extension offices. Responsible for ensuring strategic and operational plans for UC CalFresh to comply with UC Davis and Agriculture and Natural Resources (ANR) policies and procedures.
- Under the direction of the Director, participates in State Office team site visits annually to identify areas for improvement (documentation, Local Support), clarify requirements and cross train on best practices implemented in other counties.
- In partnership with Regional procurement contacts, audits all approved purchases of county procured equipment and assists in maintaining an accurate inventory list for CDSS review.
- Reviews federally expended dollars and reported Local Support funds monthly to support development of invoices and ledgers of reported local support (includes detailed reviews of State Office ledgers).
- Responsible for the annual assembly of the UC CalFresh Nutrition Education Plan.

ANALYST I	2	2.00
<ul style="list-style-type: none"> • Key liaison between the UC CalFresh NEP office and counties providing ongoing support, feedback and assistance for yearly grant planning and operation. • Under the supervision of the Director and in direct response to USDA and CDSS administrative requests, provides fiscal oversight and trains counties each ensuring appropriate administrative execution of USDA required documentation. • Under the direction of the Director, participates in State Office team site visits annually to identify areas for improvement (documentation, local support), clarify requirements and cross train on best practices implemented in other counties. • Under general supervision of the Program Director, responsible for financial, complex analytical and compliance issues, and serve as a resource to the Director of the UC CalFresh Nutrition Education statewide program. • Prepares budget for Nutrition Education Plan (NEP); monitor and maintain county project accounts associated with the annual operating budgets; short and long term planning; analysis and processing of internal and external billing; development and preparation of research reports. • Gather, manage, and analyze financial data from a variety of revenue streams, including 		

state and federal grants and other funding sources. Advise counties on local support and effort reporting per CDSS, Federal, University, and State guidelines.

- Works with all County staff on Target Plan (Adult & Youth).
- In partnership with ANR BOC Kearney, audits all approved purchases of county procured equipment and assists in maintaining an accurate inventory lists for CDSS review.
- Assists in collection of data and preparation of the annual Nutrition Education plan and the final report.
- Works with State Office Staff in other capacities as needed.
- Creates and maintains computerized tracking system on equipment and time reporting.
- Update the UC CalFresh NEP website accordingly with pertinent program information approved by the Director.

ANALYST (DEAN'S OFFICE)	1	0.06
<ul style="list-style-type: none"> • Provides financial separation of duties and review of monthly expense budgets. • Financial Account Manager for all UC CalFresh NEP accounts approving all expenditures, payroll transfers and invoicing. 		
AAII/III	1	1.00
<ul style="list-style-type: none"> • Under general supervision, serve as the Business Office Assistant for the UC CalFresh NEP, coordination support to the Director the State Office and UC CalFresh Committees. • Manages all travel and purchase orders. • Provides administrative support to the Director and the UC CalFresh NEP Office. • Maintains computerized UC CalFresh NEP mailing lists. • Provide comprehensive accounting, budget, and fiscal analysis support. Review and reconcile budgets, time, and effort reporting and data collection for budget purposes. • Review Distribution of Payroll Expense reports and other programmatic financial systems. Conduct review of records and materials submitted by the UC CalFresh NEP counties according to the SNAP-Ed Guidance and UC CalFresh NEP policies. Process purchasing, accounts payable, travel transactions and provide general administrative support to the Program. 		
STUDENT / TEMPORARY HELP	3	1.5
<ul style="list-style-type: none"> • Review time records. • Prepare conference packets. • Set up new filing system; general office duties. • Assists with data entry and data review. • Assists State Office staff and county programs with searches and reviews of materials and other programs websites. 		

CAES and or ANR PROGRAMMER IT	1	0.50
<ul style="list-style-type: none">• UC CalFresh NEP Time Record system adjustment and EARS reporting development.• Programs and adjusts existing system to accommodate changes and enhancement for FFY13.• Builds EARS reporting program into existing system.• Maintains and supports web updates.• Assists in development of web based data entry portals.		

UC CalFresh NEP COUNTY LEVEL STAFF:

County level staffs deliver Nutrition Education program delivery to adults, youth and families, targeting the UC CalFresh populations within each of the 31 counties (17 programs).

ACADEMIC COORDINATOR	1	0.50
<ul style="list-style-type: none"> • Provides leadership in training and professional development of UC CalFresh nutrition education staff with a specific focus on paraprofessional nutrition education competencies. • Under the general supervision of the San Joaquin Nutrition, Family, and Consumer Sciences Advisor and working closely with the Directors of the respective programs, the position assesses, plans, develops, coordinates, conducts, and evaluates other SANP-Ed State educator training and professional development programs for nutrition related competencies. • Assess present and future training needs and develop and implement a multi-level training program with educational goals and objectives based upon research recommended core competencies for nutrition educators and on the educators' cultural and educational needs. • Develop survey instruments to track training results and work with program evaluation teams to evaluate results; implement changes and refine training program as necessary. • Identify and recommend solutions related to implementing training of nutrition education competencies and messaging for CalFresh nutrition education participants. • Design, plan, organize and direct program orientation and training for new employees to UC CalFresh. • Evaluate pertinent data for planning future trainings and reporting. Provide leadership and support of the annual statewide conference training committee. • Organize nutrition education communications related to local, regional and statewide training; develop technical reports as required. 		
ADMINISTRATIVE/CLERICAL/ CE ASSISTANT	9	4.35
<ul style="list-style-type: none"> • The UC CalFresh NEP Administrative/Clerical position provides administrative and clerical support to UC CalFresh NEP. • Enter UC CalFresh NEP data into computer using collaborative tools, NEERS, EARS and other reporting web based tools. • Prepare reports, educational materials, and other programmatic documents. • Typing and other clerical duties. • Assemble lesson materials and supplies. • Orders office and teaching supplies and materials as needed. • Collates time records, confirms hours, assists with cost sharing and operational support. 		

PROGRAM REP I	40	28.85
<ul style="list-style-type: none"> • The UC CalFresh NEP PRI is responsible for implementing education programs in foods, nutrition, gardening and related subject matter for children of families receiving CalFresh Benefits. • Identify and recruit teacher volunteers in target schools to educate youth. • Assist Youth Development Advisor and Home Economist to plan and implement training of teacher volunteers in appropriate subject matter to work with youth. • Complete reports and records to monitor program progress. • Work with county advisor/director to assure project compliance with the CDSS USDA/FNS and UC affirmative action requirements. • Determine UC CalFresh NEP target schools using eligibility criteria defined by the USDA/CDSS. • Administers required evaluation tools in conjunction with the appropriate curriculum. • Complete standardized UC CalFresh forms to plan for and to document teacher support. • Monitor teacher time and program integrity. • Deliver UC based curricula in accordance to the program design and objectives and lesson plans. 		
PROGRAM REP II	43	36.42
<ul style="list-style-type: none"> • The UC CalFresh NEP Representative II is responsible for implementing educational programs in the food and nutrition subject matter for the target audience. • Identify and recruit CalFresh recipients and applicants in target areas. • Teach nutrition education lessons to all recruited participants; Organize mini-lessons at community sites; Teach mini-lessons and collect data on program participants. • Relate program to public. • Administers required evaluation tools in conjunction with the appropriate curriculum. 		
PROGRAM REP III	9	8.65
<ul style="list-style-type: none"> • Responsible for implementing education programs in foods, nutrition, gardening and related subject matter for children and families receiving CalFresh benefits. The Program Representative III has supervisory duties and works under the CE Advisor/ NFCS Advisor to ensure programmatic compliance within County operating units. The Program Rep III's in many county programs also assist in reporting and operational support. • Identify and recruit teacher volunteers in target schools to educate youth. • Assist Advisors in planning and implementing training of teacher volunteers in appropriate subject matter to work with youth. • Complete reports and records to monitor program progress. • Work with county advisor/director to assure project compliance with the CDSS, USDA/FNS 		

and UC affirmative action requirements.

- Determine UC CalFresh NEP target schools using eligibility criteria defined by the USDA/CDSS.
- Complete required form to plan for and to document teacher match.
- Monitor teacher and program activity reporting and integrity of the delivery of UC CalFresh Nutrition Education Programs.
- Administers required evaluation tools in conjunction with the appropriate curriculum.
- Provide programmatic support around financial reporting of budgeted dollars and local support documentation and recordkeeping.

SR. ADMINISTRATIVE ANALYST	2	1.75
<ul style="list-style-type: none"> • Coordinates UC CalFresh NEP plan and implementation. • Fiscal and personnel management of either large county clusters or high numbers of staff. • Coordination with the UC CalFresh NEP State Office on staff development and training. • Collaborative Community partnership building, responsibility for report writing, program evaluation, recordkeeping, and dissemination of program results. • Trained by UC CalFresh NEP Advisor/Staff to extend in-depth 1 to 1 1/2 hour nutrition education lessons to UC CalFresh NEP-eligible seniors and families through the Nutrition on the Move Program. • Serve on planning committees and workgroups for outside statewide coordination of UC CalFresh. 		

STUDENT ASSISTANT	1	0.50
<ul style="list-style-type: none"> • Provides administrative support to county programs: Reproductions and general office support. • Prepares lesson packets and kits. • Data entry. 		

UC CalFresh NEP STAFFING FFY13

TOTAL SNAP-ED SALARY AND BENEFITS						
**Statement of positions included in all County Financial Budgets	# of FFY 13 Planned Staff	Total FFY13 Planned FTE	% Admin Support	% Direct Delivery	Salary + Benefits	
DIRECTOR	1	1.00	100%	0%	146,376.20	
ANALYST IV PROGRAM AND EVALUATION	1	1.00	100%	0%	92,864.80	
ANALYST II/III PROGRAM AND TRAINING	1	1.00	100%	0%	91,769.17	
ANALYST II	1	1.00	100%	0%	82,340.69	
ANALYST I	2	2.00	100%	0%	142,781.07	
ANALYST (DEAN'S OFFICE)	1	0.06	100%	0%	5,650.71	
AAII/III	1	1.00	100%	0%	57,051.29	
STUDENT HELP	2	1.00	100%	0%	18,210.40	
TEMPORARY HELP	1	0.50	100%	0%	23,839.84	
CAES PROGRAMMER IT	1	0.50	100%	0%	50,470.00	
STATE OFFICE SUB-TOTAL	12	9.06			711,354.18 (A)	
ACADEMIC COORDINATOR	1	0.50	100%	0%	43,242.70	
ADMINISTRATIVE/CLERICAL	8	3.90	98%	2%	200,231.21	
CE ASSISTANT	1	0.45	60%	40%	25,414.60	
PROGRAM REP I	40	28.85	11%	86%	1,537,506.92	
PROGRAM REP II	43	36.42	20%	80%	2,184,231.05	
PROGRAM REP III	9	8.65	42%	58%	616,375.80	
SR. ADMINISTRATIVE ANALYST	2	1.75	68%	33%	142,203.22	
STUDENT ASSISTANT	1	0.50	100%	0%	9,105.20	
COUNTY/LOCAL PROGRAMS SUB-TOTAL	105	81.02			4,758,310.70 (B)	
TOTAL UC CalFresh NEP STAFFING	117	90.08			5,469,664.88 (C)	

(A) Consists of all State Office personnel; see State Office budget for further detail.

(B) Aggregate of all UC CalFresh NEP County program personnel; see County Program budgets for further detail.

(C) All Salary and Benefit expenditures planned for FFY13; corresponds to line 1.0 CNR Salaries and Benefits.

i. Direct Participants

	UNDER 5		5-17		18-59		+60		TOTAL	
	#	%	#	%	#	%	#	%	#	%
TOTAL PLANNED PARTICIPANTS	64	1%	3,136	67%	1,000	21%	500	11%	4,700	100%
NUMBER OF SNAP-RECIPIENTS	28		1,380		440		220		2,068	44%
NUMBER OF OTHER PARTICIPANTS	36		1,756		560		280		2,632	56%
			3,200				1,500			
			TOTAL PLANNED YOUTH			TOTAL PLANNED ADULT				

<u>Gender</u>	Count	%
Female	2,820	60%
Male	1,880	40%
TOTAL	4,700	100%

<u>Race / Ethnicity</u>	Hispanic/Latino		Non-Hispanic/Latino		TOTAL BY RACE
	#	%	#	%	
Black or African American			169	18%	169
Asian			141	15%	141
A.M. Indian / Alaskan Native					0
Native Hawaiian / Other Pac. Islander					0
White	3,760	100%	630	67%	4390
Multiple					
TOTAL Race / Ethnicity	3,760	80%	940	20%	4,700

<u>Language</u>	Estimated %
Spanish	40%
English	60%
TOTAL	100%

c. Focus on CalFresh Eligibles

Our plan for FFY 13 is to:

- Provide nutrition education utilizing the EatFit curriculum programming to two (2) additional junior high school classroom settings in Imperial County.
- Provide nutrition education and updates to parents of CalFresh-eligible students with the addition of child/parent activities such as creating and preparing recipes that are nutritious and affordable.

d. Project Description

Eating Smart, Being Active

We will be using the curriculum for our adult population. We will be offering the workshops approximately once a week with the following format:

Key Message	Curricula utilized to deliver this message	Evaluation Tool(s)
5. Food Shopping/Preparation	• Plan, Shop, Save, Cook	• Plan Shop Cook Save Evaluation (4 lessons)
6. Promote Healthy Weight	• EAT FIT	• Eat Fit Retrospective (Preferred)
7. Promote Healthy Communities	• Plan, Shop, Save, Cook	• Plan Shop Cook Save Evaluation (4 lessons)
8. Limit Added Sugars or Caloric Sweeteners	• ESBA	• Food Behavior Checklist
9. MyPyramid - Healthy Eating Plan	• ESBA	• Food Behavior Checklist

CalFresh Nutrition Education Delivery Sites by Type of Setting

	Non-Proxy Sites (Likely CalFresh Eligibles)	Location-Based Proxy Sites (Likely CalFresh Eligibles)
Adult Rehab Center	1	
Public Housing		11
Public Schools - K-12	35	
Public Schools - PreK	3	
Head Start Programs		11
Other Youth education Sites (Parks & Rec)	1	
Shelters	1	

	Non-Proxy Sites	Proxy Sites	TOTAL SITES
COUNT	41	22	63
PERCENTAGE	65%	35%	100%

e. Projected Number of Unduplicated Participants

UNDER 5		5-17		18-59		+60		TOTAL	
#	%	#	%	#	%	#	%	#	%
Total Planned Participants									
64	1%	3,136	67%	1,000	21%	500	11%	4,700	
Number of CalFresh Participants									
28		1,380		440		220		2,068	44%
Number of Other Participants									
36		1,756		560		280		2,632	56%
TOTAL									
64	1%	3,136	67%	1,000	21%	500	11%	4,700	100%

CalFresh Nutrition Education Delivery Sites by Type of Setting

	Non-Proxy Sites (Likely CalFresh Eligibles)	Location-Based Proxy Sites (Likely CalFresh Eligibles)
Adult Education & Job Training Sites		33
Community Centers	17	
Elderly Service Centers	3	
Emergency Food Assistance Sites		9
Public Housing		1
Public/Community Health Centers	2	
Public Schools - K-12	77	
Public Schools - PreK	4	
Public Schools - AS	9	
Head Start Programs		6
Other Youth education Sites (parks & Rec)	3	
Shelters	3	
WIC Program		12
Preschools (located in Non CDS Coded site)	6	
Afterschool's (located in Non CDS Coded site)	8	

	Non-Proxy Sites	Proxy Sites	TOTAL SITES
COUNT	132	61	193
PERCENTAGE	68%	32%	100%

e. Projected Number of Unduplicated Participants

UNDER 5		5-17		18-59		+60		TOTAL	
#	%	#	%	#	%	#	%	#	%

Total Planned Participants

463	4%	8,788	81%	1,440	13%	160	2%	10,850	
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Number of CalFresh Participants

268		5,097		835		93		6,293	58%
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Number of Other Participants

194		3,691		605		67		4,557	42%
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TOTAL

463	4%	8,788	81%	1,440	13%	160	2%	10,850	100%
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f. Projected Number of Unduplicated Contacts

Under 5		5-17		18-59		+60		TOTAL	
#	%	#	%	#	%	#	%	#	%
CalFresh Recipients									
268	2%	5,097	44%	1,253	11%	139	1%	6,757	58%
Other Participants									
194	2%	3,691	32%	907	8%	101	1%	4,893	42%
TOTAL									
463	4%	8,788	75%	2,160	19%	240	2%	11,650	100%

3. Project Narrative Summary

UC Cal Fresh, Tulare/Kings County will focus on targeting CalFresh eligibles with research-based, interactive series based nutrition and resource management classes directed at promoting positive behavior changes. Plans to maximize the numbers reached include provide excellent customer service; deliver high quality nutrition and resource management classes. To increase lesson enhancement and participation, the utilization of lesson props, hands-on activities, visual aids and other tools will be used to bring to life text book lessons. Within the eligible schools, we will target both students and parents and move towards reaching the entire family as a complete unit. Tulare/Kings County will utilize all resources available including, but not limited to our UC CalFresh website, state office trainings, other workshops and trainings offered by our community partners, web-based trainings offered online and in service trainings targeted at reaching CalFresh eligible families.

Emphasis will be placed on collecting significant UC CalFresh approved evaluative data that captures and demonstrates behavioral change. Social media such as Facebook will be utilized to increase interest and CalFresh program participation. Our county Facebook will be updated with information about the UC CalFresh program primarily focusing on promoting MEDC, PSSC, and UC approved curriculum for grades PreK-12th grade.

The goal will be to provide excellent customer service, high quality nutrition education, resource management tools, and distribute parent newsletters. Emphasis will also be placed on administering teacher observation tools, youth taste-testing tools, and adult taste testing tools and other UC approved evaluation tools. Tulare County will enhance UC curriculum—Plans, Shop, Save & Cook and MEDC with classroom cooking demonstrations and cooking lessons.

The utilization of fruit and veggie costumes to bring extra attraction and attention to our UC CalFresh booth at health fair events, food distribution sites, community events and at school sites has proven a great success and will be continued. Relevant training will be integrated focusing on nutrition education, resource management and physical activity in order to strengthen and further equip our nutrition education staff. Over the next year, Tulare County is committed in joining efforts with community partners in reaching eligible adults and youth with nutrition, physical activity and resource management education. Strategies for improving program delivery will be discussed in bi-weekly staff development meetings. Methods for increasing program participation and improve

Appendix A Template 3: Nutrition Education Plan Staffing

Section C. Staffing

Provide the following summary by Supplemental Nutrition Assistance Program Education (SNPA-Ed) project for all paid staff in the FFY 2013 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: California Department of Public Health <i>The Network for a Healthy California</i> US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2013 (October 1, 2012 through September 30, 2013)					
1. Position Title* statement of work listing SNAP-Ed-related job duties for each position	* Attach	2. FTEs** Charged to SNAP-Ed	3. Description of Job Duties		
			**Attach definition of FTE and Basis for calculation	Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery
Accountant ! (1) Admin Fiscal Services Unit Admin		0.95	95%		38,755
Associate Accounting Analyst (1) Admin Fiscal Services Unit (Will replace AMA - Donovan in May 2013) Admin		1.00	100%		60,060
Associate Governmental Program Analyst (AGPA)(1) -Contracts Compliance Monitoritn unit Admin		1.00	100%		61,953
Associate Governmental Program Analyst (AGPA)(1) -Admin Operations Section -CMU Liaison - Admin		1.00	100%		58,510
Associate Governmental Program Analyst (promotion from Staff Services Analyst in FFY 2012) Contract Operations Unit A Admin		1.00	100%		54,411
Associate Governmental Program Analyst (AGPA) (1) -Contract Operations Unit A -New Retired Annuitant - Admin		0.50	50%		30,972
Associate Governmental Program Analyst (AGPA)(1)-Special Projects & Regional Infrastructure Unit Admin.		1.00	100%		55,097
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit B Admin		1.00	100%		52,682
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit B Admin		1.00	100%		61,953
Associate Governmental Program Analyst (AGPA) (1)Cancer Control/NEOP Branch Admin		1.00	100%		57,984
Associate Governmental Program Analyst (AGPA)(1)-Contract Operations Unit B Admin		1.00	100%		53,022
Associate Governmental Program Analyst (AGPA)(1)-Contract Operations Unit B-promoted from SSA in FFY2012 Admin		1.00	100%		52,472
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit A Admin		1.00	100%		61,953

Appendix A Template 3: Nutrition Education Plan Staffing

1. Position Title* statement of work listing SNAP-Ed-related job duties for each position	* Attach	2. FTEs** Charged to SNAP-Ed	3. Description of Job Duties		
Programmatic Classifications	**Attach definition of FTE and Basis for calculation	Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	Federal Dollars	
Associate Governmental Program Analyst (AGPA)(1) -Admin & Fiscal Services Unit Admin		1.00	100%		62,345
Associate Governmental Program Analyst (AGPA)(1) - Contract Compliance Monitoring unit Admin		1.00	100%		61,152
Associate Governmental Program Analyst (AGPA)(1) -Special Projects & Regional Infrastructure Unit RN		1.00	100%		50,174
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit A Admin		1.00	100%		52,472
Associate Governmental Program Analyst (AGPA)(1) -Special Projects & Regional Infrastructure Unit RN		1.00	100%		58,587
Associate Governmental Program Analyst (AGPA)(1) -Admin & Fiscal Services Admin		1.00	100%		55,462
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit A Admin		1.00	100%		52,682
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit B Admin		0.60	60%		37,175
Associate Governmental Program Analyst (AGPA)(1)-Admin & Fiscal Services Unit Admin		0.95	95%		53,635
Associate Governmental Program Analyst (AGPA)(1) -Contract Compliance Monitoring unit Admin		1.00	100%		56,463
Associate Health Program Advisor (AHPA)(1) -Community Development Unit B Community Development		1.00		100%	55,979
Associate Health Program Advisor (AHPA)(1) Contracts Compliance Monitoring unit Admin		1.00	100%		61,953
Associate Health Program Advisor (AHPA)(1) -Community Development Unit B Community Development		1.00		100%	61,953
Contracts Compliance Monitoring unit Admin		1.00	100%		61,953
Associate Information Systems Analyst (AISA) (1) -IT Unit		1.00	100%		54,645
Associate Information Systems Analyst (AISA) (1) -IT Unit		1.00	100%		58,069
Associate Management Auditor (AMA)(1) Admin. & Fiscal services unit Admin		1.00	100%		68,316
Career Executive Assignment I (CEA I) (1) Cancer Control Branch		0.25		25%	24,170
Data Processing Manager II (DPM II)(1)		1.00	100%		84,128

Appendix A Template 3: Nutrition Education Plan Staffing

1. Position Title* statement of work listing SNAP-Ed-related job duties for each position	* Attach	2. FTEs** Charged to SNAP-Ed	3. Description of Job Duties		
			**Attach definition of FTE and Basis for calculation	Percentage of SNAP- Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery
Health Education Consultant III (HEC III) (1) - Leadership, TA & Training		1.00		100%	74,973
Health Education Consultant III (HEC III) (1) -Community and School Policy and Training- Community Development		0.33		33%	22,072
Health Education Consultant III (HEC III)(1) -Regional Operations & Training Unit -RN		1.00		100%	74,973
Health Education Consultant III (HEC III)(1) -Community Development Unit B		1.00		100%	74,973
Health Education Consultant III (HEC III)(1) -Community Development Unit B		1.00		100%	66,057
Health Program Auditor IV (1) Admin Operations Section		1.00	100%		71,451
Health Program Manager I (1) -Contracts Compliance Monitoring unit Admin		1.00	100%		70,977
Health Program Manager II (HPM II)(1) Policy, Planning and Partnerships Training section -RN & LTA&T		0.60		60%	46,759
Health Program Manager II (HPM II)(1) -Program Development Section		0.95		95%	74,027
Health Program Manager II (HPM II) (1) Community and School Policy & Training unit community Development		0.50		50%	35,634
Health Program Manager III (HPM III) (1) NEOP Branch		1.00		100%	88,773
Health Program Specialist I (HPS I)(1) -Community Development Unit B		1.00		100%	66,182
Health Program Specialist I (HPS 1) (1) NEOP Branch -Admin		1.00	100%		60,765
Health Program Specialist I (HPS I) (1) Community & School Policy & Training unit CA Project LEAN -Admin		0.50		50%	31,013
Health Program Specialist I (HPS I) (1) (1) Community Food Access unit -Community Development		1.00		100%	65,050
Health Program Specialist I (HPS I)(1) -Communications Unit		1.00		100%	69,249
Health Program Specialist I (HPS I)(1) Policy, Planning and Partnership Section		1.00		100%	57,179
Health Program Specialist II (HPS II)(1) -Communications Unit		1.00		100%	70,112

Appendix A Template 3: Nutrition Education Plan Staffing

1. Position Title* statement of work listing SNAP-Ed-related job duties for each position	* Attach	2. FTEs** Charged to SNAP-Ed	3. Description of Job Duties		
Programmatic Classifications		**Attach definition of FTE and Basis for calculation	Percentage of SNAP- Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	Federal Dollars
Health Program Specialist II (HPS II)(1) - - CA Project LEAN LTA&T		1.00	50%	50%	75,930
Health Program Specialist II (HPS II)(1) - Retired Annuitant NEOP Branch Admin		0.50	50%		37,361
Health Program Specialist II (HPS II)(1) -NEOP Branch -Leadership, Technical Assistance & Training		1.00		100%	74,730
Health Program Specialist II (HPS II)(1) -Leadership, TA and Training (CA Project LEAN) (new)		0.50		50%	34,056
Health Program Specialist II (HPS II)(1) -Regional Operations & Training Unit LTA&T		1.00		100%	68,112
Office Assistant (OA) (1) Admin Operations section Admin		1.00		100%	33,563
Office Services Supervisor II (OSS II) (1) -Admin Operations Section Admin		1.00	100%		38,697
Office Technician (OT)(1) -Program Development Section Community Development and Communications		1.00		100%	37,809
Office Technician (OT)(1) -FVPA Campaign		1.00		100%	34,467
Office Technician (OT)(1) Contract Compliance Monitoring unit Admin		1.00	100%		37,809
Office Technician (OT)(1) -Policy, Planning & Partnership Section RN & LTA&T		1.00		100%	37,809
Office Technician (OT)(1) -Admin & Fiscal Services Unit		1.00	100%		33,363
Program Technician II (1) -Admin & Fiscal Services unit		1.00	100%		38,422
Public Health Nutrition Consultant II (PHNC II) (1) Community Development Unit A		0.60		60%	37,032
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit A		1.00		100%	69,235
Public Health Nutrition Consultant III (PHNC III) (1) Community & School Policy & Training -Leadership, TA & Training		0.30		30.00%	20,230
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit A		1.00		100%	74,973
Public Health Nutrition Consultant III (PHNC III)(1) -Regional Operations & Training Unit-LTA&T		1.00		100%	76,173

Appendix A Template 3: Nutrition Education Plan Staffing

1. Position Title* statement of work listing SNAP-Ed-related job duties for each position	* Attach 2. FTEs** Charged to SNAP-Ed	3. Description of Job Duties		
Programmatic Classifications	**Attach definition of FTE and Basis for calculation	Percentage of SNAP- Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	Federal Dollars
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit A	1.00		100%	74,975

Appendix A Template 3: Nutrition Education Plan Staffing

1. Position Title* statement of work listing SNAP-Ed-related job duties for each position	* Attach	2. FTEs** Charged to SNAP-Ed	3. Description of Job Duties		
Programmatic Classifications		**Attach definition of FTE and Basis for calculation	Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	Federal Dollars
Public Health Nutrition Consultant III (PHNC III)(1) Community Development Unit B		0.50		50%	35,706
Public Health Nutrition Consultant III (PHNC III)(1) Regional Operations & Training Unit		1.00		100%	71,403
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit B		1.00		100%	74,702
Public Health Nutrition Consultant III (PHNC III)(1) Community Development Unit B		1.00		100%	58,330
Public Health Nutrition Consultant Supervisor (PHNC III Sup)(1) Community Development Unit A		1.00		100%	69,408
Public Health Nutrition Consultant Supervisor (PHNC III Sup)(1) Community Development Unit B		1.00		100%	71,511
Research Scientist II (RS II)(1) Research & Evaluation Unit Vacant (formerly Gregson @ 60%)		1.00		100%	67,844
Research Scientist II (RS II Sup)(1) Research & Evaluation Unit		1.00		100%	109,621
Staff Counsel III -Limited Term (1) NEOP Branch Admin		1.00	100%		99,396
Staff Services Analyst (SSA/AGPA)(1) Community Development Unit A		1.00	100%		42,071
Staff Services Analyst (SSA/AGPA)(1) Contracts Contract Compliance Monitoring unit Admin		1.00	100%		40,531
Staff Services Analyst (SSA/AGPA)(1) NEOP- Branch -Admin		1.00	100%		46,111
Staff Services Manager I (SSM I)(1) Special Projects & Regional Infrastructure Unit Admin		1.00	100%		70,977

Appendix A Template 3: Nutrition Education Plan Staffing

1. Position Title* statement of work listing SNAP-Ed-related job duties for each position	* Attach	2. FTEs** Charged to SNAP-Ed	3. Description of Job Duties		
			**Attach definition of FTE and Basis for calculation	Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery
Staff Services Manager I (SSM I)(1) Admin & Fiscal Services Unit		1.00	100%		61,048
Staff Services Manager I (SSM I)(1) Contract Operations Unit A Admin		1.00	100%		71,896
Staff Services Manager I (SSM I)(1) Contract Operations Unit B Admin		1.00	100%		70,977
Staff Services Manager II (SSM II)(1) Admin Operations Section Admin		1.00	100%		70,676
Staff Services Manager III (SSM III)(1) NEOP Branch IT & Admin		1.00	100%		86,583
Systems Software Specialist II (SSS II) (1) IT Unit		1.00	100%		73,407
Systems Software Specialist II (SSS II) (1) IT Unit		1.00	100%		82,067
Systems Software Specialist II (SSS II) (1) IT Unit		1.00	100%		74,878
Systems Software Specialist II (SSS II) (1) IT Unit		1.00	100%		80,938
Sub-totals		84.53	5000%	3453%	5,356,183
Benefits @ 39.123% of Total Salary & Benefits					2,068,766
TOTAL		84.53	5000.00%	3453.00%	\$ 7,424,949

Note: All state staff are budgeted at a reduced rate of 4.62% from October 1, 2012 through June 30, 2013 to comply with budgetary mandate for state of California public employees

¹ (AGPA and HPS II) are retired annuitants without benefits and are therefore excluded from the benefits calculations

² AMA -is scheduled to retire 4/30/13 but has earned leave time to be paid through September 30, 2013 so have budgeted for full year.

LTA&T = Leadership, Technical Assistance and Training

Section C. Staffing

Provide the following summary by SNAP-Ed project for all paid staff in the FY 2013 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: Public Health Institute <i>The Network for a Healthy California</i> US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2013 (October 1, 2012 through September 30, 2013)						
	1. Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages	
			Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars
1a	Accounting Assistant II	1.00	100.00%		\$54,438	\$54,438
2a	Accounting Assistant III	1.00	100.00%		\$54,986	\$54,986
3a	Administrative Assistant III	1.00	100.00%		\$43,571	\$43,571
4a	Administrative Assistant IV	1.00	100.00%		\$45,864	\$45,864
5a	Administrative Assistant IV	1.00	100.00%		\$51,346	\$51,346
6a	Administrative Assistant IV	1.00	100.00%		\$56,770	\$56,770
7a	Compliance Administrator	0.80	100.00%		\$61,152	\$61,152
8a	Contracts Administrator II	1.00	100.00%		\$58,280	\$58,280
9a	Contracts Administrator II	1.00	100.00%		\$68,941	\$68,941
10a	Community Partnership Specialist I	1.00		100.00%	\$48,704	\$48,704
11a	Community Partnership Specialist II	1.00		100.00%	\$58,495	\$58,495
12a	Community Partnership Specialist II	1.00		100.00%	\$64,339	\$64,339
13a	Community Partnership Specialist II	1.00		100.00%	\$58,100	\$58,100
14a	Community Partnership Specialist II	1.00		100.00%	\$83,268	\$83,268

Section C. Staffing

Provide the following summary by SNAP-Ed project for all paid staff in the FY 2013 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: Public Health Institute <i>The Network for a Healthy California</i> US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2013 (October 1, 2012 through September 30, 2013)							
	1. Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
			Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
15a	Marketing Manager II	1.00		100.00%		\$78,094	\$78,094
16a	Evaluation Specialist II	1.00		100.00%		\$82,849	\$82,849
17a	Financial Analyst I	1.00	100.00%			\$62,331	\$62,331
18a	Health Educator III	1.00		100.00%		\$62,586	\$62,586
19a	Health Educator III	1.00		100.00%		\$54,250	\$54,250
20a	Health Educator III	1.00		100.00%		\$65,144	\$65,144
21a	Health Educator IV	1.00		100.00%		\$69,182	\$69,182
22a	Health Educator IV	1.00		100.00%		\$71,321	\$71,321
23a	Health Educator IV	0.60		100.00%		\$49,887	\$49,887
24a	Health Educator IV	1.00		100.00%		\$71,033	\$71,033
25a	Health Educator IV	1.00		100.00%		\$71,975	\$71,975
26a	Information Specialist II	1.00		100.00%		\$55,823	\$55,823
27a	Marketing Manager I	1.00		100.00%		\$65,575	\$65,575
28a	Marketing Manager I	1.00		100.00%		\$70,216	\$70,216

Section C. Staffing

Provide the following summary by SNAP-Ed project for all paid staff in the FY 2013 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: Public Health Institute <i>The Network for a Healthy California</i> US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2013 (October 1, 2012 through September 30, 2013)							
	1. Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
			Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
29a	Marketing Manager I	1.00		100.00%		\$65,575	\$65,575
30a	Marketing Manager I	1.00		100.00%		\$64,550	\$64,550
31a	Marketing Manager I	1.00		100.00%		\$63,364	\$63,364
32a	Marketing Manager I	1.00		100.00%		\$68,423	\$68,423
33a	Marketing Manager I	1.00		100.00%		\$63,223	\$63,223
34a	Marketing Manager II	1.00		100.00%		\$76,562	\$76,562
35a	Marketing Manager II	1.00		100.00%		\$85,529	\$85,529
36a	Marketing Manager II	1.00		100.00%		\$86,726	\$86,726
37a	Marketing Manager III	1.00		100.00%		\$100,213	\$100,213
38a	Marketing Specialist II	0.75		100.00%		\$39,195	\$39,195
39a	Marketing Specialist III	1.00		100.00%		\$61,519	\$61,519
40a	Marketing Specialist III	1.00		100.00%		\$51,977	\$51,977
41a	Marketing Specialist III	1.00		100.00%		\$55,018	\$55,018
42a	Marketing Specialist III	1.00		100.00%		\$54,763	\$54,763

Section C. Staffing

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		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
43a Marketing Specialist III	1.00		100.00%		\$62,331	\$62,331
44a Marketing Specialist III	1.00		100.00%		\$62,331	\$62,331
45a Marketing Specialist III	1.00		100.00%		\$53,517	\$53,517
46a Marketing Specialist IV	1.00		100.00%		\$60,241	\$60,241
47a Marketing Specialist IV	1.00		100.00%		\$62,406	\$62,406
48a Marketing Specialist IV	1.00		100.00%		\$64,380	\$64,380
49a Marketing Specialist IV	1.00		100.00%		\$68,423	\$68,423
50a Marketing Specialist IV	1.00		100.00%		\$61,454	\$61,454
51a Marketing Specialist IV	1.00		100.00%		\$63,381	\$63,381
52a Program Administrator II	1.00	100.00%			\$67,961	\$67,961
53a Program Administrator III	1.00	100.00%			\$99,534	\$99,534
54a Program Director II	1.00	100.00%			\$107,979	\$107,979
55a Program Director III	0.85	100.00%			\$98,175	\$98,175
56a Research Associate II	1.00		100.00%		\$46,584	\$46,584

Section C. Staffing

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Project Name: Public Health Institute <i>The Network for a Healthy California</i> US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2013 (October 1, 2012 through September 30, 2013)							
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			Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
57a	Research Associate III	1.00		100.00%		\$49,817	\$49,817
58a	Research Associate III	1.00		100.00%		\$59,684	\$59,684
59a	Research Associate IV	0.70		100.00%		\$46,788	\$46,788
60a	Research Associate IV	1.00		100.00%		\$67,896	\$67,896
61a	Research Associate IV	1.00		100.00%		\$68,423	\$68,423
62a	Research Scientist I	0.70		100.00%		\$76,889	\$76,889
63a	Research Scientist I	0.90		100.00%		\$73,117	\$73,117
64a	Research Scientist I	1.00		100.00%		\$85,414	\$85,414
65a	Research Scientist I	0.75		100.00%		\$62,948	\$62,948
66a	Research Scientist I	1.00		100.00%		\$82,849	\$82,849
67a	Research Scientist II	1.00		100.00%		\$100,213	\$100,213
68a	Technical Assistance Specialist II	1.00	100.00%			\$53,006	\$53,006
69a	Technical Assistance Specialist II	1.00	100.00%			\$49,654	\$49,654
70a	Technical Assistance Specialist II	1.00	100.00%			\$43,571	\$43,571

Section C. Staffing

Provide the following summary by SNAP-Ed project for all paid staff in the FY 2013 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: Public Health Institute <i>The Network for a Healthy California</i> US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2013 (October 1, 2012 through September 30, 2013)						
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		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Programmatic Classifications						
Sub-totals	68.05	1700.00%	5300.00%		4,574,118	4,574,118
Benefits @ 35% of Total Salary					1,600,941	1,600,941
TOTAL					\$ 6,175,059	\$ 6,175,059

	California Project LEAN * Limited Term Positions					
1a	Administrative Assistant II (1) - Peer-led Nutrition Education Project [i]	1.00	100.00%		\$55,381	\$55,381
2a	Program Administrator II	0.80		80.00%	\$61,337	\$61,337
3a	Program Director I	1.00	100.00%		\$88,624	\$88,624

California Project LEAN (CPL) staff are not part of PHI Network budgeted headcount, nor do their costs map to PHI Network budgeted personnel costs, and are provided here informationally because of their on-site, physical presence. These employees are dedicated to the School Wellness TA/Support for LHDs & School-Based Contractors, a subaward in the Technical Assistance & Special Projects Unit.

Memorandum of Understanding
between the
California Department of Public Health
Network for a Healthy California and
University of California, Davis Food Stamp Nutrition Education Program

The Memorandum of Understanding (MOU) is made and entered into by and between the *Network for a Healthy California (Network)* within the California Department of Public Health and the University of California at Davis Food Stamp Nutrition Education Program (UC FSNEP).

I. PURPOSE

The purpose of the MOU is to establish a general framework for cooperation and information exchange, including identification of common goals and objectives, and to expand communication lines between the *Network* and UC FSNEP with respect to developing and implementing the annual California Food Stamp Nutrition Education (FSNE) Plan funded by the United States Department of Agriculture through an interagency agreement with the California Department of Social Services.

II. UC FSNEP SHALL

- a. Maintain open communication regarding SNAP-Ed program coordination with the *Network*.
- b. Encourage and implement information sharing in order to make accurate and timely decisions.
- c. Agree to review and support funding proposals that are mutually compatible and beneficial with the goals and objectives of their respective governing bodies.
- d. Develop a policy and guideline for working in the various intervention channels that fosters communication and reduces duplication of services while enhancing delivery to serve gaps and unmet needs. The policy should address current target overlap, especially in the school and address future expansion of intervention sites to avoid future duplication.
- e. Cooperate and share information regarding the implementation of programs and projects in which both parties have beneficial and mutual interests.
- f. Maintain a database that include eligible school sites, Network-served school sites, UC-FSNEP-served school sites and shared school sites. Share data of intervention sites with local contractors and for the USDA Annual Plan.
- g. In sites or potentially new UC-FSNEP Counties, avoid supplantation of existing nutrition education delivery by the *Network*.

III. THE NETWORK SHALL

- a. Maintain open communication regarding SNAP-Ed program coordination with the *Network*.
- b. Encourage and implement information sharing in order to make accurate and timely decisions.
- c. Agree to review and support funding proposals that are mutually compatible and beneficial with the goals and objectives of their respective governing bodies.

- d. Develop a policy and guideline for working in the various intervention channels that fosters communication and reduces duplication of services while enhancing delivery to serve gaps and unmet needs. The policy should address current target overlap, especially in the school and address future expansion of intervention sites to avoid future duplication.
- e. Cooperate and share information regarding the implementation of programs and projects in which both parties have beneficial and mutual interests.
- f. Maintain a database that include eligible school sites, Network served school sites, UC FSNEP-served school sites and shared school sites. Share data of intervention sites with local contractors and for the USDA Annual Plan..
- g. In sites or potentially new LIA contracts, avoid supplantation of existing nutrition education delivery by UC-FSNEP.

IV. TERMINATION OF MOU

Either party may, in writing, terminate the instrument in whole or in part at any time before date of expiration.

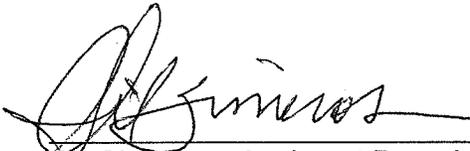
V. NON-FUND OBLIGATION DOCUMENT

This instrument is neither a fiscal nor a funds obligation document. Any endeavor involving reimbursement contribution of funds or transfer of anything of value between parties to this instrument will be handled in accordance with applicable laws, regulations, and procedures including those for government procurement and printing.

VI. COMPLETION DATE

This MOU shall be effective upon the signature of *Network* and UC-FSNEP authorized officials. It shall be in force from October 1, 2010 until rescinded.

The PARTIES HERETO have executed this agreement as of the date of the last signature on this instrument.



Gil Sisneros, Assistant Branch Chief
Network for a Healthy California
California Department of Public Health

6/28/10

Date



David Ginsburg, MPH
Director, UC-FSNEP
University of California at Davis

6/28/2010

Date